

# The importance of front of pack labelling

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Fødevarer

# About the Danish Food and Drink Federation

- More than 260 members ranging from small entrepreneurs to the largest global food companies in Denmark.
- Active participants in several partnerships, such as the Whole Grain Partnership - since 2009.
- Partnerships are key: We stand much stronger when we work together across different interests to change the lifestyle of consumers.



**Sustainability**



**Health**

Paving the way for food companies to develop a fully circular, food production, which also makes it easy and tasty for consumers to choose a healthy and balanced lifestyle.

## **It's all about balance**

All foods can be part of a healthy diet. There's a better choice within all food categories. Labelling helps consumers pick the healthy alternative.





# The value of FOP labelling

Experiences with DK and EU labels



But if consumers are to be able to navigate between labels and make choices based on their value, it requires continuous efforts to increase awareness among consumers.



# Food labelling as a competitive advantage

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- Consumers are becoming increasingly aware of making healthy choices when shopping
- Positive labelling makes it easy to make the healthy choice as a consumer.
- Food labelling can be a competitive advantage as you can increase sales by being the recognizable and credible choice





# Affecting manufacturers' product development positively

- Labelling can be a positive challenge, that inspires manufacturers
- Creates a “hype” among manufactures
- A positive competition that supports the development of healthier alternatives
- We've seen that Danish manufacturers start to include more whole grain in their product development, for example



# Nutritional labelling

- Nutri-score
- Traffic light
- Keyhole
- Whole grain
- Reference intake (RI)



# Other labels

- Organic
- Fair trade
- Animal welfare
- Eco labels (the packaging material): – swan and flower
- Recycling (the packaging material)



# A balancing act

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## Quality over quantity

- There are many labels by now
- The message can be overlooked and drown
- It's a matter of judgement

## Credibility

- Maintaining credibility and value requires labels to live up to requirements
- This means focusing on enforcement of rules, but this is also a balancing act
- If the requirements are too restrictive, the label will not appeal to some parts of the population

