

Label Inventory

An inventory of how ‘healthy choice labels’ and other labels from within and outside of Switzerland have been developed and introduced into the market and are awarded, monitored and managed.

Prepared by the Swiss Society for Nutrition
on behalf of the Federal Office of Public Health



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Glossary

Accreditation	Refers to the formal recognition of the technical and organisational competence of an authority to execute a specific service (e.g. certification of a label) as described in the scope of accreditation. Responsible in Switzerland: Swiss Accreditation Service SAS (www.sas.admin.ch).
Awarding	Refers to the process of authorising the use of a label.
Certification	Refers to the independent examination by a third party if norms (e.g. qualifying criteria) are met. A successful audit is attested with a certificate.
'Healthy choice label'	Refers to a front-of-pack label on foods and beverages. Identifies healthy or healthier choices within a food or beverage category.
In-house	Company-internal.
Label	Is used in the Swiss sense, refers to a voluntary logo or symbol and is defined by qualifying criteria.

Abbreviations

CHF	Swiss Franc
CWG	Criteria Working Group
FOPH	Federal Office of Public Health
GDAs	Guideline Daily Amounts
€	Euro
NPEB	Nationales Programm Ernährung und Bewegung 2008-2012 (National Programme Diet and Physical Activity 2008-2012)
PUSCH	Praktischer Umweltschutz Schweiz (Applied Environmental Protection Switzerland)
\$	Dollar
TAC	Technical Advisory Committee

Executive summary

Background

Switzerland intends to develop and introduce a 'healthy choice label' for foods and beverages into the Swiss market. As a first measure, the Swiss Federal Office of Public Health (www.bag.admin.ch) commissioned the Swiss Society for Nutrition (www.sge-ssn.ch) to compile an inventory of label organisations in Switzerland and abroad with information about how these labels have been developed and introduced, how they are awarded, monitored and marketed and how effective they are.

Methodology

After compiling a list of existing label organisations and developing a questionnaire, 27 organisations were contacted for either a personal interview or written self-completion of the questionnaire. 19 organisations (9 of which award a 'healthy choice label') agreed to participate. For reasons of completeness, the final inventory was amended with publicly available information from two other 'healthy choice labels'.

Findings

In Switzerland, there are two 'healthy choice labels' which focus on meals and eating out but none in the retail environment. Outside of Switzerland, 9 'healthy choice labels' could be identified; most of them mainly award foods in the retail environment.

Most of the identified 'healthy choice labels' are fully funded by licence fees, some are publicly funded, others have mixed funding models.

It took the surveyed organisations between 1 to >5 years (mean 26 months, including an average of 19 months to develop the criteria) and required between 0.4 to 4 full-time positions to develop the label. Some worked on a volunteer's basis; others had budgets up to CHF 900'000 for the developing period. All organisations agreed on the usefulness of external experts and/or consultants.

All but one 'healthy choice label' organisation have category specific (mostly nutrient based) criteria, some with up to 87 (mean 34) categories. Criteria are revised and updated either according to a specific routine or when justified. The most often used criteria for 'healthy choice labels' are sodium, saturated fatty acids and fibre, followed by total fat, trans fatty acids and sugar. Further criteria include serving size, energy and certain vitamins and minerals.

Most 'healthy choice labels' are awarded in-house, contrary to many Swiss label organisations which require an independent certification by an accredited audit firm. Monitoring as well is mostly done in-house and/or outsourced to independent laboratories, independent auditors or accredited

audit firms and benefits from the so-called 'social control' among competitors. In Switzerland and Sweden monitoring is also conducted by official food inspectors.

The organisations market the labels according to their annual marketing budget (mean CHF 590'000 for 'healthy choice labels', mean CHF 1.3 Mio for other labels) with a multitude of marketing methods. Additionally, they rely on marketing efforts of their licencees.

The effectiveness of 'healthy choice labels' is often only measured by awareness and market penetration. Both measures appear to increase with time and it is also possible to reach high numbers within a relatively short time. Comprehensive scientific evaluations of the effectiveness of 'healthy choice labels' do not exist yet, but are planned or have already been started for some labels.

Conclusion and outlook

This inventory presents and summarises the procedures used for developing, introducing, awarding, monitoring and marketing labels and gives indications about operating costs, manpower requirements and effectiveness. It will be used to prepare a proposal for the attention of the Swiss Federal Office of Public Health on the best way of how to develop, introduce and manage a 'healthy choice label' in Switzerland.

Zusammenfassung

Grundlage

Die Schweiz will ein Label für Lebensmittel und Getränke entwickeln und in den Schweizer Lebensmittelmarkt einführen, welches gesündere Alternativen innerhalb bestimmter Lebensmittelkategorien kennzeichnet (auf Englisch: „Healthy Choice Label“). Als erste Massnahme beauftragte das Bundesamt für Gesundheit (www.bag.admin.ch) die Schweizerische Gesellschaft für Ernährung (www.sge-ssn.ch) damit, eine Bestandesaufnahme von Label-Organisationen aus dem In- und Ausland zu erstellen mit Informationen darüber, wie diese Labels entwickelt und eingeführt worden sind, wie sie vergeben, kontrolliert und vermarktet werden und wie wirksam sie sind.

Methodik

Nach der Erstellung einer Liste bestehender Label-Organisationen und Ausarbeitung eines Fragebogens wurden 27 Organisationen angefragt, sich entweder für ein persönliches Interview zur Verfügung zu stellen oder den Fragebogen eigenständig auszufüllen. 19 Organisationen (9 davon vergeben ein „Healthy Choice Label“) erklärten sich zur Mitarbeit bereit. Der Vollständigkeit halber wurde die endgültige Liste mit öffentlich zugänglichen Informationen über zwei weitere „Healthy Choice Labels“ ergänzt.

Ergebnisse

In der Schweiz gibt es zwei „Healthy Choice Labels“ für Mahlzeiten, welche auswärts verzehrt werden; es gibt jedoch keines im Lebensmittelhandel. Im Ausland konnten 9 „Healthy Choice Labels“ eruiert werden; die meisten kennzeichnen Lebensmittel, welche hauptsächlich im Lebensmittelhandel erhältlich sind.

Ein Grossteil der identifizierten „Healthy Choice Labels“ wird ausschliesslich über Lizenzgebühren finanziert, einige von der öffentlichen Hand, andere wiederum verfügen über gemischte Finanzierungsmodelle.

Für die Entwicklung der Labels benötigten die befragten Label-Organisationen zwischen 1 bis über 5 Jahre (durchschnittlich 26 Monate, einschliesslich durchschnittlich 19 Monate für die Entwicklung der Beurteilungskriterien) und 0.4 bis 4 Vollzeitstellen. Einige arbeiteten ehrenamtlich, andere verfügten für die Entwicklungsphase über Budgets von bis zu CHF 900'000.-. Alle Organisationen waren sich über den Nutzen externer Experten und/oder Berater einig.

Alle ausser einer „Healthy Choice Label“-Organisation verwenden kategorie-spezifische (meistens nährstoffbasierte) Kriterien, einige unterscheiden bis zu 87 (durchschnittlich 34) verschiedene Kategorien. Die Kriterien werden entsprechend eines definierten Prozederes oder aber nach Bedarf überarbeitet und aktualisiert. Zu den gebräuchlichsten Kriterien von „Healthy Choice

Labels“ zählen Natrium, gesättigte Fettsäuren und Nahrungsfasern, daneben auch Fett, Transfettsäuren und Zucker(arten). Weitere Kriterien sind Portionengrösse, Energie-, Vitamin- und Mineralstoffgehalt.

Die meisten „Healthy Choice Labels“ werden betriebsintern vergeben – dies im Gegensatz zu vielen Schweizer Label-Organisationen, die eine unabhängige Zertifizierung durch eine akkreditierte Prüfgesellschaft verlangen. Kontrollen erfolgen auch meistens betriebsintern und/oder werden unabhängigen Labors, unabhängigen Prüfern oder akkreditierten Prüfgesellschaften übertragen. Auch die sogenannte „soziale Kontrolle“ unter Konkurrenten spielt eine wichtige Rolle. In Schweden und der Schweiz erfolgen Kontrollen auch durch offizielle Lebensmittelkontrolleure. Die Organisationen bewerben ihre Labels entsprechend ihres jährlichen Marketingbudgets (durchschnittlich CHF 590'000.- für „Healthy Choice Labels“, durchschnittlich CHF 1.3 Mio. für andere Labels) und setzen dabei sehr viele verschiedene Marketingmethoden ein. Von zusätzlichem Nutzen sind ferner die Marketingmassnahmen der Lizenznehmer.

Zur Beurteilung der Wirksamkeit der „Healthy Choice Labels“ werden oftmals nur der Bekanntheitsgrad und die Marktdurchdringung gemessen. Die Werte beider Parameter scheinen mit der Zeit anzusteigen und es ist auch möglich, innerhalb relativ kurzer Zeit hohe Werte zu erreichen. Zum heutigen Zeitpunkt gibt es noch keine umfassenden wissenschaftlichen Studien zur Wirksamkeit von „Healthy Choice Labels“. Solche Studien sind jedoch geplant oder wurden für gewisse Labels bereits in Auftrag gegeben.

Schlussfolgerung und Ausblick

Diese Bestandesaufnahme gibt einen Überblick über die Massnahmen, welche im Zusammenhang mit der Entwicklung, Einführung, Vergabe, Kontrolle und Vermarktung eines Labels zur Anwendung kommen, und enthält Angaben zu Betriebskosten, Personalbedarf und Wirksamkeit. Basierend auf dieser Bestandesaufnahme wird nun eine Empfehlung zuhanden des Bundesamts für Gesundheit BAG formuliert werden zum sinnvollsten Vorgehen zur Entwicklung, Einführung und zum Management eines „Healthy Choice Labels“ für die Schweiz

Résumé

Historique

La Suisse a l'intention de développer et d'introduire un « label de choix sain » pour les aliments et les boissons sur le marché suisse. Comme première mesure, l'Office Fédéral de la Santé Publique (www.bag.admin.ch) a chargé la Société Suisse de Nutrition (www.sge-ssn.ch) de compiler un inventaire des organisations des labels en Suisse et à l'étranger en indiquant comment ces labels ont été développés et introduits, comment ils ont été accordés, contrôlés et mis sur le marché et à quel point ils sont efficaces.

Méthodologie

Après la compilation d'une liste des organisations responsables de labels existants et le développement d'un questionnaire, 27 d'entre elles ont été contactées soit pour un entretien individualisé soit pour un questionnaire écrit à remplir elles-mêmes. 19 organisations (dont 9 décernent un « label de choix sain ») ont accepté de participer. Pour des raisons d'exhaustivité, l'inventaire final a été amélioré à l'aide d'informations disponibles publiquement provenant de deux autres « label de choix sain ».

Résultats

En Suisse, il y a deux « label de choix sain » qui portent sur la restauration hors domicile, mais aucun sur le commerce de détail. Hors de Suisse, 9 « label de choix sain » ont pu être identifiés; la plupart d'entre eux sont principalement décernés à des aliments en vente dans le commerce de détail.

La plupart des « label de choix sain » identifiés sont totalement financés par des redevances, certains ont un financement public, d'autres ont des modèles de financement mixtes.

Les organisations enquêtées ont eu besoin de 1 à >5 ans (en moyenne 26 mois, comprenant une moyenne de 19 mois pour développer les critères) et il a fallu entre 0,4 et 4 postes à plein temps pour développer le label. Certaines ont travaillé sur la base du volontariat; d'autres ont prévu des dépenses allant jusqu'à 900 000 CHF pour la période de développement. Toutes les organisations se sont mises d'accord sur l'utilité d'experts et/ou de consultants externes.

Toutes les organisations de « label de choix sain » sauf une ont établi des catégories avec chacune leurs critères spécifiques (basés principalement sur les nutriments), certains ayant jusqu'à 87 catégories (en moyenne 34). Les critères sont révisés et mis à jour soit selon une procédure spécifique soit lorsque cela est justifié. Les critères les plus fréquemment utilisés pour les « label de choix sain » sont le sodium, les acides gras saturés et les fibres, viennent ensuite le total des matières grasses, les acides gras trans et le sucre. La taille des portions, l'énergie et certains sels minéraux et vitamines font partie des autres critères.

La plupart des « label de choix sain » sont décernés en interne, contrairement à un grand nombre d'organisations de label suisses qui exigent une certification indépendante par un cabinet d'audit accrédité. Le contrôle est également réalisé la plupart du temps en interne et/ou externalisé vers des laboratoires indépendants, des auditeurs indépendants ou des cabinets d'audit accrédités et bénéficie, entre les concurrents, du « contrôle réciproque » ainsi nommé. En Suisse et en Suède, le contrôle est également effectué par les contrôleurs officiels des denrées alimentaires.

Les organisations mettent les labels sur le marché selon leur budget marketing annuel (en moyenne 590 000 CHF pour les « labels de choix sain », en moyenne 1,3 M CHF pour les autres labels) avec une multitude de méthodes de marketing. En outre, elles comptent sur les efforts de marketing fournis par les détenteurs de leurs licences.

L'efficacité des « labels de choix sain » n'est souvent mesurée que par la notoriété et la pénétration du marché. Ces deux mesures semblent augmenter avec le temps et il est également possible d'atteindre des chiffres élevés en un temps relativement court. Des évaluations scientifiques complètes de l'efficacité des « label de choix sain » n'existent pas encore, mais sont prévues et ont déjà commencé pour certains labels.

Conclusion et perspectives

Cet inventaire présente et récapitule les procédures utilisées pour développer, introduire, décerner, contrôler, mettre sur le marché les labels et donne des indications sur les frais d'exploitation, les besoins en main d'œuvre et l'efficacité. Il sera utilisé pour préparer une proposition à l'attention de l'Office Fédéral de la Santé Publique sur la meilleure façon de développer, introduire et gérer un « label de choix sain » en Suisse.

Table of contents

Editorial details	1
Glossary + abbreviations	2
Executive summary	3
Zusammenfassung	5
Résumé	7
1. Background	12
2. Objectives	12
3. Methodology	13
4. Findings	14
4.1. General information about the labels	14
4.2. Development of the labels	17
4.3. Qualifying criteria of 'healthy choice labels'	19
4.4. Introduction of the labels	21
4.5. Awarding and monitoring process	22
4.6. Marketing methods	24
4.7. Effectiveness of 'healthy choice labels'	25
5. Conclusions and outlook	28
6. Acknowledgments	30
7. References	31

Appendices

I. Healthy choice labels

o Choices	32
o D-li vert	33
o Fourchette verte	34
o Health Check	35
o Healthier Choice	36
o Heart Check	37
o Heart Foundation Tick AU	38
o Heart Foundation Tick NZ	39
o Heart Symbol	40
o Keyhole	41
o Smart Choices	42

II. Other labels	
o 5amTag	43
o aha! seal of approval	43
o AOC-IGP	44
o Bio Suisse Bud	44
o Gluten free symbol	45
o Goût Mieux	45
o IP Suisse Beetle	46
o Max Havelaar	46
o Suisse Garantie	47
o V-Label	47
III. Qualifying criteria	
a. for Choices	48
b. for D-li vert	53
c. for Fourchette verte	54
d. for Health Check	55
e. for Healthier Choice.	66
f. for Heart Check	73
g. for Heart Foundation Tick (Australia)	74
h. for Heart Symbol	79
i. for Keyhole	80
j. for Smart Choices	83
k. for 5amTag	85
IV. Questionnaire	
a. used for email survey	86
b. used for personal interviews	90
c. used for personal interview with International Choices Foundation	94
V. Regulations	
a. SR 817.0, articles 18 + 19	98
b. SR 817.02, article 10	99

Tables

1. Overview of surveyed label organisations	14
2. Funding models of 'healthy choice label' programmes	15
3. Schemes for fee definition and structure	16
4. Development and revision processes of qualifying criteria of 'healthy choice labels'	19
5. Basis for qualifying criteria of 'healthy choice labels'	20
6. Awarding processes	22
7. Overview of marketing methods	24

Figures

1. Awareness	25
2. Market penetration demonstrated by the number of awarded products and participating companies (licencees)	26
3. Rate of awareness versus number of awarded products	26

1. Background

On June 18th 2008, the Federal Council of Switzerland adopted the 'National Programme Diet and Physical Activity 2008-2012' (*Nationales Programm Ernährung und Bewegung 2008-2012 / NPEB*) and commissioned the Federal Department of Home Affairs to implement it. The NPEB determines the National strategy for the promotion of a balanced diet and sufficient physical activity. One instrument of the Swiss Federal Office of Public Health (FOPH), as part of the Federal Department of Home Affairs, is *actionsanté*, the National Diet and Physical Activity Platform, which gives participants the opportunity to discuss and propose voluntary measures relevant to NPEB.

A project within *actionsanté* is to develop and introduce a front-of-pack labelling system for foods and beverages (subsequently referred to as 'healthy choice label'), with the aim of helping consumers eat a balanced and varied diet, as well as simplifying the steps they can take to achieve this goal. The FOPH has entrusted the Swiss Society for Nutrition with the task of contacting existing label organisations in Switzerland and abroad in order to draw up the fundamental principles on which such a system should be based, and how it should be developed, introduced into the Swiss market and managed.

The objectives of the Federal Office of Public Health are that:

- a) All stakeholders in Switzerland use a simple and uniform front-of-pack label.
- b) The Swiss front-of-pack label should be based on a successfully introduced European labelling system. Adjustments are possible, however must be minimal (Vision: ONE label for Europe).
- c) The voluntary front-of-pack label shall not replace but complement the existing nutritional labelling (e.g. nutrient declaration, GDAs).
- d) The Swiss front-of-pack label shall be developed, adapted and supervised by an independent nutrition organisation.

2. Objectives

The aim of this survey was to compile an inventory of label organisations in Switzerland and abroad with information about how these labels have been developed and introduced into the market, about the awarding and monitoring processes, marketing methods and the effectiveness of the label. The inventory will be used to plan the development, introduction and management of a 'healthy choice label' in Switzerland.

3. Methodology

First, a list of label organisations from both within and outside of Switzerland was compiled. To identify 'healthy choice labels', a search (through internet and personal contacts) was undertaken. Purely manufacturer or retailer-owned labels (e.g. 'Be good to yourself' of Sainsbury UK, 'Sensible Solution' of Kraft Foods or 'Smart Spot' of Pepsico) were excluded. As one main interest lay in gathering general organisational background information of label organisations, labels other than 'healthy choice labels' were also included in the survey. These additional label organisations were identified through the database 'labelinfo.ch' (www.labelinfo.ch) of PUSCH (*Praktischer Umweltschutz Schweiz* / Applied Environmental Protection Switzerland).

Subsequently, a questionnaire was developed to investigate how these organisations have developed and introduced and are awarding and managing their label (see Appendix IV). All organisations received the same questionnaire independent of the type of the label (e.g. healthy choice, fair trade, organic). Thus, not all questions were relevant for all organisations. Participants were asked to skip a question if this was the case. Furthermore, only information relevant for the introduction of a 'healthy choice label' has been included in this inventory. For confidentiality reasons, sensitive data (e.g. about budgets) has been pooled.

The introductory part with instructions to complete the questionnaire differed depending on whether the organisation was personally interviewed or received the questionnaire by email for self-completion. Furthermore, the questionnaire used for interviewing the 'International Choices Foundation' was amended by a question regarding a possible cooperation (see Question 9, Appendix IVc).

In total, 27 organisations were contacted between December 2008 and January 2009, 11 of which for a personal interview (see Table 1). 11 (41%) organisations completed the questionnaire in written form, 8 (29.5%) agreed to be interviewed personally and 8 (29.5%) declined participation. The personal interviews were conducted between February 4th and March 5th 2009. They were recorded for backup reasons but not transcribed. This survey intends to be as comprehensive as possible; however, it does not claim to warrant completeness.

Although 'Heart Foundation Tick' (New Zealand) and 'Smart Choices' (United States) did not actively participate in the survey, publicly available information about these labels was also included into the inventory. This was done to include all identified 'healthy choice labels' and because the New Zealand 'Heart Foundation Tick' has 18 years of experience in awarding 'the healthier choices'.

4. Findings

4.1. General information about the labels

The inventory is based on the information received from 19 organisations plus publicly available information about the 'Heart Foundation Tick' in New Zealand and 'Smart Choices' in the United States (see chapter 3). Of the 21 organisations, which were included in this inventory, 11 (52%) award a label which identifies healthy food choices and 12 (57%) are located in Switzerland. However, only two of the Swiss labels identify healthy food choices (Fourchette verte, D-li vert) and both focus on meals and eating out. There is no 'healthy choice label' in Switzerland yet which identifies healthy food choices in the retail environment. Tables 1 and 2 show an overview of the label organisations which were included in the survey.

Table 1: Overview of surveyed label organisations

Label	Location of label organisation			Domain					Type of awarded products	
	CH	EU	Other	Bio, ecological, animal + environmentally friendly	Fair trade	Origin, tradition	Healthy choice ⁴⁾	Other health ⁵⁾	Food	Non food
5amTag ¹⁾	X							X	X	
aha! ¹⁾	X							X	X	X
AOC ²⁾	X					X			X	
Bio Suisse Bud ¹⁾	X			X					X	
Choices ¹⁾		X					X		X	
D-li vert ²⁾	X			X		X	X		X	
Fourchette verte ¹⁾	X			X			X	X	X	X
Gluten free ¹⁾	X	(X) ⁶⁾	(X) ⁶⁾					X	X	
Goût Mieux ²⁾	X			X		X			X	X
Health Check ²⁾			X				X		X	
Healthier Choice ²⁾			X				X		X	
Heart Check ²⁾			X				X		X	
Heart Foundation Tick AU ²⁾			X				X		X	
Heart Foundation Tick NZ ³⁾			X				X		X	
Heart Symbol ²⁾			X				X		X	
IP Suisse Beetle ¹⁾	X			X		X			X	
Keyhole ¹⁾		X					X		X	
Max Havelaar ²⁾	X	(X) ⁶⁾	(X) ⁶⁾		X				X	X
Smart Choices ³⁾			X				X		X	
Suisse Garantie ²⁾	X			X		X			X	
V-Label ²⁾	X	(X) ⁶⁾						X	X	

¹⁾ Personally interviewed / ²⁾ Written completion of questionnaire / ³⁾ 'Heart Foundation Tick NZ' and 'Smart Choices' did not actively participate in the survey but have been included into the inventory through publicly available information. / ⁴⁾ 'Healthy choice labels' / ⁵⁾ E.g. labels which award the compatibility with a special diet such as vegetarian or gluten free. / ⁶⁾ These labels are used internationally, but only the Swiss affiliates have been surveyed.

The first 'healthy choice labels' were introduced in 1989 (Heart Foundation Tick in Australia, Keyhole in Sweden), further during the nineties (1991 Heart Foundation Tick in New Zealand, 1993 Fourchette verte in Switzerland, 1995 Heart Check in the United States, 1998 Healthier Choice in Singapore, 1999 Health Check in Canada) and more since 2000 (2000 Heart Symbol in Finland, 2007 Choices internationally, 2009 D-li vert in Switzerland and Smart Choices in the United States). They all target the general and healthy population even though almost half of them are run by National heart or diabetes foundations and associations. Some specifically exclude very young children (<3 years) and one label (Fourchette verte) focuses only on adolescents and young adults (16-24 years). Their aims are mainly to facilitate healthy or healthier food choices, to stimulate healthy product innovation and to increase the availability of healthy foods.

The 'healthy choice label' organisations included in this inventory are funded through different financial models. Most are fully funded by fees, some are fully funded by governmental agencies and others have mixed funding models (see Table 2).

Table 2: Funding models of 'healthy choice label' programmes

Label	Licence fees	Funded by
Choices	Yes	Only fees
D-li vert	Yes	Licence fees, Health Promotion Switzerland, SV foundation, public funding
Fourchette verte	No	Health Promotion Switzerland, Health Departments of participating cantons
Health Check	Yes	Only fees
Healthier Choice	No	Ministry of Health (Health Promotion Board)
Heart Check	Yes	Only fees
Heart Foundation Tick AU	Yes	Only fees
Heart Foundation Tick NZ ¹⁾	Yes	Only fees
Heart Symbol	Yes	Only fees (start up costs covered by Heart Association, Diabetes Association, Slot Machine Association)
Keyhole	Foods ²⁾ : No Meals ³⁾ : Yes	Swedish National Food Administration
Smart Choices ¹⁾	No information	No information available

¹⁾ 'Heart Foundation Tick NZ' and 'Smart Choices' did not actively participate in the survey but have been included into the inventory through publicly available information. / ²⁾ Foods in retail environment / ³⁾ Meals in restaurants

There are different ways how label organisations define and structure their fees. Table 3 below summarises these different schemes. Many organisations calculate the fees (at least partly) depending on turnover (total or of awarded products), others calculate them based on size of the market in which awarded products are sold, on number of seats or on distribution area. As licence fees can potentially form an obstacle for small firms to participate in labelling programmes, some organisations have special fees for small companies or very low fees in general. On the other hand, label organisations sometimes have special settlements with large firms to define a maximum licence fee.

One label organisation mentioned that licence fees were not only collected to fund the programme but also to generate a feel among the licencees that the label had a value and was not 'worthless'.

Table 3: Schemes for fee definition and structure

Label	Fees
5amTag	Basic annual fee CHF 500.- + 1% of annual turnover of awarded products (self declaration)
aha!	Basic annual fee depending on size of firm (sales and number of employees) + variable annual fee depending on turnover of awarded products
AOC	0.23% of annual turnover of awarded products
Bio Suisse Bud	For farmers: Annual membership fee depending on size of farm For licencees: Annual licence fee depending on turnover of awarded products (<1%)
Choices	NL: Fee classes depending on total annual turnover of company (€1250-125'000/yr) Other countries (e.g. Germany): Annual licence fees depending on turnover of awarded products
D-li vert	Basic annual fee CHF 100.- + 1.- per seat (flat rate for large companies)
Fourchette verte	No fees
Gluten free	1 product = CHF 100.-/yr; several products = max. CHF 500.-/yr; bakeries with several products = CHF 200.-/yr;
Goût Mieux	Fees depending on size of company (number of seats)
Health Check	One-time evaluation fee (\$150-700 per product) + annual licence fee (\$1225-3625) depending on size of market in which the product is sold Small companies (<\$1mio annual sales): 0.49% on net sales of awarded products, at least \$300 per product, \$500 for 2 products or more)
Healthier Choice	No fees
Heart Check	Fee for 1 st year: 1-9 products for \$7500/pr.; 10-24 products for \$6750/pr.; 25-49 products for \$450/pr.; 50+ products for \$5225/pr. Renewal fee in following year: 1-9 products for \$4500/pr.; 10-24 products for \$4050/pr.; 25-49 products for \$3570/pr.; 50+ products for \$3150/pr.
Heart Foundation Tick AU	For foods (supermarkets): Annual fee based on gross sales of awarded products For meals (foodservice): Annual fee based on number of sites and level of auditing required
Heart Foundation Tick NZ ¹⁾	Annual fee based on sales of awarded products (wholesale price exclusive of trading terms)
Heart Symbol	National distribution: 1-10 products for €500/pr.; 11-20 products for €400/pr.; 21+ products for €300/pr. Regional and local distribution: 1-10 products for €200/pr.; 11-20 products for €150/pr.; 21+ products for €100/pr.
IP Suisse Beetle	For farmers: Annual membership fee (CHF 50.-/yr) For licencees: Annual licence fee depending on production/sales of awarded products (calculated for example per animal or per 100 kg of cereal)
Keyhole	For foods (retail environment): No fees For meals (restaurants): Certification fee
Max Havelaar	No information available
Smart Choices ¹⁾	No information available
Suisse Garantie	Administration fee of CHF 50.-, no licence fees
V-Label	Fixed annual fee per product (independent of turnover)

¹⁾ 'Heart Foundation Tick NZ' and 'Smart Choices' did not actively participate in the survey but have been included into the inventory through publicly available information.

A comprehensive compilation of supporting agencies, websites, years of introduction, aims, target group, awarding and monitoring processes, criteria, efficiency and publications can be found in the annex (Appendices I+II).

4.2. Development of the labels

To estimate the workload needed to develop a label from beginning till launch, label organisations were asked about the time needed for the development of their label and how large the development team (translated into full-time positions) had been in their case. On average (based on declarations of 11 organisations), it took the organisations 26 months to develop the label. As both – development time and size of development team – differed from one organisation to another, a workload factor (time-position-factor) was calculated for better comparison, where 1 equals 1 year x 1 full-time position. Due to incomplete declarations from some label organisations, the workload factor could only be calculated for 9 organisations. 'Healthy choice label' organisations needed between 1 to 4 years with 0.4 to 4 full-time positions, which resulted in a workload factor of 0.6 to 12 (mean 5.6) (based on declarations of 5 out of 9 participating 'healthy choice label' organisations). Other label organisations required 0.4 to 4 full-time positions over 1 to >5 years, which resulted in a workload factor of 0.6 to 20 (mean 6.3) (based on declarations of 4 out of 10 label organisations).

Development budgets differed widely from no budget (volunteer's work) to CHF* 900'000 spent over the course of several years. It is not possible to make more precise indications or to calculate an average budget for the development of a label, as the cost declarations varied too much regarding included expenses (e.g. salaries, administration and external costs). Nevertheless, some useful indications could be gathered which will be helpful to plan and budget the implementation the Swiss Label.

While developing the label, most organisations worked with external experts and/or consultants (as honoraries or on a paid basis). 'Healthy choice labels' specifically mentioned the following important contributors:

- Health, nutrition and food professionals (dietitians, nutritionists, food technologists, food scientists, medical practitioners, epidemiologists, researchers)
- Food industry (associations), retailers
- Experts of audit firms
- Laboratory advisers
- Legal and regulatory advisers (e.g. lawyers, government representatives)
- Market researchers
- Communication and advertising agencies

* Amounts given in other currencies than CHF have been converted with an average conversion rate. This applies for the entire report.

When asked about useful measures while developing a label, the following were listed:

- Use experiences of supporting agencies and other experts (see above)
- Review scientific evidence
- Risk management assessment
- Dietary modelling for public health impact and product analysis
- Review or conduct pre-launch nutrition/food/consumer surveys
- Review or conduct pre-launch market research
- Carry out pre-launch competitor analysis
- Dialogue with industry, consumers and key opinion leaders
- Test period with pilot companies

4.3. Qualifying criteria of 'healthy choice labels'

All but one 'healthy choice label' organisation have category specific (mostly nutrient based) criteria, some with up to 87 (mean 34) categories. Time needed for the development of the criteria spanned from 2 months to 4 years (mean 14 months, based on indications of 7 organisations). In most cases, criteria were developed in-house (with or without the support of a working group), sometimes followed by a consultation period. One label established an independent scientific committee to develop and revise the criteria. Some label organisations revise and update their criteria periodically or in a continuous process, others do not have a specific routine, but act when justified (e.g. revised legal basis or nutrient recommendations). More details can be found in Table 4 below.

Table 4: Development and revision processes of qualifying criteria for 'healthy choice labels'

Label	Number of categories	Time needed for development of the criteria	Criteria developed by	Revision, updates
Choices	23	1 year	Independent scientific committee	Every 2 years by independent scientific committee
D-li vert	1	Approx. 2 months	In-house with consultation of supporting agencies	When justified (no specific routine), in-house
Fourchette verte	6	Approx. 1 year	In-house	When justified (no specific routine), in-house
Health Check	87	4 years	Technical Advisory Committee TAC of Heart and Stroke Foundation	Annually or when justified due to scientific evidence or Foundation policy direction, by TAC
Healthier Choice	61	Approx. 4 months	In-house supported by statutory board, R&D centres, food manufacturers' associations, retailers	Ongoing process, by Health Promotion Board
Heart Check	5	No information available	In-house with scientific, legal and regulatory consultation	No information available
Heart Foundation Tick AU	Foods (supermarkets): >55 Meals (food service): 3	3-12 months	Criteria Working Group CWG (consisting of experts from public health, nutrition research, food technology, food science) with consultation with industry. Final approval with Oversight Committee	Every 2-3 years by CWG
Heart Foundation Tick NZ ¹⁾	>55	No information available	No information available	Periodically by CWG
Heart Symbol	33	Approx. 1 year	Group of Finnish experts (nutrition, food technology, medicine, public health, food safety authority)	When justified, by expert group (different from developing group) which meets about 4 times a year
Keyhole	26	No information available	In-house with wide dialogue	When justified (no specific routine) based on changing nutrition evidence or legal regulations, in-house with wide dialogue
Smart Choices ¹⁾	20	No information available	Collaboration of scientists, academics, health and research organisations, manufacturers, retailers	Continuously

¹⁾ 'Heart Foundation Tick NZ' and 'Smart Choices' did not actively participate in the survey but have been included into the inventory through publicly available information.

The criteria of the different 'healthy choice labels' cannot easily be compared amongst each other as each organisation chose another combination of nutrients or parameters and defined different categories. An overview of the used parameters can be seen in Table 5 and the detailed qualifying criteria can be found in Appendix III. The most often used parameters are sodium, saturated fatty acids and fibre, followed by total fat, trans fatty acids and sugar (e.g. added sugars or total mono- and disaccharides).

Table 5: Basis for qualifying criteria of 'healthy choice labels'

Label	Serving size	Energy	Fat	Saturated fatty acids	Trans fatty acids	Cholesterol	Sugar ²⁾	Fibre	Sodium	Other
Choices	-	x	-	x	x	-	x	x	x	-
D-li vert	x	-	-	-	-	-	-	-	-	Meal composition, (food components and type of beverages)
Fourchette verte	x	-	-	-	-	-	-	-	-	Meal composition, price of non-alcoholic drinks, non-smoking environment, hygiene, waste separation
Health Check	x	-	x	x	x	-	x	x	x	Vitamin A, C, folate, calcium, iron, protein
Healthier Choice	-	-	x	x	-	-	x	x	x	-
Heart Check			x	x	x	x		x	x	Vitamin A, C, iron, calcium, protein, whole grain
Heart Foundation Tick AU	x	x	-	x	x	-	-	x	x	Calcium, protein, vegetable content, % content of meat/fish/vegetables/fruit/nuts/seeds
Heart Foundation Tick NZ ¹⁾	x	x	x	x	x	-	-	x	x	Calcium, protein
Heart Symbol	-	-	x	x	x	x	x	x	x	-
Keyhole	-	x	x	x	x	-	x	x	x	-
Smart Choices ¹⁾	-	-	x	x	x	x	x	x	x	Vitamin A, C, E, calcium, magnesium, potassium

¹⁾ 'Heart Foundation Tick NZ' and 'Smart Choices' did not actively participate in the survey but have been included into the inventory through publicly available information. / ²⁾ E.g. added sugar or total mono- and disaccharides

4.4. Introduction of the labels

No organisation could give specific indications about the budget they needed to introduce their label, either for confidentiality reasons or because the budget was not recorded detailed enough. Some referred to their overall budget during the first year which amounted from CHF 100'000 to 1'125'000 (mean CHF 440'000). These numbers are based on the indications of four organisations which answered the corresponding question. One organisation mentioned that they charged the double of the normal fee during the first year of participation to cover introductory costs (e.g. for marketing and communication).

When asked about the procedure to introduce the label, the following steps and measures were specified:

- Pilot period: Test introduction in a limited number of shops/restaurants or of a limited number of products
- Development of a communication strategy
- Development of marketing and communication material (website; informational dossier; promotional material; advertisements in TV, radio, magazines, on shopping trolleys; brochures; participation at fairs/events; PR events in participating companies; mailings)
- Communication through participating companies (defined in contracts)
- Press conference, media information

4.5. Awarding and monitoring process

Most 'healthy choice labels' are awarded in-house, sometimes based on the results of an accredited laboratory or a recommendation by an expert group. Only one 'healthy choice label' (of the labels included in this inventory) requires a fully independent certification by an accredited audit firm. On the other hand, this procedure is common practice for many Swiss label organisations (see Table 6).

Table 6: Awarding processes

Label	Awarding process	Independent certification by accredited audit firm
5amTag	In-house	-
aha!	In-house based on independent scientific and medical advisory boards and on independent auditing by accredited audit firm	x
AOC	By Federal Office of Agriculture based on independent certification by accredited audit firm	x
Bio Suisse Bud	In-house based on independent certification by accredited audit firm	x
Choices	In-house based on independent certification by accredited audit firm	x
D-li vert	In-house	-
Fourchette verte	In-house	-
Gluten free	In-house (based on laboratory analysis)	-
Goût Mieux	In-house based on independent certification by accredited audit firm	x
Health Check	In-house based on results of third party laboratory	-
Healthier Choice	In-house	-
Heart Check	In-house	-
Heart Foundation Tick AU	In-house based on results of accredited laboratory (Foodservice: compliance with process standards assessed by independent audit firm)	x (only foodservice)
Heart Foundation Tick NZ ¹⁾	In-house based on results of accredited laboratory	-
Heart Symbol	In-house based on certification of expert group and Cancer Society of Finland	-
IP Suisse Beetle	In-house based on independent certification by accredited audit firm	x
Keyhole	Self-awarding (if criteria are met, companies are free to use the label without prior consultation with the Swedish National Food Administration)	-
Max Havelaar	In-house based on independent certification by accredited audit firm	x
Smart Choices ¹⁾	No information available	No information available
Suisse Garantie	In-house based on independent certification of accredited audit firm	x
V-Label	In-house	-

¹⁾ 'Heart Foundation Tick NZ' and 'Smart Choices' did not actively participate in the survey but have been included into the inventory through publicly available information.

As with the awarding process, the monitoring process differs from organisation to organisation. Monitoring frequency is often standardised sometimes depending on the level of risk associated with the product. Monitoring encompasses testing of awarded products, searching for products which carry the label without permission, inspecting communication material and scanning the internet. It is mostly done in-house and/or outsourced to independent laboratories, independent auditors or accredited audit firms. In Sweden, the monitoring is part of the duties of the National food inspectors. In Switzerland, the Cantonal food inspectors also randomly control labels on foods in order to protect consumers from deceptive information as required by law (SR 817.0, article 18+19 / SR 817.02, article 10: see Appendix V). Furthermore, many organisations mentioned the

so-called 'social control' between competitors, which functions quite efficiently. In case of unauthorised use of a label, most organisations try to solve the issue amicably and start legal actions (incl. exclusion from participation, product recall, charges) only if reconciliation is not possible.

A few organisations were able to disclose their expenditures regarding awarding and monitoring. The corresponding budgets lay between CHF 36'000 and over a million Swiss francs per year. However, as the underlying processes differ very much from one another (see Table 6), these numbers cannot be compared one-to-one.

4.6. Marketing methods

The surveyed label organisations use a multitude of marketing methods including mass marketing and direct marketing (see Table 7) to promote their labels and accompanying programmes. Nine organisations (four of them with 'healthy choice labels') revealed their marketing budgets. They range from annually CHF 90'000 to 1'260'000 (mean CHF 590'000) for 'healthy choice labels' and from annually CHF 100'000 to 2 Mio (mean CHF 1.3 Mio) for other labels. Additionally, all label organisations rely on marketing efforts of their licencees. How licencees are allowed or even required to communicate about the label, is often part of the contract.

Table 7: Overview of marketing methods

Type	Examples
Advertising	TV, radio, e-board (short film), billboard, magazine (incl. retailers' magazine), newspaper, web banner, shopping trolley, public transport (bus/train), buzz marketing / mouth-to-mouth
PR	Publireportage, advertorials, newsletter to public and professionals, lifestyle chat on TV, lecture for public and professionals, conference talk, participation at fairs/events, events in supermarkets, at market stands, on farms
Print material	Pamphlet, brochure, recipe book, in-store booklet, POS material
Promotional material	Sticker, bag (plastic/paper), calendar/diary, napkin, pen, card
Internet	Website, online game, online chat applications
Educational material	For children
Display material	Display wall, banderole, arrangement for display windows
Services	SMS-service, lists of products/es, coupon/discount booklets, competitions, club membership for consumers
Other	Integration into official nutrition recommendations, journal publications

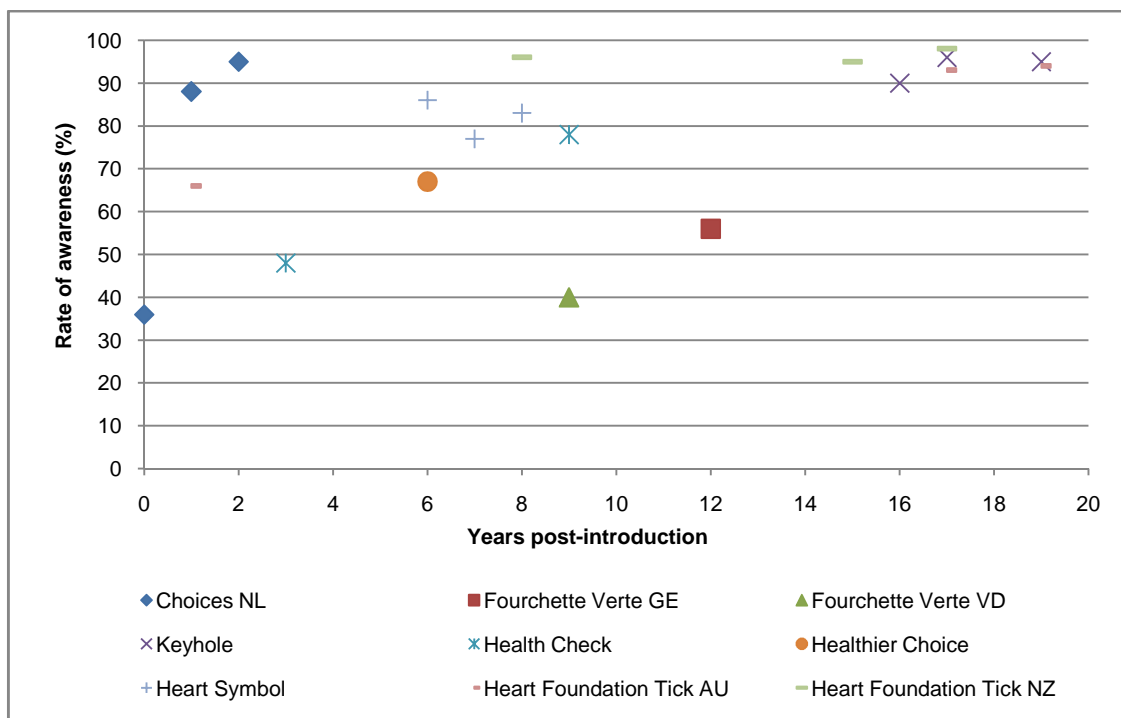
Some organisations mentioned that they did not have any or only a very small marketing budget for the launch and in the beginning, mainly because at that point of time they did not receive enough licence fees yet. Accordingly, their marketing budgets grew only over time to the above mentioned amounts.

4.7. Effectiveness of 'healthy choice labels'

Most organisations measured and published data regarding awareness of their label – though not on a regular basis. For better comparison, awareness data is displayed as per year post-introduction (see Figure 1). However, as no information is available about how awareness rates were measured, these rates cannot be compared one-to-one. For example, some organisation might have surveyed the general population, others only shoppers.

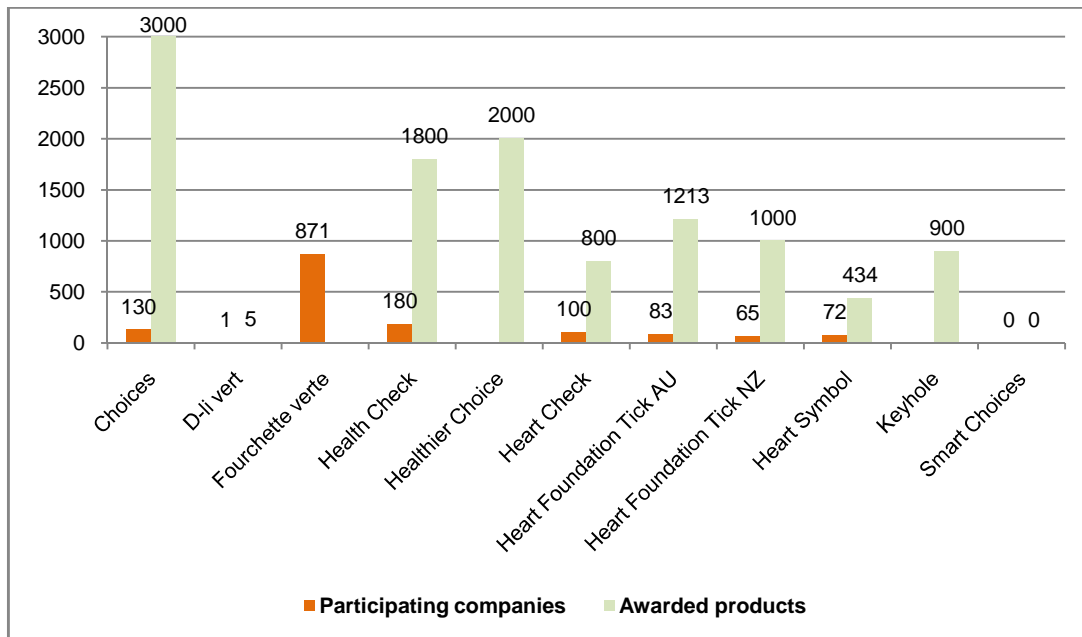
Nevertheless, awareness appears to increase with time and it is also possible to reach a very high awareness within a relatively short time (see increase of rate of awareness of Choices in the Netherlands in Figure 1).

Figure 1: Awareness (prompted, %)



Another measure which can be used for comparison is market penetration (see Figure 2). These numbers however need to be interpreted with care, as they cannot just be equated with successful market penetration but also depend on the rigor of the criteria and accordingly the number of foods that are eligible to qualify. Furthermore, the numbers cannot be compared amongst each other since the labels were introduced in different years (some were introduced into the market only very recently (see chapter 4.1)).

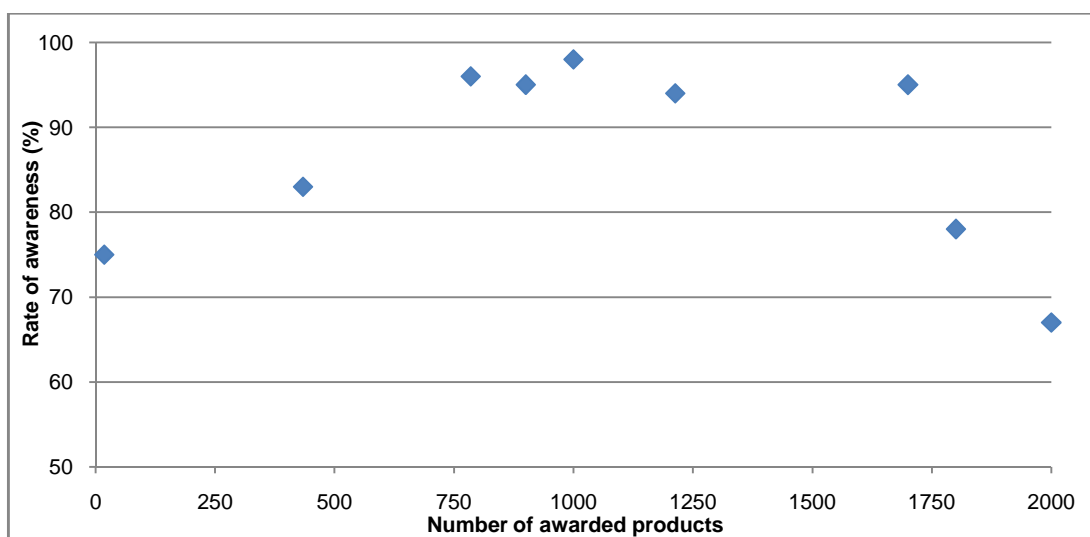
Figure 2: Market penetration demonstrated by the number of awarded products and participating companies (licenceses)



(Missing values: no information available (Healthier Choice) or information indeterminable (Keyhole, Fourchette verte))

One would assume that market penetration as well as marketing budgets have an influence on awareness rates. However, the available data does not show a clear association. Some labels reach a high awareness rate despite limited marketing budgets and market penetration. Others do not reach these high awareness rates even through their budgets exceed CHF 1 Mio or they awarded more than a thousand products (see also Figure 3).

Figure 3: Rate of awareness (prompted, %) versus number of awarded products



(Rate of awareness and number of products not always from the same year, but always the most current data available)

In Finland, 46% of consumers reported that the Heart Symbol had at least now and then influenced their purchases (results from December 2008; personal communication). In the United States, 90% of shoppers are more likely to buy a heart check awarded product than another one and participating companies reported first-year sales growths from 4% to 20% on awarded foods (Healthy Ones, 2007). Similarly, in Australia 76% of consumers prefer a product with a Tick over a similar one without and 82% agree that the Tick makes healthy choices easier (Heart Foundation of Australia, 2007a). More details can be found in Appendices I+II.

Another interesting measure to quantify the effectiveness of a 'healthy choice label' is its effect on product compositions. In order to be able to use the label, companies formulate new products according to the qualifying criteria or reformulate existing products accordingly. In Australia, reformulation of 12 breakfast cereals led to the removal of 235 tonnes of salt over the period of one year (Williams et al., 2003). In New Zealand, also in one year, 33 tons of salt could be removed from the food supply by (re)formulation of bread, breakfast cereals and margarines (Young and Swinburn, 2002). Choices Foundation also documented cuts in salt, and in fat, saturated fatty acids and sugar as well as an increased use of fibres. The potential impact of replacing 'normal foods' by foods awarded with Choices on nutrient intake in the Netherlands was studied by Annet J.C. Roodenburg (Unilever Food and Health Research Institute & Free University of Amsterdam) and is about to be published in a scientific journal. The study showed that intakes for most of the measured nutrients moved into the direction of the Dutch nutrient recommendations (Roodenburg, 2008). In Canada, Reid et al. (2004) were already able to show that there was a significant negative association between purchase of Health Check awarded foods and dietary fat intake.

Comprehensive scientific evaluations of the effectiveness of labels (e.g. effect on purchase behaviours, food choices or nutrient intakes) do not exist yet, but are planned or have already been started for Health Check in Canada, Choices in the Netherlands and Heart Foundation Tick in Australia.

5. Conclusions and outlook

This inventory gives an overview of existing 'healthy choice labels' and other labels within and outside of Switzerland. It presents and summarises the different procedures used for developing, introducing, awarding, monitoring and marketing these labels. Furthermore, it gives indications about operating costs, manpower requirements and effectiveness.

In Switzerland there are two 'healthy choice labels', both of which focus on meals and eating out. There is no such label yet in the Swiss retail environment. Outside of Switzerland, 9 'healthy choice labels' could be identified (3 from Europe, 3 from USA/Canada, 2 from Australia/New Zealand and 1 from Asia). The surveyed label organisations are funded through a variety of different financial models, even though most charge a licence fee for using the label. Development periods and budgets differed widely, but all organisations agreed on the usefulness of external experts and/or consultants. In contrast to many Swiss labels which require an independent certification by an accredited audit firm, most 'healthy choice label' organisations award in-house. Monitoring as well is mostly done in-house and/or by audit firms and benefits from the so-called 'social control' among competitors. In Switzerland and Sweden monitoring is also conducted by official food inspectors. Not much data is available on effectiveness, which is most often measured by awareness and market penetration.

Based on this inventory, the Swiss Society for Nutrition will now prepare a proposal for the attention of the Swiss Federal Office of Public Health on the best way of how to develop, introduce and manage a 'healthy choice label' in Switzerland. This will include determining qualifying criteria and organisational structures, defining awarding and monitoring processes and deciding about marketing and communication measures.

Theoretically, there are two possibilities: to develop an entirely new label or to join an already existing label organisation. Both ways have their advantages and disadvantages. A new Swiss label could be fully adapted to Swiss circumstances; however its development could take up to several years. Besides, in view of the globalisation of the food industry and growing import and export rates, it is probably more reasonable to introduce a label which is also used and known in other European countries. This might also have economical consequences as multi-national companies could save extra costs (e.g. production of Swiss specific packaging would not be required). By joining an established labelling organisation, Switzerland could benefit of the existing knowledge and the label could possibly be launched within a shorter period of time. A potential advantage for Swiss consumers would be that they are able to identify the label not only at home

but also when travelling abroad. On the other hand, this label could probably not be fully adapted to Swiss circumstances.

The Swiss Society for Nutrition favours joining an established labelling organisation provided that the criteria comply with Swiss specific conditions and/or could be adapted accordingly. In order to make a substantiated decision, a group of experts would need to review potential candidates.

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Appendix I: Healthy choice labels

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Choices</p> <p>International Choices Foundation and foundations/organisations in participating countries</p> <p>Belgium</p> <p>www.choicesinternational.org</p>	<p>2007</p> <p>(Started in 2006 by Campina, Friesland Foods and Unilever)</p>	<p>Aims: Facilitate healthy food choices / Stimulate healthy product innovation</p> <p>Target group: Healthy population of every age group (except infants)</p>	<p>Process: Awarding by Choices organisation of participating countries / Certification by independent audit firm</p> <p>Control: Annual checks (incl. laboratory analysis on risky products/nutrients)</p> <p>Products: Foods (fresh and processed)</p> <p>Charges: Country-specific calculation methods for fees based on total turnover, sales of awarded products etc. (e.g. NL: €1250-125'000)</p>	<p>Category specific criteria for energy, sat. fatty acids, trans fatty acids, sodium, sugar, fibre (Details see Appendix IIIa)</p> <p>Developed by independent scientific committee. Country-specific adaptations possible.</p> <p>Review: Every 2 years</p>	<p>Currently more than 3000 products awarded, more than 130 participating companies, 8 participating countries (NL, BE, PL, DE, CZ, BR, CL, ZA), possible future participants (BR, IL, PT)</p> <p>Data from NL (2008): Awareness, prompted: 36% (Sept 06), 88% (Sept 07), 95% (Sept 08) Awareness, unprompted: 20% (Oct 08) Credibility ('Do you believe this logo is credible?'): >80% fully/partly agree Product innovation: documented recipe changes -> less salt, fat, sat. fat, sugar, more fibre</p> <p>Consumers need less time to evaluate a product with a Choices-Tick than with GDA scores¹.</p>	<p>Doetsch-Klerk and Jansen, 2008</p> <p>¹Feunekes et al., 2007 Nijman et al., 2007 Roodenburg et al., 2008</p> <hr/> <p>Efficiency continued: Potential impact of replacement of 'normal' foods by awarded foods on nutrient intake (Annet Roodenburg, soon to be published)</p> <p>Scientific evaluation of the Choices logo among consumers and producers (Ongoing PhD project of Ellis Vyth, Free University of Amsterdam)</p>


Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>D-li vert</p> <p>Fourchette Verte Suisse / Swiss Society for Nutrition</p> <p>Funded by Conférence Latine des Affaires Sanitaires et Sociales / SV Foundation / Health Promotion Switzerland</p> <p>Switzerland</p> <p>www.d-livert.ch</p>	<p>2009</p> <p>(Successor of 'Balance Boy', a fast food project from 2004 to 2006)</p>	<p>Aim:</p> <p>Stimulate the availability of nutritionally balanced, delicious and reasonably priced fast food dishes</p> <p>Target group:</p> <p>Fast food consuming adolescents and young people (16-24 years)</p>	<p>Process:</p> <p>Awarding by D-li vert / No independent certification process</p> <p>Control:</p> <p>Procedure currently being defined</p> <p>Products:</p> <p>Fast food, take away, catering dishes</p> <p>Charges:</p> <p>Basic licence fee (CHF 100.-) plus CHF 1.- per seat</p>	<p>Compulsory criteria for meal composition incl. beverage (Details see Appendix IIIb)</p> <p>Voluntary criteria: seasonal/regional products, wholemeal, gentle cooking techniques, salt reduction, attractive presentation, recyclable packaging, waste separation</p> <p>Developed by D-li vert</p> <p>Review: When justified, no specific routine</p>	<p>Currently 5 meals awarded, 1 participating company</p>	-


Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Fourchette verte</p> <p>Fourchette verte Suisse / Health Promotion Switzerland</p> <p>Financed by Health Promotion Switzerland / Health Departements of participating cantons</p> <p>Switzerland</p> <p>www.fourchetteverte.ch</p>	1993	<p>Aim:</p> <p>Promotion of healthy eating habits and prevention of overweight</p> <p>Target group:</p> <p>Healthy population of every age group eating away from home</p>	<p>Process:</p> <p>Awarding by Fourchette verte / No independent certification process</p> <p>Control:</p> <p>By volunteering testers, no systematic procedure</p> <p>Products:</p> <p>Restaurants, canteens, nurseries</p> <p>Charges:</p> <p>Free of charge</p>	<p>Criteria for meal composition, price of non alcoholic drinks, non-smoking environment, hygiene and waste separation</p> <p>(Details see Appendix IIIc)</p> <p>Criteria depending on age of target group and type of institution</p> <p>Developed by Fourchette verte</p> <p>Review:</p> <p>When justified, no specific routine</p>	<p>Currently 871 locations awarded, present in cantons of GE, VD, FR, NE, VS, JU/ JB, TI; possible future participation by canton of BE</p> <p>Awareness prompted: 40% (VD, 2006), 56% (GE, 2005)</p>	-


Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Health Check</p> <p>Heart and Stroke Foundation of Canada</p> <p>Canada</p> <p>www.healthcheck.org</p>	1999	<p>Aim:</p> <p>Facilitate healthy food choices in grocery stores</p> <p>Target group:</p> <p>Healthy individuals over 2 years of age. Marketing targeted at females (25-59) with children = gatekeepers for nutrition</p>	<p>Process:</p> <p>Awarding by Heart and Stroke Foundation (based on analysis by third party laboratory) / No independent certification process</p> <p>Control:</p> <p>Annual random checks (incl. laboratory analysis) on 5-10% of awarded products, managed by third party company. HSFC staff continually checks local grocery stores.</p> <p>Products:</p> <p>Foods, menu items in restaurants</p> <p>Charges:</p> <p>One-time evaluation fee (\$150-700) + licence fees based on sales of awarded products or the population served by the awarded products (\$1225-3625), reduced fees for small companies</p>	<p>Category specific criteria for fat, sat. fatty acids, trans fatty acids, fibre, sodium, sugar, protein, vitamin A, vitamin C, folate, calcium, iron (Details see Appendix III d)</p> <p>Technical Advisory Committee of Heart and Stroke Foundation (made up of volunteering nutrition experts and dietitians)</p> <p>Review:</p> <p>Annually and when justified based on changing nutrition evidence or Foundation policy direction</p>	<p>Currently over 1800 products awarded (= about 9% of total available food products), 180 participating companies and over 800 restaurants with awarded menu items (versus 300 products in 2002 and 10 companies in 1999)</p> <p>Awareness prompted (2008): 78% (versus about 48% in 2002¹)</p> <p>Significant negative association between purchase of awarded foods and dietary fat intake¹ / Strong positive association between awareness and reported use of label (moderated by perceived meaning of label)¹</p> <p>Evaluation of effectiveness is planned for 2009/10</p>	¹ Reid et al., 2004


Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Healthier Choice</p> <p>Health Promotion Board Singapore</p> <p>Singapore</p> <p>www.hpb.gov.sg (see nutrition -> nutrition labelling)</p>	1998	<p>Aims: Promote development of 'healthier' products by food manufacturers / Facilitate healthy food choices</p> <p>Target group: Mainly adults especially home makers, but also school children, parents, school teachers in primary and secondary schools</p>	<p>Process: Awarding by Health Promotion Board / No independent certification process</p> <p>Control: Random checks with laboratory analysis by HPB officers, feedback from companies and members of the public</p> <p>Products: Foods</p> <p>Charges: Free of charge (Programme is fully funded by Ministry of Health)</p>	<p>Category specific criteria for fat, sat. fatty acids, sodium, fibre, calcium (Details see Appendix IIIe)</p> <p>Developed by Health Promotion Board (modelled after 'Heart Foundation Tick' Australia)</p> <p>Review: Ongoing process</p>	<p>Currently more than 2000 foods awarded</p> <p>Awareness (2004): 67%</p> <p>Use reported (2004): 69% (of above mentioned 67%)</p>	-


Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Heart Check Mark</p> <p>American Heart Association</p> <p>United States</p> <p>www.heartcheckmark.org</p>	1995	<p>Aims:</p> <p>Help people to make heart-healthy food choices</p> <p>Target group:</p> <p>Healthy people over age 2, particularly primary grocery shoppers</p>	<p>Process:</p> <p>Awarding by American Heart Association / No independent certification process</p> <p>Control:</p> <p>Annual random audits at grocery stores (only products that approach criteria limits)</p> <p>Products:</p> <p>Foods</p> <p>Charges:</p> <p>Licence fees based on number of awarded products (first year: \$5225-7500 per product / following years: \$3150-4500 per product)</p>	<p>Category specific criteria for fat, sat. fatty acids, trans fatty acids, cholesterol, sodium, vitamin A, vitamin C, iron, calcium, protein, whole grain, fibre (Details see Appendix IIIf)</p> <p>Developed by American Heart Association (with scientific, legal and regulatory inputs)</p> <p>Review:</p> <p>No information available</p>	<p>Currently more than 800 products awarded, over 100 participating companies</p> <p>Reported preference (2006): 90% of shoppers are more likely to buy a product with the heart check mark</p> <p>Trust in symbol (2006): 92% of consumers think the heart check mark is 'important or very important' in choosing and buying foods</p> <p>Purchase intent of certified products grew by 42% (2006)</p> <p>Sales (2007): First-year sales growth of certified products 4%-20%</p>	-


Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Heart Foundation Tick</p> <p>Heart Foundation Australia</p> <p>Australia</p> <p>www.heartfoundation.org.au/ Tick</p>	<p>1989</p> <p>(1996 - 2006 managed the New Zealand programme)</p> <p>(Expanded into food-service in 2006)</p>	<p>Aims:</p> <p>Improve public health through changes to the food supply</p> <p>Target group:</p> <p>Healthy population</p>	<p>Process:</p> <p>Awarding by Heart Foundation (based on analysis by accredited laboratory) / Independent certification process for food service process standards</p> <p>Control:</p> <p>Regular random testing by independent auditors and laboratory (managed by Heart Foundation), feedback from companies and members of the public</p> <p>Products:</p> <p>Foods (fresh and processed), meals (eating out)</p> <p>Charges:</p> <p>Licence fees for foods (supermarket) based on sales of Tick products / Licence fees for meals (foodservice) based on number of sites and level of auditing required</p>	<p>Category specific criteria for energy density, serving sizes, sat. fatty acids, trans fatty acids, sodium, fibre, calcium, protein, vegetable content, % content of meat/fish/vegetables/fruit/nuts/seeds (Details of only 5 of >55 supermarket categories publicly available, see Appendix IIIg)</p> <p>Developed by Criteria Working Group including experts in public health, nutrition, food technology and food science (final approval with Heart Foundation's Oversight Committee)</p> <p>Review:</p> <p>Every 2-3 years by Criteria Working Group</p>	<p>Currently 1170 products and 43 meals awarded, 83 participating companies, 971 foodservice sites</p> <p>Awareness prompted (2008): 94% (versus 93%¹ in 2006 and 69% of women and 66% of men in 1990²)</p> <p>Reported use: 78%¹ regularly or sometimes use Tick when shopping (2006). 30%¹ actively seek out the Tick when shopping (2006), 74%³ when eating out (2007)</p> <p>Reported preference: 76%¹ prefer a product with a Tick over a similar one without (2006)</p> <p>Effect: 82%¹ agree that Tick makes healthy choices easier (2006)</p> <p>Reformulation of 12 breakfast cereals -> removal of 235 tonnes of salt in 1 year⁴</p>	<p>⁵ Heart Foundation of Australia, 2008</p> <p>¹Heart Foundation of Australia, 2007a</p> <p>³Heart Foundation of Australia, 2007b</p> <p>²Noakes and Crawford, 1991</p> <p>⁴Williams et al., 2003</p> <hr/> <p>Efficiency continued:</p> <p>Sold over 8 million meals, adding over 35 tonnes of fibre and removing 460 tonnes of trans fat and 50 tonnes of salt from the foodservice area in first year of operation.</p> <p>Traffic light, %Daily Intake and Tick are equally effective (across all socioeconomic groups) in assisting consumers to make the healthier choice⁵</p> <p>Currently evaluation of impact after 20 years in supermarket.</p>


Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Heart Foundation Tick</p> <p>National Heart Foundation of New Zealand</p> <p>New Zealand</p> <p>www.pickthetick.org.nz</p>	<p>1991</p> <p>(1996 - 2006 managed by Australian programme)</p> <p>(Expanded into food-service in 2008)</p>	<p>Aims:</p> <p>Encourage a healthier food supply / Make healthier food choices quickly and easily</p> <p>Target group:</p> <p>Healthy population</p>	<p>Process:</p> <p>Awarding by National Heart Foundation (based on analysis by accredited laboratory) / No independent certification process</p> <p>Control:</p> <p>Regular random testing by National Heart Foundation</p> <p>Products:</p> <p>Foods (fresh and processed), meals (eating out), recipes/cookbook ('Healthier Meals with the Tick')</p> <p>Charges:</p> <p>Licence fees based on sales of Tick products</p>	<p>Category specific criteria for energy density, serving sizes, fat, sat. fatty acids, trans fatty acids, sodium, fibre, calcium (Details not publicly available, see 'Heart Foundation Tick' Australia)</p> <p>Developed by Criteria Working Group including experts in public health, nutrition, food technology and food science (final approval with Heart Foundation's Oversight Committee)</p> <p>Review:</p> <p>Periodically by Criteria Working Group</p>	<p>Currently around 1000 products awarded, 65 participating manufacturers (versus 390 products and 55 companies in 1999¹)</p> <p>Awareness unprompted (1999): 89%¹</p> <p>Awareness prompted (2008): 98%² (versus 95%² in 2006 and 96%¹ in 1999)</p> <p>Reported use (2008): 76%² of main grocery shoppers use the Tick (versus 74%² in 2006 and 73%² in 2005)</p> <p>Reported preference (2008): 66%² of shoppers prefer a product with a Tick over a similar one without (versus 75% in 2006²)</p>	<p>²Heart Foundation of New Zealand and Phoenix Research, 2008</p> <p>¹Young and Swinburn, 2002</p> <hr/> <p>Efficiency continued:</p> <p>Reformulation and new formulation of 23 breads, breakfast cereals and margarines -> exclusion of 33 tonnes of salt in 1 year¹</p>


Information based on publicly available information (e.g. website) if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Heart Symbol</p> <p>Finnish Heart Association / Finnish Diabetes Association</p> <p>Finland</p> <p>www.sydanmerkki.fi</p>	2000	<p>Aims: Help consumers make better choices in order to eat a healthy diet / Promote public health</p> <p>Target group: Whole population</p>	<p>Process: Awarding by Finnish Heart Association and Finnish Diabetes Association / Certification by expert group and Cancer Society of Finland</p> <p>Control: Spot checks by FHA/FDA with analysis by accredited laboratory</p> <p>Products: Foods (fresh and processed)</p> <p>Charges: Licence fees based on number of products and distribution area (€100-500 per product)</p>	<p>Category specific criteria for fat, sat. fatty acids, trans fatty acids, cholesterol, sugars, sodium, fibre (Details see Appendix IIIh)</p> <p>Developed by a group of Finnish experts (nutrition/medicine)</p> <p>Review: When justified, expert group meets about 4 times a year for discussion</p>	<p>Currently 434 products awarded, 72 companies (versus 260 products and 31 companies in 2007; 200 products during testing period in 2000¹)</p> <p>Awareness prompted (2008): 83% (versus 86% in 2006 and 77% in 2007)</p> <p>Symbol has influenced purchases (2007): 46% (versus 44% in 2006)</p> <p>Reported purchase of awarded products (2007): 57%</p> <p>Understanding: About 70% know the symbol is related to fat quality, >50% know it's related to salt</p>	¹ Kinnunen, 2000

Information based on interview/questionnaire/website if not mentioned otherwise



Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Keyhole</p> <p>Swedish National Food Administration</p> <p>Sweden</p> <p>www.slv.se www.nyckelhalet.se</p>	<p>1989</p> <p>(For restaurants since 1992, revised in 2007/08)</p> <p>(Since 2006 in Norway by retailer ICA / since 2008 in Norway and Denmark through Authorities)</p>	<p>Aim: Facilitate healthy food choices</p> <p>Target group: Healthy population of every age group (except infants <3 years)</p>	<p>Process: No awarding process for foods - if criteria are met, symbol can be used / Certification and training process for restaurants</p> <p>Control: For retail products in-store by food inspectors</p> <p>Products: Foods, meals in restaurants, recipes</p> <p>Charges: Free of charge for foods in retail environment (funded by Swedish National Food Administration), certification fee for restaurants</p>	<p>Category specific criteria for fat, sat. fatty acids, trans fatty acids, mono-/di-saccharides, sodium, fibre (Details see Appendix III)</p> <p>Criteria are legally defined in the Swedish Regulation (LIVSFS 2005:9)</p> <p>Developed by Swedish National Food Administration (last revision in 2008 = cooperation between Sweden, Norway and Denmark)</p> <p>Review: When justified based on changing nutrition evidence or legal regulations, no specific routine</p>	<p>Currently approx. 900 labelled products</p> <p>Awareness prompted (2008¹): >95%</p> <p>Understanding (2006): 95% know it's 'healthy' (versus 62% in 1992/93² resp. 53% of men and 76% of women in 1995/96³)</p> <p>Understanding (2008¹): subjective understanding is highest for the keyhole compared to other labelling systems in other European countries</p> <p>Awareness/Understanding ('How well do you know this symbol?')(2005): 52% know and understand, 38% know and understand fairly well, 6% know but don't understand, 4% don't know</p>	<p>¹Grunert and Wills, 2008</p> <p>³Larsson et al.,1999</p> <p>²Larsson and Lissner, 1996</p> <p>Svederberg, 2002</p>

Information based on interview/questionnaire/website if not mentioned otherwise



Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarding process, control, awarded products, charges	Criteria	Efficiency	Publications
	<p>Smart Choices</p> <p>Keystone Center</p> <p>United States</p> <p>www.smartchoicesprogram.com</p>	2009	<p>Aims:</p> <p>Make it easier for consumers to choose more nutritious foods and beverages that fit within their daily calorie needs</p> <p>Target group:</p> <p>Shoppers</p>	<p>Process:</p> <p>No information available</p> <p>Control:</p> <p>No information available</p> <p>Products:</p> <p>Foods</p> <p>Charges:</p> <p>No information available</p>	<p>Category specific criteria for fat, sat. fatty acids, trans fatty acids, cholesterol, sugars, sodium, calcium, potassium, fibre, magnesium, vitamin A, vitamin C, vitamin E (Details see Appendix IIIj)</p> <p>Developed by a group of scientists, academicians, health and research organisations, manufacturers, retailers (coordinated by The Keystone Center)</p> <p>Review:</p> <p>Continuously</p>	<p>No information available yet. First products carrying the symbol are expected to be seen by mid-2009.</p>	-

Information based on publicly available information (e.g. website) if not mentioned otherwise



Appendix II: Other labels

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarded products, charges	Awarding process, control	Criteria	Efficiency, publications
	5amTag Swiss Cancer League / Federal Office of Public Health / Health Promotion Switzerland Switzerland www.5amtag.ch	2004 (Campaign since 2001)	Aim: Promotion of fruit and vegetable consumption to promote health and well-being in Switzerland Target group: Healthy population of every age group, potential licencees	Products: Foods (fresh and processed) Charges: Basic fee plus percentage of turnover of licenced products	Process: Awarding by Swiss Cancer League / No independent certification process Control: Random in-store checks, twice a year check of websites, compulsory reports from companies, 'social control' by licencees	Criteria for serving size, added sugars, fat, salt (Details see Appendix IIIk) Developed by 5amTag Review: Ongoing process	Currently 12 participating companies Awareness prompted (2006): 37% know (about) the message/campaign (versus 37-38% in 2002 ¹) Publications: ¹ Krebs, 2003 Widmer et al., 2008
	aha! seal of approval Service Allergie Suisse SA (founded by aha! – Schweizerisches Zentrum für Allergie, Haut und Asthma) Switzerland www.service-allergie-suisse.ch	2006	Aims: Provide increased safety for people with allergies (beyond the legal minimum) / Added value for suppliers Target group: People with allergies	Products: Consumer goods (e.g. foods, cosmetics, technical products), services Charges: Basic fee based on size of company plus variable fee based on turnover of awarded products	Process: Awarding by SAS (assessment by independent scientific and medical advisory board s) / Auditing by accredited independent firm Control: Regular controls by independent audit firm, half-yearly controls by SAS, in-store checks by food inspectors, 'social control' by licencees	Category specific criteria (Details see website) Developed by SAS Review: Ongoing process	Currently 63 products awarded, 8 participating companies



Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarded products, charges	Awarding process, control	Criteria	Efficiency, publications
	<p>AOC-IGP</p> <p>Association Suisse pour la promotion des AOC-IGP / Federal Office of Agriculture</p> <p>Switzerland</p> <p>www.aoc-igp.ch</p>	1999	<p>Aim:</p> <p>Protection of traditional products and production methods</p> <p>Target group:</p> <p>Lovers of authentic and traditional foods</p>	<p>Products:</p> <p>Foods</p> <p>Charges:</p> <p>Membership fees plus licence fees based on turnover</p>	<p>Process:</p> <p>Awarding by Federal Office of Agriculture / Certification by independent audit firm</p> <p>Control:</p> <p>Announced and unannounced control on-site at least every 2 years / random in-store checks by food inspectors</p>	<p>Legal criteria: Federal law of agriculture, 29th April 1998, article 16 / AOC-IGP-regulation, 28th Mai 1997 (SR 910.12)</p> <p>Developed by Federal Office of Agriculture based on EU regulation, 14th July 1992, EWG 2081/92</p> <p>Review:</p> <p>No information available</p>	<p>Currently 18 products awarded</p> <p>Awareness prompted AOC 75% / IGP 43% (2006)</p> <p>Awareness unprompted AOC 36% (2006)</p>
	<p>Bio Suisse Bud</p> <p>Bio Suisse (formerly 'Vereinigung schweizerischer biologischer Landbauorganisationen VSBLO')</p> <p>Switzerland</p> <p>www.biosuisse.ch www.knospehof.ch</p>	1980/81	<p>Aim:</p> <p>Promotion of organic produce</p> <p>Target groups:</p> <p>Consumers (LOHAS: Lifestyle of Health and Sustainability), manufacturers, retailers, farmers</p>	<p>Products:</p> <p>Foods</p> <p>Charges:</p> <p>Membership fees for participating farmers based on farm size, fees for licencees based on turnover of awarded products</p>	<p>Process:</p> <p>Awarding by Bio Suisse / Certification by independent audit firm</p> <p>Control:</p> <p>Annual announced on-site audit by independent audit firm / in-store checks by food inspectors / 'social control' by licencees</p>	<p>Category specific criteria (Criteria see website)</p> <p>Developed by Bio Suisse in collaboration with other Bio organisations</p> <p>Review:</p> <p>Annual review by Bio Suisse and adaptations to legal changes</p>	<p>Currently approx. 6000 participating farmers (11% of Swiss farmers), >730 companies</p>



Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarded products, charges	Awarding process, control	Criteria	Efficiency, publications
	<p>Gluten free symbol</p> <p>IG Zöliakie der Deutschen Schweiz*</p> <p>Switzerland</p> <p>www.zoeliakie.ch</p> <p>(* Awards this internationally used label in Switzerland and Liechtenstein)</p>	<p>1975</p> <p>(In England since 1968)</p>	<p>Aim:</p> <p>Reassurance of gluten free quality</p> <p>Target group:</p> <p>People with celiac disease and wheat allergies</p>	<p>Products:</p> <p>Processed foods</p> <p>Charges:</p> <p>Licence fees based on number of products (total CHF 100.- to max. 500.-)</p>	<p>Process:</p> <p>Awarding by IG Zöliakie / No independent certification process</p> <p>Control:</p> <p>Annual laboratory analysis, random in-store checks</p>	<p>Criteria for gluten freedom</p> <p>Based on legal requirements (Swiss and EU regulations, Codex alimentarius)</p> <p>Review:</p> <p>Automatic adaptations to legal changes</p>	<p>Currently 21 participating companies (in Switzerland and Liechtenstein)</p>
	<p>Goût Mieux</p> <p>Goût Mieux Foundation</p> <p>Switzerland</p> <p>www.goutmieux.ch</p>	<p>2002</p>	<p>Aims: To promote and communicate use of organic/bio products in Swiss gastronomy</p> <p>Target group:</p> <p>Gastronomes and patrons</p>	<p>Products:</p> <p>Restaurants</p> <p>Charges:</p> <p>Licence fees based on size of restaurant (number of seats)</p>	<p>Process:</p> <p>Awarding by Goût Mieux Foundation / Certification by independent audit firm (bio.inspecta)</p> <p>Control:</p> <p>Annual check of awarded restaurants by independent audit firm (bio.inspecta) / Quarterly scans regarding unlawful use of label</p>	<p>Criteria for purchasing, storage and menu composition (Details see website)</p> <p>Developed by WWF Switzerland and Swiss gastronomes (supported by bio.inspecta)</p> <p>Review:</p> <p>At least annually</p>	<p>Currently 70 restaurants awarded</p>

Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarded products, charges	Awarding process, control	Criteria	Efficiency, publications
	<p>IP Suisse Beetle</p> <p>IP Suisse</p> <p>Switzerland</p> <p>www.ipsuisse.ch</p>	1989	<p>Aims: Promotion of environmentally, animal friendly and domestic production / Added value for suppliers</p> <p>Target groups: Consumers, manufacturers, retailers, farmers</p>	<p>Products: Foods</p> <p>Charges: Membership fees for participating farmers plus/and licence fees based on production/sales of awarded products</p>	<p>Process: Awarding by IP Suisse / Certification by independent audit firm</p> <p>Control: Annual random or announced on-site audit by trained inspectors of independent audit firm</p>	<p>Category specific criteria (Details see website)</p> <p>Developed by IP Suisse</p> <p>Review: At least annually</p>	<p>Currently 20'000 participating farmers (1/3 of Swiss farmers), 23 partners (e.g. manufacturers, retailers)</p> <p>Awareness prompted (2007): 52%</p> <p>Awareness unprompted (2007): 26%</p>
	<p>Max Havelaar</p> <p>Max Havelaar Foundation* (Brot für alle, Caritas, Fastenopfer, HEKS, Helvetas, Swissaid)</p> <p>Switzerland</p> <p>www.maxhavelaar.ch www.fairtrade.net (FLO)</p> <p>(* Awards this internationally used label in Switzerland)</p>	1992 (since 2008 use of international FLO label)	<p>Aim: Fair trade</p> <p>Target group: LOHAS (Lifestyle of Health and Sustainability)</p>	<p>Products: Food, flowers , cotton-products, sporting balls</p> <p>Charges: Licence fees defined by audit firm (Flo-Cert)</p>	<p>Process: Awarding by Max Havelaar Foundation / Certification by independent audit firm (Flo-Cert)</p> <p>Control: Regular audits by independent audit firm (Flo-Cert) / Store checks</p>	<p>Criteria for products, producers and traders (Details see FLO website)</p> <p>Developed by Fairtrade Labelling Organisations International (FLO) based on Code of Good Practice of ISEAL (www.isealalliance.org)</p> <p>Review: Process defined by FLO</p>	<p>Currently 785 products awarded</p> <p>Awareness prompted: 96%</p> <p>Awareness unprompted 75%</p>

Information based on interview/questionnaire/website if not mentioned otherwise

Symbol	Name, supporting organisation, domicile country, website	Since	Aims, target groups	Awarded products, charges	Awarding process, control	Criteria	Efficiency, publications
	<p>Suisse Garantie</p> <p>Agromarketing Suisse AMS</p> <p>Switzerland</p> <p>www.suissegarantie.ch</p>	2004	<p>Aims:</p> <p>Identification of foods produced in Switzerland</p> <p>Target group:</p> <p>Consumers, trade, producers, manufacturers</p>	<p>Products:</p> <p>Foods</p> <p>Charges:</p> <p>Free of charge</p>	<p>Process:</p> <p>Awarding by AMS / Certification by independent audit firm</p> <p>Control:</p> <p>By independent audit firm</p>	<p>Criteria for 100% Swiss, no GMO, environmentally and animal friendly production (Details see website)</p> <p>Developed by AMS</p> <p>Review:</p> <p>At least annually</p>	<p>Number of awarded products indeterminable</p> <p>Awareness about 36%</p>
	<p>V-Label</p> <p>Swiss Vegetarians Association*</p> <p>Switzerland</p> <p>www.v-label.info</p> <p>(* Awards this pan-European label in Switzerland)</p>	1995	<p>Aims:</p> <p>Provide trustworthy label for target group</p> <p>Target group:</p> <p>Vegetarians, vegans, people with milk allergies and lactose intolerance</p>	<p>Products:</p> <p>Foods, restaurants</p> <p>Charges:</p> <p>Licence fees based on number of awarded products</p>	<p>Process:</p> <p>Awarding by Swiss Vegetarians Association / No independent certification process</p> <p>Control:</p> <p>At least annually by Swiss Vegetarians Association</p>	<p>Criteria for vegetarian-ness of ingredients, additives, processing aids (Details see website)</p> <p>Developed by European vegetarians organisations (incl. Swiss Vegetarians Association)</p> <p>Review:</p> <p>No specific routine</p>	<p>Currently 37 participating companies and 5 participating restaurants in Switzerland</p>

Information based on interview/questionnaire/website if not mentioned otherwise

Appendix IIIa – Qualifying criteria for ‘Choices’

Criteria for main product groups

Product group	Criteria	Definition
Fruit & vegetables		
Fresh or fresh frozen fruit, vegetables and legumes*	All types of fresh fruit and vegetables, without additives, satisfy the criteria for the stamp. This also applies to freshly frozen and/or sliced fruit & vegetables, providing they contain no additives.	All kinds of unprocessed fruit, vegetables and legumes including sliced and frozen fruit & vegetables, but without any additives. E.g.: pre-cut leek, pre-sliced melon, cucumber, broccoli, deep-frozen French beans, vegetable salad (without additives), deep-frozen spinach (without added cream), and raspberries.
Processed fruit & vegetables	Saturated fat: ≤ 1.4 g/100 g Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 120 mg/100 g Added sugar: not added Fibre: ≥ 1.3 g/100 kcal	All kinds of processed fruit & vegetables with the exception of fruit juices and frozen or pre-sliced fruit & vegetables without further processing. E.g.: tinned tomatoes, tinned carrots, kidney beans (not tinned), deep-frozen spinach with cream, deep-frozen vegetables with added herbs or flavouring agents (including salt), rhubarb purée, tomato juice, carrot juice, dried lentils, pickles (gherkins, silver onions, relish), vegetable salads with dressing or other additives, mixed vegetable juices, dried apricots, dried figs, pine on juice, fruit cocktail in own juice or syrup, apple sauce, candied dates, strawberry purée, olives, mixed fruit & vegetable purées or juices.
Fruit juices	Saturated fat: ≤ 1.4 g/100 g Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 120 mg/100 g Added sugar: not added Fibre: ≥ 0.75 g/ 100 kcal	All kinds of fruit juices with a minimum of 98% own juice. E.g.: orange juice, apple juice, grape juice, blackcurrant juice, multi-fruit juice.

Sources of carbohydrates		
Potatoes (unprocessed)*	All unprocessed uncooked potatoes, without additives, satisfy the criteria of the stamp. This also applies to uncooked peeled, sliced and/or chilled potatoes, without additives.	
Potatoes (processed), rice, pasta, noodles	Saturated fat: ≤ 1.4 g/100 g Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 120 mg/100 g Added sugar: not added Fibre: ≥ 1.3 g/100 kcal	All kinds of potato products, rice, pasta, and similar grain products, used for a main dish. E.g.: cooked/baked/mashed/sweet potatoes, chips, couscous, (wholemeal) pasta, unpolished rice, white rice, Chinese noodles, potato salad (as side dish).
Bread	Saturated fat: ≤ 1.4 g/100 g Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 500 mg/100 g ** Added sugar: ≤ 13 energy% Fibre: ≥ 1.3 g/100 kcal	All kinds of bread or substitutes for bread with the exception of breakfast cereals. E.g.: white/brown/wholemeal bread, (Swedish) crisp bread, croissants, rye bread, rolls, crackers, biscuit rusks.
Grains and cereal products	Saturated fat: ≤ 1.4 g/100 g Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 120 mg/100 g Added sugar: ≤ 3.25 g/100 g Fibre: ≥ 1.3 g/100 kcal	All kinds of grains and cereal products (other than bread). E.g.: all types of breakfast cereals (corn flakes, muesli, Brinta, Rice Crispies, etc.), flour, breadcrumbs, binding agents (corn flour, starch, etc.), pancake mixes.

Product group	Criteria	Definition
Meat, fish, poultry, eggs, meat substitutes		
Meat, poultry, eggs (unprocessed)	Saturated fat: ≤ 13 energy % # Trans fat: ≤ 0.14 g/100 g *** Sodium: ≤ 120 mg/100 g Added sugar: not added	All kinds of unprocessed meat, poultry and eggs (including deep-frozen meat without further processing). E.g.: beef, pork, turkey, lamb, egg, game (rabbit, partridge, pheasant, etc.), organ meat.
Processed meat, meat products and meat substitutes	Saturated fat: ≤ 13 energy% # Trans fat: ≤ 0.14 g/100 g *** Sodium: ≤ 900 mg/100 g Added sugar: ≤ 3.25 g/100 g	All kinds of processed meat/poultry, meat products and (vegetable) meat substitutes. E.g.: ready-to-eat meatballs, breadcrumbed meat, spiced or salted meat (fresh or deep-frozen), salami, smoked beef, filet américain, grilled ham, chicken fillet, corned beef, tempeh, tofu, Valess (dairy-based meat substitute), Quorn (fungus-based meat substitute).
Fresh or fresh frozen fish, shellfish and crustaceans	Saturated fat: ≤ 30 % of total fat # Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 120 mg/100 g Added sugar: not added	All kinds of unprocessed fish, crustaceans and shellfish (including deep-frozen fish without further processing). E.g.: uncooked herring, cod, mackerel, sole, fresh eel, lobster, crab, mussel, shrimp/prawn.
Processed fish or fish products	Saturated fat: ≤ 13 energy% # Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 450 mg/100 g Added sugar: not added	All kinds of processed fish, processed crustaceans and processed shellfish. E.g.: cod parings, fried fillet of haddock, deep-fried octopus/squid, pickled mussels, herring in tomato sauce, tinned sardines, tinned tuna, spiced or salted fish (fresh or deep-frozen).
Dairy products		
Milk (-products)	Saturated fat: ≤ 1.4 g/100 g Trans fat: ≤ 0.14 g/100 g *** Sodium: ≤ 120 mg/100 g Added sugar: ≤ 5 g/100 g **	All kinds of milk and milk products. E.g.: skimmed/low-fat/whole milk, buttermilk, evaporated milk, skimmed/low-fat/whole (fruit) yoghurt, skimmed/low-fat/whole soft curd cheese, custard, yoghurt drink, milk based desserts, coffee cream, cream (for culinary use), milk/custard powder, whipped cream, milk substitutes like soymilk.
Cheese (-products)	Saturated fat: ≤ 15 g/100 g Trans fat: ≤ 0.14 g/100 g *** Sodium: < 900 mg/100 g Added sugar: not added	All kinds of cheese and cheese products. E.g.: 20+/30+/40+ cheese, Edam, Brie 50+, Camembert 45+, Maasdammer, 48+ cheese products containing polyunsaturated fatty acids, Gouda cheese, blue cheese, Kernhemmer, Gorgonzola, Gruyere, soft herb cheese (e.g. Boursin).
Oils, fats and fat-containing spreads		
Oils, fats and fat containing spreads	Saturated fat: ≤ 30% of total fat** Trans fat: ≤ 1.3 energy% Sodium: ≤ 1.6 mg/kcal Added sugar: not added	All fats and oils used as spreads on bread and/or the preparation of food. E.g.: oil (all types), low-fat margarine, margarine, butter, low-fat butter, oil/fat products for roasting, or deep-frying (solid or liquid).

Product group	Criteria	Definition
Main courses		
Main dish****	Saturated fat: ≤ 13 energy% # Trans fat: ≤ 1.3 energy% # Sodium: ≤ 2.2 mg/kcal** Added sugar: ≤ 13 energy% # Fibre: ≥ 150 g vegetables/portion Energy: 400-700 kcal/portion	All ready-to-cook meals that are intended to be eaten as main dish during lunch or dinner. E.g.: meals for steaming, ready-to-cook meals from the refrigerated display, pizzas, meal salads, pasta salads, mixes for hot meals, deep-frozen meals, meals consumed in the canteen/company restaurant.
Filled sandwiches/rolls**	Saturated fat: ≤ 13 energy% # Trans fat: ≤ 1.3 energy% # Sodium: ≤ 1.9 mg/kcal Added sugar: ≤ 13 energy% # Fibre: ≥ 0.8 g/100 kcal Energy: ≤ 350 kcal/portion	All ready-to-eat filled sandwiches/rolls. E.g.: Filled sandwiches/rolls in the canteen or roadside service area/company restaurant.

* Products in these product groups do not need to be tested by the logo clearance authority.

** This value will be reduced within two years.

*** Naturally occurring trans fat from meat or milk is excluded.

**** If all the components of the meal satisfy the criteria in their product group and the meal is in line with the energy and the fibre criterion for this meal, the meal then satisfies the criteria for the stamp.

If a product contains less than the 'level of insignificance' of this specific nutrient, this nutrient meets the criteria. The levels of insignificance are :

SAFA: < 1.4 g/100g

TFA: < 0.14 g/100g

Sodium: < 120 mg/100g

Added sugar: < 3.25 g/100g

Criteria for supplemental product groups

Product group	Criteria	Definition
Soups	Saturated fat: ≤ 1.4 g/ 100 g Trans fat: ≤ 0.14 g/ 100 g Sodium: ≤ 350 mg/100 * Added sugar: ≤ 3.25 g/ 100 g Energy: ≤ 100 kcal/100 g	All kinds of soups and broths. E.g.: tinned soup, Cup-a-Soup, deep-frozen soup, packets of powder soup, soup in stand-up pouches, soup served by the catering industry, beef cubes.
Sauces	Saturated fat: ≤ 1.4 g/100 g Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 450 mg/ 100 g Added sugar: ≤ 3.25 g/ 100 g Energy: ≤ 100 kcal/ 100 g	All sauces that constitute a substantial component of the meal (portion size > 35 g). E.g.: tomato sauce/pasta sauce, béchamel sauce, vegetable sauce, meat sauce, fish sauce, cheese sauce, mustard sauce, gravy.
Other sauces (on water basis)	Saturated fat: ≤ 1.4 g/100 g Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 750 mg/ 100 g Energy: ≤ 100 kcal/ 100 g	All sauces that constitute only a minor component of the meal (portion size < 35 g) to which no emulsifying agent is added AND have a fat content < 10% w/w. E.g.: ketchup, soy sauce, chocolate sauce, fruit sauce, barbecue sauce, water based salad dressing.
Other sauces (emulsions)	Saturated fat: ≤ 30% of total fat # Trans fat: ≤ 1.3 energy% # Sodium: ≤ 750 mg/ 100 g Added sugar: ≤ 13 energy% # Energy: ≤ 350 kcal/ 100 g**	All sauces that constitute only a minor component of the meal (portion size < 35 g) to which an emulsifying agent is added OR have a fat content ≥ 10% w/w. E.g.: mayonnaise, salad dressing, dip, marinade, mustard, vinaigrette.
Snacks	Saturated fat: ≤ 13 energy% # Trans fat: ≤ 1.3 energy% # Sodium: ≤ 400 mg/100 g Added sugar: ≤ 20 g/100 g Energy: ≤ 110 kcal/ portion	All kinds of sweet, savoury, sweet baked and ice products intended to be eaten as a small snack between meals or as a minor component of a meal. E.g.: potato crisps, Japanese mix, salted sticks, Wokkels, salted flaky pastry, popcorn, meat croquettes, small meal salads (Russian, potato, etc.), mini pizzas, fried rice croquette, Chinese noodle ball, spring/egg roll, prawn/shrimp cracker, boiled sweets, liquorice, marzipan, wine gums, all types of chocolate, all types of candy bars, biscuits, cookies, snack biscuits or nutritional biscuits, cake, all types of pies and pastries, ice-cream, vanilla ice-cream, sorbet, yoghurt ice and milkshake.

Product group	Criteria	Definition
Beverages	Saturated fat: ≤ 1.4 g/100 g Trans fat: ≤ 0.14 g/100 g Sodium: ≤ 120 mg/100 g Energy: ≤ 32 kcal/100 ml*	Liquid food products that are normally consumed from a cup, mug or glass (incl. products packed in portions in cardboard packaging, bottles, etc.), with the exception of dairy products and fruit juices. E.g.: mineral water, coffee, tea, (light) soft drinks, sweet fruit drinks, alcoholic beverages with < 1.2% alcohol, sports drinks (also in powder form).
All other products	Saturated fat: ≤ 13 energy% # Trans fat: ≤ 1.3 energy% # Sodium: ≤ 1.6 mg/kcal # Added sugar: ≤ 13 energy% #	All kinds of food products that do not fall within any of the above mentioned product groups. E.g.: vinegar, sweet spreads (jam, honey, etc.), salad spreads (celery, tuna, chicken, etc.).

* This value will be reduced within two years.

** This value will be reduced to 300 kcal/100 g within two years.

If a product contains less than the 'level of insignificance' of this specific nutrient, this nutrient meets the criteria. The levels of insignificance are :

SAFA: < 1.4 g/100g

TFA: < 0.14 g/100g

Sodium: < 120 mg/100g

Added sugar: < 3.25 g/100g

Reference: Choices International Foundation,

http://www.choicesinternational.org/downloads/qualifying_criteria_may_2007.pdf (downloaded on 11th March 2009)

Appendix IIIb – Qualifying criteria for ‘D-li vert’

Nutritional criteria (compulsory):

- Beverages: water (with/without gas), flavoured waters (max. 3% sugars), fruit and vegetable juices, smoothies. Light beverages not permitted.
- Fruits/vegetables: min. 120g
- Starchy foods: unlimited
- Meat/fish/cheese/legumes/eggs: max. 120g meat or fish / 60g cheese / 2 eggs / 150g cooked legumes
- Fat/oils: min. 5g of recommendable fats/oils
- Fatty dishes: max. one fatty food per meal, max. 15g fat per portion

Additional criteria (recommended, but not compulsory):

- Use of seasonal and regional products
- Favour wholemeal products
- Use of gentle cooking techniques
- Reduction of salt while cooking
- Attractive presentation of dishes
- Use of recyclable packaging
- Separate waste

Reference: D-liv ert, <http://www.d-livert.ch/infos/index/21> (downloaded on 12th March 2009)

Appendix IIIc – Qualifying criteria for ‘Fourchette verte’

Participating restaurants and institutions for adults need to:

- 1) ... offer a varied, healthy and balanced meal/dish:
 - Limited amount of fats; use good quality fats; no fat rich foods in the ‘Fourchette verte dish of the day’
 - One or two foods rich in fiber and antioxidants = either raw or cooked vegetables. Quantity 200g
 - One starchy food and bread (preferably wholemeal products). Quantity: unlimited
 - One food rich in protein. Quantity: 100-120g meat, fish, egg / 150g tofu / 60-80g cheese / 150g cooked legumes
- 2) ... offer low priced non-alcoholic beverages:
 - At least 3 non-alcoholic beverages have to be offered at a lower price than the cheapest alcoholic drink
- 3) ... respect the environment:
 - Dispose of a healthy environment (non-smoking, food safety/hygiene regulations, waste separation)

Reference (and criteria for other target groups): Fourchette verte,

<http://www.fourchetteverte.ch/fr/interieur.asp/4-0-25-3-1-1/3-0-20-14-4-0/2-0-20-3-1-1/> (downloaded on 11th March 2009)

Appendix III d – Qualifying criteria for ‘Health Check’

GRAIN PRODUCTS

FOOD CATEGORY	SERVING SIZE	ENTRY-LEVEL NUTRIENT CRITERIA
Bread	50 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat or Low saturated fat - Source of fibre - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Bread Products (e.g. bagels, pitas, english muffins)	55 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat or Low saturated fat - Source of fibre - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Hot Breakfast Cereals	40 g, dry	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat or No added fat - Source of fibre - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat -Sugar (<i>New</i>) 11 g or less (excluding sugars from pieces of fruit) except if 4 g or more fibre <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less
Breakfast Cereals (20 g to 42 g per 250 mL)	30 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat or No added fat - Source of fibre - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat -Sugar (<i>New</i>) 6 g or less (excluding sugars from pieces of fruit) except if 4 g or more fibre <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less per 30 g
Breakfast Cereals (43 g or more per 250 mL)	55 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat or No added fat - High source of fibre - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat -Sugar (<i>New</i>) 11 g or less (excluding sugars from pieces of fruit) except if 6 g or more fibre <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less
Very High Fibre Breakfast Cereals (28 g or more fibre per 100 g)	30 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat or No added fat

Very High Fibre Breakfast Cereals (28 g or more fibre per 100 g) (Continued)		<ul style="list-style-type: none"> - Very high source of fibre - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (New): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (Change): 240 mg or less per 30 g
Flour	30 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Source of fibre - Sodium: 480 mg or less per 50 g <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (Change): 140 mg or less per 30 g
Crackers / Rusks	20 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low saturated fat - Total fat: 3 g or less per 20 g - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (New): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (Change): 190 mg or less per 20 g
Croutons	20 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat per 50g - Source of fibre or at least 5% DV of vitamin A or vitamin C or calcium or iron per 20 g - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (New): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> Sodium (Change): 140 mg or less per 20 g
Rice Cakes	15 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat per 50g - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (New): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> Sodium (Change): 140 mg or less per 15 g
Waffles / Pancakes	75 g prepared	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (New): 5% or less of total fat - Source of fibre (New) -Sugar (New) 11g or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (Change): 240 mg or less
Rice (except Instant Rice) / Grains (plain)	45 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - All fit - Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (Change): 140 mg or less
Instant Rice (plain)	45 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Enriched or whole grain - Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (Change): 140 mg or less
Pasta	85 g dry 215 g cooked or fresh	<p>Current Criteria</p> <ul style="list-style-type: none"> - Enriched or Whole grain or High source of fibre - Sodium: 480 mg or less

		Effective November 2010 -Sodium (<i>Change</i>): 140 mg or less
Side Dishes - Rice, grains or potatoes (seasoned, sauced)	140 g (prepared)	Current Criteria - Low fat - Sodium: 480 mg or less Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat Effective November 2010 -Sodium (<i>Change</i>): 240 mg or less
Side Dishes - Pasta or noodles (seasoned, sauced)	125 ml (prepared)	Current Criteria - Low fat (for 250ml on an 'as sold' basis) - Enriched or Source of fibre - Sodium: 480 mg or less Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat Effective November 2010 -Sodium (<i>Change</i>): 240 mg or less

VEGETABLES & FRUIT

FOOD CATEGORY	SERVING SIZE	ENTRY-LEVEL NUTRIENT CRITERIA
Fruit Juices	250 mL	- All REAL juices fit
Fresh Fruit	140 g	- All fit
Frozen Fruit	150 g	- 100% fruit
Canned Fruit	150 mL	- In light syrup or fruit juice
Apple and other fruit sauces	140 g	- 100% fruit
Dried Fruit Pieces	40 g	- Fruit as first ingredient - Fat free
Dried Fruit Snacks	40 g	- No sugar added - No fat added
Fresh and Frozen Vegetables (plain)	85 g (65 g - lettuces)	- All fit
Canned Vegetables (plain)	125 mL	- Sodium: 480 mg or less Effective November 2010 -Sodium (<i>Change</i>): 240 mg or less
Canned Tomatoes	125 mL	Current Criteria - Sodium: 480 mg or less Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less
Frozen and Canned Vegetables (seasoned, sauced, fried)	Canned 125 mL Frozen 110 g	Current Criteria - Low fat - Sodium: 480 mg or less Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat Effective November 2010 -Sodium (<i>Change</i>): 240 mg or less
Tomato Juice	250 mL	Current Criteria - Sodium: 650 mg or less Effective November 2010 - Sodium (<i>Change</i>): 480 mg or less
Vegetables Juices and Blends	250 mL	Current Criteria - Good source of Vitamin A and/or Folate - Sodium: 650 mg or less Effective November 2010 - Sodium (<i>Change</i>): 480 mg or less
NEW Sorbet and Fruit Bars	Sorbet 125 mL Fruit Bars 75 mL	Effective December 2009 -Sugar (<i>New</i>) no sugar added - Source of Vitamin C or A or Folate (<i>New</i>)

MILK & ALTERNATIVES

FOOD CATEGORY	SERVING SIZE	ENTRY-LEVEL NUTRIENT CRITERIA
Milk and Milk Based Drinks	250 mL	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lower fat (2% M.F. or less) - Excellent source of calcium - Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less
Yogurts	175 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lower fat (2% M.F. or less) - Good source of calcium - Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 140 mg or less
Yogurt Based Drinks	250 mL	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lower fat (2% M.F. or less) - Good source of calcium - Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 140 mg or less
Flavoured Fresh Cheese	100 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lower fat (2% M.F. or less) - Good source of calcium - Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less
Puddings / Flans / Frozen Dairy Desserts	125 mL	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat - Source of calcium - Sodium: 480 mg or less <p>Effective December 2009</p> <p>Trans fat (<i>New</i>): 5% or less of total fat if the fat does not originate exclusively from dairy products</p> <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less
Cheese	30 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lower fat (20% M.F. or less) - Good source of calcium - Sodium: 480 mg or less per 50 g <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less per 30 g
Simili Cheese	30 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lower fat (20% M.F. or less) - Good source of calcium - Protein: 5 g or more - Sodium: 480 mg or less per 50 g <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less per 30 g
Ricotta Cheese (plain) note:(Separate Fresh cheese category and remove Quark cheese)	55 g	<p>Current Criteria</p> <ul style="list-style-type: none"> -Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less
Cottage Cheese (plain)	125 g	<p>Current Criteria</p> <ul style="list-style-type: none"> -Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Plant-based Beverages (e.g. soy beverages)	250 mL	<p>Current Criteria</p> <ul style="list-style-type: none"> - Fortified / Enriched - Low fat or Low saturated fat - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less

MEAT & ALTERNATIVES

FOOD CATEGORY	SERVING SIZE	ENTRY-LEVEL NUTRIENT CRITERIA
Meats / Poultry (plain, seasoned, coated)	125 g (raw) 100 g (cooked)	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lean: 10% or less fat - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat if the fat does not originate exclusively from ruminant meat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): No salt or sodium ingredient added for plain meat. 360 mg or less for seasoned meats
Meats / Poultry (with sauce)	140 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lean: 10% or less fat - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> Trans fat (<i>New</i>): 5% or less of total fat if the fat does not originate exclusively from ruminant meat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Ground Meats	100 g (raw) 60 g (cooked)	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lean: 17% or less fat - Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Patties, meatballs, etc.	100 g (raw) 60 g (cooked)	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lean: 10% or less fat - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> Trans fat (<i>New</i>): 5% or less of total fat if the fat does not originate exclusively from ruminant meat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Sausages	55 g (cooked) 75 g (uncooked)	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lean: 10% or less fat - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> Trans fat (<i>New</i>): 5% or less of total fat if the fat does not originate exclusively from ruminant meat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Deli Meats / Ham	55 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Lean: 10% or less fat - Sodium: 480 mg or less

Deli Meats / Ham (Continued)		<p>Effective December 2009 Trans fat (<i>New</i>): 5% or less of total fat if the fat does not originate exclusively from ruminant meat</p> <p>Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less</p>
Fish and Seafood (plain)	125 g (raw) 100 g (cooked)	<p>Current Criteria - Sodium: 480 mg or less</p> <p>Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less</p>
Fish and Seafood (seasoned or coated)	125 g (raw) 100 g (cooked)	<p>Current Criteria - Extra lean: 7.5% or less fat or No added fat - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat</p> <p>Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less</p>
Fish and Seafood (sauced)	140 g (cooked)	<p>Current Criteria - Extra lean: 7.5% or less fat or No added fat - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat</p> <p>Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less</p>
Canned Fish and Seafood (packed in broth or water)	55 g	<p>Current Criteria - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat</p> <p>Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less</p>
Canned Fish and Seafood (seasoned, sauced)	55 g	<p>Current Criteria - Lean: 10 % or less fat or No added fat - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat</p> <p>Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less</p>
Processed Fish (e.g. crab imitation, surimi)	55 g	<p>Current Criteria - Low fat - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat</p> <p>Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less</p>
Dried Legumes	100 g	- All fit
Frozen and Canned Legumes (plain)	250 mL, drained	<p>Current Criteria - Sodium: 480 mg or less</p> <p>Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less</p>
Canned Legumes (prepared)	125 mL	<p>Current Criteria - Total fat: 3 g or less - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat</p> <p>Effective November 2010 -Sodium (<i>Change</i>): 360 mg or less</p>

Tofu (plain)	85 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low saturated fat - Total fat: 10 g or less - Sodium: 480 mg or less <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 140 mg or less
Vegetarian Burgers and Meatballs	60 g (cooked)	<p>Current Criteria</p> <ul style="list-style-type: none"> - Total fat: 10% or less - Protein: 5 g or more - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Vegetarian Meat Alternatives (seitan, Veggie Ground Meat, simulated cutlet, simulated meat strips, etc.)	60 g (cooked)	<p>Current Criteria</p> <ul style="list-style-type: none"> - Total fat: 10% or less - Protein: 10 g or more - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Vegetarian Terrines, Spreads or Pâtés	55 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low saturated fat - Total fat: 10 g or less - Protein: 5 g or more - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 360 mg or less
Eggs	1 egg	- All fit
Egg Substitutes	50 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less
Nuts, Seeds or Ready to Eat Dried Legumes(e.g. soybeans) plain, uncoated /coconut not eligible	50 g shelled (30 g shelled if not use as snacks)	- No added salt
Nuts and Seeds Butters	15 g (peanut butter) 30 g (others)	<p>Current Criteria</p> <ul style="list-style-type: none"> - Nuts or seeds as the 1st ingredient - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 140 mg or less per 15 g

OTHER FOODS

Food Category	Serving Size	Entry-Level Nutrient Criteria
Soy or tofu desserts	125 mL	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low in saturated fat - Total fat: 5 g or less - Protein: 3.5 g or more - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 240 mg or less
Snack Foods (e.g. popcorn, pretzels, chips)	50 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low fat - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> Sodium (<i>Change</i>): 240 mg or less per 50 g
Oils	10 mL	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low saturated fat - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 2% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 140 mg or less per 10 mL
Margarines	10 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Non hydrogenated - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 2% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 140 mg or less per 10 mL
Light Margarines	10 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Reduced fat (50% less fat than regular margarine) - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 2% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 140 mg or less per 10g
Salad dressings Serving on the label should be 15 ml except if total fat is less than 30% (10 g per 30 ml)	Mayonnaise 15 mL Vinaigrettes 30 mL	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low saturated fat - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> -Sodium (<i>Change</i>): 140 mg or less per 15 mL only
Dips	30 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low saturated fat - Total fat: 10 g or less - Sodium: 480 mg or less per 50 g <p>Effective December 2009</p> <ul style="list-style-type: none"> -Trans fat (<i>New</i>): 5% or less of total fat -Total fat (<i>Change</i>) 7.4g or less

Dips (<i>Continued</i>)		Effective November 2010 -Sodium (<i>Change</i>): 240 mg or less per 30 g
Olives	15 g	Current Criteria - Low saturated fat - Sodium: 480 mg or less per 50 g Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat Effective November 2010 -Sodium (<i>Change</i>): 140 mg or less per 15 g
Grain - based Bars	30 g or 40 g (if filled or coated)	Current Criteria - Low saturated fat - Total fat: 10 g or less - Source of fibre - Sodium: 480 mg or less per 50 g Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat - Sugar (<i>New</i>): 50% or less carbohydrate from sugars -Total fat (<i>Change</i>): 6 g or less with a maximum of 7.4 g per labelled serving Effective November 2010 -Sodium (<i>Change</i>): 140 mg or less per 30 g
Muffins / Snack Breads	55 g (maximum serving of 100g)	Current Criteria - Low saturated fat - Total fat: 10 g or less - Source of fibre - Sodium: 480 mg or less Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat -Sugar (<i>New</i>): 50% or less carbohydrate from sugars -Total fat (<i>Change</i>) to 7.4 g or less (<i>New</i>) Effective November 2010 -Sodium (<i>Change</i>): 240 mg or less
Cookies	30 g	Current Criteria - Low saturated fat - Total fat: 10 g or less - Source of fibre - Sodium: 480 mg or less per 50 g Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat - Sugar (<i>New</i>): 50% or less carbohydrate from sugars - Total fat (<i>Change</i>): 6 g or less with a maximum of 7.4 g per labelled serving Effective November 2010 -Sodium (<i>Change</i>): 140 mg or less per 30 g

COMBINATION FOODS

Food Category	Serving Size	Entry-Level Nutrient Criteria
Soups	250 mL	Current Criteria - Low fat - Sodium: 650 mg or less - Source of vitamin A or C or iron or calcium or folate or fibre Effective December 2009 -Trans fat (<i>New</i>): 5% or less of total fat

Soups (Continued)		Effective November 2010 -Sodium (Change): 480 mg or less
Dinners & Entrees / Mixed Dishes	250 g	<p>OPTION #1 - Total fat: 10 g or less - Protein: 10 g or more - Sodium: 960 mg or less</p> <p>Effective December 2009 -Trans fat (New): 5% or less of total fat -Sodium (Change): 720 mg or less</p> <p>OPTION #2 - Low in saturated fat - Total fat: 15 g or less - Protein: 10 g or more - Sodium: 960 mg or less</p> <p>Effective December 2009 -Trans fat (New): 5% or less of total fat -Sodium (Change): 720 mg or less</p>
Pizza	140 g	<p>- Total fat: 10 g or less - Protein: 10 g or more - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (New): 5% or less of total fat</p>
Vegetarian or Meat Pies	140 g	<p>OPTION #1 - Total fat: 10 g or less - Protein: 10 g or more - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (New): 5% or less of total fat</p> <p>OPTION #2 - Low in saturated fat - Total fat: 15 g or less - Protein: 10 g or more - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (New): 5% or less of total fat</p>
Tofu or Meat or Fish with vegetables	140 g	<p>- Total fat: 10 g or less - Protein: 10 g or more - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (New): 5% or less of total fat</p>
Major Main Entrée Sauce (such as pasta sauce)	125 mL	<p>OPTION #1 - Low fat - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (New): 5% or less of total fat</p> <p>OPTION #2 - Low saturated fat -Total fat: 5 g or less - Sodium: 480 mg or less</p> <p>Effective December 2009 -Trans fat (New): 5% or less of total fat</p> <p>Effective November 2010 -Sodium (Change): 360 mg or less</p>

Minor Main Entrée Sauce (pesto sauce, pizza sauce, cheese sauce, salsa, etc.)	60 mL	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low saturated fat - Total fat: 5 g or less - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> - Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> - Sodium (<i>Change</i>): 240 mg or less
Potato and Pasta Salads	140 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low saturated fat - Total fat: 7.4 g or less - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> - Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> - Sodium (<i>Change</i>): 240 mg or less
Other Salads	100 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - Low saturated fat - Total fat: 7.4 g or less - Sodium: 480 mg or less <p>Effective December 2009</p> <ul style="list-style-type: none"> - Trans fat (<i>New</i>): 5% or less of total fat <p>Effective November 2010</p> <ul style="list-style-type: none"> - Sodium (<i>Change</i>): 240 mg or less
Dried Fruit and Nut Mixture	50 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - No added salt <p>Effective December 2009</p> <ul style="list-style-type: none"> - Trans fat (<i>New</i>): 5% or less of total fat
Nut and/or Seed Bars (with or without dried fruit)	35 g	<p>Current Criteria</p> <ul style="list-style-type: none"> - No added salt <p>Effective December 2009</p> <ul style="list-style-type: none"> - Trans fat (<i>New</i>): 5% or less of total fat

Reference: Heart and Stroke Foundation of Canada,

<http://www.healthcheck.org/images/PDF/nutrient%20criteria%20sept%2025.pdf> (downloaded on 13th March 2009)

Appendix IIIe – Qualifying criteria for ‘Healthier Choice’

Dairy Products

	Fat (g/100g)	Sodium (mg/100g)	Total Sugar (g/100g)	Calcium (mg/100ml)
Liquid milk (plain)	≤ 1.5	-	-	≥ 130
Liquid milk (flavoured)	≤ 1.5	-	≤ 6**	≥ 130
Dried milk powder* (as reconstituted)	≤ 2	-	-	-
Evaporated milk	≤ 4	-	-	-
Condensed milk	≤ 4	-	-	-
Cheese - soft	< 8	≤ 600	-	-
- semi-hard	≤ 18	≤ 600	-	-
- hard	≤ 25	≤ 600	-	-
Processed cheese	≤ 15	-	-	-
Cheese spread	≤ 15	-	-	-
Yogurt	≤ 2	-	-	-
Cultured milk drink/ yoghurt drink	≤ 1	-	≤ 10	-
Ice-cream / frozen yogurt / frozen dessert/ frozen confection	≤ 5	≤ 120	≤ 10	-

*Excluding infant formula

** Added sugar such as sucrose

≤ Less than or equal to

Cereals

	Fat (g/100g)	Saturated Fat (g/100g)	Trans Fat (g/100g)	Sodium (mg/100g)	Dietary fibre (g/100g)	Total Sugar (g/100g)
Grains	all acceptable					
- Brown rice (unpolished)						
- Mixed rice (polished & unpolished)	-	-	-	-	≥ 1	-
Breads and rolls (unfilled), breadcrumbs	≤ 5*	-	≤ 0.1	≤ 450	≥ 3	-
Breads and rolls (filled)	≤ 8^	-	≤ 0.1	≤ 400	≥ 2	-
Buns, steam ("Paus" - filled)	≤ 8^	-	-	≤ 400	-	-
Breakfast cereal, cereal bars, cereal and fruit bars (ready-to-eat)	≤ 4*	-	-	≤ 400	≥ 4	≤ 25**
Cakes	≤ 22	-	≤ 0.1	≤ 300	≥ 3	≤ 24
Flour, meal	-	-	-	No added sodium	≥ 5	-
Flour, self-raising	-	-	-	≤ 350	≥ 5	-
Pasta	≤ 2	-	-	≤ 120	≥ 3	-
Oriental noodles	≤ 2	-	-	≤ 180	≥ 2	-
Biscuits and crackers	≤ 5*	-	≤ 0.1	≤ 350	≥ 3	-
Cookies	≤ 20	≤ 10	≤ 0.1	≤ 290	-	≤ 23

* Products with fat levels less than 10% will be accepted if the saturated fat level is less than 20% of the total fatty acids.

** Total sugar includes added sugar and sugar in dried fruit.

≤ Less than or equal to

≥ More than or equal to

^ Products with fat level between 8 and 10% will be accepted if the saturated fat is 20% or less of the total fat.

Legumes, Nuts and Seeds

	Fat (g/100g)	Trans Fat (g/100g)	Sodium (mg/100g)	Sugar (g/100g)	Calcium (mg/100g)
Legumes – Dried	All acceptable	-	-	-	-
Legumes – Canned	-	-	≤ 300	-	-
Nuts and Seeds – Raw or ready to eat	*	-	≤ 120	-	-
Nuts and seed butters (e.g. peanut butter / almond butter / hazelnut butter)	-	≤ 0.1	No added Na [§]	-	-
Soy products			No added Na [§]		
Soy milk / beverage	≤ 2 [†]	-		-	≥ 60
Soybean curds (hard)	< 5 [‡]	-	≤ 120	-	≥ 120
Soybean curds (soft)	≤ 5 [‡]	-	≤ 120	-	≥ 60

* Products will be approved if the % saturated fat is 20% or less of the total fat AND there is no added sugar.

† Product with fat level between 2% and 5% will be approved if the % saturated fat is 20% or less of the total fat.

‡ Product with fat level between 5% and 10% will be approved if the % saturated fat is 20% or less of the total fat.

§ Sodium from all sources. Small amount of sodium may be permitted on a case-by-case basis.

≤ Less than or equal to

() Guidelines under review

Vegetables

	Fat (g/100g)	Sodium (mg/100g)
Frozen	-	≤ 300
Frozen – potato	≤ 5*	≤ 120
Canned	-	≤ 300
Dried	No added fat	≤ 120
Vegetable Juice [†]	-	≤ 120

* Product with fat level between 5% and 10% will be approved if the % saturated fat is 20% or less of the total fat

† 100% Juice only. Not applicable to juice drinks or cordials. Products will be approved if they do not contain added sugar

≤ Less than or equal to

Fruit

	Fat (g/100ml)	Sodium (mg/100ml)	Total sugar (g/ 100ml)
Frozen	No added fat	No added sodium [†]	No added sugar
Dried	No added fat	No added sodium [†]	No added sugar
Canned	Canned in light syrup [‡] or natural juice		
Fruit spreads	No added fat	-	No added sugar
Fruit juice [§]			
<ul style="list-style-type: none"> • 100% Juice • Juice drink (with at least 60% fruit juice) 	-	-	No added sugar
	-	-	No added sugar
Fruit and Vegetable Juice [§]	-	≤ 120	No added sugar

* Product with fat level between 5% and 10% will be approved if the % saturated fat is 20% or less of the total fat.

† Sodium from all sources

‡ "Light syrup" is defined as at least 25% less sugar than normal counterparts.

§ Not applicable to cordials.

Seafood

	Fat (g/100g)	Sodium (mg/100g)
Fresh	All acceptable	
Frozen (plain)	No added fat	No added sodium [†]
Canned (in brine or sauce)	≤ 5*	≤ 400
Processed **		
<ul style="list-style-type: none"> • Made from fish & seafood e.g. frozen fish fillet • Made from paste of fish and seafood e.g. fish ball, crab stick, fish cake 	≤ 5*	≤ 450
	≤ 5*	≤ 600

* Product with 5-10% fat will be approved if the saturated fat is 20% or less of the total fat. Product with more than 10% fat will be assessed individually.

** First ingredient must be seafood.

† Sodium from all sources

≤ Less than or equal to

Meat and Poultry

	Fat (g/100g)	Sodium (mg/100g)
Fresh and Frozen*	≤ 10	≤ 120
Canned and Processed†	≤ 10†	≤ 450

* Only poultry without skin will qualify.

† Products with fat marginally above 10% will be approved if the saturated fat is 20% or less of the total fatty acids.

‡ The first or second ingredient of 'processed meat' must be meat or poultry.

≤ Less than or equal to

Eggs and Egg Products

	Fat (g/100g)	Sodium (mg/100g)	Cholesterol (mg/100g)	Total Sugar (g/100g)
Egg products and egg substitutes e.g. egg tofu	≤ 10*	≤ 250	≤ 120	-
Egg jam (kaya)	≤ 8	-	≤ 120	≤ 40
Fresh eggs	≤ 10	-	≤ 320	-

* Product with fat level marginally above 10% will be approved if the saturated fat is 20% or less of the total fat.

≤ Less than or equal to

Fats and Oils

	Fat (g/100g)	Saturated Fat (g/100g)	Trans Fat (g/100g)	Sodium (mg/100g)
Margarine / Reduced fat spreads	-	≤ 27 [^]	≤ 1 ^{**}	≤ 400
Edible oil	-	≤ 20 [#]	-	-
Salad dressings or Mayonnaise*	≤ 5	-	-	≤ 800

[^] Only products with not more than 27% of total fat will qualify

^{**} Only products with not more than 1% of total fat will qualify

[#] Only products with not more than 20% of total fat will qualify

* Products with a fat level of between 5 and 10% will also be approved if the saturated fatty acids are 20% or less of the total fat.

Miscellaneous

	Fat (g/100g)	Saturated Fat (g/100g)	Trans Fat (g/100g)	Sodium (mg/100g)	Total Sugar (g/ 100g)
Cereal, malted or chocolate drink (as reconstituted)*	≤ 2	≤ 60 [#]	≤ 0.1	≤ 120	≤ 8
3-in-1 or 2-in-1 coffee/tea beverages (as reconstituted)*	≤ 1	≤ 60 [#]	≤ 0.1	-	≤ 5
Sauces - soy sauce	-	-	-	≤ 5000	-
- pasta sauce	≤ 5 [†]	-	-	≤ 300	-
- tomato/ chilli sauces	-	-	-	≤ 850	-
- oyster/vegetarian oyster sauces	-	-	-	≤ 3200	-
- other sauces	≥ 25% fat reduction compared to reference food	-	-	≥ 25% sodium reduction compared with reference food	-
Recipe mixes	-	-	-	≥ 25% sodium reduction compared with reference food	-
Soup and broth*	≤ 4 [†]	-	-	≤ 200	-
Smoothies @	≤ 2	-	-	-	≤ 5 [^]
Jellies	-	-	-	-	≤ 13
Convenience meals or 'meal-type' products [§]	≤ 8 [†]	-	≤ 0.1	≤ 400	-
Plant-Based Meat Alternatives (Vegetarian)	≤ 10 ^{**}	-	-	≤ 600	-
Mooncakes	≥ 25% fat reduction compared to reference food	-	≤ 0.1	-	≥ 25% sugar reduction compared to reference food
Herbs and Spices	No added Fat	-	-	No added Na ^{^^}	No added Sugar

Sweetened drinks^{^^^}

○ Non-carbonated drinks/ Asian drink	-	-	-	-	≤ 7g*
○ Isotonic drinks	-	-	-	-	≤ 7g*
○ Juice drinks (at least 10% fruit juice)	-	-	-	No added Na ^{^^}	≤ 8g*

* Values as per 100ml

Only products with not more than 60% of total fat will qualify

† Product with fat level marginally above the stated guideline will be approved if the saturated fat is 20% or less of the total fat.

@ Smoothies should contain at least 15% of dairy products. If fruits are added, it should be 40% of the total product.

¶ Fruit Smoothies should contain at least 90% of fruit products.

§ Refer to pg NC2 for the definition of meal-type products.

‡ Product with fat level between 8% and 10% will be accepted if the saturated fat is 20% or less of the total fat.

≤ Less than or equal to

** Products with fat marginally above 10% will be accepted if the saturated fat is 20% or less of the total fat.

^ Based on amount of added sugar.

^^ Sodium from all sources

^^^ No intense sweeteners are allowed and products will be evaluated for the sweetness level internally

() Guidelines under review

Reference: Health Promotion Board Singapore,

http://www.hpb.gov.sg/foodforhealth/uploadedFiles/HPB_online/Health_topics/Food_for_health/More_Information_For/NutritionalGuidelines.pdf (downloaded on 12th March 2009)

Appendix IIIf – Qualifying criteria for ‘Heart Check’

	Standard certification	Whole-grains certification
Total fat	3g or less	Less than 6.5 g
Saturated fat	1g or less	1g or less
Cholesterol	20mg or less	20mg or less
Sodium	480mg or less	480mg or less
Contain 10% or more of the daily value of 1 of 6 nutrients (vitamin A, vitamin C, iron, calcium, protein, dietary fiber)	Yes	Yes
Trans fat	Less than 0.5g	Less than 0.5g
Whole grain	-	51% by weight/reference amount customarily consumed (RACC)
Minimum dietary fiber	-	1.7g/RACC of 30g 2.5g/RACC of 45g 2.8g/RACC of 50g 3g/RACC of 55g

Reference: American Heart Association, <http://www.heartcheckmark.org/presenter.jhtml?identifier=4973> (downloaded on 12th March 2009); criteria of further three categories available on request from the American Heart Association

Appendix IIIg – Qualifying criteria for ‘Heart Foundation Tick’ (Australia)

Breads

Criteria	Rationale
Sodium – 100mg/100g or less.	<ul style="list-style-type: none"> Breads are a major source of sodium in the diet – contributing about one fifth of the sodium of all processed foods – so it is important to encourage reductions in sodium content. Reduction occurs in a step-wise manner for example from 450mg to 430mg a 4.5% reduction (as of Jan '05). A further reduction from 430mg to 400mg a 7% reduction (as of 1 Feb '07).
Fibre – 4g/100g or more.	<ul style="list-style-type: none"> Breads being a cereal based core food are widely recognised as important dietary fibre sources. A ‘per 100g’ fibre criterion has been retained instead of introducing a ‘per serve’ criterion because for breads, appetite and energy requirements are more of an influence on quantities consumed than stated serve size.
Saturated fat – 1.5g/100g or less.	<ul style="list-style-type: none"> The level is that defined as ‘low saturated fat’ in the CoPoNC. Reflects the fact that unprocessed grains from which breads are derived are not high in saturated fat.
No partially hydrogenated fat; or trans fat – 0.2g/100g or less. Products with a total fat content of 1g/100g or less will also be considered to comply with this criterion.	<ul style="list-style-type: none"> Use of partially hydrogenated fats is not permitted and there is a maximum trans fat content which is nutritionally insignificant. Reflects current public health concerns about the adverse effects of trans fats from industrial hydrogenation processes.

Reference: Heart Foundation Australia,

http://www.heartfoundation.org.au/SiteCollectionDocuments/Criteria_Bread.pdf (downloaded on 17th March 2009)

Breakfast cereals

Criteria	Rationale
Fibre – 3g/serve or more.	<ul style="list-style-type: none"> • Encourage higher fibre foods. • Level is defined as ‘high in fibre’ in the CoPoNC.
Sodium – 400mg/100g or less; muesli and hot cereals – 120mg/100g or less.	<ul style="list-style-type: none"> • A level which, for the average serve size of 40g, provides only 7% of the RDI of 2300mg per day. • The lower sodium criterion for mueslis and hot cereals reflects the fact that almost all market products of this type can meet this level, which is the definition of ‘low in sodium’ in the Food Standards Code.
Saturated fat – 1.5g/100g or less.	<ul style="list-style-type: none"> • Maintain low saturated fat contents. • A level that is defined as ‘low saturated fat’ in the CoPoNC and reflects the fact that unprocessed grains from which breakfast cereals are derived are not high in saturated fat.
No partially hydrogenated fat; or trans fat – 0.2g/100g or less. Products with a total fat content of 1g/100g or less will also be considered to comply with this criterion.	<ul style="list-style-type: none"> • No partially hydrogenated fats are permitted. • The maximum trans fat level is nutritionally insignificant.
Energy – 800kJ/serve or less.	<ul style="list-style-type: none"> • A kilojoule cap helps to avoid inappropriately large serve sizes in order to meet the fibre criterion. • The level of 800kJ/serve is higher than the recommended 600kJ/serve for cereal foods in the AGHE, in recognition of the relatively high nutrient density of most breakfast cereals and the fact they are usually eaten as a meal once per day.

Reference: Heart Foundation Australia,

http://www.heartfoundation.org.au/SiteCollectionDocuments/Criteria_BreakfastCereal.pdf (downloaded on 17th March 2009)

Cheese (aged/ripened and processed)

Criteria	Rationale
Saturated fat – 17g/100g or less.	<ul style="list-style-type: none">• It is reflective of the values for 'lite' and 'reduced fat' cheeses on the current overall market.
Sodium – 750mg/100g or less.	<ul style="list-style-type: none">• Level is well below the sodium levels of most regular (whole milk) cheeses on the market.• One 30g serve (one slice) of a cheese at the upper criterion limit will provide 10% of the RDI for sodium.• Level still allows integrity of product and prolonged shelf life necessary for ripened/aged cheeses.
Calcium – 700mg/100g or more.	<ul style="list-style-type: none">• Ensures 'good source of calcium' claims for a 30g serve/slice.

Cheese (unripened)

Criteria	Rationale
Saturated fat – 5g/100g or less.	<ul style="list-style-type: none">• Encourages reduced saturated fat content.
Sodium – 400mg/100g or less.	<ul style="list-style-type: none">• An average serve (85g in our market survey) will provide 15% of the RDI for sodium.
Calcium – 80mg/100g or more.	<ul style="list-style-type: none">• Ensures 'source of calcium' claims for a 100g serve/slice.• The level reflects the higher moisture content of this cheese type and the consequent lower calcium level compared to hard cheeses.

Note: "per size" is the serve 'as sold' as defined by the manufacturer as stated on the NIP on the food package.

Reference: Heart Foundation Australia,

http://www.heartfoundation.org.au/SiteCollectionDocuments/Criteria_Cheese.pdf (downloaded on 17th March 2009)

Nut and seed bars

Criteria	Rationale
Energy – 800kJ/serve or less and 2000kJ/100g or less.	<ul style="list-style-type: none"> • Coupling energy per serve with an energy per 100g criterion enables the serve size to be restricted. • This is an energy dense category and the recommendation has been set close to the average of 823kJ/serve, based on current market data (2008). • By setting an energy per serve at 800kJ or less and 2000kJ/100g or less, the per cent of nuts and/or seeds can be maximised which improves the nutrient profile of this category.
Saturated fat – 3g/serve or less and 8g/100g or less.	<ul style="list-style-type: none"> • The criterion for saturated fat has been set to meet per serve <i>and</i> per 100g recommendations for saturated fat. • The bars with greater saturated fat contents tended to be those containing yoghurt, chocolate, carob or coconut. Excluding yoghurt coatings, chocolate and carob will assist in meeting the proposed saturated fat and energy criteria.
No partially hydrogenated fat or trans fat – 0.2g/100g or less.	<ul style="list-style-type: none"> • This restricts trans fat from partially hydrogenated vegetable fat as this type of fat is considered as damaging to health as saturated fat.
Fibre – 2g/serve or more.	<ul style="list-style-type: none"> • Nuts and seeds are a good source of fibre, ranging from 1.5g fibre/30g serve for pine nuts to 3.1g fibre/30g serve for hazelnuts to approximately an average of 3g/30g for pumpkin, sesame, sunflower and mixed seeds (using 30g as a serve as per the criteria for nuts and seeds). • The fibre criterion is consistent with the proposed nutrient claims definition for a 'source of fibre' which is 2g/serve (FSANZ P293).
Sodium – 120mg/100g or less.	<ul style="list-style-type: none"> • Average sodium content of the bars surveyed was 83mg sodium. • The proposed sodium criteria of <120mgNa/100g means that the claim 'low salt' or 'low sodium' can be declared, if desired.
Nut/seed content – 35% or more.	<ul style="list-style-type: none"> • A minimum percentage of nuts and seeds (excluding coconut) of 35% will differentiate this category from cereal-based bars and minimise coconut.

Reference: Heart Foundation Australia,

http://www.heartfoundation.org.au/SiteCollectionDocuments/Criteria_NutSeedBars.pdf (downloaded on 17th March 2009)

Sweet biscuits

Criteria	Rationale
Energy – 600kJ/serve or less.	<ul style="list-style-type: none"> • A limit on kilojoules per serve recognises the need to encourage reduced energy contribution from snack-type products, to help address the public health problem of obesity. • The level set is the recommendation for energy contribution from cereal foods and 'extra' foods in the <i>Australian Guide to Healthy Eating</i>.
Saturated fat – 2g/serve or less.	<ul style="list-style-type: none"> • The limit is about 10% of the recommended daily saturated fat intake for the average woman and distinguishes the lower saturated fat biscuits on the market. • It is a realistic level for biscuits manufactured using largely unsaturated fat oils.
No partially hydrogenated fat; or trans fat – 0.2g/100g or less. Products with a total fat content of 1g/100g or less will also be considered to comply with this criterion.	<ul style="list-style-type: none"> • This restricts trans fat from partially hydrogenated vegetable fat as this type of fat is considered as potentially damaging to health as saturated fat.
Sodium – 250mg/100g or less.	<ul style="list-style-type: none"> • The level recognises the continuing need for reductions in sodium in the food supply and is achievable for sweet biscuits.
Fibre – 1g/serve or more.	<ul style="list-style-type: none"> • The fibre level is a new requirement for this category and will distinguish the higher fibre choices as it is important that cereal-based foods provide fibre to the diet. • Increasing fibre content will help decrease the kilojoule levels of sweet biscuits.

Reference: Heart Foundation Australia,

http://www.heartfoundation.org.au/SiteCollectionDocuments/Criteria_SweetBiscuits.pdf (downloaded on 17th March 2009)

Appendix IIIh – Qualifying criteria for ‘Heart Symbol’

Milk, milk products and other similar products	
Milk, sour milk and other similar products	Fat ≤ 0,5 g/100 g, or if fat content 0,51 - 1,0 g/100 g hard fat ≤ 33 % of the total fat no added sugars
Yoghurt, quark and similar products (non-drinkable products)	Fat ≤ 0,5 g/100 g, or if fat content 0,51 - 2,0 g/100 g hard fat ≤ 0,4g/100g sugars ≤ 12g/100g
Cultured milk	Fat ≤ 1,0 g/100 g sugars ≤ 12g/100g
Cream, crèmes and other similar products used in cooking	Fat ≤ 10 g/100 g, or if fat content 10,1 - 15 g/100 g, hard fat ≤ 33 % of the total fat Sodium ≤ 300mg/100g
Non-ripened cheese and similar products	Fat ≤ 15 g/100 g, or if fat content 15,1 - 30 g/100 g, hard fat ≤ 33 % of the total fat Sodium ≤ 480 mg/100 g
Cheese spreads and similar products	Fat ≤ 10 g/100 g, or if fat content 10,1 - 15 g/100 g, hard fat ≤ 33 % of the total fat Sodium ≤ 700 mg/100 g
Cottage cheese	Fat < 2,0 g/100 g Sodium ≤ 300 mg/100 g
Ripened cheese and similar products	Fat ≤ 17 g/100 g, or if fat content 17,1 - 30 g/100 g, hard fat ≤ 33 % of the total fat Sodium ≤ 480 mg/100 g
Ice creams, sherbets	Hard fat ≤ 4 g/100 g

Edible fats	
Fat spreads	Hard fat ≤ 33 % of the total fat Sodium ≤ 400 mg/100 g
Vegetable oils	Hard fat ≤ 20 % of the total fat
Liquid oils	Hard fat ≤ 20 % of the total fat Sodium ≤ 400 mg/100 g
Salad dressings	Hard fat ≤ 20 % of the total fat Sodium ≤ 400 mg/100 g
Mayonnaise, hamburger and sandwich dressings	Fat ≤ 40 g/100 g Hard fat ≤ 20 % of the total fat Sodium ≤ 400 mg/100 g Cholesterol ≤ 20 mg/100 g

Preceded meat	
Whole meat products	Fat ≤ 4 g/100 g Sodium ≤ 800 mg/100 g
Cold cut sausages and sausages to be cooked	Fat ≤ 12 g/100 g Hard fat ≤ 40 % of the total fat Sodium ≤ 600 mg/100 g Cholesterol ≤ 100 mg/100 g

Spices and seasoning sauces	
Mustards and ketchups	Sodium ≤ 400 mg/100 g
Spices and seasonings	No sodium added
Seasoning and barbecue sauces and marinades	Sodium ≤ 300 mg/100 g
Bouillon in cubes and powdered and concentrated broth	Sodium ≤ 200 mg/100 g when stock is prepared according to instructions

Bread and cereals	
Bread	Fat ≤ 5 g/100 g Sodium ≤ 280 mg/100g Fibre ≥ 5 g/100 g
Crisp bread, Finn crisp	Fat ≤ 5 g/100 g Sodium ≤ 480 mg/100 g Fibre ≥ 10 g/100 g
Pastry (sweet and salted), biscuits, rusks	Fat ≤ 25 % of the energy Hard fat ≤ 33 % of the total fat Sodium ≤ 280 mg/100 g Sugars ≤ 20g/100g
Breakfast cereals (cereals, muesli and alike) , hot cereals, flakes and meal (porridge)	Fat ≤ 5 g/100 g, or if fat content 5,1 - 10 g/100 g, hard fat ≤ 33 % of the total fat Sodium ≤ 400 mg/100 g Sugars ≤ 16g/100g Fibre ≥ 6 g/100 g
Pasta, rice and similar products	Fibre ≥ 6 g/100 g (dry weight)

Convenience food, semi-processed food, meal components

Ready-to-eat food (including meat/fish/vegetables +potato/pasta/rice etc.), meal salads and semi-processed foods prepared according to instructions	Fat ≤ 25 % of total energy or if fat content 25,1 - 35 % hard fat ≤ 33 % of the total fat Sodium ≤ 300 mg/100 g Cholesterol ≤ 60 mg/100 g
Meat, fish and vegetable sauces and semi-processed foods prepared according to instructions	Fat ≤ 4 g/100 g, or if fat content 4,1 - 8,0/100 g, hard fat ≤ 33 % of the total fat Sodium ≤ 300 mg/100 g Cholesterol ≤ 60 mg/100 g
Sauces (meal and food sauces) and semi-processed food prepared according to instructions	Fat ≤ 4 g/100 g, or if fat content 4,1 - 8 g/100 g, hard fat ≤ 33 % of the total fat Sodium ≤ 300 mg/100 g Cholesterol ≤ 40 mg/100 g
Processed foods of fish, meat and vegetables (e.g. meat balls and vegetable patties)	Fat ≤ 10 g/100 g, or if fat content 10,1 - 15 g/100 g, hard fat ≤ 33 % of the total fat Sodium ≤ 400 mg/100 g Cholesterol ≤ 100 mg/100 g
Side salads (mayonnaise and fresh)	Fat ≤ 6 g/100 g Hard fat ≤ 20 % of total fat Sodium ≤ 300 mg/100 g Cholesterol ≤ 40 mg/100 g
Potato products (e.g. mashed potatoes)	Fat ≤ 2 g/100 g Hard fat ≤ 20 % of the total fat Sodium ≤ 120 mg/100 g

Vegetables, fruits and berries	
Fresh vegetables, fruits and berries	All acceptable (except coconut)
Pre-prepared vegetables, fruits and berries (e.g. pre-cut, frozen)	No sodium, sugar or fat added

Reference: Heart Association Finland,
http://www.sydanmerkki.fi/sydanmerkki_tuotteet/et-usivu/fi_FI/englanniksi/_files/79619405687102393/default/HeartSymbol_principles_of_issue_and_us_e_2008.doc (downloaded on 12th March 2009)

Appendix IIIi – Qualifying criteria for ‘Keyhole’

<i>Foodstuffs</i>	<i>Conditions</i>
1. Skimmed milk and other low-fat milk [“minimj�lk” and “l�ttmj�lk”] and the equivalent fermented products	- maximum fat content 0.5 g/100 g
2. Flavoured fermented milk products without sweeteners	- maximum fat content 0.5 g/100 g - total mono- and disaccharides maximum 9 g/100 g
3. Vegetable products without sweeteners intended as alternatives to products under item 1	- maximum fat content 1.5 g/100 g - saturated fatty acids and trans fatty acids not more than 0.3 g/100 g - no refined mono- and disaccharides added
4. Products consisting of a mixture of milk and cream only, intended as an alternative to cream	- maximum fat content 5 g/100 g
5. Products wholly or partially of vegetable origin intended to be used as alternatives to products under item 4	- maximum fat content 5 g/100 g - no refined mono- and disaccharides added - no added sodium
6. Fermented milk products and the equivalent products wholly or partially of vegetable origin and not covered under items 1 – 3. The products may contain added flavourings and shall primarily be intended for cooking.	- maximum fat content 5 g/100 g - no refined mono- and disaccharides added - no added sodium
7. Processed cheese and the equivalent flavoured products (<i>in Swedish: sm�ltost</i>)	- maximum fat content 10 g/100 g - no refined mono- and disaccharides added - maximum sodium content 1 200 mg/100 g
8. Fresh cheese and the equivalent flavoured products (<i>in Swedish: f�rskost</i>)	- maximum fat content 5 g/100 g - no refined mono- and disaccharides added - maximum sodium content 350 mg/100 g
9. Other cheese and margarine cheese and the equivalent flavoured products	- maximum fat content 17 g/100 g - maximum sodium content 480 mg/100 g
10. Edible fats and mixtures of edible fats subject to Council Regulation (EC) No 2991/94 on spreadable fats ² and the equivalent flavoured products	- maximum fat content 41 g/100 g - saturated fatty acids and trans fatty acids not more than 33% of the total fat content - maximum sodium content 600 mg/100 g
11. Spreadable products not covered under items 7-10, produced from milk and/or vegetable oils and fats and/or fish oil, intended mainly to be used as a spread	- maximum fat content 17 g/100 g - saturated fatty acids and trans fatty acids not more than 33% of the total fat content - no refined mono- and disaccharides added - maximum sodium content 600 mg/100 g
12. Meat (muscle tissue) of cattle, pigs, sheep, poultry or game which has not been treated; however, it may have been skewered, sliced, boned, cut up, trimmed, ground, refrigerated, deep frozen and defrosted	- maximum fat content 10 g/100 g
13. Fish that has not been treated; however, it may have been divided into pieces, sliced, boned, minced, cut up, cleaned, trimmed, ground, refrigerated, deep-frozen and defrosted	

<i>Foodstuffs</i>	<i>Conditions</i>
14. a) Products which are made primarily of the meat (muscle tissue), liver or blood of cattle, pigs, sheep, poultry or game or of fish or crustaceans, and b) products resembling meat, fish or crustaceans and based entirely on vegetable raw ingredients (except cereals), intended as alternatives to the products under a). The products under a) and b) may contain sauce or stock. The products must not be covered by coating of e.g. bread crumbs and/or eggs.	- maximum fat content 10 g/100 g
15. Ready-prepared products (with the exception of products under item 16) intended to constitute a main meal and which, per portion, contain - 1670-3140 kJ (400-750 kcal) and - minimum 80 g of root vegetables, leguminous plants and other vegetables and/or fruit and berries; potatoes excluded	- a maximum of 30% of the energy value may come from fat - added refined mono- and disaccharides must not exceed 3 g/100 g - maximum sodium content 400 mg/100 g
16. Pies (except dessert pies), pirogi and pizzas	- a maximum of 30% of the energy value may come from fat - added refined mono- and disaccharides must not exceed 3 g/100 g - maximum sodium content 600 mg/100 g
17. Soups (ready-prepared products and products prepared according to the manufacturer's instructions) containing 835-1570 kJ (200-375 kcal) per portion	- a maximum of 30% of the energy value may come from fat - added refined mono- and disaccharides must not exceed 3 g/100 g - maximum sodium content 400 mg/100 g
18. Fruit and berries which have not undergone any form of processing; however, they may have been cleaned, sliced, refrigerated, deep frozen and defrosted	- no refined mono- and disaccharides added
19. Potatoes, root vegetables, leguminous plants and other vegetables which have not undergone any form of processing; however, they may have been seasoned, blanched, dried, refrigerated, deep-frozen or defrosted	- added refined mono- and disaccharides must not exceed 1 g/100 g - maximum sodium content 200 mg/100 g
20. Soft bread and bread mixes to which only water and yeast is to be added (for bread mixes, the conditions relate to the prepared product)	- maximum fat content 7 g/100 g - total mono- and disaccharides maximum 10 g/100 g - maximum sodium content 600 mg/100 g - dietary fibre minimum 4.5 g/1000 kJ (1.9 g/100 kcal)
21. Hard bread and rusks	- maximum fat content 8 g/100 g - maximum sodium content 600 mg/100 g - dietary fibre minimum 4.5 g/1000 kJ (1.9 g/100 kcal)
22. Pasta	- dietary fibre minimum 4 g/1000 kJ (1.7 g/100 kcal)
23. Breakfast cereals and muesli	- maximum fat content 7 g/100 g - total mono- and disaccharides not more than 13g/100g - maximum sodium content 500 mg/100 g - dietary fibre minimum 4.5 g/1000 kJ (1.9 g/100 kcal)
24. Cereal flour, flakes and grains	- dietary fibre minimum 4.5 g/1000 kJ (1.9 g/100 kcal)

<i>Foodstuffs</i>	<i>Conditions</i>
25. Porridge and porridge powder (for the powder, the values relate to the prepared product)	<ul style="list-style-type: none"> - maximum fat content 5 g/100 g - maximum sodium content 200 mg/100 g - dietary fibre minimum 4.5 g/1000 kJ (1.9 g/100 kcal)
26. Gruel powder	<ul style="list-style-type: none"> - maximum fat content 10 g/100 g powder - maximum sodium content 500 mg/100 g powder - dietary fibre minimum 3 g/1000 kJ (1.25 g/100 kcal)

Reference: Swedish National Food Administration,

http://www.slv.se/upload/nfa/documents/food_regulations/Keyhole_2005_9.pdf (downloaded on 12th March 2009)

Appendix IIIj – Qualifying criteria for ‘Smart Choices’

Product Categories	Notes Regarding Quantification	Calories	Nutrients to Limit						Nutrients to Encourage						Food Groups to Encourage				
			Total Fat	Saturated Fat	Trans Fat	Cholesterol	Added Sugars	Sodium	Calcium	Potassium	Fiber	Magnesium	Vitamin A	Vitamin C	Vitamin E	Fruits	Vegetables	Whole Grains	Fat-Free/Low-Fat Milk Products
Generic Benchmarks	Food meets criteria for nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. <i>*See exceptions in criteria for specific product categories, below.</i>	NA	≤ 35% cal	< 10% cal	0g (labeled)	≤ 60mg/RACC	≤ 25% cal	≤ 480mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Fresh/frozen/canned fruits and vegetables with no additives	Products qualify automatically. To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage.	NA	NA	NA	NA	NA	NA	NA	N	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Processed fruits and vegetables, 100% juices	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage.	NA	≤ 5g	≤ 1g	0g (labeled)	NA	≤ 8 cal (or 0 g fat for 100% juice)	≤ 240 mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (6 grams)	1/2 serving (1/2 cup)
Bread, grains, pasta	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage.	NA	≤ 35% cal	< 10% cal	0g (labeled)	NA	≤ 25% cal	≤ 240mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	8 grams per serving, half of the grains must be whole	1/2 serving (1/2 cup)
Cereals	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The added sugar threshold of ≤ 12 grams is an interim level to be revisited when the 2010 Dietary Guidelines for Americans are issued.	NA	≤ 35% cal	< 10% cal	0g (labeled)	NA	≤ 12 grams	≤ 240 mg (30g RACC), ≤ 290 mg (55g RACC)	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	8 grams per serving, half of the grains must be whole	1/2 serving (1/2 cup)
Meat, fish and poultry	To qualify, food must meet criteria for nutrients to limit only.	NA	≤ 5 g per serving (and per 100 g), fatty fish containing 500mg (3 ounces) of DHA/EPA will not be limited by total fat	≤ 2 g per serving (and per 100 g)	0g (labeled) (usually occurring trans fats excluded)	≤ 5mg per serving (and per 100 g)	≤ 25% cal	≤ 140 mg if single-ingredient raw, otherwise ≤ 480mg	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Meat alternatives (including soy burgers), vegetable proteins, beans and eggs)	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage.	NA	≤ 35% cal	< 10% cal	0g (labeled)	≤ 60mg/RACC	≤ 25% cal	≤ 480 mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (6 grams)	1/2 serving (1/2 cup)
Seeds, nuts and nut butters	To qualify, food must meet criteria for nutrients to limit only.	NA	NA	≤ 28% fat cal	0g (labeled)	NA	≤ 25% cal	≤ 240 mg	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Cheeses	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The added sugar threshold of ≤ 12 grams is an interim level to be revisited when the 2010 Dietary Guidelines for Americans are issued.	NA	≤ 3g	≤ 2g	0g (labeled) (usually occurring trans fats excluded)	≤ 60mg/RACC	≤ 25% cal	≤ 240 mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (6 grams)	1/2 serving (1/2 cup)
Milk and dairy products (including soy beverages)	To qualify, food must meet criteria for nutrients to limit only.	NA	≤ 3g	≤ 2g	0g (labeled) (usually occurring trans fats excluded)	≤ 60mg/RACC	< 12 grams per cup	≤ 240 mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1/2 serving (1/2 cup)	1/2 serving (1/2 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Fats, oils and spreads (including butter)	To qualify, food must meet criteria for nutrients to limit only.	NA	NA	≤ 28% fat cal	0g (labeled)	≤ 60mg/RACC	≤ 25% cal	≤ 140mg	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Soups and meal sauces	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The alternative thresholds in parentheses can be used for products with ≤ 100 cal. To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. Can be equivalent of 1 serving from multiple food groups, in increments of 1/4 serving.	NA	≤ 35% cal (or ≤ 3g)	< 10% cal	0g (labeled)	≤ 60mg/RACC	≤ 25% cal (or ≤ 6g)	≤ 480 mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Entrees, sandwiches and main dishes	To qualify, food must meet criteria for nutrients to limit and ≥ 1 nutrient to encourage, as well as contain the equivalent of 1.5 servings from key food groups. (No more than half a serving should come from juice.)	< 450	≤ 35% cal	< 10% cal	0g (labeled)	≤ 60mg/RACC	≤ 25% cal	< 600 mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1 serving (1/2 cup)	1 serving (1/2 cup)	16 grams per serving, half of the grains must be whole	1 serving (1 cup)
Meals <i>Definition: ≥ 10g of ≥ 3 food groups</i>	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage.	≤ 600	≤ 35% cal	< 10% cal	0g (labeled)	≤ 90mg/RACC	≤ 25% cal	< 600 mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1.5 servings (3/4 cup)	1.5 servings (3/4 cup)	1.5 servings (3/4 cup)	1.5 servings (1.5 cups)
Sauces, dressings and condiments (30g RACC)	To qualify, product must meet criteria for all nutrients to limit only. The alternative thresholds in parentheses can be used for products with ≤ 100 cal.	≤ 100	NA	≤ 26% fat cal	0g (labeled)	≤ 30mg/RACC	≤ 25% cal (or ≤ 6g)	≤ 240 mg	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Snack Foods and Sweets (30g RACC)	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The alternative thresholds in parentheses can be used for products with ≤ 100 cal.	≤ 160	≤ 35% cal (or ≤ 3g)	≤ 10% cal (or ≤ 1g)	0g (labeled)	≤ 60mg/RACC	≤ 25% cal (or ≤ 6g)	≤ 240 mg	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	≥ 10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)

Product Categories	Notes Regarding Qualification	Calories	Total Fat	Saturated Fat	Trans Fat	Cholesterol	Added Sugars	Sodium	Calcium	Potassium	Fiber	Magnesium	Vitamin A	Vitamin C	Vitamin E	Fruits	Vegetables	Whole Grains	Fat-free/low-fat Milk Products
Desserts	To qualify, product must meet criteria for all nutrients to limit and ≥ 1 of the nutrients or food groups to encourage. The alternative thresholds in parentheses can be used for products with ≤100 cal. Products w/ ≤ 20 cal qualify by meeting criteria for nutrients to limit only.	≤200	≤ 35% cal (or ≤3g)	≤ 10% cal (or ≤1g)	0g (labeled)	≤ 60mg/RACC	≤ 25% cal (or ≤6g)	≤ 240 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Chewing Gum	Thresholds are being finalized for this category and will be added shortly.																		
Beverages (8oz)	Beverages w/ ≤ 20 cal qualify by meeting criteria for nutrients to limit only. Beverages w/ ≤ 40 cal qualify by meeting criteria for nutrients to limit only plus one positive element. Fruit/vegetable beverages w/ ≤ 60 cal must meet criteria for ≥ 1 nutrient to encourage and 1 food group.	≤20 ≤40 ≤60	≤ 3g	≤ 1g	0g (labeled)	≤ 60mg/RACC	NA	≤ 140 mg	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	≥10% DV	1/2 serving (1/4 cup)	1/2 serving (1/4 cup)	1/2 serving (8 grams)	1/2 serving (1/2 cup)
Water (plain and carbonated)	Products qualify automatically.	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA

NOTE 1: Reference value is per labeled serving unless otherwise indicated.

NOTE 2: Added juice must have a nutrient profile characteristic of the nutrients found in that particular fruit in order to help a product meet the threshold for a food group amount. USDA composition tables are the basis for determining the expected nutrient profile.

Reference: Smart Choices Program, http://www.smartchoicesprogram.com/pdf/Smart_Choices_Program_Proposed_Nutrition_Criteria.pdf (downloaded on 13th March 2009)

Appendix IIIk – Qualifying criteria for ‘5amTag’

- At least 120g raw vegetable or fruit per ready-for-consumption serving
- Max. 10 energy% from added sugars
- Max. 30 energy% from fat
- Max. 1.25g salt per 100g

Reference: 5amTag, <http://www.5amtag.ch/service.php?serv=2&id=257&typ=P> (downloaded on 17th March 2009)

Developing, introducing and awarding a food endorsement label

A survey issued by the Swiss Society for Nutrition,
on behalf of the Swiss Federal Office for Public Health

Switzerland intends to develop and introduce a labelling system for foods and drinks, with the aim of helping consumers eat a balanced and varied diet, as well as simplifying the steps they can take towards this. The Swiss Federal Office for Public Health has entrusted the Swiss Society for Nutrition with the task of drawing up the fundamental principles on which this system should be based.

The aim of the survey that follows is to enable us to gain a general picture of how labels are currently awarded, both within and outside of Switzerland, and to get a picture of the steps involved in their development and introduction. To do this, we need your help.

We would be extremely grateful if you could take some time to respond to our questions. You may enter your answers directly in the Word document. Should you come across a question that is not relevant to your situation, feel free to skip it. If relevant information has already been recorded or published in another format, please feel free to provide a reference to this (such as a web link), or send us the appropriate document together with your completed survey. Please return your answers **by the 28th of February 2009 at the latest** via e-mail, fax or post to the following address:

Schweizerische Gesellschaft für Ernährung
z.Hd. Esther Infanger
Postfach 8333
CH - 3001 Bern

Internet: www.sge-ssn.ch
E-mail: e.infanger@sge-ssn.ch
Fax: +41 31 385 00 05
Tel: +41 31 385 00 00

Should you have any questions, please do not hesitate to contact the project manager, Ms Esther Infanger, directly.

Thank you for your valued assistance.

1) General questions about you:

Surname/First name:
Job title:
Institution:
Internet address:
Postal address:
Tel.:
E-mail:
Availability:

2) General questions about your label:

- a) What is your label called?
- b) How long has your label been in existence?
- c) Who and/or what prompted the development of your label?
- d) What are the aims of your label? Have these aims been achieved?
- e) What is the target demographic of your label?
- f) How is your label financed?
- g) Who is/are the supporting organisation/s behind your label?

3) Questions on the development of your label:

- a) How was your label developed? Which organisations and persons had an instrumental role in this? Which other organisations and persons were involved?
- b) What measures were useful in the development of your label (e.g. market research, consultation of experts, advisory groups, etc.)?
- c) How long was your label in development before it was able to be introduced onto the market?
- d) How large was the development team (translated into full-time positions)
- e) How many external experts/consultants were brought in during the development process
- f) What was the development budget (full costing per year and/or in total)?

4) Questions on the introduction of your label:

- a) What was the procedure involved in the introduction of your label (concrete steps and measures)?
- b) What was the budget for the introduction of your label (full costing)?

5) Questions on the criteria of your label:

- a) Do the same criteria apply for all products, or do they differ depending on the product category?
- b) What criteria must a product or product category meet in order to bear your label?
- c) How and by what organisations and persons were the criteria developed?
- d) What are the criteria for your label based on? Please specify the relevant studies, reference values, etc. (incl. reference sources).
- e) How long did it take to develop the criteria?
- f) What is the process involved in checking and updating the criteria? How often is this carried out?

6) Questions on the awarding process:

- a) How and by which organisation is your label awarded?
- b) If your label is awarded by a third-party organisation, what are the requirements imposed on this organisation (accreditation, certification, etc.)?
- c) Does your label incur a cost? If yes, how do you set the price (fixed amount, percentage, dependent on size/turnover of company, etc.)?
- d) Are the products that bear your label checked? If yes, how, and how often?
- e) How, and how often, is the market searched for products that unlawfully or impermissibly bear your label?
- f) What punishments are imposed on companies that use your label unlawfully or impermissibly?
- g) What is the annual budget for awarding and monitoring activities for your label (full costing)?

7) Questions on marketing methods:

- a) What methods are used to advertise your label (websites, TV advertisements, brochures, talks, etc.)?
- b) What is the annual marketing budget (for the year in which the label was introduced and the average figure for subsequent years)?

8) Questions on the effectiveness of your label:

- a) How is/was the effectiveness and target achievement of your label checked? What were/are the results of your effectiveness analysis?
- b) To what extent has your label penetrated the market? How many products bear your label? What are the hurdles/problems involved?
- c) How well known is your label? What are the hurdles/problems involved?
- d) Do consumers understand what your label stands for? What are the hurdles/problems involved?
- e) How has your label been received by experts and specialist organisations (nutrition experts, consumer organisations, etc.)? What are the hurdles/problems involved?
- f) How has your label been received by the trade and industry sectors? What are the hurdles/problems involved?
- g) What do you believe are the advantages and disadvantages of your label?

For a) to f), please state what you are basing your answers on (Market studies, surveys and scientific studies, etc.). If the data has been published, we would be very grateful if you could send us a copy of the publication or relevant reference source.

9) Concluding question:

In your opinion, what should we particularly bear in mind in the development, introduction and awarding of a Swiss label for indicating healthy foods and drinks?

Thank you very much for your support.

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Our first task in this process is to obtain a general overview of how labels are currently awarded, both within and outside of Switzerland, and to get a picture of the steps involved in their development and introduction. To do this, we need your help.

We are extremely grateful that you have indicated your willingness to share your experiences with us. The purpose of the survey that follows is to help you both prepare for the meeting with Ms Infanger and, should you wish to do so, gather together any documents ahead of time. All information will be treated as confidential. Please ignore any questions which do not concern you.

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- d) What is the target demographic of your label?
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- a) How was your label developed? Which organisations and persons had an instrumental role in this? Which other organisations and persons were involved?
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- a) Do the same criteria apply for all products, or do they differ depending on the product category?
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- c) How and by what organisations and persons were the criteria developed?
- d) What are the criteria for your label based on? Please specify the relevant studies, reference values, etc. (incl. reference sources).
- e) How long did it take to develop the criteria?
- f) What is the process involved in checking and updating the criteria? How often is this carried out?

6) Questions on the awarding process:

- a) How and by which organisation is your label awarded?
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- e) How, and how often, is the market searched for products that unlawfully or impermissibly bear your label?
- f) What punishments are imposed on companies that use your label unlawfully or impermissibly?
- g) What is the annual budget for awarding and monitoring activities for your label (full costing)?

7) Questions on marketing methods:

- a) What methods are used to advertise your label (websites, TV advertisements, brochures, talks, etc.)?
- b) What is the annual marketing budget (for the year in which the label was introduced and the average figure for subsequent years)?

8) Questions on the effectiveness of your label:

a) How is/was the effectiveness and target achievement of your label checked? What were/are the results of your effectiveness analysis?

b) To what extent has your label penetrated the market? How many products bear your label? What are the hurdles/problems involved?

c) How well known is your label? What are the hurdles/problems involved?

d) Do consumers understand what your label stands for? What are the hurdles/problems involved?

e) How has your label been received by experts and specialist organisations (nutrition experts, consumer organisations, etc.)? What are the hurdles/problems involved?

f) How has your label been received by the trade and industry sectors? What are the hurdles/problems involved?

g) What do you believe are the advantages and disadvantages of your label?

For a) to f), please state what you are basing your answers on (Market studies, surveys and scientific studies, etc). If the data has been published, we would be very grateful if you could send us a copy of the publication or relevant reference source.

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In your opinion, what should we particularly bear in mind in the development, introduction and awarding of a Swiss label for indicating 'healthy' foods and drinks?

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- e) How many external experts/consultants were brought in during the development process?
- f) What was the development budget (full costing per year and/or in total)?

4) Questions on the introduction of your label:

- a) What was the procedure involved in the introduction of your label (concrete steps and measures; international, country-specific)?
- b) What was the budget for the introduction of your label (full costing; international, country-specific)?

5) Questions on the criteria of your label:

- a) Do the same criteria apply for all products, or do they differ depending on the product category?
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- c) How well known is your label? What are the hurdles/problems involved?
- d) Do consumers understand what your label stands for? What are the hurdles/problems involved?
- e) How has your label been received by experts and specialist organisations (nutrition experts, consumer organisations, etc.) in the participating countries? What are the hurdles/problems involved?
- f) How has your label been received by the trade and industry sectors in the participating countries? What are the hurdles/problems involved?
- g) What do you believe are the advantages and disadvantages of your label?

For a) to f), please state what you are basing your answers on (Market studies, surveys and scientific studies, etc.). If the data has been published, we would be very grateful if you could send us a copy of the publication or relevant reference source.

9) Questions regarding a possible cooperation:

- a) How could Switzerland participate in Choices? What are the conditions, obligations and consequences as to costs, etc?
- b) How does the exchange between the different countries participating in Choices operate (involvement in expert bodies, participation in surveys, etc.)?
- c) Could Choices be awarded free of charge in Switzerland? Who would/would have to finance the label in this case?
- d) Can the Choices criteria be adapted to specific countries? To what extent?
- e) What are the regulations regarding country-specific text in the Choices logo?

10) Concluding question:

In your opinion, what should we particularly bear in mind in the development, introduction and awarding of a Swiss label for indicating 'healthy' foods and drinks?

Art. 18 Täuschungsverbot

¹ Die angepriesene Beschaffenheit sowie alle andern Angaben über das Lebensmittel müssen den Tatsachen entsprechen.

² Anpreisung, Aufmachung und Verpackung der Lebensmittel dürfen den Konsumenten nicht täuschen.

³ Täuschend sind namentlich Angaben und Aufmachungen, die geeignet sind, beim Konsumenten falsche Vorstellungen über Herstellung, Zusammensetzung, Beschaffenheit, Produktionsart, Haltbarkeit, Herkunft, besondere Wirkungen und Wert des Lebensmittels zu wecken.

Art. 19 Nachahmung und Verwechslung

¹ Lebensmittel dürfen nicht zur Täuschung nachgeahmt oder in täuschender Weise hergestellt, behandelt, abgegeben, gekennzeichnet oder angepriesen werden.

² Waren, die keine Lebensmittel sind, dürfen nicht so gelagert, abgegeben, gekennzeichnet oder angepriesen werden, dass sie mit Lebensmitteln verwechselt werden können.

Reference: Federal Authorities of the Swiss Confederation, http://www.admin.ch/ch/d/sr/c817_0.html (downloaded on 28th March 2009)

Art. 10 Täuschungsverbot

¹ Für Lebensmittel verwendete Bezeichnungen, Angaben, Abbildungen, Umhüllungen, Verpackungen, Umhüllungs- und Verpackungsaufschriften, die Arten der Aufmachung und die Anpreisungen müssen den Tatsachen entsprechen beziehungsweise dürfen nicht zur Täuschung namentlich über Natur, Herkunft, Herstellung, Produktionsart, Zusammensetzung, Inhalt und Haltbarkeit der betreffenden Lebensmittel Anlass geben.

² Verboten sind insbesondere:

- a. Angaben über Wirkungen oder Eigenschaften eines Lebensmittels, die dieses nach dem aktuellen Stand der Wissenschaft gar nicht besitzt oder die wissenschaftlich nicht hinreichend gesichert sind;
- b. Angaben, mit denen zu verstehen gegeben wird, dass ein Lebensmittel besondere Eigenschaften besitzt, obwohl alle vergleichbaren Lebensmittel dieselben Eigenschaften aufweisen; erlaubt sind Hinweise auf:
 1. die für eine Lebensmittelgruppe geltenden Vorschriften (z. B. betreffend umweltgerechter Produktion, artgerechter Tierhaltung oder Lebensmittelsicherheit),
 2. Eigenschaften, welche die einer bestimmten Lebensmittelgruppe zugehörigen Produkte aufweisen;
- c. Hinweise irgendwelcher Art, die einem Lebensmittel Eigenschaften der Vorbeugung, Behandlung oder Heilung einer menschlichen Krankheit oder als Schlankheitsmittel zuschreiben oder die den Eindruck entstehen lassen, dass solche Eigenschaften vorhanden sind; erlaubt sind Hinweise auf die Wirkung von Zusätzen essenzieller oder ernährungsphysiologisch nützlicher Stoffe zu Lebensmitteln aus Gründen der Volksgesundheit (Art. 18);
- d. Aufmachungen irgendwelcher Art, die einem Lebensmittel den Anschein eines Heilmittels geben;
- e. Angaben, welche darauf schliessen lassen, dass ein Lebensmittel einen Wert hat, welcher über seiner tatsächlichen Beschaffenheit liegt;
- f. Angaben oder Aufmachungen irgendwelcher Art, die zu Verwechslungen mit Bezeichnungen führen können, die nach der GUB/GGA-Verordnung vom 28. Mai 1997²¹, nach einer analogen kantonalen Gesetzgebung oder nach einem völkerrechtlichen Vertrag mit der Schweiz geschützt sind;
- g. bei alkoholischen Getränken: Angaben, die sich in irgendeiner Weise auf die Gesundheit beziehen;
- h. bei bewilligungspflichtigen Produkten: Hinweise mit Werbecharakter auf die durch das BAG erteilte Bewilligung.

³ Das EDI regelt die Grenzen zulässiger Anpreisungen.

Reference: Federal Authorities of the Swiss Confederation, http://www.admin.ch/ch/d/sr/c817_02.html (downloaded on 28th March 2009)