



FødevareIndustrien

En del af Dansk Industri

KOPI

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Ernæringsmærkning - GDA

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FødevareIndustrien i DI, Coop Danmark, engros og detailhandelsinteresser i Dansk Erhverv deriblandt Dansk Supermarked, Aldi, Lidl og De Samvirkende Købmænd deler politikernes ønske om at give forbrugerne mulighed for på en enkel og overskuelig måde at vurdere, om en fødevarer er "usund" eller ej - altså om fødevaren er meget fed, sød eller salt.

Et offentligt dansk ernæringsmærke har længe været drøftet. Der foreligger nu et forslag til et frivilligt ernæringsmærke, som et flertal i Folketinget overvejer at gøre obligatorisk.

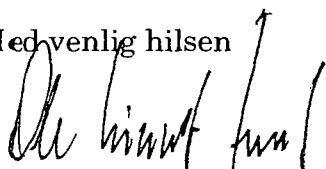
I den forbindelse vil vi gerne gøre opmærksom på, at den europæiske fødevareindustri CIAA som et indspil til Kommissionens Diet Platform har udarbejdet en ernæringsmærkning, som grafisk viser forbrugerne fødevarens indhold af næringsstoffer, og hvor stort det indhold er i forhold til den mængde, som er passende at spise på en dag. Mærkningen kaldes GDA og står for Guideline Daily Amount, der på dansk oversættes til vejledende dagligt indtag. Produkter med GDA vil også have den lange næringsdeklaration.

9 store internationale virksomheder har aftalt at løbe mærkningsordningen i gang i Europa. Detailhandelskæden Tesco i England benytter også mærket, som således er europæisk i sit udgangspunkt, hvilket vi tillægger afgørende betydning. GDA vil forventeligt være at finde på produkter i danske butikker ved udgangen af dette år.

Industrien og detailhandelen er på den baggrund enige om at drøfte muligheden for at introducere GDA som ernæringsmærkning også i Danmark.

Vi deltager gerne i et snarligt møde med dig herom.

Med venlig hilsen



FødevareIndustrien i DI,
Dansk Erhverv,
Coop Danmark,
Dansk Supermarked,
Aldi,
Lidl og
De Samvirkende Købmænd

Bilag: Notat om GDA samt CIAA-pjece om Nutrition labelling.

c.c. Folketingets Udvalg for Fødevarer, Landbrug og Fiskeri

Hvad er GDA?

- GDA er en guide til den mængde næringsstoffer, som bør indgå i en gennemsnitlig voksens daglige kost. Næringsstofferne omfatter energi, fedt, mættet fedt, kulhydrat, sukker, protein, fibre, natrium og salt.
- GDA er en guideline for en gennemsnitlig person med en sund vægt og et gennemsnitligt aktivitetsniveau.
- På fødevarens forside vil der være angivet GDA for energi. I nogle tilfælde vil der være angivet GDA for energi, sukker, fedt, mættet fedt og salt.
- På fødevarens bagside vil GDA være tilføjet i en ekstra kolonne i næringsdeklarationen

Forside

Per serving
 Calories
140
 7%
 of an adult's GDA

Forside i nogle tilfælde

Each 250 ml bowl contains

Calories	Sugars	Fat	Saturates	Sodium
140	3.0g	1.0g	0.3g	0.3g
7%	3%	1%	1%	10%

 of an adult's guideline daily amount*

GDA mærkning betyder:

- Forbrugeren kan se på fødevarens forsiden, hvor stor en del af det daglige energibehov, en portion af fødevaren dækker. Endelig fastlæggelse af portionsstørrelser udestår i nogle kategorier. Det er væsentligt, at en portion afspejler en realistisk mængde.
- Forbrugeren vejledes i indhold i varen + indhold i forhold til et anbefalet dagligt indtag
- På fødevarens bagside vil der være den lange næringsdeklaration i skrift som vi kender den, og en grafisk illustration (GDA)
- GDA gør det let for forbrugerne at sammenligne forskellige produkter inden for samme kategori og på tværs af kategorier.
- GDA vil være et incitament for industrien til at udvikle sundere produkter, idet et mindsket indhold af fedt, sukker eller salt umiddelbart kan angives. I ernæringsmærket skal flere parametre ændres samtidig for at opnå en bedre kategori.
- GDA vil komme på alle typer af produkter - også de "usunde"
- GDA er fleksibel, så det er let at vælge produkter til voksne, børn eller småspisende ældre, som skal have forskellig sammensætning
- Mærkningen er europæisk, da den vil blive anvendt af hele den europæiske fødevarerindustri.

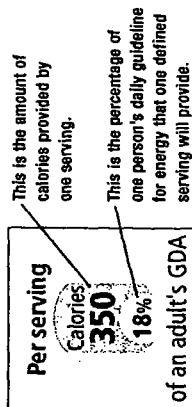
What are Guideline Daily Amounts?

Manufacturers can provide on a voluntary basis additional nutrition information such as Guideline Daily Amounts (GDAs). GDAs indicate the contribution of one portion (serving) of food in terms of energy (Calories) and key nutrients to a person's daily intake guideline.

As nutritional requirements vary depending on age, weight, height, gender and the level of physical activity, GDAs are not targets for individuals but guideline values which have been set for a healthy person of average weight, having an average level of activity. Energy requirements, for example, differ between 1500 to 2000 Calories per day for children, 2200 to 2700 Calories per day for men and 1800 and 2200 Calories per day for women.

Where GDAs are used in food labelling, the general adult values are taken as those for women as they approximate best to the needs of the majority of the population.

Example of GDA for Minced chicken with rice and vegetables



Each 250g serving contains			
Calories	Sugars	Fat	Sodium
350	4.8g	11.5g	5.3g
18%	5%	16%	26%
of an adult's guideline daily amount			

What are Guideline Daily Amounts ?

	2000 kcal
Energy	50 g
Protein	270 g
Carbohydrate	90 g
Sugars	70 g
Fat	20 g
Saturated fat	25 g
Fibre	2.4 g (6 g)
Sodium (Salt)	

How does this relate to your diet?



Nutritionists recommend that we consume a balanced diet based on:

- 50 - 55% of total energy from carbohydrate, including sugars
- 30 - 35% of total energy from fat, including saturated fats
- 10 - 15% of total energy from protein

For example, an average active woman with energy needs of about 2000 calories per day, should consume approximately 250 to 275g of carbohydrate, 65 to 75g of fat and 50 to 75g of protein.

A balanced diet will not always be achieved in a single meal, but in the course of a daily and/or weekly timeframe. Eating a variety of foods helps us to achieve this balance and at the same time adds pleasure to the eating experience. Thus, any food can be part of a healthy, enjoyable and balanced diet.

Nutrition Labelling:

Understanding the information



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CIAA

Confédération des Industries agro-alimentaires de l'UE
Confederation of the food and drink industries of the EU

Example of nutrition information

Minced chicken with rice & vegetables

Ingredients: cooked rice (38,5%), cooked chicken meat (19%), peas (12,5%), emmental cheese, maize, onion (4%), mushrooms (4%), salt, flavourings, sunflower oil.

Example of Nutrition information panel⁽¹⁾

	Per 100g	Per 250g serving
Energy	589 kJ / 140 kcal	1473 kJ / 350 kcal
Protein	10,2 g	25,5 g
Carbohydrate	14,6 g	36,5 g
of which sugars	1,9 g	4,8 g
Fat	4,6 g	11,5 g
of which saturates	2,1 g	5,3 g
Fibre	1,4 g	3,5 g
Sodium	0,5 g	1,3 g
Vitamins		
B1	0,21 mg (15% of RDA)	0,53 mg (38% of RDA)
Minerals		
Calcium	158 mg (20% of RDA)	395 mg (49% of RDA)

Recommended Daily Allowances (RDA) are reference values defined by science and included in legislation, which indicate the amount of various vitamins and minerals that are needed by most people to stay healthy. Vitamins and minerals are listed on a food label based on the amount present in a specified quantity of the food and the percent of the RDA that this amount represents. Using this information, a consumer can see how a product contributes to their total daily need for vitamins and minerals. For example, 158 mg of calcium contributes 20% of the recommended daily allowance for calcium (800mg).

⁽¹⁾ Nutrition information may be displayed in a standard table of 4 or 8 nutrients, with the option of adding vitamins and minerals, depending on the claim made and the producers' choice.

For additional nutritional product information,
contact the manufacturer.

What are nutrients?

Nutrients are compounds that provide energy and essential fatty acids. Fat is a carrier for fat-soluble vitamins and is essential for the functioning of cells. It is composed of fatty acids (saturated, monounsaturated and polyunsaturated), which are named according to their chemical structure. Omega-3 and Omega-6 fatty acids are unsaturated.

Energy

Energy is mainly provided by the consumption of carbohydrate, fat and protein. It is expressed in kilocalories (kcal) or Calories in everyday language, and kilojoules (kJ). 1kcal = 4,2 kJ

Energy value in kcal and kJ:

1g of protein = 4 kcal = 17kJ

1g of carbohydrate = 4 kcal = 17kJ

1g of fat = 9 kcal = 37kJ

Protein

Protein is composed of amino acids and is essential for growth and repair of the body. Sources of protein include: meat (products), fish, eggs, dairy products, pulses and cereals.

Carbohydrate

Carbohydrate provides fuel for the body. It consists of starches and sugars. The nutrition panel indicates the total quantity of carbohydrate and, sometimes, on the line below, the amount of carbohydrate that comes from sugars. Sources of starches include: bread, potatoes, cereal products, rice and pasta. Sources of sugars include fruits, vegetables and sweet products in general.

Vitamins and minerals

Vitamins and minerals, although present in small quantities, are indispensable for the proper functioning of the body. Foods provide many different types of vitamins and minerals. Several vitamins are referred to by a letter of the alphabet, e.g., Vitamin A, C, D, E, while others use names, e.g., thiamin (B1), riboflavin (B2), niacin (B3). Minerals are referred to by their chemical designation, e.g., calcium, iron, magnesium.

Fibre

Fibre helps maintain a healthy digestive system and is believed to help control appetite. Sources of fibre include: breakfast cereals and bread, vegetables, pulses and fruits.

Sodium

Sodium is a component of common salt and other ingredients and is naturally present in certain foods. To calculate the salt equivalent of a food, multiply the sodium value by 2,5.

Fat is a source of energy and essential fatty acids. Fat is a carrier for fat-soluble vitamins and is essential for the functioning of cells. It is composed of fatty acids (saturated, monounsaturated and polyunsaturated), which are named according to their chemical structure. Omega-3 and Omega-6 fatty acids are unsaturated.