



## JOINT ACTION ON NUTRITION AND PHYSICAL ACTIVITY – JANPA

# Methodology for the pilot studies

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**ANSES**

# INTRODUCTION



# *Outcomes of the pilot studies*

- Implement a pilot study (with report) in Austria and Romania
  - ✓ Collect the nutritional information provided on labels on selected manufactured foods
  - ✓ Harmonize the analysis and presentation of this nutrition labelling data
  - ✓ Test the Oqali model
  - ✓ Test the use of this information for the different aims and stakeholders



# *Outcomes of the pilot studies*

- Present nutritional composition comparisons especially on fat, saturates, salt and sugars contents
  - ✓ Identify best formulations and promote possible improvements on some food categories to manufacturers
  - ✓ By food categories, establish nutritional composition cartographies



# COLLECTION OF DATA



# *Methodology to gather the data*

## ○ HOW TO GATHER THE DATA

- Step 1: Establishment of cooperation with industry members, sectorial associations... to convince them to send their packagings
- Step 1 alternative solution: when sector associations are not present in the country, or if time is lacking to establish partnership → contact retailers to obtain the authorization to take pictures of the products on the shelf



# *Methodology to gather the data*

## ○ **CONTACTS TO HAVE**

- Producers or sectorial associations to have access to the packaging (pdf when possible)
- Retailers to have access to the packaging of private label products (pdf when possible)
- Retailers to have authorization to take pictures in supermarkets when packagings are not easily accessible



# Methodology to gather the data

## ○ HOW TO COMMUNICATE ON THE PROJECT

- Use of leaflet (presentation of the joint action) and of the text given by Anses (presentation of the WP)
- Messages to provide
  - ✓ Help to identify ways of improvement
  - ✓ Anonymized comparisons: no brand/no product name, use of anonymized or aggregated data only
  - ✓ Possibility for a participating producer to know where its own products stands (upon request)





# *Methodology to gather the data*

## ○ HOW TO GATHER THE DATA

- Step 1: Establishment of cooperation with industry members, sectorial associations... to convince them to send their packagings
- Step 2 : Collection of information (use of template)



# Methodology to gather the data

## ○ DATA TO GATHER

- **General information:** name of brand, legal name, commercial name, flavor, net weight
- **Nutrient contents: INCO + fiber:** energy (kcal and kJ), fat, saturates, carbohydrates, sugars, fibre, salt, protein
- **Nutritional information:** type of nutrition facts panel (INCO, less or more), Guideline daily amounts and serving sizes.
- **Pictures of the product (all faces)**
- **Classification :** country, food sector, food category, types of brand



# Validation of template

## ○ DATA TO GATHER: DEFINITIONS

- Product code:

- ✓ Unique code given to the product
- ✓ The code is structured as follows: **countrysectorproductnumber**
- ✓ code for country: Austria=1, Romania=2, France=3
- ✓ code for sector: Breakfast cereals=1, soft drinks=2
- ✓ Product number: number with 3 digits
- ✓ example: 23rd sample of cereals in Romania will be :

2 for Romania     1 for cereals     23rd product  
21023



# Methodology to gather the data

## ○ DATA TO GATHER: DEFINITIONS

- **Country:** Austria, Romania or France
- **Food sector:** breakfast cereals or soft drinks
- **Food category:** family of products (e.g. stuffed cereals, cereals with chocolate...) using the Oqali system
- **Type of brand:** National brands, Retailer brand, Entry level retailer brand or Hard discount
  - ✓ National brands: product that is distributed worldwide or nationally under a brand name owned by the producer, as opposed to private label brands (products that carry the brand of the retailer rather than the producer)
  - ✓ Retailer brand: private label brand (own brand of the retailer) like carrefour or Tesco
  - ✓ Entry level retailer brand: first price private label brand
  - ✓ Hard discount: private label from a hard discount (low price) retailer like Aldi or Lidl



# Methodology to gather the data

## ○ DATA TO GATHER: DEFINITIONS

- **Brand name:** commercial brand of the product  
example: Kellogg's or Fanta
  
- **Legal Name:** name as defined by the regulation or the uses  
example: Toasted flakes of golden corn
  
- **Commercial name:** name freely chosen by the producer  
example: corn flakes
  
- **Flavor :** flavor of the product (when several flavors exist)  
example for Fanta: lemon
  
- **Weight :** net quantity of the food (in g for solid food – ml for beverages)



# Methodology to gather the data

## ○ DATA TO GATHER: DEFINITIONS

- **Type of nutrition facts panel:** no values, as requested by INCO regulation (big 7), less or more than INCO (fibres, vitamins, minerals...)
- **Guideline daily amounts:** Illustration of the contribution of energy or nutrients intakes brought by one serving of the product considered to average daily amounts requirements for a specific type of consumer (for instance, adult women with an average daily amount requirement of 2000kcal). They can take various graphic forms: pie charts, ladder diagrams, cursors, traffic lights or can be included in the table of nutrition facts. It is considered that GDA are present even if they are stated only for one nutrient.
- **Serving size:** indication of the serving size in g or ml. It can either be clearly stated in a claim, guideline daily amounts, or consumption recommendations or mentioned via a nutrition labelling per serving



# Template to gather the data

- General information

Product code	Country	Food sector	Food category	Type of brand	Brand name	Legal name	Commercial name	Flavor (when needed)	Net weight (g)	Serving size (in g)	Type of nutrition facts panel	Guideline Daily Amounts
31001	France	Breakfast cereals	Cornflakes /other plain cereals	National brand	Kellogg's	Toasted flakes of golden corn	Corn flakes		500	30	More than INCO	Yes
31002	France	Breakfast cereals	Chocolate-flavoured cereals	National brand	Nestle	chocolate flavoured fortified wheat and maize cereals	Nesquik		30	30	More than INCO	Yes
31003	France	Breakfast cereals	Chocolate-flavoured cereals	National brand	Kellogg's	Chocolate flavour toasted rice	Coco pops		800	30	More than INCO	Yes

...



# Template to gather the data

- Nutritional information

...

Energy kJ/100g	Energy kCal/100g	Fat g/100g	Saturated fat g/100g	Carbohydrates g/100g	Sugar g/100g	Protein g/100g	Salt g/100g	Fibre g/100g
1604	378	0,9	0,2	84	8	7	1,13	3
1608	381	4	1,8	74	25,2	7,8	0,5	8,7
1647	389	2,5	1	85	35	5,5	0,75	2





# *Classification system*

- Products classified in families to allow analyses at a finest level (not at food sector level):
  - ✓ System specific and detailed enough (homogeneous nutrient content in a given family, same target)
  - ✓ In relation with the market
  - ✓ Established in collaboration with industry members
- Use of the classification developed for Oqali



# Classification system



- Breakfast cereals: 11 families

Oqali Family of products	Comments
Whole wheat cereals (bitesize)	Not included in Janpa
Chocolate/caramel sweet cereals	
Chocolate-flavoured cereals	
Light cereals	
Filled cereals	
Honey/caramel sweet cereals	
Fibre-rich cereals	Not included in Janpa
Oatflakes	
Crunchy mueslis	
Traditional muesli flakes	



# Classification system



- Soft drinks : 19 families

Oqali Family of products	Comments
Beverages with tea (sugar $\leq$ 2,5g/100 ml)	
Beverages with tea (sugar $>$ 2,5g/100 ml)	
Fruit based beverages with fruit content $\geq$ 50%	
Beverages with fruits (sugar $\leq$ 2,5g/100 ml)	
Carbonated beverages with fruits (sugar $>$ 2,5g/100 ml)	
Non carbonated beverages with fruits (sugar $>$ 2,5g/100 ml)	
Vegetables and fruits based beverages	Not included in Janpa
Energy drinks (sugar $\leq$ 2,5g/100 ml)	Not included in Janpa
Energy drinks (sugar $>$ 2,5g/100 ml)	Not included in Janpa
Sport drinks	Not included in Janpa
Vegetal drinks	Not included in Janpa
Colas (sugar $\leq$ 2,5g/100 ml)	
Colas (sugar $>$ 2,5g/100 ml)	
Flavoured waters (sugar $\leq$ 2,5g/100 ml)	
Flavoured waters (sugar $>$ 2,5g/100 ml)	
Limonades (sugar $\leq$ 2,5g/100 ml)	
Limonades (sugar $>$ 2,5g/100 ml)	
Tonics and bitters (sugar $\leq$ 2,5g/100 ml)	



# Classification system



- Fresh dairy products and similar : 18 families – not included in Janpa

## Oqali Family of products

Custards, gelified milks, chocolate custards topped with whipped cream

Soy based desserts

Fresh chocolate non-dairy desserts

Fresh non-dairy desserts without chocolate

Fresh dairy desserts with cereals

Egg based fresh dairy desserts

Fresh dairy desserts mousse-like

Fresh dairy desserts light or with artificial sweetener

Classic plain fresh cheeses with no added sugar

Gourmet plain fresh cheeses with no added sugar

Classic sweet and/or sweetened fresh cheeses

Gourmet fresh cheeses (>3.8 g of lipids) with sugar

Panna cotta and other puddings

Yoghurts and fermented milks with artificial sweetener

Classic plain yoghurts and fermented milks with no added sugar (<3,6g/100g of lipids)

Gourmet plain yoghurts and fermented milks (>3,6g/100g of lipids)

Classic sweet yoghurts and fermented milks (>3,6g/100g of lipids)



# Families of products for Breakfast cereals

- Breakfast cereals
  - ✓ Whole wheat cereals (bitesize)



- ✓ Light cereals (including those with fruits, chocolate)



# Families of products for Breakfast cereals

- Breakfast cereals
  - ✓ Chocolate/caramel sweet cereals



- ✓ Chocolate-flavoured cereals (all types, except muesli or light cereals)



# Families of products for Breakfast cereals

- Breakfast cereals
  - ✓ Filled cereals



- ✓ Honey/caramel sweet cereals



# Families of products for Breakfast cereals

- Breakfast cereals
  - ✓ Fibre-rich cereals



- ✓ Oatflakes





# Families of products for Breakfast cereals

- Breakfast cereals
  - ✓ Crunchy mueslies



- ✓ Traditional muesli flakes



# Families of products for Breakfast cereals

- Breakfast cereals
  - ✓ Cornflakes / other plain cereals



# Families of products for soft drinks

2 kinds of products:

- ✓ Beverages with sugars content  $> 2,5\text{g}/100\text{ ml}$ : products with sugar added (regular version of most of the soft drinks) = « REGULAR »
- ✓ Beverages with sugars content  $\leq 2,5\text{g}/100\text{ ml}$ : products without added sugar (with intense sweeteners) = « LOW SUGAR »: diet / light / zero



# Families of products for soft drinks

- Soft drinks
  - ✓ Beverages with tea (sugars > 2,5g/100 ml)



- ✓ Beverages with tea (sugars ≤ 2,5g/100 ml)



# Families of products for soft drinks *JANPA*

- Soft drinks
  - ✓ Carbonated beverages with fruits (sugars > 2,5g/100 ml),



- ✓ Non carbonated beverages with fruits (sugars > 2,5g/100 ml)



- ✓ Beverages with fruits (sugars  $\leq$  2,5g/100 ml)



# Families of products for soft drinks

- Soft drinks
  - ✓ Colas (sugars > 2,5g/100 ml)



- ✓ Colas (sugars ≤ 2,5g/100 ml)



# Families of products for soft drinks

- Soft drinks
  - ✓ Lemonades (sugars > 2,5g/100 ml): « lemonade » or soft drinks without fruit juice (extract or flavours only)



- ✓ Lemonades (sugars ≤ 2,5g/100 ml)



# Families of products for soft drinks

- Soft drinks
  - ✓ Flavoured waters (sugars > 2,5g/100 ml)



- ✓ Flavoured waters (sugars  $\leq$  2,5g/100 ml)





# Families of products for soft drinks

- Soft drinks
  - ✓ Tonics and bitters (sugars > 2,5g/100 ml)



- ✓ Tonics and bitters (sugars ≤ 2,5g/100 ml)



# Example of product

Brand name



Guidelines daily amounts

Legal name

Net weight



Commercial name



# Example of product

Serving size

**OUR RECIPE**

**INGREDIENTS:** Maize, Sugar, **Barley Malt** Flavouring, Salt...

**Vitamins & Minerals:** Niacin, Iron, Vitamin B<sub>6</sub>, Vitamin B<sub>2</sub> (Riboflavin), Vitamin B<sub>1</sub> (Thiamin), Folic Acid, Vitamin D, Vitamin B<sub>12</sub>.

For allergens see ingredients highlighted in bold.

**16 Yummy 30g Servings!**

This pack is sold by weight not volume, settling of contents may occur during transit.

**OUR NUTRITIONAL INFORMATION**

Typical value per 100g     Per 30g serving

ENERGY	1604 kJ 378kcal	481 kJ 113 kcal
FAT	0.9 g	0.3 g
of which saturates	0.2 g	0.1 g
CARBOHYDRATES	84 g	25 g
of which sugars	8 g	2.4 g
FIBRE	3 g	0.9 g
PROTEIN	7 g	2.1 g
SALT	1.13 g	0.34 g
<b>VITAMINS:</b>	<b>(%NRV)</b>	<b>(%NRV)</b>
VITAMIN D	4.2 µg (83)	1.3 µg (25)
THIAMIN (B <sub>1</sub> )	0.91mg (83)	0.28mg (25)
RIBOFLAVIN (B <sub>2</sub> )	1.2mg (83)	0.35mg (25)
NIACIN	13 mg (83)	4.0 mg (25)
VITAMIN B <sub>6</sub>	1.2mg (83)	0.35mg (25)
FOLIC ACID	166µg (83)	50.0µg (25)
VITAMIN B <sub>12</sub>	2.1 µg (83)	0.63µg (25)
<b>MINERALS:</b>		
IRON	8.0mg (57)	2.4mg (17)

(%NRV) = % Nutrient Reference Value

**481kJ 113kcal 6%**

**REFERENCE INTAKES (RIs) EXPLAINED**

This is the amount of energy in one bowl.

This is the percentage of your daily energy allowance that one bowl will provide.

The RIs shown are based on official recommendations and are a guide not a target \*Reference intake of an average adult (8400kJ/2000kcal).

Nutritional values

Type of Nutrition Facts Panel : INCO +



# Pictures

- Name of pictures: `product code_number of picture` e.g.: 21023\_1
- Readable picture of each face of the product



- Zoom on list of ingredients

**OUR RECIPE**

**INGREDIENTS:** Maize, Sugar, **Barley Malt** Flavouring, Salt...

**Vitamins & Minerals:** Niacin, Iron, Vitamin B<sub>6</sub>, Vitamin B<sub>2</sub> (Riboflavin), Vitamin B<sub>1</sub> (Thiamin), Folic Acid, Vitamin D, Vitamin B<sub>12</sub>.

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**6%** This is the percentage of your daily energy allowance that one bowl will provide.

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# *Methodology to gather the data*

## ○ HOW TO GATHER THE DATA

- Step 1: Establishment of cooperation with industry members, sectorial associations... to convince them to send their packagings
- Step 2 : Collection of information (use of template)
- Step 3: Results of data collection and identification of missing products (with definition of priorities)



# Identification of missing products

- Use of commercial marketing databases (GNPD, XTC) or logistical databases (GS1) when possible to complete the data
- Identification of missing products
  - When producers or retailers have refused to send their packagings / retailers have refused to give access to their supermarkets
  - Identification on the basis of your experience or on the basis of market shares if you have access to them

→ Establishment of a list of missing products

- Prioritisation of products



# Methodology to gather the data

## ○ HOW TO GATHER THE DATA

- Step 1: Establishment of cooperation with industry members, sectorial associations... to convince them to send their packagings
- Step 2 : Collection of information (use of template)
- Step 3: Results of data collection and identification of missing products (with definition of priorities)
- Step 4: Direct purchase: for prioritised products that are missing (50 max)
  - ✓ Priority families of products: highly consumed by kids  
significant market share (France)
  - ✓ Must have products: products leaders on their sectors



# *Methodology to gather the data*

## ○ **PRIORITY FAMILIES OF PRODUCTS**

- Soft drinks:
  - ✓ Colas (regular)
  - ✓ Colas (low sugar)
  - ✓ Limonades (regular)
  - ✓ Carbonated beverages with fruits (regular)
  - ✓ Non carbonated beverages with fruits (regular)
  - ✓ Beverages with tea (regular)





# *Methodology to gather the data*

## ○ **PRIORITY FAMILIES OF PRODUCTS**

- Breakfast cereals:
  - ✓ Chocolate-flavored cereals
  - ✓ Honey/caramel sweet cereals
  - ✓ Chocolate/caramel sweet cereals
  - ✓ Filled cereals
  - ✓ Crunchy mueslis
  - ✓ Light cereals



# Methodology to gather the data

## ○ GENERAL RECOMMENDATIONS

- All kind of products:
  - ✓ Do not select “mixed” products – example: small boxes of different cereals sold together as nutritional information are non significant
  
- Soft drinks:
  - ✓ If the same product exist both in bottle and in can, select both (except when purchase is necessary)
  
- Breakfast cereals:
  - ✓ Do not buy packagings of different weight



# Methodology to gather the data

## ○ GENERAL RECOMMENDATIONS

- For values  $<n$  – example fat  $<0,1$  g/l
  - ✓ Write “ $<0,1$ ” in the table and use  $0,05$  g/l ( $n/2$ ) for the calculations
- For “nil”
  - ✓ Write “nil” in the table and use  $0$  g/l for the calculations
- For “traces”
  - ✓ Write “traces” in the table and use  $0,0001$  g/l for the calculations
- Do not mix salt and sodium: INCO is about salt (1g of sodium = 2,5g of salt)



# TREATMENT OF DATA



# *Methodology to treat the data*

## ○ **COMPARISON OF PRODUCTS**

- Comparison of nutritional profiles
  - ✓ Sugars and total energy for soft drinks
  - ✓ Sugars, fat, saturates, fibre and salt for breakfast cereals
- Statistics:
  - ✓ Number of products
  - ✓ Mean / Standard deviation
  - ✓ Min / Max



# *Methodology to treat the data*

## ○ **COMPARISON OF PRODUCTS**

- Comparaisons (for each relevant nutrient)
  - ✓ Between different families of the same sector
  - ✓ Between type of brands for the same family of products
  - ✓ Between countries for the same family of products
  - ✓ Between countries and type of brands for the same family of products if enough data
  - ✓ Between countries for specific products (common references)

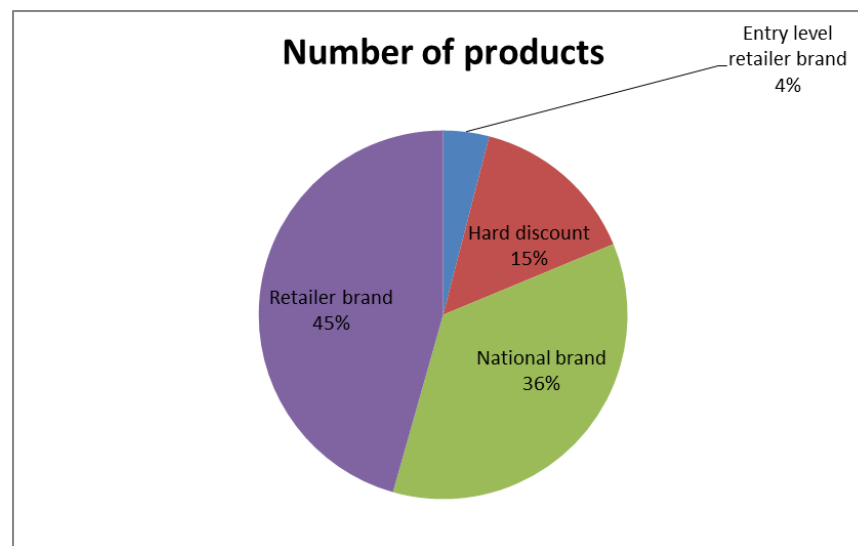


# Methodology to treat the data

## ○ TABLES AND GRAPHS TO PRODUCE FOR THE REPORT

- Numbers of products by type of brand

Soft drinks in France	
Type of brand*	Number of products
Entry level retailer brand	51
Hard discount	186
National brand	451
Retailer brand	577
<b>TOTAL</b>	<b>1265</b>

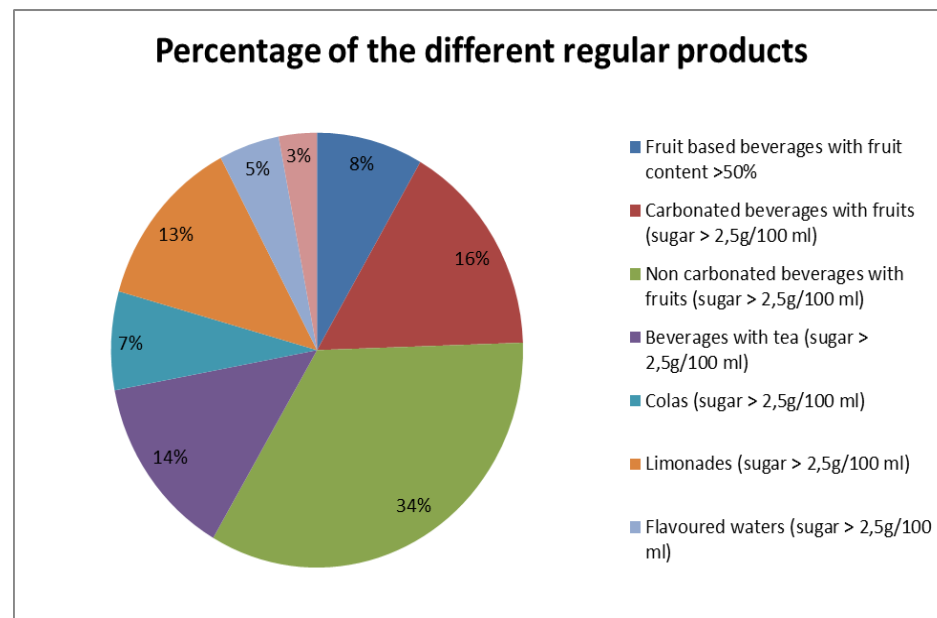


# Methodology to treat the data

## ○ TABLES AND GRAPHS TO PRODUCE FOR THE REPORT

- Numbers of products by family of product

Family of products	Number of products
Fruit based beverages with fruit content >50%	81
Carbonated beverages with fruits (sugar > 2,5g/100 ml)	156
Non carbonated beverages with fruits (sugar > 2,5g/100 ml)	329
Beverages with tea (sugar > 2,5g/100 ml)	132
Colas (sugar > 2,5g/100 ml)	71
Limonades (sugar > 2,5g/100 ml)	125
Flavoured waters (sugar > 2,5g/100 ml)	46
Tonics and bitters (sugar > 2,5g/100 ml)	29
<b>Total for regular products (sugar &gt; 2,5g/100 ml)</b>	<b>969</b>
Beverages with fruits (sugar ≤ 2,5g/100 ml)	76
Beverages with tea (sugar ≤ 2,5g/100 ml)	25
Colas (sugar ≤ 2,5g/100 ml)	89
Limonades (sugar ≤ 2,5g/100 ml)	42
Flavoured waters (sugar ≤ 2,5g/100 ml)	61
Tonics and bitters (sugar ≤ 2,5g/100 ml)	3
<b>Total for low sugar products (sugar ≤ 2,5g/100ml)</b>	<b>296</b>





# Methodology to treat the data

## ○ TABLES AND GRAPHS TO PRODUCE FOR THE REPORT

- Numbers of products by family and type of brand

Family of products	Entry level retailer brand	Hard discount	National brand	Retailer brand
Fruit based beverages with fruit content >50%		8	38	35
Carbonated beverages with fruits (sugar > 2,5g/100 ml)	4	25	46	81
Non carbonated beverages with fruits (sugar > 2,5g/100 ml)	4	44	152	129
Beverages with tea (sugar > 2,5g/100 ml)	3	24	42	63
Colas (sugar > 2,5g/100 ml)	3	12	21	35
Limonades (sugar > 2,5g/100 ml)	2	13	62	48
Flavoured waters (sugar > 2,5g/100 ml)		8	8	30
Tonics and bitters (sugar > 2,5g/100 ml)		6	2	21
<b>TOTAL</b>	<b>16</b>	<b>140</b>	<b>371</b>	<b>442</b>



# Methodology to treat the data

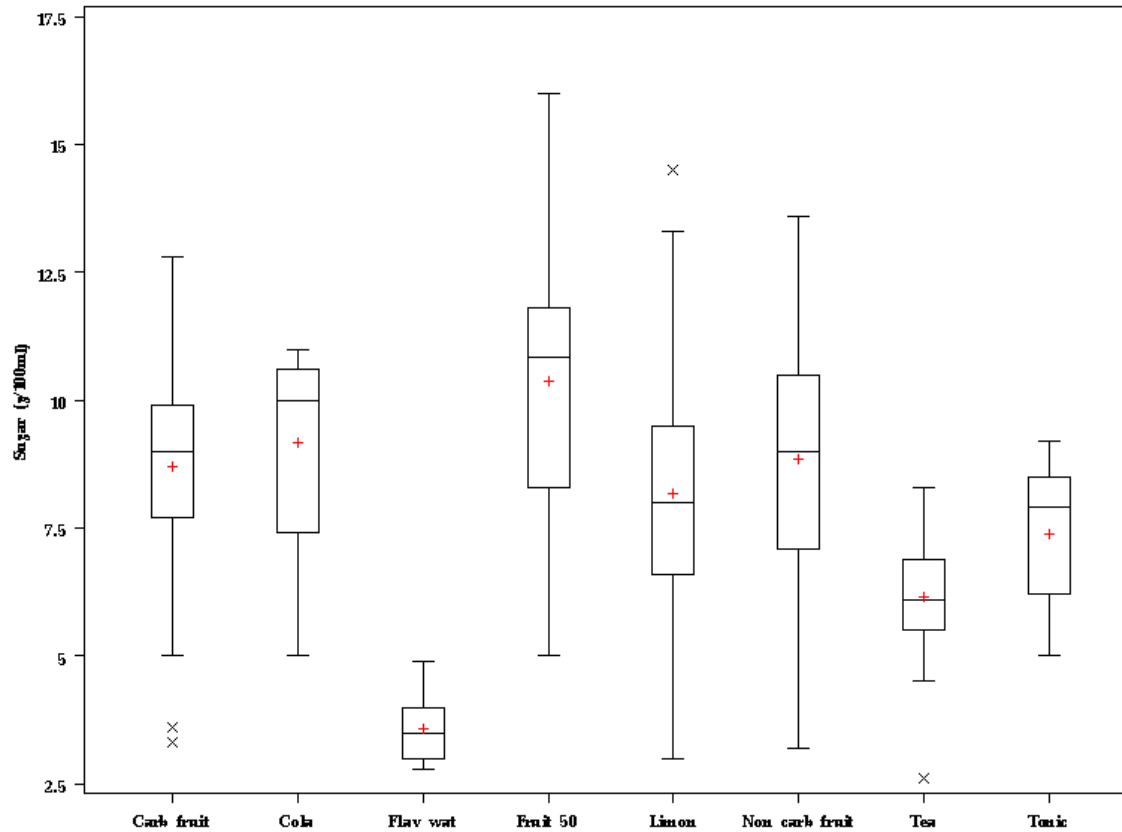
- **TABLES AND GRAPHS TO PRODUCE FOR THE REPORT**
  - By family of product: for each nutrient studied

Sugar content g/100ml in regular soft drinks families					
Family of products	Number of products	mean	standard deviation	min	max
Fruit based beverages with fruit content >50%	76	10,4	2,15	5	16
Carbonated beverages with fruits (sugar > 2,5g/100 ml)	150	8,70	1,67	3,3	12,8
Non carbonated beverages with fruits (sugar > 2,5g/100 ml)	292	8,86	2,06	3,2	13,6
Beverages with tea (sugar > 2,5g/100 ml)	117	6,15	1,20	2,6	8,3
Colas (sugar > 2,5g/100 ml)	61	9,18	1,75	5	11
Limonades (sugar > 2,5g/100 ml)	95	8,18	2,19	3	14,5
Flavoured waters (sugar > 2,5g/100 ml)	35	3,58	0,63	2,8	4,9
Tonics and bitters (sugar > 2,5g/100 ml)	28	7,39	1,39	5	9,2



# Methodology to treat the data

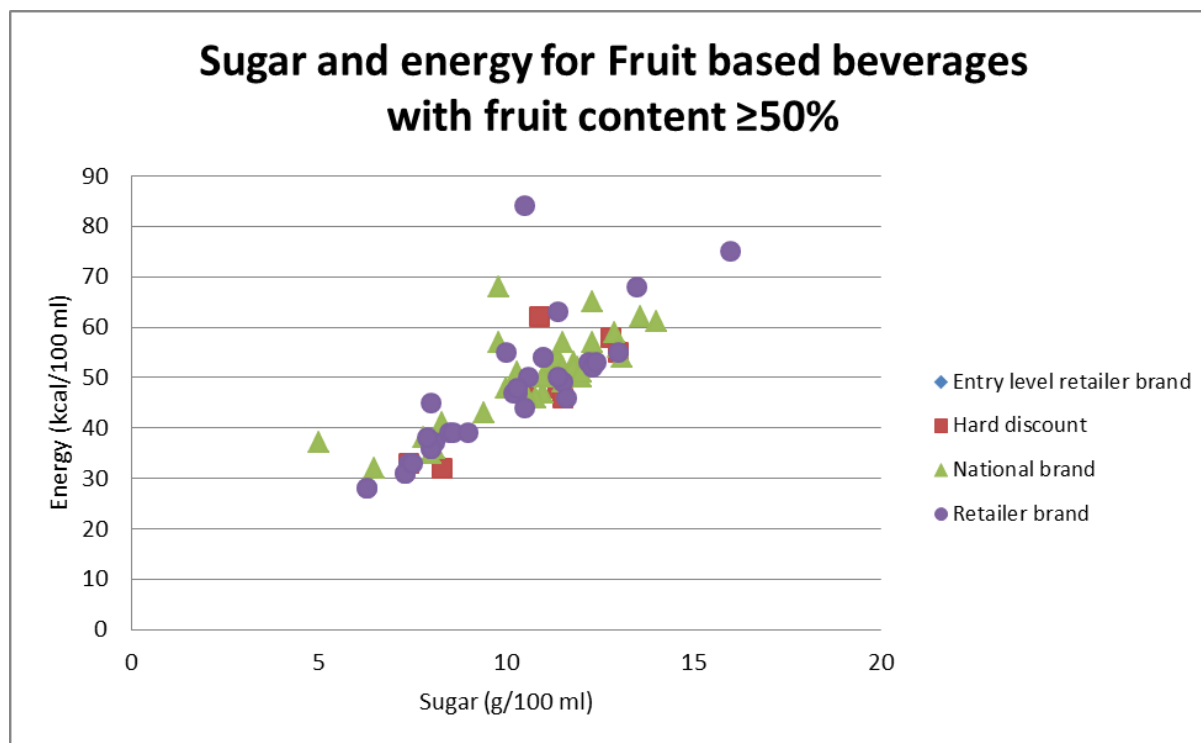
Sugar in regular beverages in France



# Methodology to treat the data

## ○ TABLES AND GRAPHS TO PRODUCE FOR THE REPORT

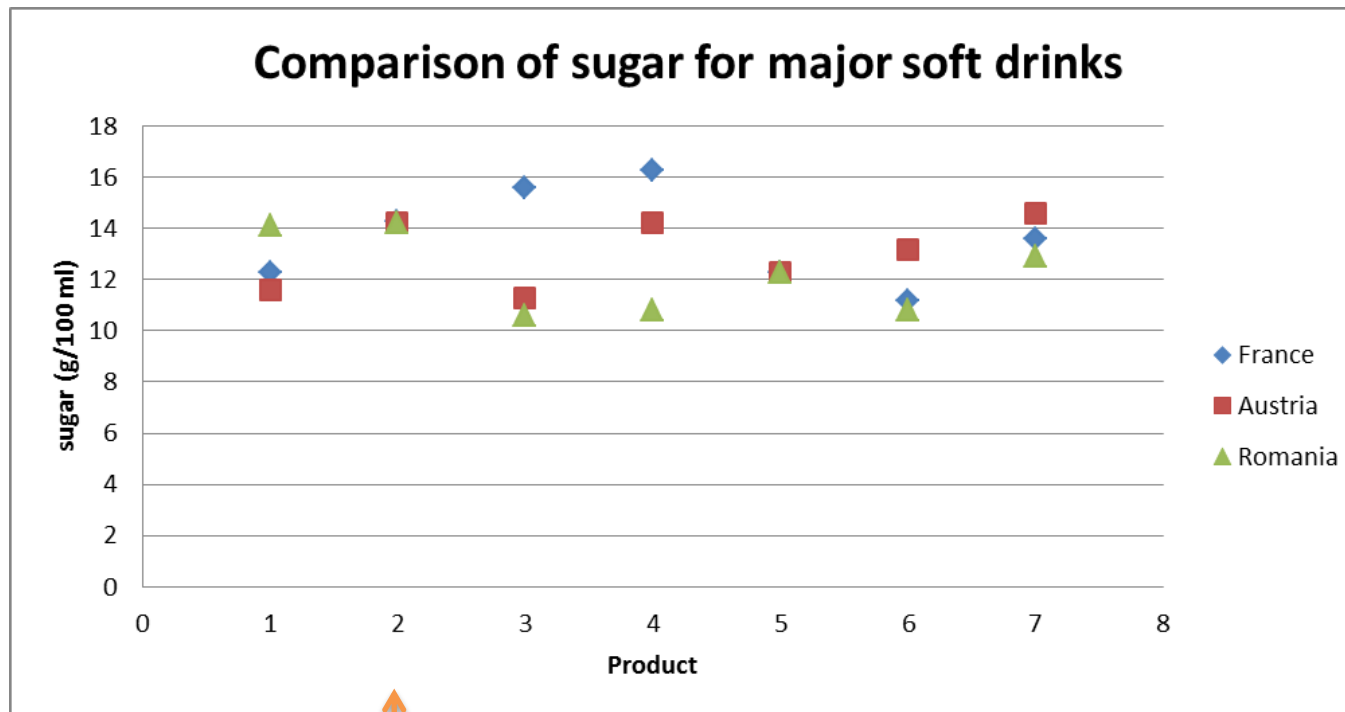
- By family of products (and by type of brand if possible): pairs of nutrients : cloud of dots



# Methodology to treat the data

## ○ TABLES AND GRAPHS TO PRODUCE FOR THE REPORT

- Comparison of specific products by country on relevant nutrients



1 single product





**Thank you for your attention.**

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