



UNILEVER'S POSITION ON FRONT OF PACK NUTRITION LABELLING

Background

Unilever shares the public concern on obesity and related chronic diseases, and the tremendous challenge society is facing to deal with them. As a food and drink manufacturer, we are clear we have a responsibility to help address this challenge both in our product formulation and the way we label our products.

With respect to nutrition labelling, we know that consumers want to live a healthy life and we want to provide easy-to-understand nutritional labelling on pack to empower people to make healthier choices and eat and drink mindfully.

The Food industry has jointly agreed to Guidelines Daily Amount (GDA) labelling as the common way to inform consumers where legally allowed. Unilever sees this as the minimum.

Unilever's position

Unilever continues to support all labelling initiatives that help consumers make a positive choice with regards to their nutrition. On front-of-pack (FOP) labelling we will work towards the WHO ambition of one simple consistent global standard. In the absence of such a standard, Unilever has committed to providing at least the guideline daily amount (GDAs) for energy on the FOP, with further information on the back of the pack, for all our products. As of end of 2019, we have implemented this commitment for 98% of the foods and beverages we sell globally. At the same time, we appreciate that just providing GDA values might not be enough and that (additional) interpretative elements, are needed as well.

Therefore, we want to work together with all parties involved (regulators, ministries of health, scientist, consumer organizations, etc.) to implement FOP labelling systems with interpretative elements.

We want to bring in our longstanding knowledge and expertise on the principles behind FOP labelling systems, the so-called nutrient profile. Our own nutrient profile, the Unilever Highest Nutritional Standards, is based on the following principles:

- Scientifically sound, reflecting internationally accepted dietary guidelines
- All-inclusive
- Encourages healthy choice, innovation, optimization, and reformulation
- Focuses on key nutrients of public health concern, with limited compensation by positive nutrients





Our principles are best reflected in nutrient FOP labelling schemes that are product group specific or based on portions. We will use these principles in our interactions with all stakeholders. We commit to implement government-endorsed schemes that are aligned with our principles, with the prerequisite that the FOP labelling scheme is accepted in the countries where these products will be on the market to avoid unnecessary complexity in our supply chain

We are not the only ones who aim for an advanced nutrition labelling scheme. There are at least 40 different interpretative labelling systems, defined either by government or private initiatives. Forty different ways to drive consumer behaviour change and stimulate food producers to develop more healthy products. Several systems are emerging, but no global or regional standard has been set. In our efforts we will strive for harmonization across the globe as we believe that a proliferation of national schemes is obstructing consumer understanding in two ways: different expressions between neighboring countries are confusing, more importantly education efforts would have to be repeated country by country, which would hamper the leverage of best practice learnings.

Finally, previous experiences on behaviour change for major public health challenges show that the most successful labelling programs are those supported by a multi-stakeholder platform as to amplify actions, to enable consumer education and to speak with one voice to consumers.

