
Food Icons

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Labeling and Health Claims, Future of
Food Marketing

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Consumer Interest in Icons

73% of all U.S. grocery shoppers would be very or somewhat interested in seeing these (FMI)

Focus groups indicate consumer interest in icons in restaurants



NLEA - Successes and Challenges

Successes

- End to the “Tower of Babel”
- Still widely used and diets improved but,

Challenges

Use of food labels is declining

Over 50% of foods have some type of claim (mostly nutrient content) and.....



Consumers Use Heuristics that may be Misleading

- Use the presence of claims (nutrient, health, etc.) as “heuristic” to indicate healthy choice
- Use one, or at most two, macro nutrients to make food choices by:
 - Number of grams to signal high or low
 - Compare grams to other foods on shelf



Use of Food Labels

Reason

Percentage
(Often or sometimes)

To see how high or low the food is in things like calories, salt, vitamins or fat	81%
To compare different food items with each other	76%
To help you in meal planning	57%
To plan diets	?



Will Symbols Help Diets (Older Debate Obscures Issue)

- ““The American Dietetic Association strives to communicate that there are no good or bad foods, only good or bad diets or eating styles.”
- “It is in the interest of food companies to have people believe that there is no such thing as a “good” food (except when it is theirs) or a “bad” food (especially not theirs); that all foods (especially theirs) can be incorporated into healthful diets..” Marion Nestle
- “..a major part (*of the controversy*) stems from the distinction between the nutritional and health risks associated with a dietary recommendation (which are exceedingly low) and the economic risks and costs to the food industry...) C. Peter Timmer

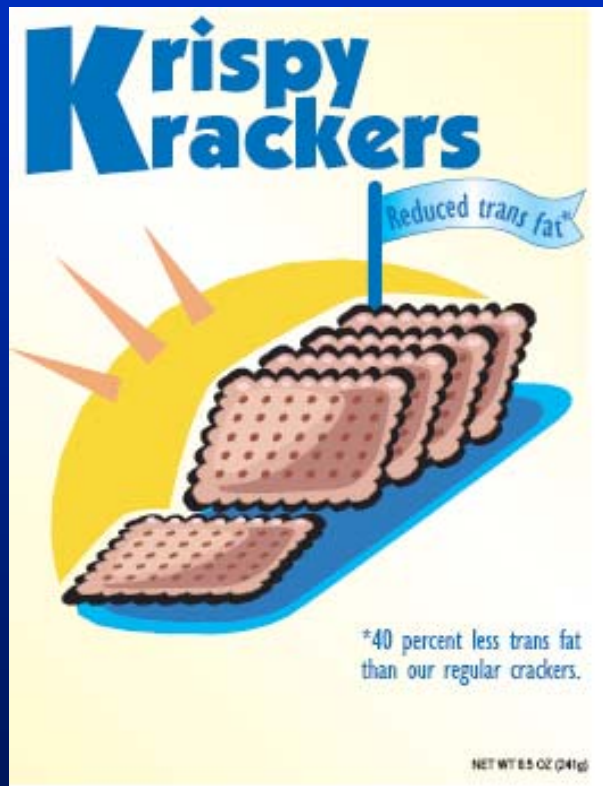


Research Needed to Examine Different Types of Consumers

- Plan, track and purchase foods to achieve a “diet”
- Choose foods and meals and diet “happens”
 - Do not plan anything
 - Pay attention to some nutrients only to compare products
 - Use claims as signals
- Want to eat healthy diet, but don’t want to do a lot of work to achieve it.



Helping to Overcome Poor Heuristics



FDA – 5/20 “rule” can work with Individual Food Choices

The % Daily Value is a key to a balanced diet.

The % DV is a general guide to help you link nutrients in a serving of food to their contribution to your total daily diet. It can help you determine if a food is high or low in a nutrient—5% or less is low; 20% or more is high. You can use the % DV to make dietary trade-offs with other foods throughout the day. The * is a reminder that the % DV is based on a 2,000-calorie diet. You may need more or less, but the % DV is still a helpful gauge.



FDA - Behind the Scenes Protection

CFR 101.14 (a)(4)

Disqualifying nutrient levels means the **levels of total fat, saturated fat, cholesterol, or sodium** in a food above which the food will be **disqualified from making a health claim**. These **levels** are 13.0 grams (g) of fat, 4.0 g of saturated fat, 60 milligrams (mg) of cholesterol, or 480 mg of sodium, per reference amount customarily consumed, per label serving size, and, only for foods with reference amounts customarily consumed of 30 g or less or 2 tablespoons or less, per 50 g. For dehydrated foods that must have water added to them prior to typical consumption, the per 50-g criterion refers to the as prepared form. Any one of the **levels**, on a per reference amount customarily consumed, a per label serving size or, when applicable, a per 50 g basis, will disqualify a food from making a **health claim** unless ...



Inevitable Next Step for Nutrition?

Eat more to prevent nutrient deficiencies

Eat a balanced group of foods

Consume more or less of certain nutrients

Eat more or less of some food groups

Within food groups or amongst all foods, some choices are better than others



New Era of Food Labeling Icons for Food

- **Manufacturers**
- **Trade Groups**
- **Third Parties**
- **Supermarkets**
- **Restaurants**
- **Governments (foreign)**



Icons by Manufacturers



General Mills
“Goodness corner”



Kraft “Sensible Solutions”

Pepsico
“Smart Choice”



Silk@SOYMILK



Icons by Trade Group



The Whole Grain
Council Stamp



National Dairy Council
Stamp



Icons by Third Parties



AHA "Heart Check"



Icons by Supermarkets- Hannaford Foods



Good Nutritional Value



Better Nutritional Value



Best Nutritional Value

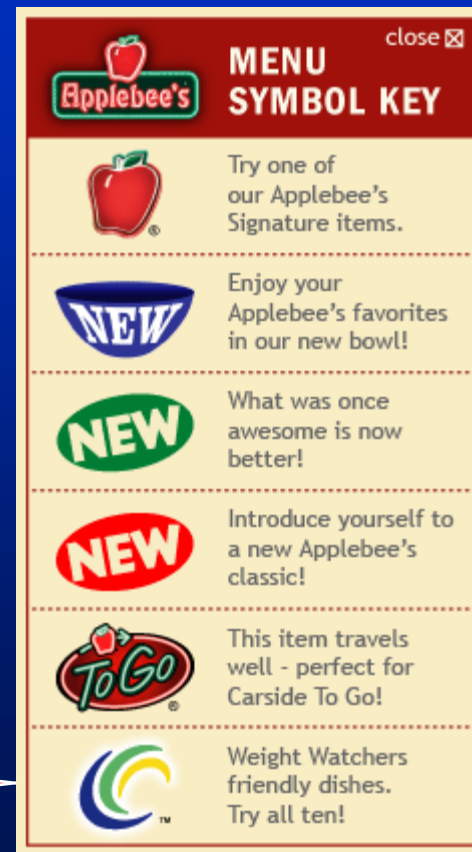


Icons by Restaurants



Low Fat “Olive” at
Olive Garden

Weight
Watchers at
Applebees



Icons in Other Countries

Canada “Health Check”



Australian/New Zealand “Pick the Tick”



Sweden “Keyhole”



Nutrient Icons in the UK

LOW FAT

LOW SATURATES

HIGH SUGAR

MED SALT



Potential Benefits of Icons

- Cost of obesity, heart disease, diabetes could exceed \$120 billion per year.
- Benefits of NLEA estimated to be between \$4 and \$26 billion
- Trans Fatty Acids labeling benefits between \$1 and \$2 billion per year



Potential Costs of Multiple Symbols

- **Consumer Confusion (Multiple symbols with multiple meanings)**
- **Industry costs**
 - Multiple labels for different markets
 - Different formulation for different markets

