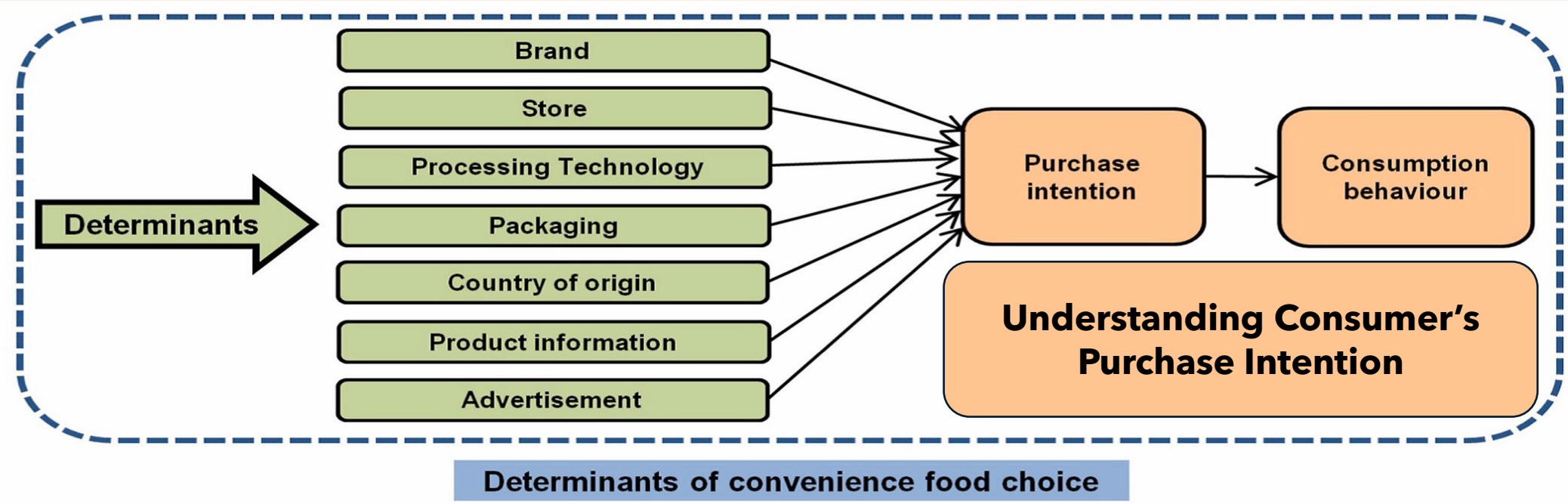
DECODING FOOD LABELS: NAVIGATING SWEETENERS

AGENDA

- Decoding labels: why is it important?
- Regulatory requirements of labelling in India
- **Understanding labels from sweet lens**
- Regulatory status of sweeteners
- Key takeaways

DECODING LABELS: WHY IS IT IMPORTANT?

DECODING LABELS: CONSUMER LENS



Determinants of convenience food choice

PRODUCT INFORMATION RESPONSIBILITY

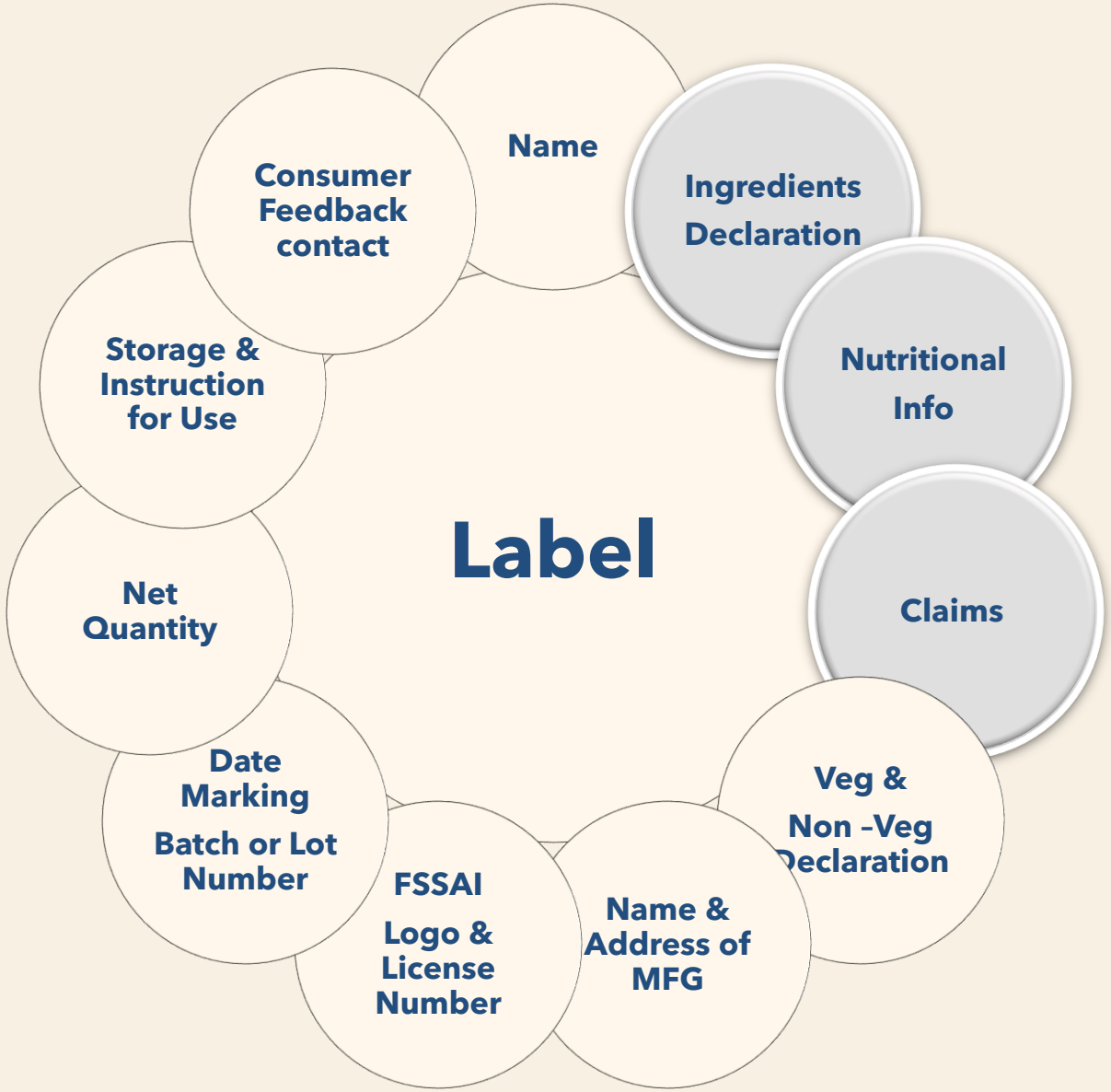
It is the responsibility of REGULATORS and there are regulations in place to ensure consumers are getting relevant information.

It is the responsibility of organizations to provide information for making an informed choice.

Ref. : Understanding Consumer's purchase intention and consumption of convenience food in an emerging economy: Role of marketing and commercial determinants, Journal of Agriculture and Food Research, Volume 10, 2022 Understanding Consumer's purchase intention and consumption of convenience food in an emerging economy: Role of marketing and commercial determinants - ScienceDirect

REGULATORY REQUIREMENTS OF LABELLING IN INDIA

DECODING LABELS: REGULATORY ASSURANCE POINTS



Jaivik Bharat

VEGAN

आयुर्वेद आहार Ayurveda Aahara

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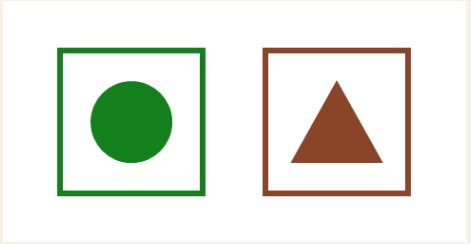
FORTIFIED
SAMPOORNA POSHAN
SWASTH JEEVAN



"Labelling" means any written, printed or graphic matter that is present on the label, accompanies the food or is displayed near the food;

UNDERSTANDING LABELS FROM SWEET LENS

UNDERSTANDING LABELS

Ingredients Declaration

Ingredient list: Ingredients including sweeteners that are used in the manufacture of food in descending order of their composition by weight or volume. For sweeteners, additional declarations on the pack are given.

Nutritional Information

Nutrition Facts panels list total sugars, added sugars and *per serve RDA values, allowing consumers to make informed choices.

Claims

Claims related to sugars or sweeteners are also there on the labels.

**Per serve percentage (%) contribution to Recommended Dietary Allowance calculated on the basis of 2000kcal energy, 50 g added sugar requirement for average adult per day.*

UNDERSTANDING LABELS: SWEETENER LABELLING

Sweetener	Additional labelling requirements
10% or more polyols, Polydextrose	Polyols/ Polydextrose may have laxative effect
Non Caloric Sweetener	CONTAINs NON-CALORIC SWEETENER
Aspartame, Acesulfame- K, Saccharins	Mandatory declarations like Not recommended for children; pregnant and lactating mothers (in case of Acesulfame Potassium)
Other sweeteners	No mandatory declarations

Ingredients: Wheat Flour (Atta), Refined Palm Oil, Sweeteners (956(i) & 956 (ii)), Milk Solids, Iodised Salt, Emulsifiers ……..
CONTAINS NON CALORIC SWEETENERS. THIS CONTAINS AN ADMIXTURE OF MALTITOL AND SUCRALOSE. POLYOLS MAY HAVE LAXATIVE EFFECT.

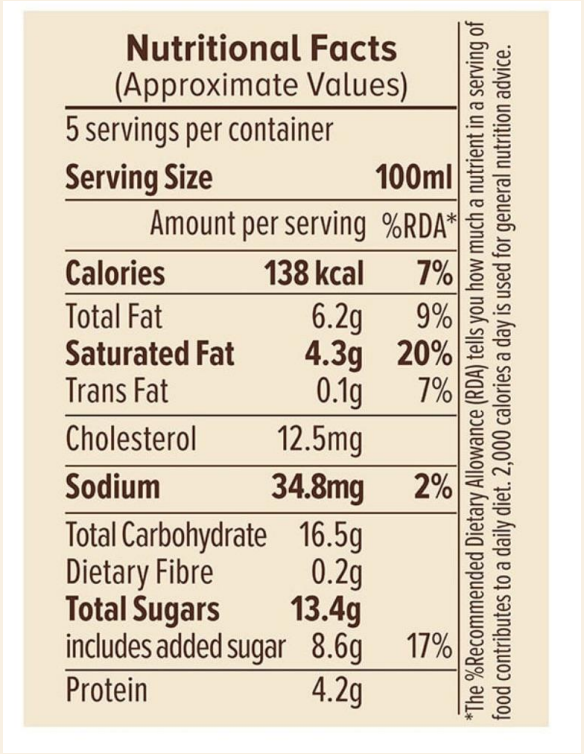
"sugars" means all monosaccharides (glucose, fructose, etc.) and disaccharides (maltose, sucrose, lactose, etc.

Caloric Sweeteners
Substances having greater than 2 percent of the caloric value of sucrose per equivalent unit of sweetening capacity.
Sorbitol, Sorbitol syrup, Mannitol, Isomalt, Polyglycitol syrup, Maltitol, Maltitol syrup, Lactitol and Xylitol.

Non-caloric Sweeteners
Substances having less than 2 percent of the caloric value of sucrose per equivalent unit of sweetening capacity.
Erythritol, Steviol glycoside, Thaumatin, Aspartame, Sucralose, Neotame, Acesulfame potassium, Aspartame-Acesulfame potassium salt and Saccharins

UNDERSTANDING LABELS: NUTRITION INFORMATION

Requirements	
Nutritional Information per 100g or 100ml or per single consumption pack of the product.	(i) energy value (kcal) (ii) (A) Protein (g); (B) Carbohydrate (g) and **Total Sugars (g), added sugars (g)** (iii) Total fat (g), saturated fat (g), trans fat (other than naturally occurring trans fat)(g)and cholesterol
Per serve percentage (%) contribution to Recommended Dietary Allowance calculated on the basis of 2000kcal energy.	Calculated basis 67 g total fat, 22 g saturated fat, 2 g trans fat, **50 g added sugar** and 2000 mg of sodium (5 g salt) requirement for average adult per day.



Nutritional Facts
(Approximate Values)

5 servings per container

Serving Size		**100ml**
Amount per serving		%RDA*
Calories	**138 kcal**	**7%**
Total Fat	6.2g	9%
Saturated Fat	**4.3g**	**20%**
Trans Fat	0.1g	7%
Cholesterol	12.5mg	
Sodium	**34.8mg**	**2%**
Total Carbohydrate	16.5g	
Dietary Fibre	0.2g	
Total Sugars	**13.4g**	
includes added sugar	8.6g	17%
Protein	4.2g	

*The %Recommended Dietary Allowance (RDA) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

'added sugars' means monosaccharides and disaccharides added to foods and beverages

Serve Size: means an amount of food customarily consumed per eating occasion or as defined on the label which is expressed in metric unit.

Information about serving size and no. of servings and % RDA is given to make informed choices.

UNDERSTANDING LABELS: CLAIMS AROUND SUGARS

Claims	Conditions
No Added Sugar	No addition of sugars directly or indirectly or via processing Exception for sugars which are naturally present in the food, and in such case the following indication shall also appear on the label. **'CONTAINS NATURALLY OCCURRING SUGARS'.**
Zero Sugar or Sugar Free	The product contains not more than 0.5g of sugars per 100g for solids or 100ml for liquids
Low Sugar	The product contains not more than 5 g of sugars per 100g for solids, or 2.5 g of sugars per 100ml for liquids.
Reduced Sugar (reduced; less than; fewer)	at least 30 % reduction in sugars content

REGULATORY STATUS OF SWEETENERS

SAFETY ASSESSMENT OF CALORIC & NON CALORIC SWEETENERS

	fssai	JECFA (JOINT FAO/WHO EXPERT COMMITTEE ON FOOD ADDITIVES)	Acceptable Daily Intake (JECFA)
Sorbitol (INS 420(i))	✓	✓	Not Specified
Sorbitol Syrup (INS 420(ii))	✓	✓	Not Allocated
Mannitol (INS 421)	✓	✓	Not Specified
Polyglycitol syrup (INS 964)	✓	✓	Not Specified
Maltitol (INS 965(i))	✓	✓	Not Specified
Maltitol Syrup (INS 965(ii))	✓	✓	Not Specified
Lactitol (INS 966)	✓	✓	Not Specified
Xylitol (INS 967)	✓	✓	Not Specified
Erythritol (INS 968)	✓	✓	Not Specified
Acesulfame K (INS 950)	✓	✓	15 mg/kg b.w. (1990)
Aspartame (INS 951)	✓	✓	40 mg/kg b.w. (1981)
Sucralose (INS 955)	✓	✓	15 mg/kg b.w. (1990)
Neotame (INS 961)	✓	✓	2 mg/kg b.w. (2003)
Sachharin (INS 954)	✓	✓	5 mg/kg b.w. (1993)
Steviol Glycoside (INS 960)	✓	✓	4 mg/kg b.w. (2008)

ADI-Defined as an estimate of the amount of a food additive, expressed on a body weight basis that can be ingested daily over a lifetime by normal healthy person of all age groups including children without appreciable health risk.

KEY TAKEAWAYS

- Decoding labels is extremely important for making informed choices.
- Labels and Claims are well regulated.
- Safety assessment of sweeteners is established and gets updated with new research.

SMART CHOICES START WITH READING & UNDERSTANDING LABELS

THANK YOU

Shipra Sehgal