

1. Details of Module and its structure

Module Detail	
Subject Name	Food, Nutrition for Healthy Living
Course Name	Food, Nutrition for Healthy Living
Module Name/Title	Food Labelling
Module Id	FNHL_101015
Pre-requisites	General knowledge about food, nutrition and hygiene
Objectives	After going through this lesson, the learners will be able to understand the following : <ul style="list-style-type: none">• What is a food label?• Importance of food labels• General requirements of a food label• Decoding the Information on food label• Understanding the nutrition Facts labels• Various claims on food label
Keywords	Concept, Mandatory and non-mandatory labelling, requirements, Interpreting food labels

2. Development Team

Role	Name	Affiliation
National MOOC Coordinator (NMC)	Prof. Amarendra P. Behera	CIET, NCERT, New Delhi
Program Coordinator	Dr. Mohd. Mamur Ali	CIET, NCERT, New Delhi
Course Coordinator (CC) / PI	Prof. Poonam Aggarwal Dr. Suniti Sanwal	DGS, NCERT New Delhi DEE, NIE, NCERT New Delhi
Course Co-Coordinator / Co-PI	Dr. Yash Paul Sharma	CIET, NCERT, New Delhi
Subject Matter Expert (SME)	Dr. Upasna Seth	Aditi Mahavidyalaya, University of Delhi
Content Reviewer	Dr. Anita Malhotra	Lakshmibai College, University of Delhi

Table of Contents:

1. Concept
2. What is a food label?
3. Importance of food labels
4. General requirements of a food label
5. Decoding the Information on food label
6. Understanding the nutrition Facts labels
7. Various claims on food label

1. Concept: Increasing urbanization, a growing middle class and changing dietary pattern of consumer have lead to greater demand and increased production of semi-processed foods and processed foods. This has further lead to advances in food production, processing and distribution technology. It has been said that “You are what you eat” and to know who you are, you must understand what you are eating. In the current scenario, when there are shifts from homemade to prepackaged processed foods, food labelling could serve as a valuable tool to help the consumers make healthy choices. A food label is a direct means of communication about product related information between the buyer and the seller. It enables the consumer to differentiate between different food products and brands and helps them to make informed purchasing choices. A label gives product related basic product information such as net weight, cost, ingredients, manufacturer's details, cost, usage, etc.

Consumers are aware about the nutritional information provided on the label but they fail to use it because of a lack of understanding. The impact of processed foods has been felt significantly in both urban and rural India, where the environment created by mass advertising has reduced the intake of traditionally nutritionally rich foods. We should also understand that although a label provides basic product and nutrition information, it also serves as a vehicle for food marketing promotion and advertisement.

The Food Safety and Standards Authority of India (FSSAI) has been recently established under Food Safety and Standards Act, 2006 as a new national regulatory body for all matters related to food safety and standards. The Food Safety and Standards (Packaging and Labelling) Regulations, 2011, have laid down the requirements for the labelling of pre-packed foods. It is

now mandatory that every Pre-packed food contains a label which depicts all information required under the regulation. It has also been mentioned that any false or misleading information about the Pre-packed food product should not be mentioned on the label.

2. What is a Food Label ?

A food label is described as information about the ingredients, and nutritional composition of packaged food for sale, given on a paper, plastic, cloth, metal or any other material attached to or printed on a food product. A good label is simple and easy to understand. You know how books have table of contents that explains what's inside, food labels perform a similar task, telling us what the content of the packaged food is. They give information about what's inside the food package and also list important major and minor nutrients.

Importance of Food Labels

- Food Labels are means of communication between the producer and consumer.
- Food label are medium of communicating benefits associated with the product.
- They help consumer to make right and informed choice.
- They help consumer to compare products more easily.
- The logo on food label helps consumer to identify whether the packed food is vegetarian or non vegetarian.
- Food label convey the nutritional value of package food.
- Information on food label helps consumer to manage their special requirements.
- Food label assist the consumer in increasing or decreasing the intake of a particular nutrient.
- Food labels are vehicle for food marketing and promotion.

General Requirements of a Food Label

1. Every pre-packaged food should carry a label.
2. The particulars of declaration required should be in English or Hindi in Devnagari script. The use of any other language in addition to the language required can be used as means of translation of information already given.

-
3. Label on pre-packaged food shall not describe or present any false, misleading or deceptive claims.
 4. Label on pre-packaged foods shall be applied in such a manner that it will not get separated from the container.
 5. Contents on the label should be clear, simple, prominent, indelible and readily legible by the consumer under normal conditions of purchase and use.
 6. Where the container is covered by a wrapper, the wrapper shall carry the necessary information or the label on the container shall be readily legible through the outer wrapper and not obscured by it.

3. Decoding the Information on Food Label

In order to safe guard the interest of the consumer, the Food Safety and Standards (Packaging and Labelling) Regulations, 2011, state that every packaged food article has to be labeled and it shall provide the following information –

- The Name of Food: The name of the food shall include trade name or description of food contained in the package.
- List of Ingredients: Except for single ingredient foods, a list of ingredients shall be declared on the label in descending order of their composition by weight or volume, as the case may be, at the time of its manufacture.
- Nutritional Information : Nutritional Information or nutritional facts per 100 gs or 100ml or per serving of the product shall be given on the label containing the following:—
 - energy value in kcal
 - the amounts of protein, carbohydrate (specify quantity of sugar) and fat in gram (g)
 - the amount of any other nutrient for which a nutrition or health claim is made
 - Provided that where a claim is made regarding the amount or type of fatty acids or the amount of cholesterol, the amount of saturated fatty acids, monounsaturated fatty acids and polyunsaturated fatty acids in gram (g) and cholesterol in milligram (mg) shall be declared, and the amount of trans fatty acid in gram (g) shall be declared in addition to the other requirement stipulated above

- Wherever, numerical information on vitamins and minerals is declared, it shall be expressed in metric units;
- Where the nutrition declaration is made per serving, the amount in gram (g) or milliliter (ml) shall be included for reference beside the serving measure

Foods Exempt from Nutritional Labelling

1. Raw Agriculture commodities e.g.; wheat, rice, spices, sugar etc.
2. Single ingredients
3. Non-nutritive products e.g. tea, coffee, packaged drinking water, alcoholic beverages
4. Food served for immediate consumption e.g. food served in hospitals, hotels and by halwais.

- Declaration of Vegetarian and Non-Vegetarian food: Every package of “Non Vegetarian” food shall bear a symbol and colour consisting of a brown colour filled circle inside a square with brown outline. Where any article of food contains egg only as Non-Vegetarian ingredient, the manufacturer, or packer or seller may give declaration to this effect in addition to the said symbol. Every package of Vegetarian Food shall bear a symbol and colour consisting of a green colour filled circle inside the square with green outline

- Declaration of Food Additives:



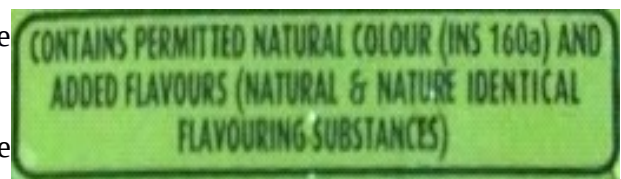
(i) For food additives following class titles shall be used

together with the specific names or recognized international numerical identifications:

Acidity Regulator, Acids, Anticaking Agent, Antifoaming Agent, Antioxidant, Bulking Agent, Colour, Colour Retention Agent, Emulsifier, Emulsifying Salt, Firming Agent, Flour Treatment Agent, Flavour Enhancer, Foaming Agent, Gelling Agent, Glazing Agent, Humectant, Preservative, Propellant, Raising Agent, Stabilizer, Sweetener, Thickener

(ii) Addition of colours and/or Flavour to any article of food, it should be displayed in capital letters, just beneath the list of the ingredients on the label

- Name and complete address of the



manufacturer: The name and complete address of the manufacturer and the manufacturing unit, packaging/bottling unit, marketing agency/organization as the case may be must be mentioned on the label. Further where any food article manufactured outside India is packed or bottled in India, the package containing such food article shall also bear on the label the name of the country of origin, the name and complete address of the importer and the premises of packing or bottling in India.

- Net Quantity: The net quantity by weight or volume or number, as the case may be, should be given. In case of liquid foods, weight of the drained food (without liquid) should be written. The weight should exclude the weight of container or wrapper.
- Lot/Code/Batch Identification: A batch number or code number or lot number which is a mark of identification by which the food can be traced in the manufacturing and identified in the distribution channel shall be given on the label.
- Date of Manufacture or Packing or Best Before or Use by Date: The date, month and year in which the commodity is manufactured, packed or pre-packed, shall be given on the label. The month and year should be written in capital letters upto which the product is best for consumption.
- Instructions for use: Instructions for use should give details about package opening and the reconstitution, if necessary cooking and serving details given to ensure correct utilization of the packed or pre-packed food.
- FSSAI logo with license no.

4. Understanding the Nutrition Facts Label

The Nutritional Information labeling is a description intended to inform the consumer of the nutritional properties of the food. The Nutritional Facts on the label provides detailed information about a food's nutrient content, such as the amount of protein, carbohydrates, sugar, fat and calories.

This information available on the label enables the consumer to compare the nutritional value of similar food products and on comparing the relevant nutritional value of different food products, the consumer can make the healthy choice. The growing children or the sports person who need energy dense and protein rich food while individual who are who are obese or suffering from

diabetes or high blood lipid, need to follow a special or restricted diet. In such conditions the label declaration regarding nutritional facts makes it easier to select the appropriate food and can also help to compare similar foods to decide which is a healthier choice. It is better; the nutritional facts are mentioned in a tabular form for the convenience of consumer.

Nutritional facts per 100 g	
Energy	kcal
Protein	g
Carbohydrate	g
Sugar	g
Fats	g
Saturated Fatty Acids	g
Monounsaturated Fatty Acid	g
Polyunsaturated Fatty Acids	g
Cholesterol	mg

1 Start Here →

2 Check Calories

3 Limit these Nutrients

4 Get Enough of these Nutrients

5 Footnote

6 Quick Guide to % DV

- 5% or less is Low
- 20% or more is High

Nutrition Facts			
Serving Size 1 cup (228g)			
Servings Per Container 2			
Amount Per Serving			
Calories 250	Calories from Fat 110		
% Daily Value*			
Total Fat 12g	18%		
Saturated Fat 3g	15%		
Trans Fat 3g			
Cholesterol 30mg	10%		
Sodium 470mg	20%		
Total Carbohydrate 31g	10%		
Dietary Fiber 0g	0%		
Sugars 5g			
Protein 5g			
Vitamin A	4%		
Vitamin C	2%		
Calcium	20%		
Iron	4%		
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

1. Start here

Pay close attention to **SERVING SIZE** →

Nutrition Facts	
Serving Size	1 cup (228g)
Servings Per Container	2

This is the amount of food usually eaten at one time. The information on the food label is given as per serving size

Pay attention to the serving size, especially how many servings there are in the food package. Then ask yourself, "How many servings am I consuming?" (e.g., 1/2 serving, 1 serving, or more).

3. Limit These Nutrients →

	% Daily Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Trans Fat 3g	
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%

Important: Health experts recommend that you keep your intake of saturated fat, trans fat and cholesterol as low as possible as part of a nutritionally balanced diet.

4. Get Enough of These

Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

Remember: You can use the Nutrition Facts label not only to help limit those nutrients you want to cut back on **but also to increase those nutrients you need to consume in greater amounts.**

5. Footnote

Understanding the Footnote on the Bottom of the Nutrition Facts Label

* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

These are the Daily Values (DV) for each nutrient listed and are based on public health experts' advice. DVs are recommended levels of intakes. DVs in the footnote are based on a 2,000 calorie diet.

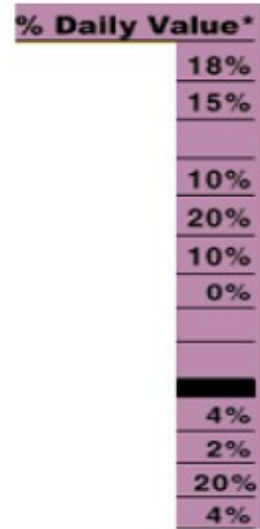
Note how the DVs for some nutrients change, while others (for cholesterol and sodium) remain the same for both calorie amounts.

6. Quick Guide to %DV

**This guide tells you that
5%DV or less is low for all
nutrients**

and

**20%DV or more is high for
all nutrients**



To limit nutrients that have no %DV, like trans fat and sugars, compare the labels of similar products and choose the food with the lowest amount.

Claims

Health

Nutrition

Risk Reduction



Disclaimer: Image is for reference purpose only

Health Claims: Any representation that states, suggests or implies that a relationship exists between a food or a constituent of that food and health and includes

- Nutrition claims which describes the physiological role of the nutrient in growth, development and normal functions of the body.
- Other functional claims concerning specific beneficial effect of the consumption of food or its constituents.
- Disease risk reduction claim in the context of the total diet, to the reduced risk of developing a disease or health related condition.



Disclaimer: Image is for reference purpose only

Nutrition Claims: Any representation which states, suggests or implies that a food has particular nutritional properties which is not limited to the energy value but includes the protein, fat and carbohydrates, vitamins and minerals



Disclaimer: Image is for reference purpose only

Risk Reduction Claims: In the context of health claims means significantly altering a major risk factor for a disease or health-related condition.



Disclaimer: Image is for reference purpose only

Source: <http://www.fssai.gov.in/home/about-us/introduction.html>