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## Front of Pack Labelling: Components, Global Adoption and Effectiveness

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### Abstract

Front of pack labelling (FOPL) is part of the package of policies recommended by the WHO to address diet-related non-communicable disease. FOPL allows for rapid assessment of packaged foods empowering consumers to make better choices. FOPL schemes are characterised by two components: nutrition criteria underpinning the model and its form of expression. Globally five major interpretive FOPL schemes are emerging: Positive logos, Health Star Rating, Warning Symbols, Nutri-Score and Multiple Traffic Lights. Effectiveness of FOPL can be assessed across several domains including acceptability, understanding, influence on healthier choices (purchasing intentions, choice and consumption), reformulation by manufacturers and health outcomes. Assessing all the domains of effectiveness for a particular country is important to ensure the most effective FOPL model is selected for that population. Health motivation remains key in changing consumers' behaviour. FOPL would therefore be most effective as part of a bouquet of health promotion interventions, including education.

### Biography: Leanne Keizer

Leanne Kiezer is a registered dietitian with a master's degree in Nutrition (NWU) and is the Corporate Affairs Manager at Danone Southern Africa. Leanne drives the company's One Planet, One Health vision delivering health through food to as many Southern Africans as possible.