

Statement of NGO Alliance nutrition, physical activity and body weight

GDA or Traffic Lights ? Choice of EPHA

We agree with the opinion of EPHA that “more steps should be taken to protect the health and wellbeing of European citizens in combating the fight against obesity“ as done until today. One more step is labelling of food to support consumers' choice at point of sale.

But we are surprised to see that the EPHA members only can choose between two options (traffic light and GDA). There are some European countries with positive experience in using other logos:

- Keyhole: Sweden (since 1989), Danmark (since 2009), Norway (since 2009)
- Healthy Choices: Belgium (since 2007), The Netherlands (since 2007) and more countries
- Heart Symbol: Finland (since 2000)

First results of a Swiss representative study on food labels and logos show, that the consumers could decide quicker between two products when they have a logo than GDA or traffic light-system. Swiss consumers appreciated detailed informations about food. Therefore, they preferred a combination of a logo and GDA. The study results will be published soon.

For detailed informations about existing label and logos see http://www.sge-ssn.ch/fileadmin/pdf/500-fuer_experten/70-labelling/Label_Inventory.pdf (document ion English).

We recommend that EUPHA includes other types of logos in its survey.

Yours sincerely



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