

What changes to the Nutrition Facts table better support healthier food choices among young people in Canada? Evidence to inform policy.

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Larger Research Team

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Background



- Nutrition labels are required in over 50 countries¹
- Aims are to inform consumer food choices and to improve diet²
- Consumers struggle to understand and apply label information³

1. World Cancer Research Fund International (2015) Nutrition labels. <http://www.wcrf.orh/int/policy/;nourishing-framework/nutrition-labels>.
2. Health Canada. Canadians' understanding and use of the nutrition facts table: baseline national survey results. Ottawa, ON: Office of Nutrition Policy and Promotion, 2011.
3. Campos et al. (2011) Public Health Nutrition.

Health Canada's proposed changes to the NFt

- ☑ • Regulate serving sizes to make them **consistent and realistic**.
- ☑ • Make the information on **serving size and calories easier to find and read**.
- ☑ • Add a percent daily value (**% DV**) for **sugars**.
- ☑ • Add a **footnote at the bottom of the table about % DV** to explain:
 - 5% or less is a little and 15% or more is a lot
 - Add potassium because it is important for maintaining healthy blood pressure. Most Canadians are not getting enough of this nutrient.
 - Remove vitamin A and vitamin C because most Canadians get enough of these nutrients in their diets.

[Paper 1](#) used qualitative methods to explore the process by which young people engage with, understand, and use serving size and %DV information on NfTs.

Comprehension and Use of Nutrition Facts Tables among Adolescents and Young Adults in Canada

ERIN HOBIN, PhD^a; GRACE SHEN-TU, PhD^a; JOCELYN SACCO, PhD^a; CHRISTINE WHITE, MSc^b;
CAROLYN BOWMAN, MSc^a; JUDY SHEESHKA, PhD^c; GAIL MCVEY, PhD^d; MARY FODOR O'BRIEN, MHSc^a;
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[Paper 2](#) consists of a quantitative survey with 2,000 participants between the ages of 16-24 years from across Canada.

A randomized trial testing the efficacy of modifications to the nutrition facts table on comprehension and use of nutrition information by adolescents and young adults in Canada

E. Hobin, PhD (1); J. Sacco, PhD (1); L. Vanderlee, BSc (2); C. M. White, MSc (2); F. Zuo, MPH (1); J. Sheeshka, PhD (3); G. McVey, PhD (4); M. Fodor O'Brien, MHSc (1); D. Hammond, PhD (2)

Key Findings

- **Consistent serving size reference values** among similar foods supports young people compare nutrition information between products
- Adding **simple descriptors or colour coding for %DV information** on NFTs helps young people interpret nutrition information on products
- Providing **both consistent serving size information and interpretative %DV information** had a modest effect on ability to mathematically manipulate nutrition information to calculate nutrient content of multiple servings of a product – more research is needed

A graphic with a red and blue background. The top half is red and the bottom half is blue, separated by a horizontal white line. There are several white, glowing circular arcs of varying radii scattered across the background. The text "BREAKING NEWS" is written in a large, bold, white, sans-serif font, centered horizontally and spanning across the white line.

**BREAKING
NEWS**

Methods and Sample

- Online **cross-sectional survey** conducted in August 2014
- Nielsen Consumer Insights online **commercial panel**
- Canadian **youth and young adults** ages 16 to 24 (n=2008)
 - 50% aged 16 to 18, 50% 19 to 24
 - 50% male
 - 10 provinces
 - English only
 - majority white (58.4%)

Making serving size information easier to find and read.

- **2 Functional Tasks**
- **Preference for serving size formats**

How many calories would you consume if you drank the entire carton?



Per-serving
(current practice)

48.7%



Per-container

93.8%



Dual-column

83.8%

% who provided correct calorie information

If you ate half a bag of these crackers, how many calories would you have eaten?



Small font
(current practice)

63.8%



Large font

64.9%



Servings per package

67.8%

% who provided correct calorie information

Which of these labels provide the MOST USEFUL information on serving size?



Small font
(current practice)

9.7%



Large font

28.7%



Servings per package

61.7%

% who preferred display

Key Findings

Serving Size Formats

- Providing serving size and nutrition information for the entire container in a dual-column format increased understanding of energy content
- Larger font size for serving size reference amount did not improve label usability but was preferred format
- Participants still struggle when applying nutrition information predicated on basic mathematical calculations
- Additional formats to improve consumers' accuracy should be examined (e.g., colours, symbols, infographics)

Making calorie information easier to find and read.

- Perceptions of calories
- 2 Tasks
- Preferences for calorie formats

When you are at the NfT on a food package, how often do you usually look at....?

Nutrition Facts	
Valeur nutritive	
Per 3/4 cup (175 g) par 3/4 tasse (175 g)	
Amount	% Daily Value
Teneur	% valeur quotidienne
Calories / Calories	170
Fat / Lipides	5 g 1 %
Saturated / saturés	3.5 g 19 %
+ Trans / trans	0.2 g
Cholesterol / Cholestérol	20 mg
Sodium / Sodium	450 mg 20 %
Carbohydrate / Glucides	23 g 8 %
Fibre / Fibres	0 g 0 %
Sugars / Sucres	3 g
Protein / Protéines	7 g
Vitamin D/ Vitamine D	9 %
Calcium / Calcium	17 %
Iron / Fer	10 %
Potassium / Potassium	4 %

% who reported looking

Calories	62.0%
Total Fat	54.8%
Sugars	54.5%
Serving Size	52.0%
Sodium	50.8%

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories / Calories 400	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Condition #1
Current NfT

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories 400	20%
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Condition #2
%DV

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories 400	LOW/BAS
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Condition #3
High/Low

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories / Calories 400	
Based on a 2,000 calorie diet	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Condition #4
Infographic

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories / Calories 400	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Percent Daily Values are based on a 2,000 calorie diet. Your values may be higher or lower depending on your calorie needs.

Condition #5
RDI

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories / Calories 400	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Low
Bas

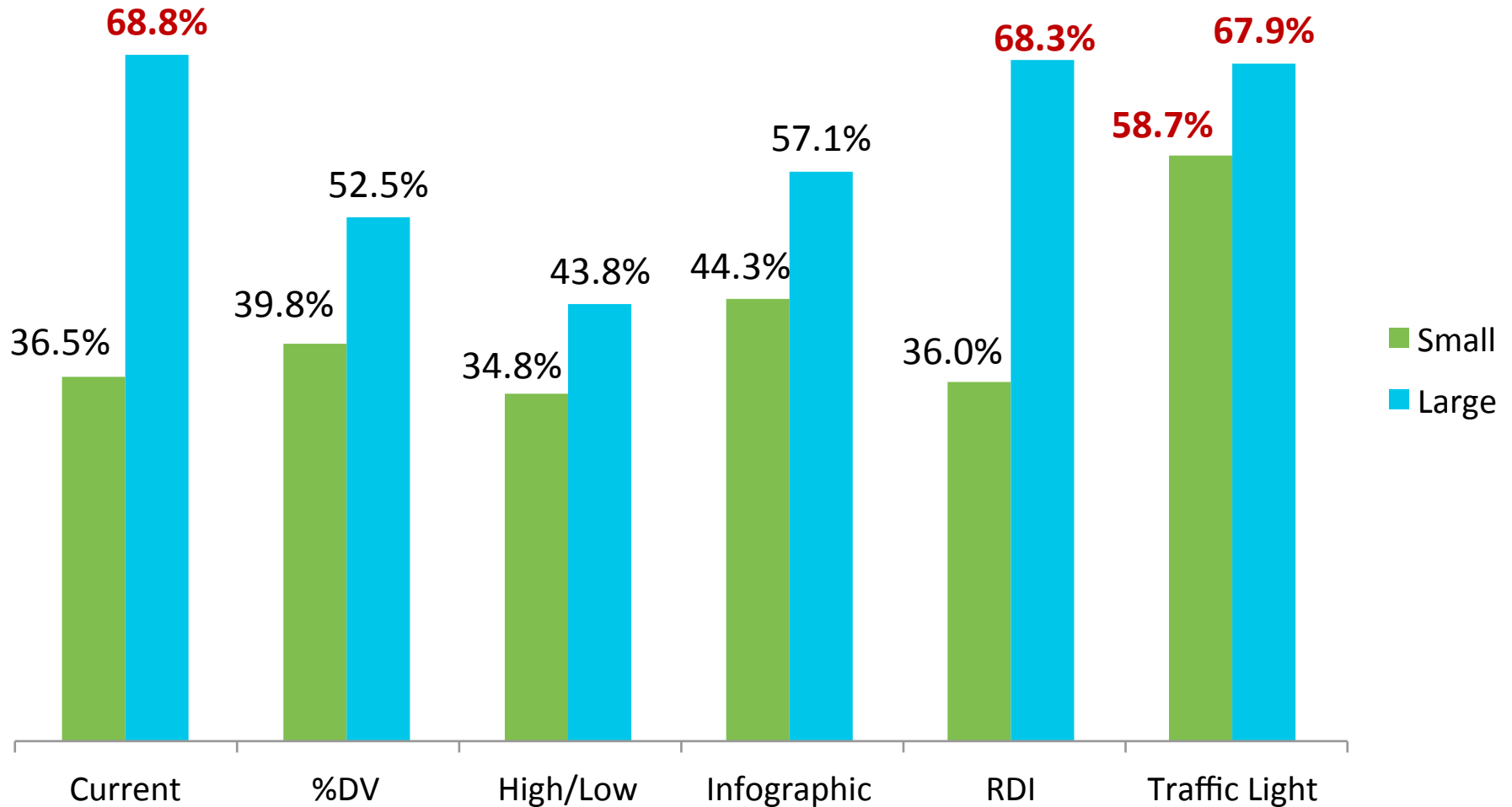
Med
Moy

High
Haut

Condition #6
Traffic Light

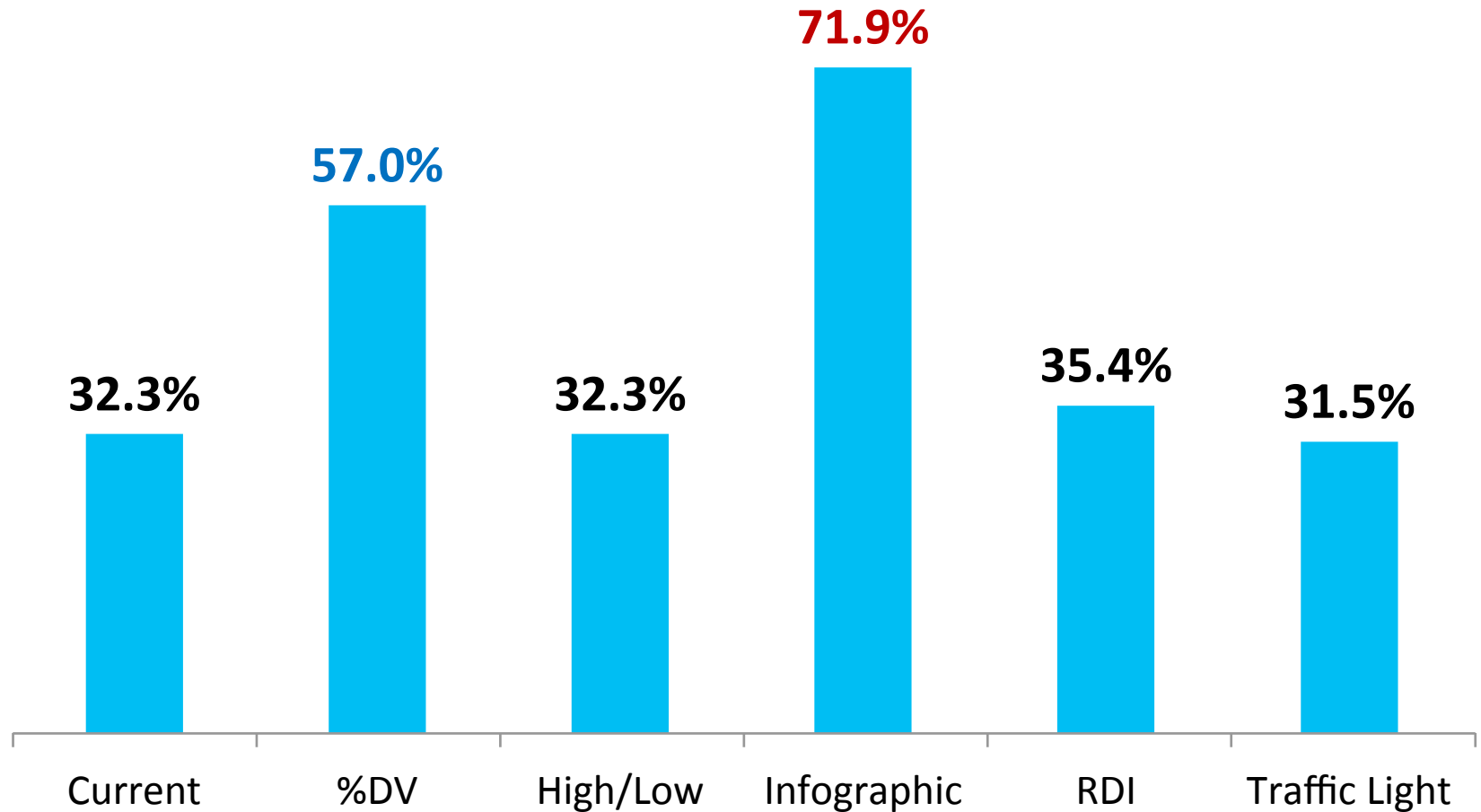
How many calories are in one serving of this product? (correct response = 400 calories)

% who provided correct calorie information



How many servings of this product would equal your recommended daily value for calories? (correct response = 5 servings)

% who provided correct response



Which label has the most useful information on calories?

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 400	LOW/BAS
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Small Font

33.2%

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories 400	LOW/BAS
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Large Font

66.8%

Which label has the most useful information on calories?

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories / Calories 400	
Based on a 2,000 calorie diet	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Infographic
47%

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories / Calories 400	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Traffic Light
27%

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories 400 20%	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

%DV
14%

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories / Calories 400	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

RDI
8%

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories / Calories 400	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

Current
2%

Nutrition Facts Valeur nutritive	
Per 1 tray (320g) / pour 1 plat (320g)	
Calories 400 LOW/BAS	
Amount Teneur	% Daily Value % valeur quotidienne
Fat / Lipides 15 g	23 %
Saturated / saturés 7 g + Trans / trans 0.5 g	38 %
Cholesterol / Cholestérol 45 mg	
Sodium / Sodium 880 mg	37 %
Carbohydrate / Glucides 43 g	14 %
Fibre / Fibres 5 g	20 %
Sugars / Sucres 6 g	
Protein / Protéines 24 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	15 %
Calcium / Calcium	25 %
Iron / Fer	20 %

High/Low
1%

Key Findings

Calorie Information Formats

- Young people look at calorie information more than other nutrition information on the NFt
- Larger font size is more salient to participants
- Calorie labelling formats performed differently within each font size condition (small – Traffic Lights, Large – current NFT)
- The RDI statement performed fairly poorly, even in Task 2 when it would be expected to help the most with comprehension of calories in the context of daily recommended limits.

Adding a percent daily value (%DV) for sugars.

- **Sugar Perceptions and Knowledge**
- **3 Tasks**

Sugar Perceptions and Knowledge

When you think about the amount of total sugar in pre-packaged foods, do you use teaspoons, grams, or some other type of measure?

Grams	59.1%
Teaspoons	32.6%
Another type	0.8%
Don't Know	7.5%

What is the recommended limit of **total sugar** for one day?

“Total sugar includes naturally occurring sugar in foods and all added sugars.”

Correct **4.8%** *(correct response = 90g or 100g)*

What is the recommended limit of **added sugar** for one day?

“Added sugar is only the sugar that is added in processing or in preparation and does not include naturally occurring sugars.”

Correct **7.5%** *(correct response = 10% or 5% of total daily energy intake)*

Indicate whether the amount of total sugar in the product is “a little”, “a moderate amount”, or “a lot”?

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 200	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 220 mg	10 %
Carbohydrate / Glucides 48 g	16 %
Fibre / Fibres 10 g	40 %
Sugars / Sucres 24 g	
Protein / Protéines 9 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

Condition #1
Current NfT

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 200	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 220 mg	10 %
Carbohydrate / Glucides 48 g	16 %
Fibre / Fibres 10 g	40 %
Sugars / Sucres 24 g	27 %
Protein / Protéines 9 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

Condition #2
%DV

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 200	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 220 mg	10 %
Carbohydrate / Glucides 48 g	16 %
Fibre / Fibres 10 g	40 %
Sugars / Sucres 24 g	
Protein / Protéines 9 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %
**One serving contains 6 teaspoons of sugar	

Condition #3
Infographic

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 200	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 220 mg	10 %
Carbohydrate / Glucides 48 g	16 %
Fibre / Fibres 10 g	40 %
Sugars / Sucres 24 g	27 %
Protein / Protéines 9 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %
**One serving contains 6 teaspoons of sugar	

Condition #4
Infographic + %DV
Vanderlee et al. (2015) Obesity

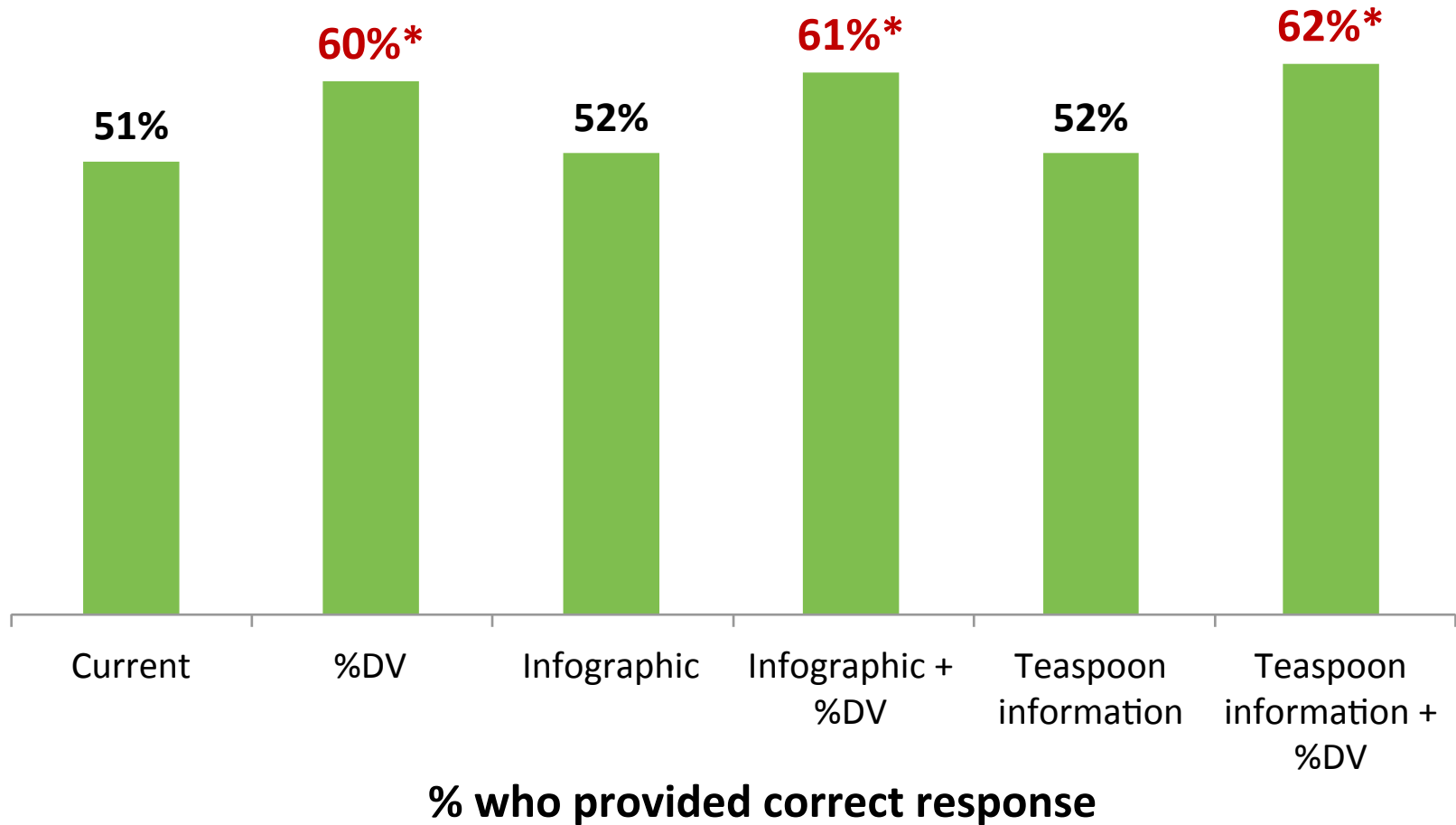
Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 200	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 220 mg	10 %
Carbohydrate / Glucides 48 g	16 %
Fibre / Fibres 10 g	40 %
Sugars / Sucres 24 g (6 tsp)	
Protein / Protéines 9 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

Condition #5
Teaspoon Information

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 200	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 220 mg	10 %
Carbohydrate / Glucides 48 g	16 %
Fibre / Fibres 10 g	40 %
Sugars / Sucres 24 g (6 tsp)	27 %
Protein / Protéines 9 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

Condition #6
Teaspoon Information
+ %DV

Is the amount of total sugar in the product “a little”, “a moderate amount”, or “a lot”?



Is there any added sugar in the product?

% who correctly identified the presence of sugar in a product

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 220	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans	6 %
Cholesterol / Cholestérol	
Sodium / Sodium	9 %
Carbohydrate / Carbohydre	16 %
Fibre / Fibre 4 g	16 %
Total Sugars / Sucres Totaux 24 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

76%

INGREDIENTS: WHOLE GRAIN WHEAT, SUGAR, GLYCERIN, BLACKSTRAP MOLASSES, GELATIN, COLOUR, BHT.
INGRÉDIENTS: FARINE COMPLÈTE, SUCRE, GLYCÉRINE, MÉLASSE, GÉATINE, COLORANT, BHT.

Condition #1

Current NfT + Ingredients List

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 220	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans	6 %
Cholesterol / Cholestérol	
Sodium / Sodium	9 %
Carbohydrate / Carbohydre	16 %
Fibre / Fibre 4 g	16 %
Total Sugars / Sucres Totaux 24 g	
Added Sugar / Sucres Ajoutés 16 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

90%

INGREDIENTS: WHOLE GRAIN WHEAT, SUGAR, GLYCERIN, BLACKSTRAP MOLASSES, GELATIN, COLOUR, BHT.
INGRÉDIENTS: FARINE COMPLÈTE, SUCRE, GLYCÉRINE, MÉLASSE, GÉATINE, COLORANT, BHT.

Condition #2

Current NfT, Ingredients List
+ Added Sugar

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 220	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans	6 %
Cholesterol / Cholestérol	
Sodium / Sodium	9 %
Carbohydrate / Carbohydre	16 %
Fibre / Fibre 4 g	16 %
Total Sugars / Sucres Totaux 24 g	
Added Sugar / Sucres Ajoutés 16 g	
	64 %
Protein / Protéines 2 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

90%

INGREDIENTS: WHOLE GRAIN WHEAT, SUGAR, GLYCERIN, BLACKSTRAP MOLASSES, GELATIN, COLOUR, BHT.
INGRÉDIENTS: FARINE COMPLÈTE, SUCRE, GLYCÉRINE, MÉLASSE, GÉATINE, COLORANT, BHT.

Condition #3

Current NfT, Ingredients List,
Added Sugar + %DV

Is the amount of added sugar in the product “a little”, “a moderate amount”, or “a lot”?

% who correctly identified amount of sugar in a product

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 220	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 g	0 %
Sodium / Sodium 0 mg	0 %
Carbohydrate / Carbohydre 48 g	16 %
Fibre / Fibre 4 g	16 %
Total Sugars / Sucres Totaux 24 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

40%

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 220	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 g	0 %
Sodium / Sodium 0 mg	0 %
Carbohydrate / Carbohydre 48 g	16 %
Fibre / Fibre 4 g	16 %
Total Sugars / Sucres Totaux 24 g	
Added Sugar / Sucres Ajoutés 16 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

55%

Nutrition Facts Valeur nutritive	
Per one cup (63g)/par une tasse (63g)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 220	
Fat / Lipides 2 g	3 %
Saturated / saturés 1 g + Trans / trans 0 g	6 %
Cholesterol / Cholestérol 0 g	0 %
Sodium / Sodium 0 mg	0 %
Carbohydrate / Carbohydre 48 g	16 %
Fibre / Fibre 4 g	16 %
Total Sugars / Sucres Totaux 24 g	
Added Sugar / Sucres Ajoutés 16 g	
Protein / Protéines 2 g	
Vitamin A / Vitamine A	15 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	5 %
Iron / Fer	8 %

72%

INGREDIENTS: WHOLE GRAIN WHEAT, SUGAR, GLYCERIN, BLACKSTRAP MOLASSES, GELATIN, COLOUR, BHT.
INGRÉDIENTS: FARINE COMPLÈTE, SUCRE, GLYCÉRINE, MÉLASSE, GÉATINE, COLORANT, BHT.

INGREDIENTS: WHOLE GRAIN WHEAT, SUGAR, GLYCERIN, BLACKSTRAP MOLASSES, GELATIN, COLOUR, BHT.
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INGREDIENTS: WHOLE GRAIN WHEAT, SUGAR, GLYCERIN, BLACKSTRAP MOLASSES, GELATIN, COLOUR, BHT.
INGRÉDIENTS: FARINE COMPLÈTE, SUCRE, GLYCÉRINE, MÉLASSE, GÉATINE, COLORANT, BHT.

Condition #1

Current NfT + Ingredients List

Condition #2

Current NfT, Ingredients List
+ Added Sugar

Condition #3

Current NfT, Ingredients List,
Added Sugar + %DV

Key Findings

Sugar Labelling Formats

- Knowledge of sugar recommendations among young people is extremely low
- Most consider sugar amounts in grams
- Clearly labelling added sugar on NfT helps young people identify the presence of added sugar in products
- Addition of %DV helped young people understand the relative amount of total sugar and added sugar in products

Will Health Canada's proposed changes to the NfT support healthier food choices?

CURRENT

Nutrition Facts Valeur nutritive	
Per 1/2 cup (125 mL) pour 1/2 tasse (125 mL)	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 80	
Fat / Lipides 0.5 g	1 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Cholesterol / Cholestérol 0 mg	
Sodium / Sodium 0 mg	0 %
Carbohydrate / Glucides 18 g	6 %
Fibre / Fibres 2 g	8 %
Sugars / Sucres 15 g	
Protein / Protéines 3 g	
Vitamin A / Vitamine A	2 %
Vitamin C / Vitamine C	10 %
Calcium / Calcium	0 %
Iron / Fer	2 %

PROPOSED

Nutrition Facts Valeur nutritive	
Per 1/2 cup (125 mL) pour 1/2 tasse (125 mL)	
Amount Teneur	% Daily Value* % valeur quotidienne
Calories 80	
Fat / Lipides 0.5 g	1 %
Saturated / saturés 0 g + Trans / trans 0 g	0 %
Carbohydrate / Glucides 18 g	
Fibre / Fibres 2 g	
Sugars / Sucres 15 g	15 %
Protein / Protéines 3 g	
Cholesterol / Cholestérol 0 mg	
Sodium 0 mg	0 %
Potassium 200 mg	4 %
Calcium 0 mg	0 %
Iron / Fer 0.3 mg	2 %

*3% or less is a **little** / 5% ou moins c'est **peu**
15% or more is a **lot** / 15% ou plus c'est **beaucoup**



Increased size of Calories, with thick underline

Nutrients that provide Calories are listed below Calories

Sodium is moved down close to Potassium

Vitamin A and Vitamin C are removed; Potassium is added

Quick rule

Serving Size information increased

% Daily Value for Sugars is added

Amounts of Potassium, Calcium and Iron are shown

Outputs

Peer-Reviewed Papers

- 5 papers published + 1 under review

Reports

- 2 reports shared with Health Canada

Academic Conferences

- 7 presentations

Graduate Student Participation

- 5 graduate students (e.g., data collection, analyses, authorship)

Thank you

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