Using Nutrient Profiling for Product I&R: The Nestlé Experience

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“WE STRIVE TO BE RECOGNISED AS THE LEADING NUTRITION, HEALTH AND WELLNESS COMPANY”
The 60/40+ program a fundamental pillar of our NHW strategy

Pleasure  
Balance  
Understanding

Nestlé promise to offer products that are superior in taste and nutritional value

60/40
Taste preference

"+
Analyse nutritional value of products based on Nestlé Nutrient Profiling System

Good Food  Good Life
The Nestlé Nutrient Profiling System (NNPS)

✔ Developed in 2004 by the Nestlé Nutrition Network

✔ A rigorous and non-compensatory methodology for analyzing the nutritional value of Nestlé products.

✔ Its main objective is to drive Innovation & Renovation with nutrition insight.

✔ Applied across Nestlé’s worldwide food & beverage portfolio.

✔ System is regularly reviewed by nutrition experts and product specialists
How works the Nestlé Nutrient Profiling System?

The Nestlé Nutrient Profiling System works by profiling each individual food and beverage product against specific criteria.

- Criteria set considering the role and place of the food and beverage in a diet.
- Criteria based on latest scientific evidence and public health recommendations by authorities including WHO and the US-IOM.
- Every product that successfully achieves the criteria attains the Nutritional Foundation (NF) status.
What makes the Nestlé Nutritional Profiling System specific?

A system based on 4 principles of assessment to guide I&R of adults or children food and beverage products:

1. Consideration of category specific system
2. Includes nutritional factors to limit and promote
3. Qualifying thresholds for adults or children
4. Reference unit is individual serving as consumed
What makes the Nestlé Nutrient Profiling System specific?

1. A consideration of a category-specific system

Each product category has a specific set of criteria against which individual products are evaluated. Categories defined according to:

- **Role in a balanced diet**
  - e.g. role of yoghurt in diet is different from role of soup.

- **Nutritional composition of food and beverage**
  - e.g. milk based beverage vs. cereal based beverage
What makes the Nestlé Nutrient Profiling System specific?

2 Includes nutritional factors to limit and promote

A consideration of specific nutritional factors pertinent to public health, product category and essential nutritional contributions:

<table>
<thead>
<tr>
<th>PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS</th>
<th>LIMITING NUTRITIONAL FACTORS</th>
<th>ESSENTIAL NUTRITIONAL CONTRIBUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL PRODUCT CATEGORIES</td>
<td>INDIVIDUAL PRODUCT CATEGORIES</td>
<td>INDIVIDUAL PRODUCT CATEGORIES</td>
</tr>
<tr>
<td>1. Sodium</td>
<td>e.g. total fat in biscuit products</td>
<td>e.g. calcium richness in dairy products</td>
</tr>
<tr>
<td>2. Added sugars</td>
<td>e.g. total fat in ice cream</td>
<td>e.g. minimum dietary fibre and / or whole grain in cereal products</td>
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<tr>
<td>3. Fructose</td>
<td></td>
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<tr>
<td>4. Trans fatty acids</td>
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<tr>
<td>5. Saturated fatty acids</td>
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<td></td>
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<tr>
<td>+ ( Energy )</td>
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</tbody>
</table>

MAY POTENTIALLY BE CONSUMED IN EXCESSIVE QUANTITIES

MAY POTENTIALLY BE CONSUMED IN EXCESSIVE QUANTITIES

MAY POTENTIALLY BE CONSUMED IN INSUFFICIENT QUANTITIES
What makes the Nestlé Nutrient Profiling System specific?

3 Qualifying thresholds for adults or children

- Non-compensatory thresholds
  - Maximum vs. Minimum

- Daily Reference Values
  - Adults vs. Children

- Balance of public health recommendations
  - Global vs. Local
What makes the Nestlé Nutrient Profiling System specific?

4 Reference unit is individual serving as consumed

All products are assessed per serving as they would be consumed according to:

• Target consumer (adult or child)

• Main product usage (its role in the daily meal pattern)

• How it would be reconstituted (e.g. with semi-skimmed milk or water)
An overview of the Nestlé Nutrient Profiling System

<table>
<thead>
<tr>
<th>PRINCIPLE 1</th>
<th>PRINCIPLE 2</th>
<th>PRINCIPLE 3</th>
<th>PRINCIPLE 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>A consideration of the role of a product category in the overall diet</td>
<td>A consideration of specific nutritional factors pertinent to public health, product category and essential nutritional contributions</td>
<td>A consideration of maximum and minimum non-compensatory, rigorous thresholds specific for adults and children</td>
<td>A consideration of an individual serving as consumed</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Food &amp; beverage product category</th>
<th>Position in the daily eating pattern</th>
<th>Criteria for nutritional factors (expressed per serving, as consumed)</th>
</tr>
</thead>
</table>
| **Cereal-based foods** | **Larger meal component** | 1. **PUBLIC HEALTH SENSITIVE NUTRITIONAL FACTORS**  
TOTAL ENERGY: 10-20% DV/serving  
SATURATED FATTY ACIDS: ≤ 15% daily energy  
TRANS FATTY ACIDS: ≤ 3% total fat  
ADDED SUGARS: ≤ 25% daily energy  
FRUCTOSE: ≤ 50% added sugars criterion  
SODIUM: ≤ 5% DV/100kcal |
| Cereal-based powder / flakes primarily consumed as pap / porridge with the addition of water or milk | | 2. **CATEGORY SPECIFIC NUTRITIONAL FACTORS**  
TOTAL FAT: ≤ 30% daily energy |

DVs for adults (e.g. 2000 kcal total energy)  
DVs for children (e.g. 1700 kcal total energy)  
3. **NUTRITIONAL CONTRIBUTION OF THE CATEGORY**  
PROTEIN: ≥ 10% DV/serving & ≥ 12% of energy  
CALCIUM: ≥ 20% DV/serving & ≥ 14% DV/100kcal  
FIBRE: ≥ 10% DV/serving  
4. For further information on Nestle Nutrient Profiling System, full text available at:  
http://www.research.nestle.com/nutritionhealth/nutritionalprofiling/Pages/nutritionalprofiling.aspx
What are the results of the Nestlé Nutrient Profiling System?

- Global results of products renovated for nutrition dimension, either by increasing nutritious value or decreasing sensitive nutrients:

- Source: Nestlé Corporate Creating Shared Value reports
- In 2010 criteria to report total sales was modified thus figures are not completely comparable
What are the results of the Nestlé Nutrient Profiling System?

- **South Africa** - Fortification
  - Iron fortified at 15%DV/ serving

- **Thailand** - Increased Fiber
  - From 0.8g to 3.5g/serving

- **Philippines** - Sugar reduction
  - From 16g to 9g/serving in 5y.

- **India** - Increased Wholegrain
  - 36g wholegrain /serving

- **Malaysia** - Sugar reduction
  - 20% reduction in 2y.

- **Singapore** - Sodium reduction
  - 454mg/serving (50% less than average category)

- **Thailand** - Sugar reduction
  - 30% reduction in 3y.

All examples attain Nutritional Foundation (NF) criteria.
How does the Nestlé Nutrient Profiling System benefit consumers?

Communication of nutritional value to consumers help to make informed choices

The Nutritional Compass® provides consumers with nutrition information, appropriate serving size and the role of a product in a daily diet.
Potential future perspectives of NPS within Nestle

**NNPS is a key asset to drive Nestlé’s I&R approach towards healthier choices**

- Encouraging development of optimized nutrient composition through realistic nutritional targets

**Continuous improvement of the Nestlé’s product portfolio nutritional profile but unlikely to attain the category’s specific Nutritional Foundation (NF) in 100% choices.**

  - NHW strategy: Pleasure, Balance and Understanding

**Shift from food balanced nutrient profiles to diet balanced profile**

- There is no « good » or « bad » food but rather « balanced » and « unbalanced » diets

- M. Maillot *et al.* (BJN, 2011). Foods with the least favourable nutrient profiles can still contribute as much as 41% of energy to a nutritionally adequate food pattern.

- Use Nutritional Profiling systems to evaluate the overall nutritional composition/contribution of foods (e.g. Nutrient-Rich Foods Index; Drewnowski *et al.*)
Thank You