INTRODUCTION

Transition
Urbanization...
Life style..
Food technology..

↑ Chronic
diseases
relation between food & health

Strategies
Consumers’ demand
Legislative action

Making
appropriate
food choices

1962
Codex was established
1971
Malaysia became a member of Codex

CODEX COMMITTEES

CODEX STANDARDS AND GUIDELINES

Malaysia became a member of Codex

2007 – Malaysia was elected as a host country for CCFO

Role of Codex in nutrition labelling and claims – CCNFSDU and CCFL

Commodity Standards
Guidelines
Codex of Practice
Guidelines for use of nutrition and health claims

73
191
51
17
3770
4347
196
610
75

(by subject matter as of July 2015)
CODEX STANDARDS

Nutrition labelling and claims

1985
- Guidelines on Nutrition Labelling
- Series of revisions and amendments
- General principles for NRVs (2011)
- Principles and criteria for legibility

1997
- Guidelines for use of Nutrition and Health Claims
- Claims related to DG or healthy diets, non-addition
- Scientific substantiation of health claims (2009)
- Global Strategy on DPAH
- To further work with the 2 areas of guidelines
- To provide useful nutrition info to help consumer in food choices

2004
- Guidelines for use of Nutrition and Health Claims

FOOD REGULATIONS 1985

- Nutrition Labelling and Claims
  - Regulations 18A – 18E
  - Gazette No. P.U. (A) 88 (Vol 47, No 7)
  - Dated 31st March 2003

- Amendment of regulations
  - Gazette No. P.U. (A) 306 (Vol 53, No 17)
  - Dated 24th August 2009

- Proposed amendments
  - In the process of gazettement

GLOBAL OVERVIEW

Mandatory vs Voluntary

LABELLING AND CLAIMS

Any difference in food choices?

- Since 2005, MOH has already enforced regulations on labelling and claims
- Regulations basically remain the same
  - no major changes although efforts have been made to improve its usefulness

- Several studies in Malaysia
  - Adult consumer (≥ 18 years)
  - Various scope of study
    - Understanding - quantitative & qualitative
    - Reading
    - Awareness

Source: EUFIC (2015)
**NHMS STUDDY**

**Modul D: Food Labelling**

**NHMS FINDINGS**

**Type of nutrient read**

**READING LABEL**

Other published data (Malaysia)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Read the label</td>
<td>76 %</td>
<td>58.1 %</td>
<td>46.4 %</td>
</tr>
<tr>
<td>Did not read the label</td>
<td>24 %</td>
<td>41.9 %</td>
<td>53.6 %</td>
</tr>
</tbody>
</table>

- **Reasons why consumer did not read the label:**
  a) Repetition of buying the same product
  b) Lack of understanding on the term used
  c) Size of the printed font is small
  d) Confused with the information
  e) Time constraint
  f) No health problems
  g) Unattractive label
UNDERSTANDING OF LABEL
Nutrition label use performance

<table>
<thead>
<tr>
<th>Scope of study</th>
<th>Reference</th>
<th>Subject</th>
<th>Location</th>
<th>Score – level of understanding *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding of nutritional information on food label</td>
<td>Norazmir et al (2012)</td>
<td>295 (18-29 yo)</td>
<td>UITM Puncak Alam (Student)</td>
<td>69.5 30.5</td>
</tr>
<tr>
<td>Understanding of nutrition information panel</td>
<td>Fatimah et al (2010)</td>
<td>232 (20-59 yo)</td>
<td>Klang Valley (Consumer)</td>
<td>7.3 12.9 21.6 42.7 15.5</td>
</tr>
</tbody>
</table>

1 = Not perform (≤1 point); Perform (>2 point)
1 = Very weak (1 point); 2 = Weak (2 point); 3 = Intermediate (3 point); 4 = Good (4 point); 5 = Very good (5 point)

FOOD PURCHASING DECISION

| Scope of study                                    | Reference                  | Subject          | Location             | Findings                                                                 
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Perception and intention towards product with nutrition label</td>
<td>Zul Ariff &amp; M.Amizi (2015)</td>
<td>300 Rural consumer (Kelantan)</td>
<td>87% - look for nutrition label while purchasing food products. They believe that food product with nutrition labels is a quality product.</td>
<td></td>
</tr>
<tr>
<td>The use of nutrition labelling on food purchasing decision</td>
<td>Norazianshah et al (2013)</td>
<td>165 IIUM (Kuantan)</td>
<td>75% of the respondents were moderate and excellent nutrition label users. Significant association – attitude and the use of nutrition labelling on food purchasing decision.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nurliyana et al (2011)</td>
<td>329 UITM (Puncak Alam)</td>
<td>58% of the respondents were “often” and “sometimes” used of nutrition information on food label during buying food product.</td>
<td></td>
</tr>
</tbody>
</table>

LABEL FORMAT
Understanding vs preferences

- Preferred format → not necessarily can extract the information correctly
- Familiar format → has a potential to improve the understanding
- There is a needed → to strengthen nutrition labelling education

FACTORS INFLUENCING
Purchasing intention based on labels

<table>
<thead>
<tr>
<th>Awareness &amp; knowledge</th>
<th>Attitude on food label</th>
<th>Subjective norms</th>
<th>Perceived behavioural control</th>
</tr>
</thead>
<tbody>
<tr>
<td>r=0.507*</td>
<td>r=0.243*</td>
<td>r=0.228*</td>
<td>r=0.823*</td>
</tr>
</tbody>
</table>

- Use label during shopping for foods.
- Take time to choose the food product by reading label.
- Respond towards product. Usefulness, accuracy, truthfulness
- Social pressure to engage
- Influenced by the judgement of others
- Ability to purchase
- Application of food label
A NEED OF SUPPORT TO THE REGULATION?

- Was NIPs not fully utilise in food choice?
- A need of tool to support the nutrition label system?
  - To provide additional essential information
  - To facilitate consumers in understanding nutritional properties of food → making food choices
- Nutrition signposting labelling as a practical tool to help consumer make better choices?
  - Simplified and visible summary info on nutritional quality
  - Concern: consumer will just focus on the FOP and ignore the NIP

FOP STUDY (on going 2016)

<table>
<thead>
<tr>
<th>Scope of study</th>
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<tbody>
<tr>
<td>Awareness</td>
</tr>
<tr>
<td>Exposure to the icon</td>
</tr>
<tr>
<td>Understanding of FOP</td>
</tr>
<tr>
<td>a) Ability to locate the information</td>
</tr>
<tr>
<td>b) Ability to interpret the information</td>
</tr>
<tr>
<td>Attitude and practices</td>
</tr>
<tr>
<td>Perception of FOP logo</td>
</tr>
<tr>
<td>- Energy icon; HCL</td>
</tr>
<tr>
<td>- Confidence in choosing food</td>
</tr>
<tr>
<td>- Authority who endorse the logo</td>
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FOP – ENERGY ICON

Launched by the Health Minister 2 April 2012 (Putrajaya)

Fact-based approach
Restate quantitative nutrition information in a more concise way

CONCLUSION

- Labelling can be part of a broader basket of policies to give motivation and information to consumers to assist them in making food choices
- Regulation or guideline should be accompanied by effective supporting education programmes
  - Efforts should therefore be made to further promote the understanding and utilisation of the labelling regulation
CONCLUSION (2)

• More studies and research on this area should be undertaken to contribute to available national data
  − Provide research with the information needed
    o Which part of the nutrition information on food label do consumers look at most?
    o Do they find it difficult to understand?
    o Which part is not understood?
  − Research findings can be utilised to assist government policies & programmes

• All stakeholders should play a more prominent role in ensuring that consumers utilise nutrition information on food labels effectively
  − To contribute towards healthier eating practices

REFERENCE

Food Label Reading and Understanding among Obese Adults: A Population Study in Malaysia

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PUBLIC HEALTH RESEARCH

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