



Nutrient Profiling Is Needed to Improve the Nutritional Quality of the Foods Labelled with Health-Related Claims

Given the growing burden of non-communicable diseases globally, attention is increasingly being brought to our dietary habits and specifically the nutrient composition of food products. Increased nutrient information for consumers could prompt companies to alter the nutrient composition of their food while simultaneously affect consumers' behaviours. Therefore, "nutrition and health claims could be a possible driver of healthy food choices if such claims were to actually be used on "healthy" foods." The objective of this study was to "investigate if the overall nutritional quality of foods labelled with nutrition and health claims is better when compared with all available foods, and to determine if claims are also being used on foods with poor nutritional quality."

The study was based on a sample of 6619 food and drink products from 14 food categories. It evaluated the nutritional quality of foods labelled with claims available in the Slovenian market using two nutrient profile models: Food Standards Australia New Zealand and European World Health Organization Regional office for Europe model and compared the results to the nutritional quality of all available foods. Foods labelled with health claims had on average somewhat fewer calories as well as less total fat, saturated fat, sugar, and salt, in comparison with products without claims. Furthermore, a substantial proportion of foods labelled with any type of health-related claim was found to have poor nutritional quality.

Reference: Pivk Kupirovič, U. et al. Nutrient Profiling Is Needed to Improve the Nutritional Quality of the Foods Labelled with Health-Related Claims. *Nutrients*. 2019;11(2). doi: [10.3390/nu11020287](https://doi.org/10.3390/nu11020287)

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