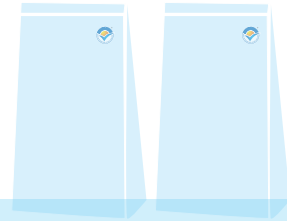




MAKING

HEALTHY CHOICES

EASY



THE CHOICES PROGRAMME HELPS CONSUMERS MAKE HEALTHY CHOICES AT A GLANCE

The Choices Programme – which delivers a front-of-pack stamp on healthy options within each food category - is an open initiative designed to guide consumers toward healthy choices. Displayed on approximately 7000 products from over 120 companies.

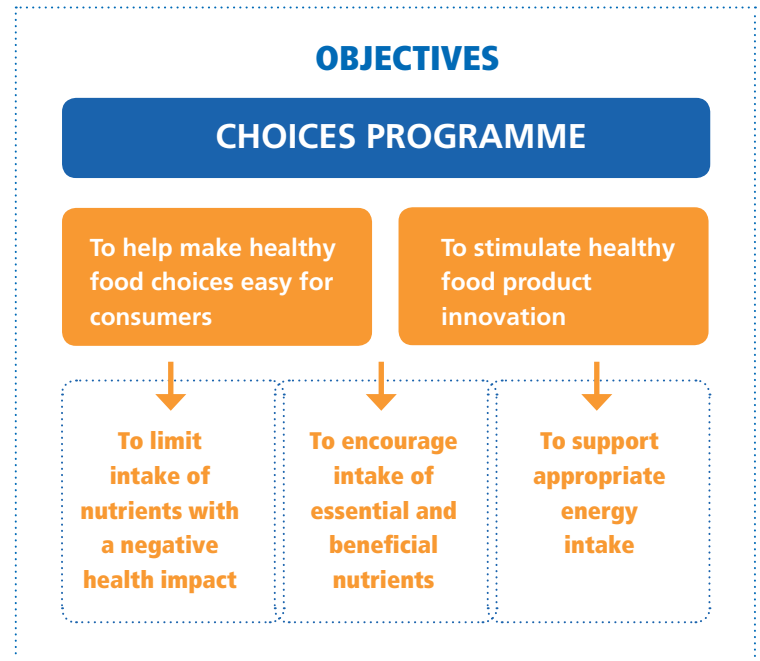
THE CHOICES STAMP IS...

Credible – With transparent qualifying criteria developed by leading, independent scientists.

Effective – Research demonstrates that Choices may help consumers to improve their nutrient intakes and that it stimulates product innovation.

International – A global initiative, applicable to all food products and beverages¹, and open to participation by any food, retail or catering company.

Recognisable – A single stamp found on a variety of products, making the healthy choice easy to distinguish.



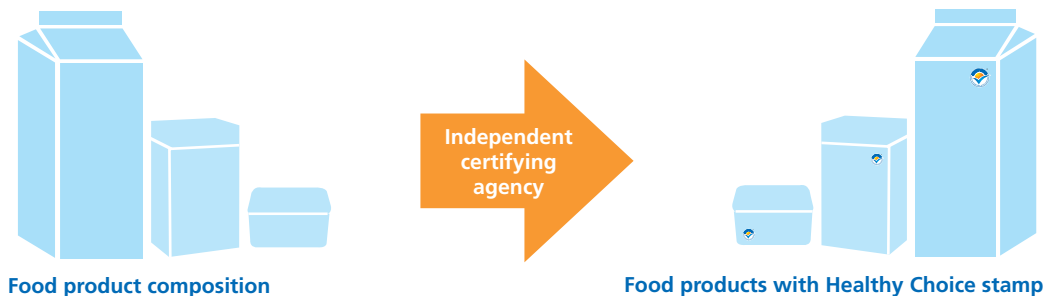
¹ Does not apply to alcoholic beverages, food or beverages specifically made for young children (<1 year-old) or for medical purposes, and supplements.

CREDIBLE SCIENTIFIC CRITERIA...

Qualifying criteria for the Choices Programme are based on World Health Organization dietary guidelines² and have been established for four key nutrients -- **saturated fat, trans fat, sodium and added sugar** -- plus energy and fibre when appropriate. The criteria are regularly reviewed and updated by the Choices Scientific Committee, a panel of leading experts in nutrition, food technology and consumer behaviour from around the globe. The ISC independently applies the latest scientific research, thereby safeguarding the credibility and reliability of the criteria.

INDEPENDENCE AND TRANSPARENCY

**PRODUCTS MUST BE
CERTIFIED BEFORE
THEY RECEIVE THE
STAMP**



Before being awarded the Choices stamp, products must first be evaluated by an independent, accredited certifying agency to ensure compliance with the nutritional criteria. Independence is a key principle of the Choices Programme, for the product evaluations and compliance controls as well as for the governance of the system.

² Global Strategy on Diet, Physical Activity and Health, 2004.

...WITH PROVEN EFFECTS

The Choices stamp not only helps consumers identify healthy foods that taste great and are high-quality, but it also stimulates the food industry to offer a wider range of nutritious products. The Choices Programme provides an incentive for food companies to reformulate and innovate so that they can display the Choices stamp on products.

A POSITIVE EFFECT ON DIETARY INTAKES

Researchers in the Netherlands found that consumers who consistently select products that comply with the Choices criteria would have nutrient intakes that are more aligned with international dietary guidelines, compared to those who follow a typical diet³.



POTENTIAL CHANGES IN NUTRIENT INTAKES WITH CHOICES-COMPLIANT FOODS

Reduction in nutrients to limit

- ↓ trans fat by 63%
- ↓ saturated fat by 40%
- ↓ sugars by 36%
- ↓ sodium by 23%

Increase in beneficial nutrients

- ↑ fibre by 28%
- ↑ calcium by 17%
- ↑ iron by 13%
- ↑ folic acid by 5%

³ Roodenburg AJC, Temme EHM, Howell Davies O, Seidell JC. Potential impact of the Choices Programme on nutrient intakes in the Dutch population. Nutrition Bulletin. 2009;34:318-323.

AN INITIATIVE OPEN TO ALL

The Choices Programme is open to all sectors of the food industry. From manufacturers to caterers to retailers, all companies, large or small, can participate. The inclusive nature of the Programme increases the visibility of the stamp, making it more recognisable and useful for consumers.

A SINGLE STAMP VISIBLE AROUND THE WORLD

Choices is a far-reaching, international programme that is both practical and relevant for consumers, as the stamp, tools and materials are tailored to each country's language and culture. The Choices Programme spans the globe and is gaining momentum every day.

In individual countries where Choices is implemented, national foundations are often set up to govern the local aspects of the programme.



THE CHOICES PROGRAMME

A voluntary food information initiative, involving manufacturers, retailers and caterers.

A balanced diet is just one component of a healthy lifestyle. Regular exercise and maintaining a healthy weight are also essential elements of the equation.

For additional information on the Choices Programme, please visit our website at: www.choicesprogramme.org.

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