

## Research Consortium Partners

European Food Information Council (EUFIC)

University of Aarhus

University of Surrey

Wageningen University

Agricultural University of Athens

Universität des Saarlandes

European Association of Craft, Small and Medium-sized  
Enterprises (UEAPME)

Tesco Stores Ltd

Confederation of Family Organisations in the European  
Union (COFACE)

Euro Coop

University of Warsaw

Dokuz Eylul University



## Food Labelling to Advance Better Education for Life

[www.flabel.org](http://www.flabel.org)

Food Labelling to Advance Better Education for Life  
receives research funding from the European Community's  
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## Research Objectives

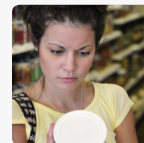
Reviews of consumer research on nutrition labelling have identified a gap in scientific evidence about whether nutrition information on food labels is exerting an effect on healthy food choices among consumers. If there is an effect, it is not known how strong the effect is, under which circumstances it occurs, what factors are responsible for it occurring, or whether the effect differs between consumer groups. With this background, the strategic objectives of the EU-funded FLABEL research project are:

- **To determine** how nutrition information on food labels can affect dietary choices, consumer habits and food-related health issues by developing and applying an interpretation framework incorporating both the label and other factors/influences.
- **To provide** the scientific basis on use of nutrition information on food labels, including scientific principles for assessing the impact of different food labelling schemes, to be shared with the EU institutions, the food industry, especially small and medium-sized enterprises (SMEs), and other stakeholders.



## Expected Outcomes

Comprised of academic experts, food retailers, not-for-profit consumer organisations, and a representative of the food and drinks SMEs, the FLABEL research consortium is well placed to provide a solid scientific basis on the role that nutrition information on food labels plays in Europe. Amongst the many research findings, the consortium will achieve the following:



- An EU-wide map of nutrition information on food labels, showing to what extent nutrition labelling is currently available in all Member States of the EU, and Turkey.
- Knowledge on how consumers actually become aware of and read the food labels, which labels are most appealing and informative, and how to best strike a balance between simple and complete nutrition information, facilitating a free and informed choice.
- Information on actual nutrition label use in the “real world”. This will be based on in-store observations and retail scanner data, leading to solid insights into how nutrition labels may shape behaviour and affect consumption patterns.
- Evidence on how consumers form opinions about the healthiness of products, and how the nutrition label information interacts with other information in this process, including media, advertising and school education.
- Evidence on how nutrition labels can be used to positively influence children’s dietary intake, based on the role nutrition information on food labels plays in food decision-making in families with children.
- Research-based best practice proposal for nutrition labelling, tested in a real-world store environment.
- Set of best practice methods for assessing the impact of nutrition labelling.

The results generated through FLABEL will be publicly available and will ultimately establish a solid scientific basis on the penetration, use and effects of nutrition labelling in the EU, taking into account the concerns of different stakeholders. For more information: [www.flabel.org](http://www.flabel.org)