

GDA: Guideline Daily Amounts

The Facts. Your Choice.



www.gdafacts.eu

What are GDAs?

- **Guidance for a balanced diet:** the amount of energy and nutrients in a portion for the average adult.
- **Information at-a-glance:** makes it easier for consumers to see what proportion of their daily nutritional needs are met.
- **Widely-used:** information on close to 100% of major food company products by the end of 2009.
- **Science-based:** rely on nutrition recommendations from the Eurodiet project, a panel of scientific and policy experts established by the European Commission.



Why GDAs?

- Allow consumers to **understand** their food choices.
- Ensure consumers can **evaluate** a product's place in the daily diet.
- Empower consumers to compose a balanced diet that they can **adapt** to their individual needs and lifestyle.

More than **80%** of consumers were able to determine the healthier product by using GDAs.

Source: EUFIC 2008 pan-European consumer research on nutrition labelling (UK, France and Germany results only)



Why not colour-coded GDAs?

Colour-coded GDAs are:

- Judgmental rather than empowering
- Over-simplistic
- Confusing and open to misinterpretation
- Potentially misleading

GDA labels are:

- Factual
- Objective
- Clear and user-friendly
- Informative

73% of UK consumers think red indicates "try not to eat this product", rather than eat it occasionally.

Less than 15% of UK consumers think that colour-coding/interpretive elements of a hybrid system were most helpful for indicating the healthiness of a product.

EUFIC 2008 pan-European consumer research on nutrition labelling

What does a GDA look like?

Individual requirements vary depending on age, weight and level of activity. An average adult with a healthy weight and an average level of activity requires 2000 calories a day.

An adult's guideline daily amount is



Source: WHO and Eurodiet recommendations, 1998

Per serving

Calories
350

This is the amount of energy provided by one serving.

18%

This is the percentage of one person's daily guideline for energy that one defined serving will provide.

of an adult's GDA

For more information, visit www.gdafacts.eu

Which companies use GDAs?

By the end of 2008, 1,030 brands across the EU were using GDA labelling. This table provides examples of companies that will have GDA labels on their products by the end of 2009.

Manufacturer	% of production volume with GDAs by		
	June '08	Dec '08	Dec '09
Cadbury	-	50%	-
Campbell	65%	95%	100%
Coca-Cola	89%	100%	100%
Ferrero (Kinder & Nutella)	-	-	100%
Groupe Danone	79%	95%	100%
Kellogg	100%	100%	100%
Kraft	30%	52%	100%
Mars	35%	75%	100%
Metro Group	80%	80%	100%
Nestlé	60%	100%	100%
Orangina Schweppes	-	80%	100%
PepsiCo Beverages	91%	100%	100%
PepsiCo Snacks	81%	99%	100%
Unilever	50%	90%	100%

CIAA research in 2008 found that while large companies lead the way, of those surveyed, 58% of medium-sized companies and 34% of small companies are also using or plan to use GDA labels.

GDA's and your needs

GDA's allow individuals to make informed choices according to their individual dietary needs.



60 year old Jim and 25 year old Liza have very different needs. Jim's doctor told him he needs to watch how much sodium he eats while Liza is more concerned with fat.



With GDA's, both Jim and Liza are given the right amount of information to determine how food choices, like the following tarts, can fit into their daily diets.



Each portion contains

Calories

225

12%

Sugars

10.4g

12%

Fat

11.1g

16%

Saturates

4.7g

24%

Sodium

0.1g

4%

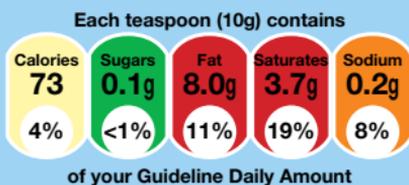
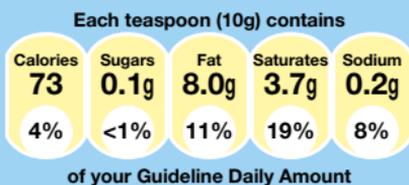
of your Guideline Daily Amount

Colour-coded GDAs can over-simplify

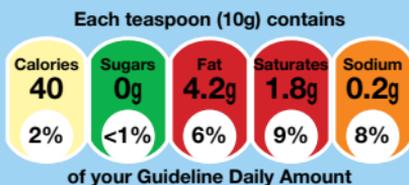
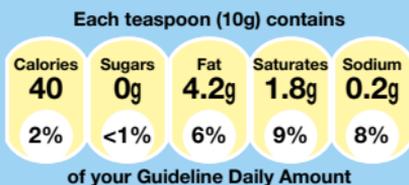
Among their many issues, colour-coded GDAs can over-simplify important differences in nutritional content.

For example, three products with very different amounts of saturated fat could all be colour-coded red for saturates:

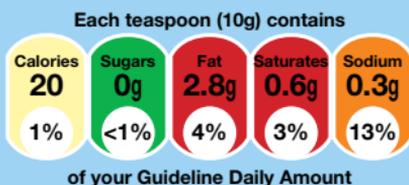
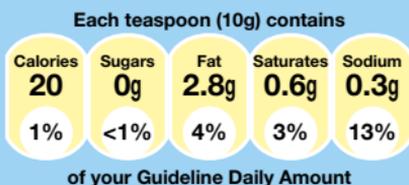
Full fat spread - one teaspoon has 19% of your daily saturates



Half fat spread - one teaspoon has 9% of your daily saturates



Low fat spread - one teaspoon has 3% of your daily saturates





Tips for healthy living

- ✓ Eat a variety of foods.
- ✓ Base your diet on plenty of food rich in carbs.
- ✓ Enjoy plenty of fruits and vegetables.
- ✓ Maintain a healthy body weight and feel good.
- ✓ Eat moderate portions.
- ✓ Eat regularly.
- ✓ Drink plenty of fluids.
- ✓ Get on the move.
- ✓ Start now - and make changes gradually.

Source: European Food Information Council 2006