



# “Read before you eat”

– Check the labels of packaged food

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Do you know?



## Ingredients

### NOODLES

Flour blend (Oat flour (42.6%) & Wheat Flour (Atta)), Palm oil, Wheat gluten, Iodized salt Thickeners (508 & 412), Humectants (451(i) & 452(i)) and Acidity Regulators (501(i) & 500 (i)).

### Masala \*TASTEMAKER®

Mixed Spices (25%) (Onion powder Coriander powder Garlic powder Red chilli powder Turmeric powder Dehydrated kasuri methi leaves, Cumin powder Aniseed powder, Red chilli bits, Ginger powder, Black pepper powder, Fenugreek powder, Cumin, Capsicum extract Compounded asafoetida, Green cardamom powder, Star anise powder, Cinnamon powder, Clove powder, Nutmeg powder, Bay leaf, Black cardamom powder, Coriander extract and Cumin extract), Onion (17.2%), Dehydrated Vegetables (Carrot (7.5%) & Sweet corn (7.3%)), Sugar, Wheat flour (atta), Iodized salt Thickener (508), Flavour enhancer (635), Yeast extract powder, Palm oil, Starch, Acidity regulator (330), Corn oil and Mineral.

Contains Oats and Wheat.

May Contains Milk and Soy.

 Creative visualization. Refer pack for more details.

# Ingredients

Water, **Guava Pulp (20%)**, Sugar, Acidity Regulators (INS 330, INS 296), Natural Flavours and Natural Flavouring Substances, Stabilizers (INS 440, INS 415, INS 466), Vitamins, Iodized Salt, Polydextrose (**Dietary Fiber**) (0.01%) and Colours (INS 150d, INS 124).

May Contain Milk, Nut and Soy.  
Source of Dietary Fibre\*,  
Rich in Vitamin C, Source of Vitamin E

Is it natural ?



# Is this not banned yet?

Sugar, Hydrogenated Oils, Cocoa Solids (8%\*), Lactose-Rich Deproteinized Whey Perm  
fined Wheat Flour (Maida), Emulsifiers (414, 442, 476), Colours (171, 102, 133, 124,  
gent (903), Liquid Glucose, Flavours (Natural, Nature Identical and Artificial (Caramel  
stances).

ation: Contains Milk, Wheat, Sulphites.

oy.

fss



- 171 – **White** - Titanium dioxide – European Union
- 102 – **Yellow** – Tartrazine – Norway , Austria
- 133- **Blue** – Brilliant blue FCF – France, Germany , Sweden , Austria
- 124,127,122 – **Red** – Coal tar – USA, Norway
- 110 – **Yellow** – Sunset yellow FCF – Norway, USA

# INTRODUCTION

- **Food Packaging** - is the packaging of the food product, to protect from contamination & damage besides conserving taste & quality during the shelf life of a food product
- **“Prepackaged” or “Pre-packed food”**- means food, which is placed in a package of any nature, in such a manner that the contents cannot be changed without tampering it and which is ready for sale to the consumer
- **Front of Package labelling (WHO)** – Nutritional labelling systems that are presented on the front of food packages in the principal field of vision and present simple, often graphic information on the nutrition content /nutritional quality of products

# Brief methodology

Cross sectional descriptive study ( September 2021 – December 2021)



General population (15-55 years )-226 shoppers –  
various Supermarkets of  
Pimpri- Chinchiwad area



Using validated semi-structured questionnaire

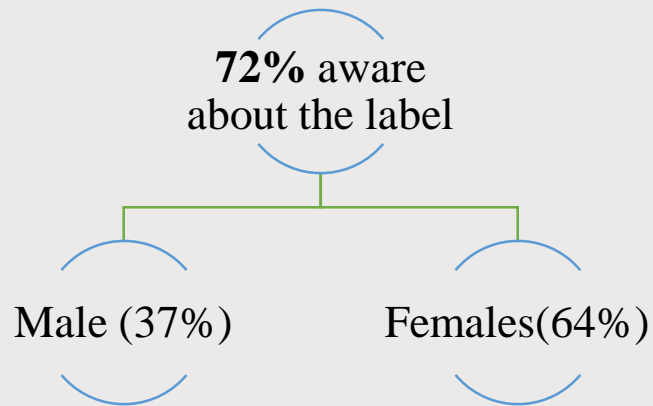


What are our findings ?

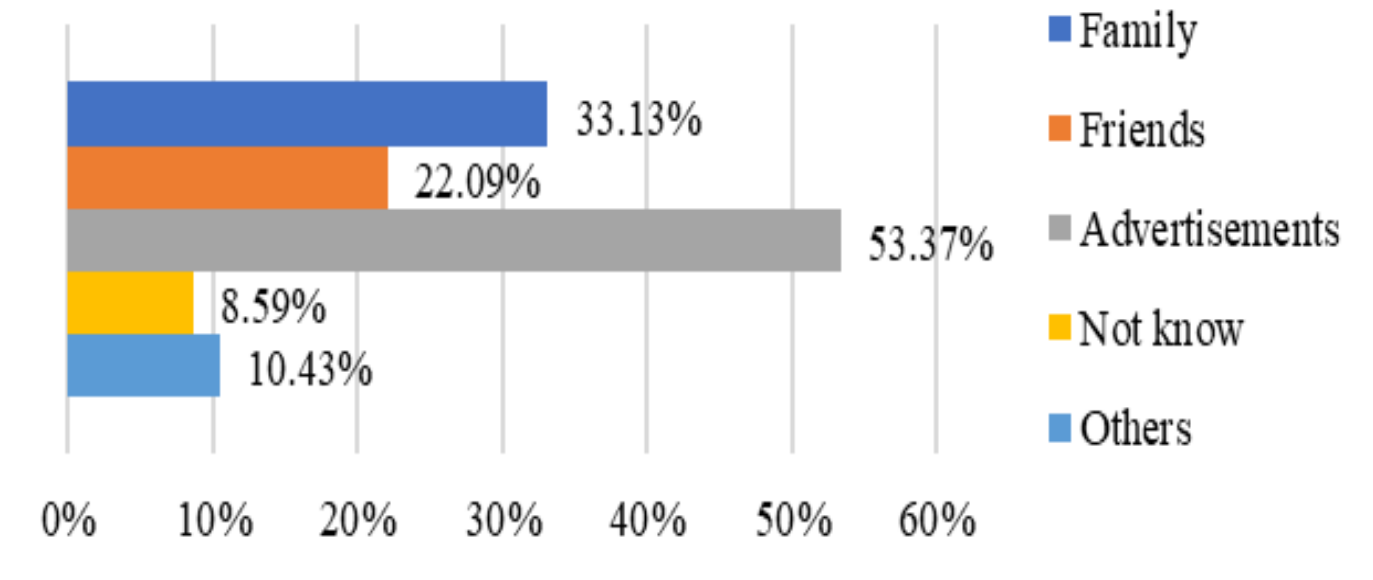




# Knowledge



**Source of knowledge of Packaged Food Label(PFL)**



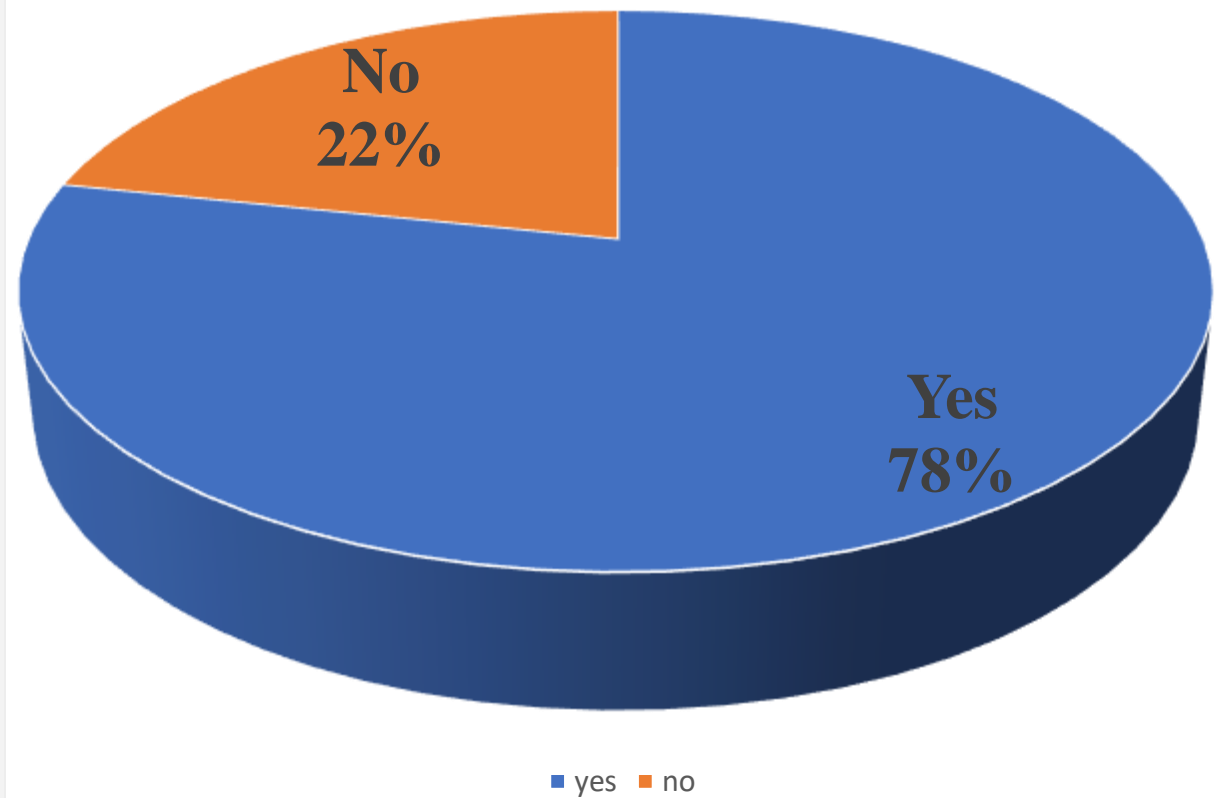


How many of  
you read the  
label?



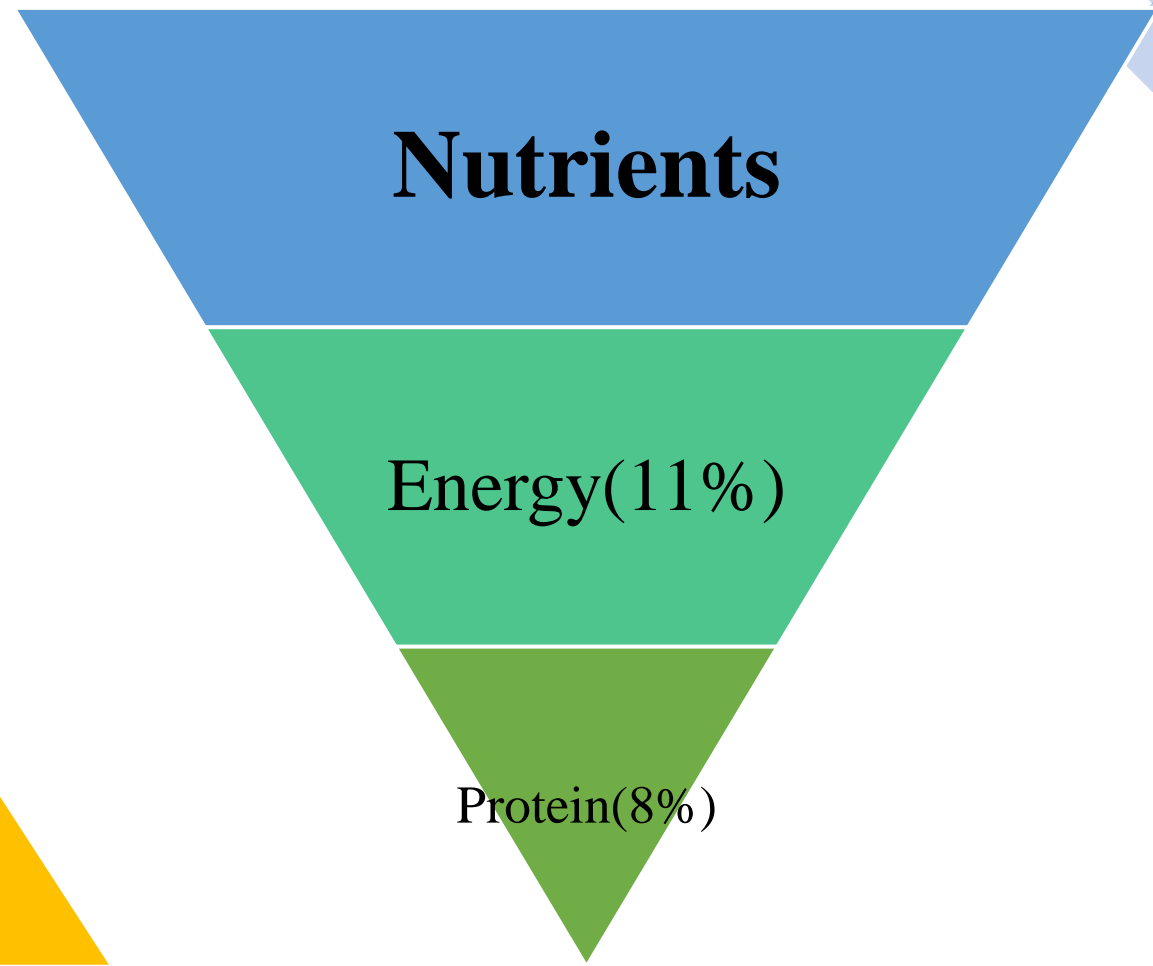
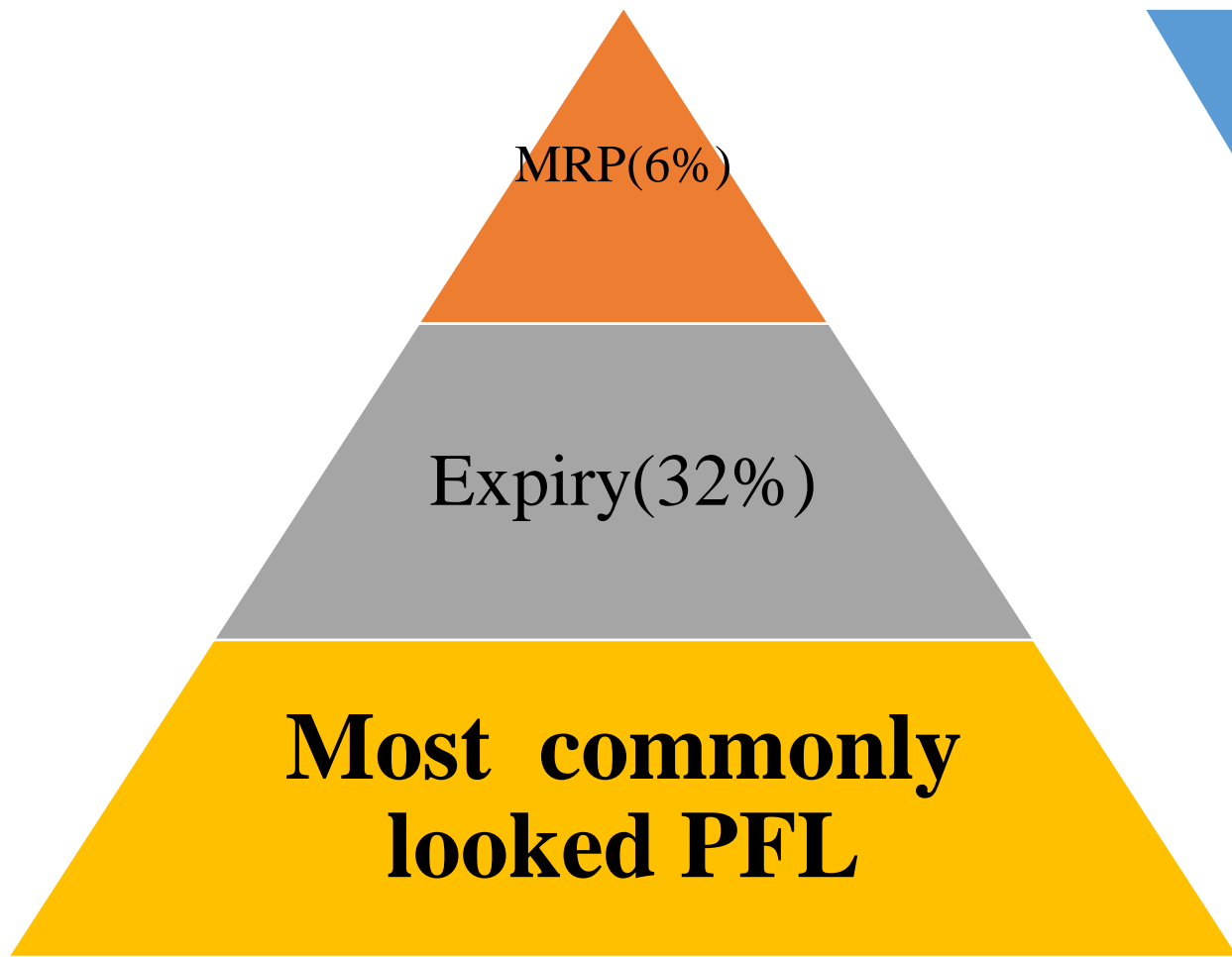
# Practice

How many read the label?



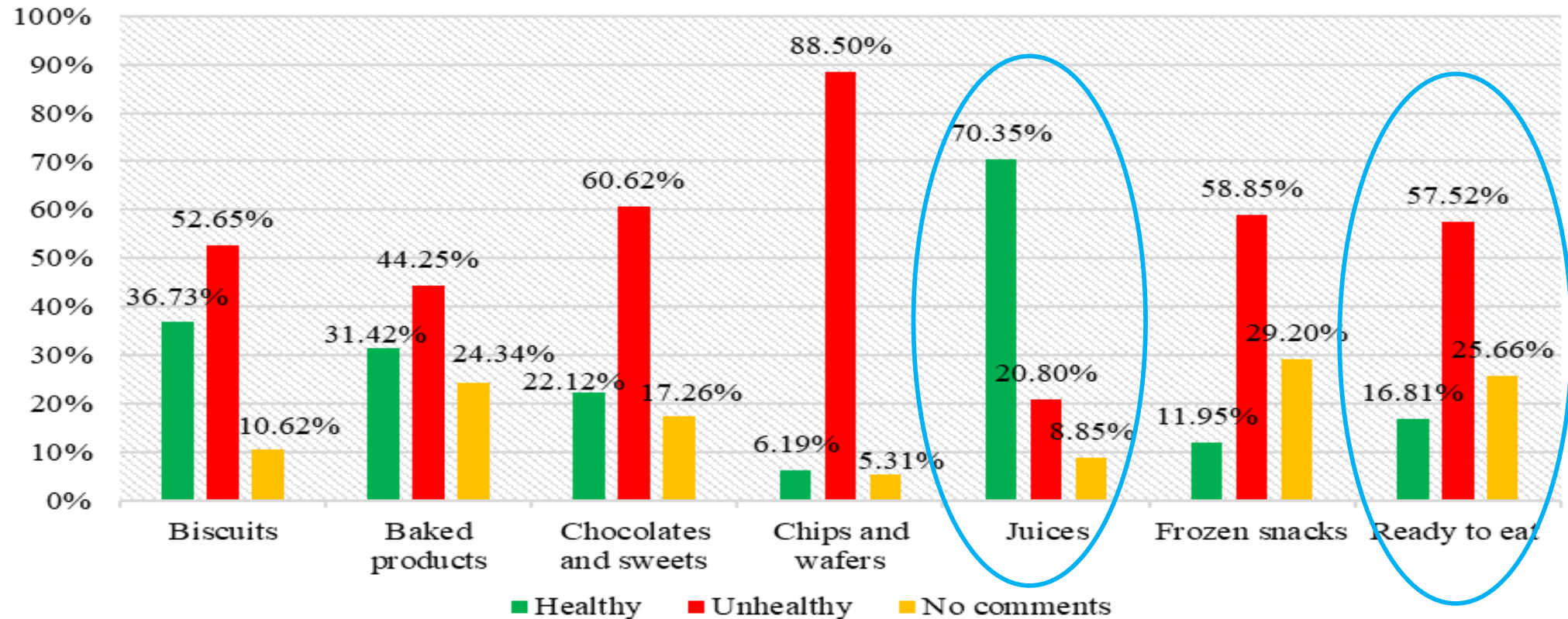
# What were the basis for buying packaged food?



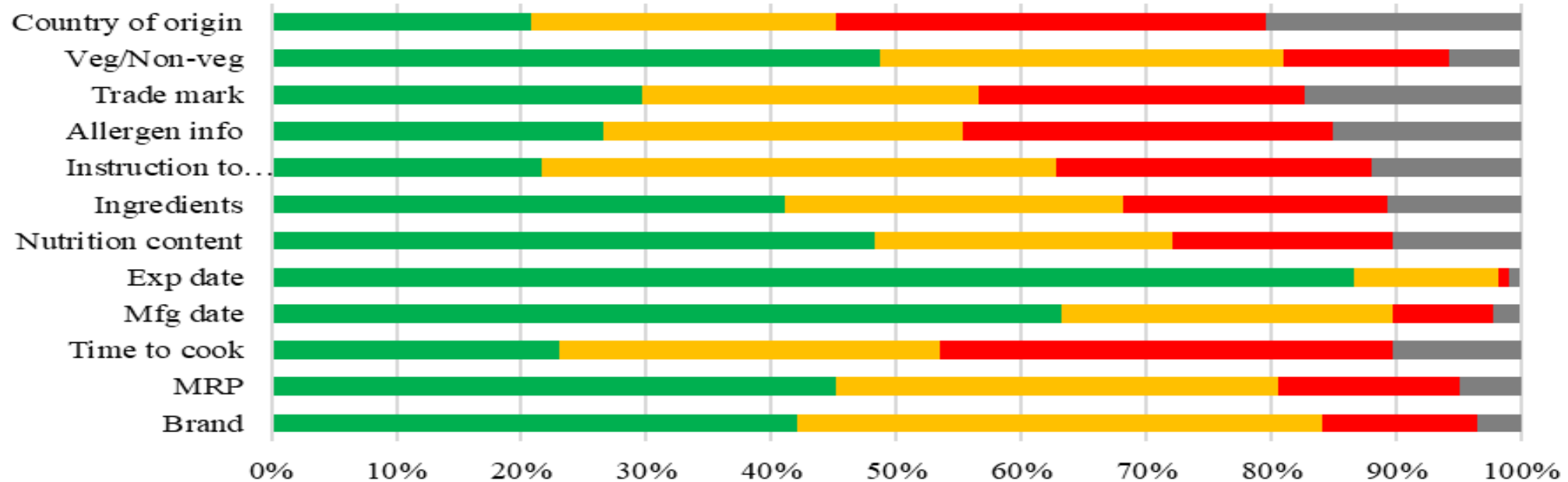


# Attitude

## Shoppers' perceptive of items being healthy or unhealthy



## Importance of various labels while purchasing



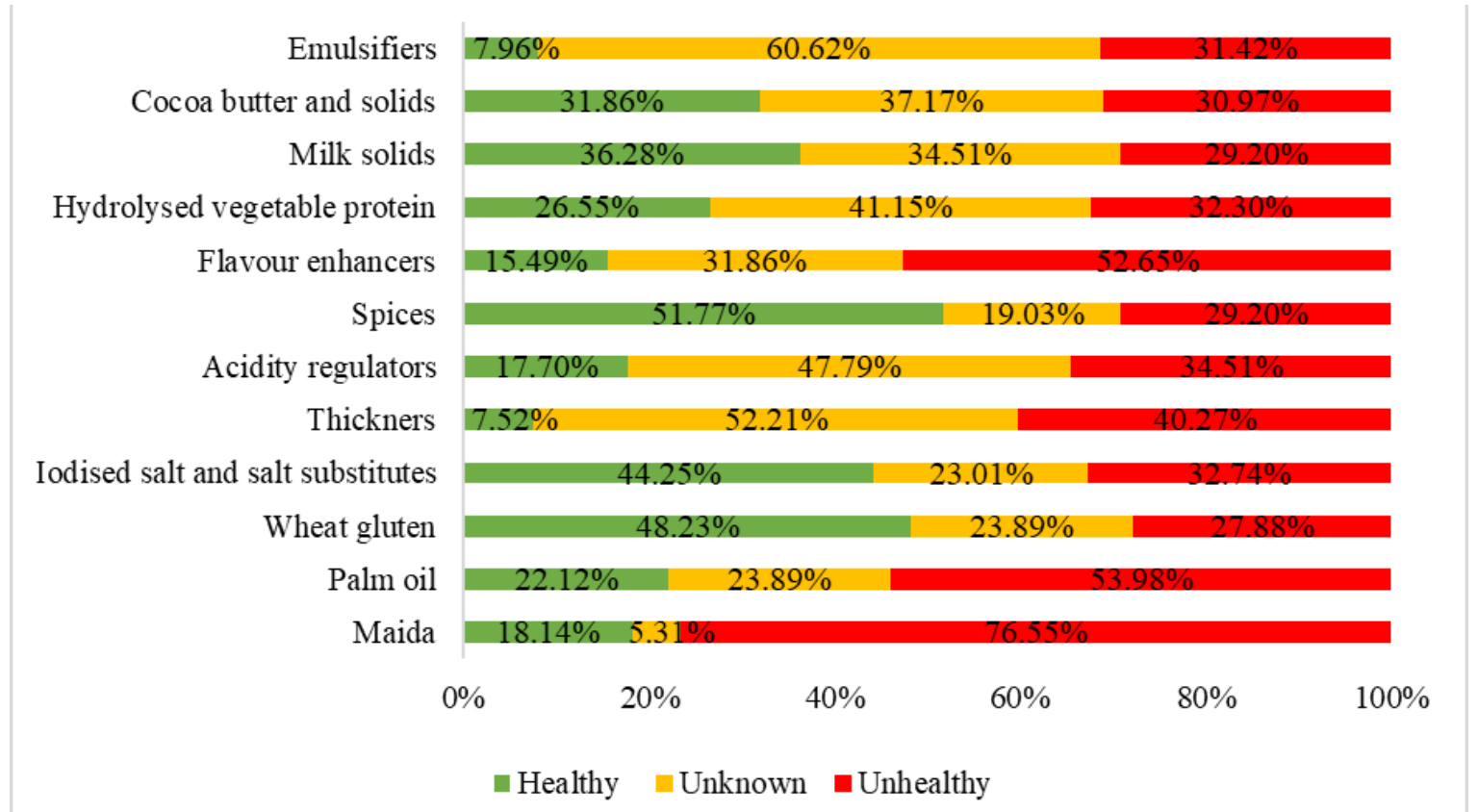
	Brand	MRP	Time to cook	Mfg date	Exp date	Nutrition content	Ingredients	Instruction to cook	Allergen info	Trade mark	Veg/Non-veg	Country of origin
Very important	42.04%	45.13%	23.01%	63.27%	86.73%	48.23%	41.15%	21.68%	26.55%	29.65%	48.67%	20.80%
Important	42.04%	35.40%	30.53%	26.55%	11.50%	23.89%	26.99%	41.15%	28.76%	26.99%	32.30%	24.34%
Not important	12.39%	14.60%	36.28%	7.96%	0.88%	17.70%	21.24%	25.22%	29.65%	26.11%	13.27%	34.51%
Don't look for	3.54%	4.87%	10.18%	2.21%	0.88%	10.18%	10.62%	11.95%	15.04%	17.26%	5.75%	20.35%

	Brand	MRP	Time to cook	Mfg date	Exp date	Nutrition content	Ingredients	Instruction to cook	Allergen info	Trade mark	Veg/Non-veg	Country of origin
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■ Not important	12.39%	14.60%	36.28%	7.96%	0.88%	17.70%	21.24%	25.22%	29.65%	26.11%	13.27%	34.51%
■ Don't look for	3.54%	4.87%	10.18%	2.21%	0.88%	10.18%	10.62%	11.95%	15.04%	17.26%	5.75%	20.35%



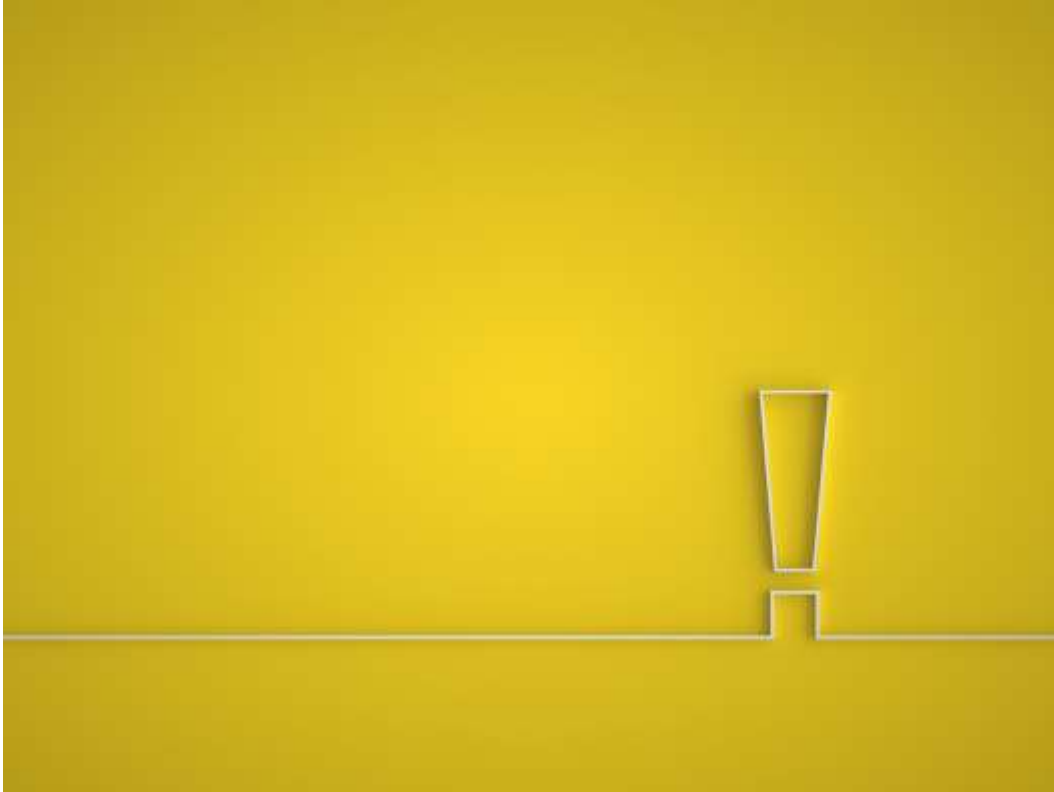
# Shoppers' perception about ingredients of some commonly packaged foods

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# Further....

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- Packed food item is Healthy ! – says 24% shoppers
- Difficulty in reading in label(35%) - font size (30%) and ignorance (20%)
- English vs Local language ?

# Initiatives

## UK

Multiple traffic lights



## Israel & Chile

Black Octagon labels



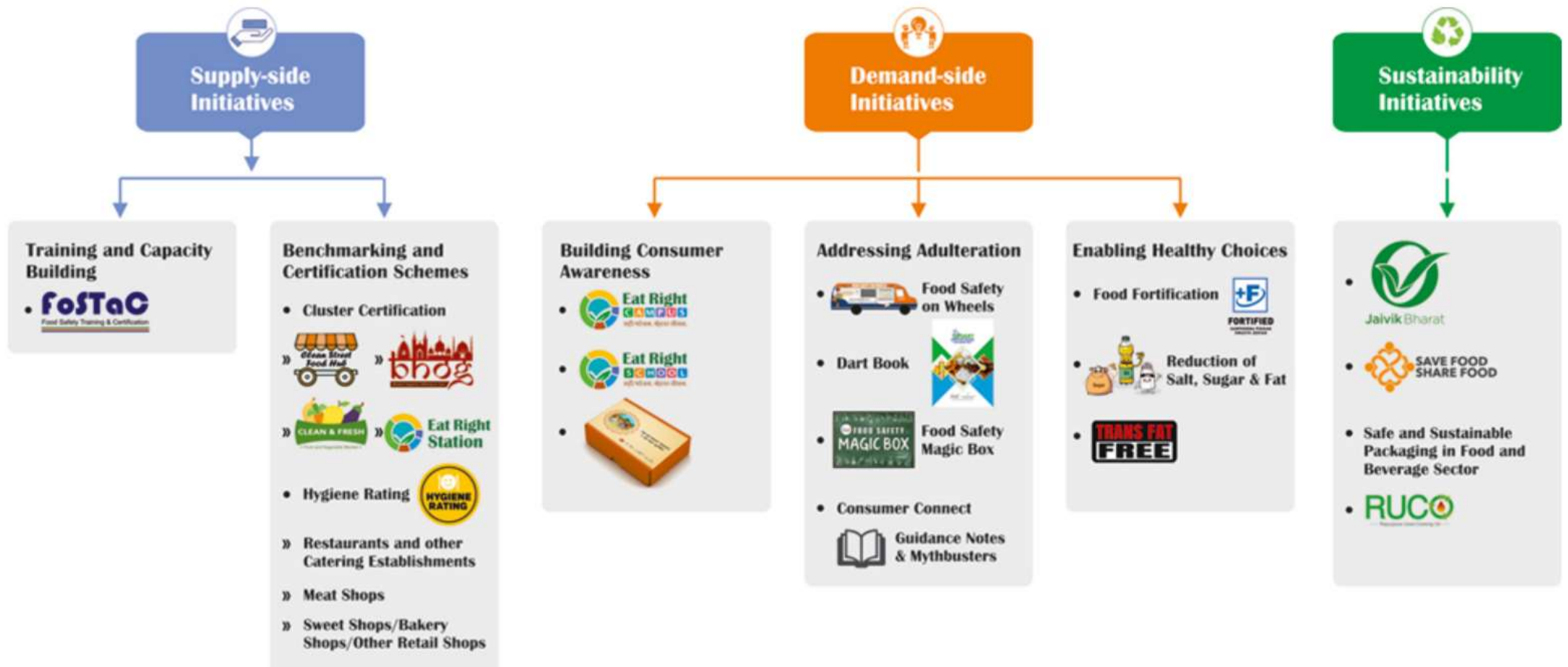
## Australia , New Zealand

Health Star rating



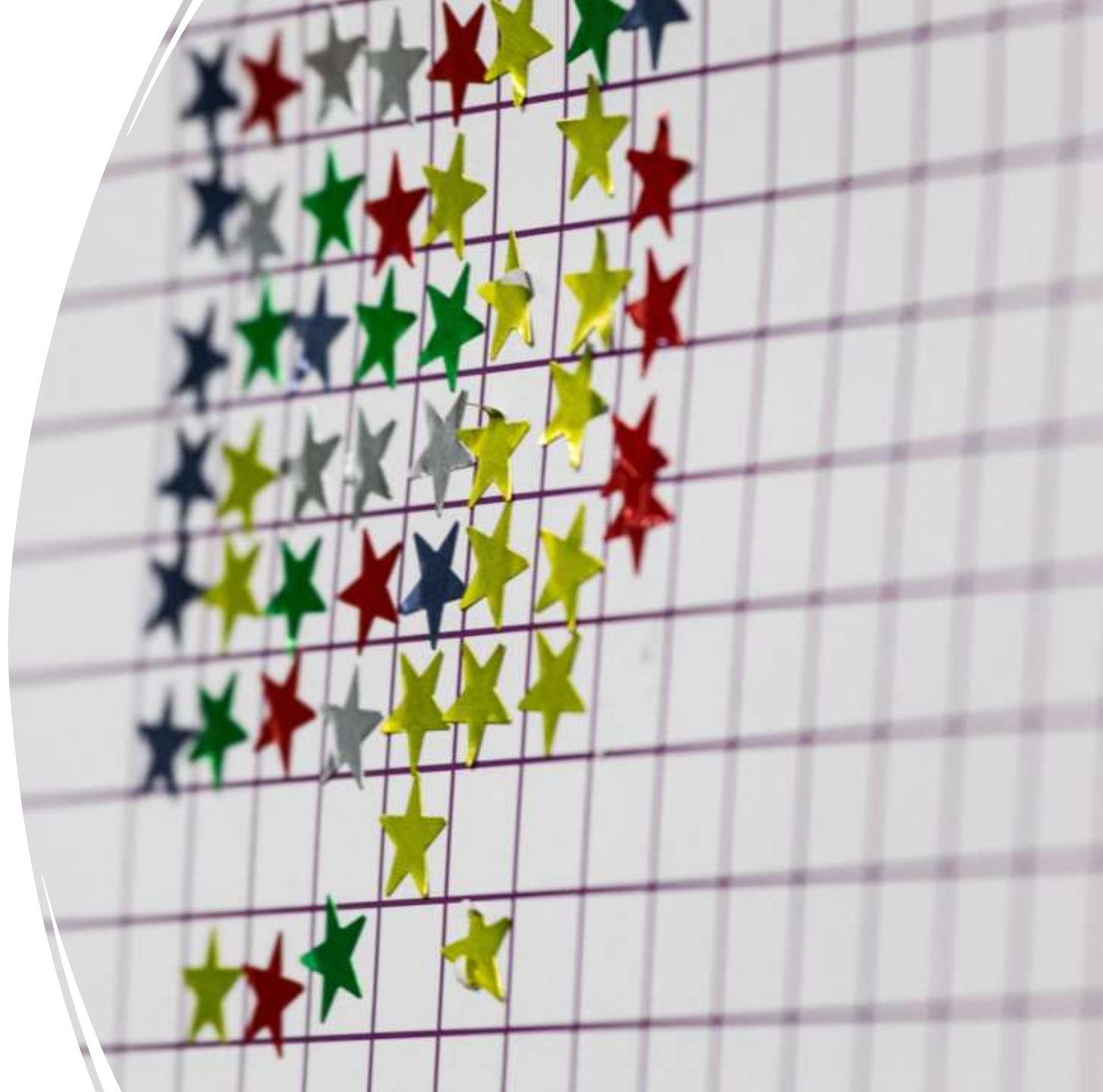


What about  
India ?



# Initiatives in India

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- Health star rating
  - Front of Pack Warning Labels (FOPWL)





**I would like to  
conclude .....**