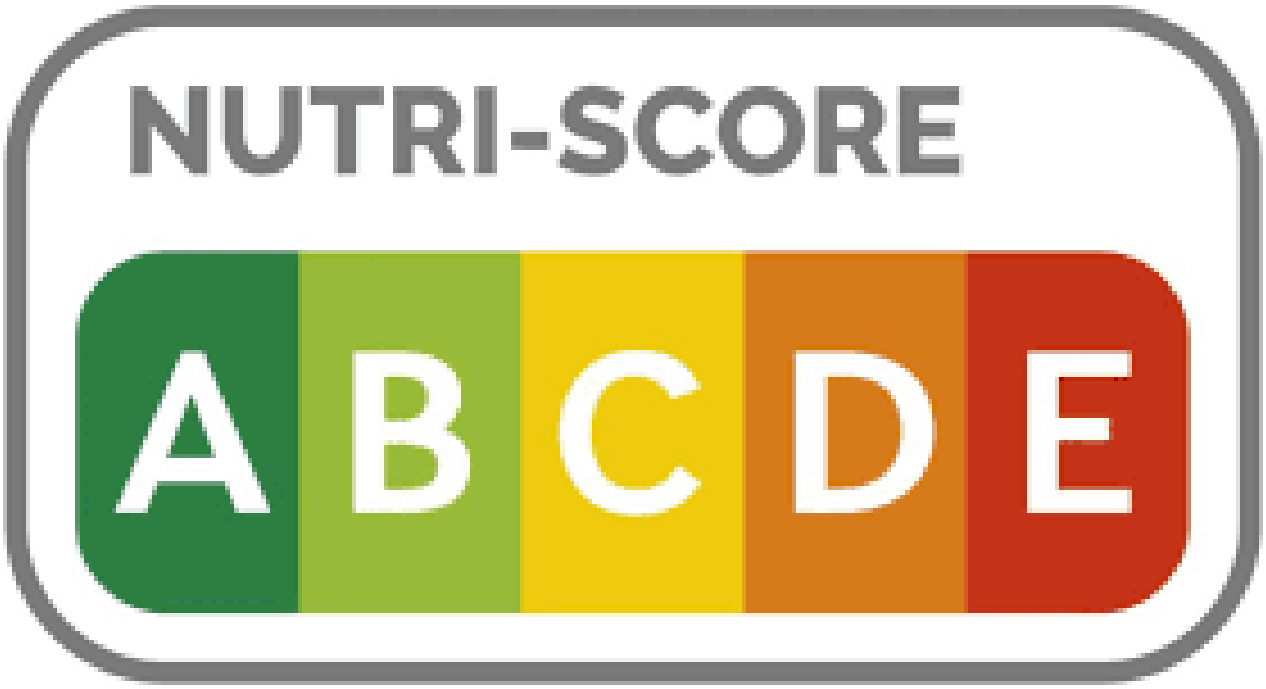
FEATURES | FEATURE

Towards a unified nutrient labelling system: a call for global standards

This practice could diminish consumer trust in the system and create inconsistencies across food products

By **Shraddha Warde** | October 8, 2024



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In September, Danone, one of the leading nutrition food product companies, criticised the new NutriScore algorithm that underwent several significant changes in January this year as these changes have resulted in lower scores for some of its products, such as Actimel and Danonino drinkable yoghourts, which were downgraded from A or B to D, equating them with sugary soft drinks. Arguing that similar products in solid form retained higher scores, even with comparable nutritional values. Danone’s actions highlight a growing trend where companies may selectively use Nutri-Score depending on how favourably their products are rated. This practice could diminish consumer trust in the system and create inconsistencies across food products.

Danone, one of the leading nutrition food product companies, has been at the centre of controversy regarding its recent decision to phase out the Nutri-Score label from certain products, particularly dairy and plant-based drinks, due to recent changes in the Nutri-Score algorithm. These changes resulted in lower scores for some of Danone's products, such as Actimel and Danonino drinkable yoghourts, which were downgraded from A or B to D, equating them with sugary soft drinks. Danone criticised these new evaluations, arguing that similar products in solid form retained higher scores, even with comparable nutritional values. They contend that the revised scoring system is inconsistent and has negatively impacted their product ratings. Reacting to Danone’s response, Suzy Sumner, Head of Brussels Office for foodwatch (an international consumer organisation) commented, “Danone’s U-turn on the Nutri-Score ignores consumers' desire for clear nutritional information on packaging. It is unacceptable that Danone should decide to backtrack on the NutriScore because the products of some of its brands would score less well. Without a mandatory Nutri-Score across all EU countries and all food products, companies are able to pick and choose if they want to inform consumers or not. The Nutri-Score is designed to help consumers make clearer choices: why deprive them of this information if not to preserve their brand image at the expense of health?”

To read more click on the link:__BASE_URL__e-magazine

Read online: https://nuffoodsspectrum.in/features/27/21587/towards-a-unified-nutrient-labelling-system-a-call-for-global-standards.html

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