

**21ST CENTURY CONSUMER
FOOD INFORMATION: IT'S
COMING!**

Current label under EU Rules applying internal legibility guidelines and using CIAA Nu

Coca-Cola
light
0,25Le

250ml kcal 0.5 0% GDA

FRISDRANK MET PLANTENEXTRACTEN, MET ZOETSTOFFEN. Ingrediënten: sprankelend water; kleurstof E150d; vo
E338-E330; zoetstoffen: aspartaam en acesulfaam-K; plantenextracten; cafeïne. Bevat een bron van fenylala
bewaarmiddelen toegevoegd. BOISSON RAFFRAICHISSANTE AUX EXTRAITS VEGETAUX, AVEC EDULCORANTS. Ingr
pétillante; colorant E150d; acidifiants E338-E330; edulcorants: aspartame et acesulfame-K; extraits végétaux; caféi
une source de phénylalanine. **Sans conservateurs ajoutés.** VOEDINGSWAARDE PER/VALEUR NUTRITIONNELLE POUR 100 ml - énergétique waarden
(0,2 kcal); eiwitten/proteïnes 0 g; koolhydraten/glucides 0 g (waarsch. suikers) dont sucres 0
(waarsch. verzadigde vetzuren) gras saturés 0 g; voedingsvezels/fibres alimentaires 0 g. Ten minste houdbaar tot: zie hart/dop. A consommer de préférence avant: voir goule
250ml bevat/contient

kcal	Suikers Sucres	Vetten Lipides	Verzadigd vet Lipides saturés	Natrium Sodium
0,5	0 g	0 g	0 g	0 g
0%	0%	0%	0%	0%

Enterprises Belg
400 8-1070 |
Geproduceerd in
Conditionnel van
The Coca-Cola Co
INFOLINE B: 014
www.cokelight |
www.coca-light |
© 2007 The Coca-

Future label according to Commission proposal on Food Information Provisi

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énergétique 1 kJ (0,2 kcal); eiwitten/proteïnes 0 g; koolhydraten/glucides 0 g (waar
dont sucres 0 g); vetten/lipides 0 g (waarsch. verzadigde vetzuren
gras saturés 0 g); voedingsvezels/fibres alimentaires 0 g; natrium
Ten minste houdbaar tot: zie hart/dop. A consommer de préférence
poulet bouchon. Coca-Cola Enterprises Belgium sprl/bvba BP/PB
Bruxelles/Brussel 7. Geproduceerd met toestemming van - Cond
Autorisation de: The Coca-Cola Company. INFOLINE B: 0
www.cokelight.be, L: 26 102 102 www.cokelight.lu.
Coca-Cola Company.

kcal	Suikers Sucres	Vetten Lipides	Verzadigd vet Lipides saturés	Natrium Sodium
0,5	0 g	0 g	0 g	0 g
0%	0%	0%	0%	0%

(*) 1 van de Dagerijkse Voedingsrichtlijn (GDV) 1 des Repères
Nutritionnels Journaliers (GDA). Op basis van/Sur base de: 2000 kcal



ART - DAN BERGER - CONCEPT - MIKE ADAMS

**SERVING THE CONSUMER
WITH MODERN COMMUNICATION
TECHNOLOGY TO BE BETTER AND
MORE ETHICALLY INFORMED ABOUT
THE FOOD OFFERED FOR SALE**

Orange House Partnership

Schuttelaar & Partners

Bureau Brussels

PROJECT MOTIVE

Consumers often find food information hard to decipher, unreadable and misleading

Consumers increasingly demand easily identifiable, factual, verifiable and honest information about the food they buy

The patchwork of mandatory food information and voluntary labeling is confusing, incomplete and insufficient



Green Building Program



FAIR DEAL TRADING



FAIR TRADE ORIGINAL

The Green Key



Cleaner Planet Plan



PEFC



WORKING FOR A FAIRER FUTURE



WWW.DIERENBESCHERMING.NL



PROEFDIERVRIJE COSMETICA



Soil Associ



IFAT - THE INTERNATIONAL FAIR TRADE ASSOCIATION



Get behind Red Tractor



PROJECT OBJECTIVE

Development of a multi-facet,
EU-wide,
harmonized consumer information approach
for reliable and easily accessible
food information
endorsed by all stakeholders.

10 Fish Fingers

tasty fish
can't keep your fingers off them

Made with
sustainable
palm oil



This product comes from a fishery which has been certified to the Marine Stewardship Council's environmental standard for a well-managed and sustainable fishery. www.msc.org



Produced in the UK

Keep frozen For storage instructions see side of pack
Best before end

PROJECT PRECONDITIONS

- Driven by information •
- Technologically independent •
- Future aimed •
- Value added building blocks •



it's what i eat
and what i do™

Calories	Cal	26%	560
Protein	Pr	51%	25g
Fat	F	47%	30g
Carbs	C	16%	47g
Sodium	S	42%	1010mg

www.foodfacts.info/blog

Nutrition Facts
Serving Size 1 container

Amount Per Serving

Calories 560 **Fat Cal. 270**

%Daily Value*

Total Fat 30g 47%
Sat. Fat 10g 52%
Trans Fat 1.5g

Cholesterol 80mg 26%
Sodium 1010mg 42%
Total Carb. 47g 16%
Dietary Fiber 3g 14%
Sugars 8g

Protein 25g

Vitamin A 8% • Vitamin C 2%
Calcium 25% • Iron 25%

© 2006 McDonald's
Printed in U.S.A. (xxxxx)
U.S. Patent Number 5,205,476
Made with a minimum 46%
post-consumer recycled content

For the most up to date nutrition information
on our products, visit www.mcdonalds.com

*Percent Daily Values (DV) are based on a 2,000 calorie diet.
Due to the individual preparation of each of our menu items, actual values may vary from those listed.

PROJECT COMPONENT 1: THE CONTENT

- Finding common ground on food information aspects to be provided to the consumer
- Building consensus on criteria, good practices and codes of conduct for the presentation of food information

INFORMATION ELEMENTS

- As required by the new EU Regulation
 - plus
 - Food quality
 - Food safety
 - Food production
 - Ethical considerations
 - Environmental considerations

PROJECT COMPONENT 2: THE INFORMATION HIGHWAY

Adaptation, modification and application of available modern communication technologies, tools and approaches, allowing the provision of detailed tailor-made information to the consumer



PROJECT OUTCOME

- The consumer can make an informed choice based on what he considers relevant;
- Unlimited direct access to consumers;
- Enhanced clarity and transparency of food information;
- Considerable energy savings;
- Significant contribution to environmental sustainability;
- Facilitates healthier choices.

PROJECT INTRODUCTION EVENT

Autumn 2011, Brussels:

“Challenging Food Information Approaches”

- Explanation of the roadmap and methodology;
- Presentation of the corporate identity and the website;
- Showcasing real life smart phone applications;
- Showcasing interactive web discussions involving professional and social networks and platforms to reach agreements and build consensus.



FURTHER INFORMATION

- herman.koeter@orangeOhouse.eu •
- friso.coppes@bureaubrussels.eu •
- rschilpzand@schuttelaar.nl •
- www.orangeOhouse.eu •