



**Background Document for Community Health Educators  
Annotated References  
Nutrition Labelling – Consumers, Retail and Point of Purchase**

1.

Brecher, S.J.; Bender, M.M.; Wilkening, V.L.; McCabe, N.M. and Anderson, E.M. Status of nutrition labeling, health claims and nutrient content claims for processed foods: 1997 Food label and Package Survey. *J Am Diet Assoc* 2000; 100 :1057-1062

How Consumers use Nutrition labels

By November 1995 in the United States, more than half of all consumers reported that they often used nutrient information on the food label, up 30% from before the Nutrition Labeling and Education Act. The largest reported increases in label use were for determining the level of a nutrient in the product, for assessing overall nutrient content of the food and for comparing different food items.

2.

Brecher, S.J.; Bender, M.M.; Wilkening, V.L.; McCabe, N.M. and Anderson, E.M. 2000. Status of nutrition labeling, health claims and nutrient content claims for processed foods: 1997 Food label and Package Survey. *J. Am. Diet. Assoc.* 100:1057-1062

Nutrition Labeling Adds Value There is economic potential that goes along with nutrition labelling.

3.

Canadian Foundation for Dietetic Research, Dietitians of Canada and Kraft Canada. Speaking of food and eating: A consumer perspective. The Canadian Foundation for Dietetic Research, Dietitians of Canada and Kraft Canada. Toronto: 1997.

Store is a critical decision point

Shoppers want to make quick informed decision in the store that satisfy a range of needs. They look to products and information to guide these decisions so they can make better choices for healthy living.

4.

Canadian Living. Health, time and shopping: The balancing act. Consumerline Survey, conducted by Arthur Andersen Inc. and sponsored by Canadian Living, Canadian Council of Grocery Distributors, Food and Consumer Products Manufacturers of Canada. Toronto: June 1999.

Stores have opportunity to improve consumers perception

There exists an opportunity for stores to provide more nutritional information, as well as different offerings to improve consumers' perceptions of the nutritional value of their products.

5.

Evans, K. et al. Customer Perception of a Supermarket Nutrition Centre Staffed by a Dietitian. Can J Diet Prac Res 2001; 61 (4) :196-199.

Value of Nutrition Education

Research in Ryan's IGA in Truro, Nova Scotia found that having a dietitian in-store clarifies nutrition information and builds rapport between the consumer and the grocery store.

6.

Food Marketing Institute. The Supermarket Industry: Opportunities for Nutrition Professionals. Food Marketing Institute Washington DC: 1998.

Customer Service Drives Customer Satisfaction

Shoppers were asked to rate the supermarket's performance on 31 products and services. Customer service was number one.

7.

Garcia, A. Piché L. Perceptions and Use of Canada's Food Guide to Health Eating by grocery shoppers in London, Ontario. Can J Diet Prac Res 2001; 62 (3) :123-127.

Awareness of nutrition changes eating habits

Over 75% reported awareness of the messages in Canada's Food Guide to Health Eating and almost two-thirds indicated that they had made some changes in their eating habits.

8.

Heart and Stroke Foundation of Canada. Angus Reid poll for Borden Foods Canada and Health Check Program, Heart and Stroke Foundation of Canada. Ottawa: March 2000.

Nutrition is top-of-mind

The number of Canadians who say "nutrition is important" is 94% in the 2000 Angus Reid poll conducted for Borden Food Canada in collaboration with the Health Check Program of the Heat and Stroke Foundation of Canada. The study also found that 80% of purchase decisions are made while shopping.

9.

National Institute of Nutrition. Tracking nutrition trends 1989-1994-1997-2002; an update on Canadians' attitudes, knowledge and reported actions. Ottawa, ON: National Institute of Nutrition.

Information influences buying

One-third of NIN study respondents stated that in the past year they had made changes to improve their eating habits

10.

National Institute of Nutrition. Health Claims in Canada - Taking the Consumer Pulse. Ottawa, ON: National Institute of Nutrition, March 1999.

Public Awareness will Rise

Health claims on foods can help raise public awareness of the relationships between diet and disease and reinforce healthy eating messages. (11)

11.

National Institute of Nutrition. Nutrition Labelling: Perceptions and Preferences of Canadians. Ottawa, ON: National Institute of Nutrition, June 1999.

Canadian shoppers demand information

Ninety three per cent of Canadians want to see nutrition information on foods they buy. And seventy one per cent indicate that nutrition related information on food packages plays at least a quite important role in their purchase decisions

12.

Piché L, Garcia A. Factors Influencing Food-Buying Practices of Grocery Shoppers in London, Ontario. Can J Diet Prac Res 2001; 62 (4) :199-202.

Consumers want health information

Grocery shoppers indicated that price, freshness and health consideration were the top three factors considered important when buying food. A majority of respondents (55%) wanted more information on healthy food choices.

13.

Point of Purchase Advertising Institute on Consumer Buying Habits Study. Myers Research study, Sept 1995.

Decisions made in-store

Seventy per cent of purchase decisions are made in the grocery store while shopping.