



Dieter Klemke
POLIS GmbH & Co. KG/diebuengerlobby
Hofhausstraße 66
60389 Frankfurt

31st December 2009

Dear Dieter,

Thank you for your letter dated 24th November 2009.

We would specifically like to respond to comments made by the Federal Ministry of Food, Agriculture and Consumer Protection regarding a perceived 'lack of scientific basis', for traffic light colour coding on front of pack (FOP) nutrition labelling.

The traffic light colour coding provides consumers with an at a glance assessment of the main nutrients of a food, as well as giving the amount of nutrients in a portion of the product. This approach provides consumers with the information to make comparisons across products with FOP labels and select the healthier choice if they wish to do so.

The amber/red (medium/high) criteria are based on UK Dietary Reference Values as advised by the Committee of Medical Aspects of Food Policy (COMA) and the Scientific Advisory Committee on Nutrition (SACN). The criteria for green are consistent with values set for low in the Nutrition and Health Claims Regulations¹.

The British Medical Association (BMA) considers the approach helps people make healthy food choices, encourages people to think about what they eat and is a tool to tackle obesity, helps customers buy healthy food and will help them follow their doctors' advice about making changes to their diet².

Yours Sincerely

Clare Riches

¹http://eur-lex.europa.eu/LexUriServ/site/en/oj/2007/l_012/l_01220070118en00030018.pdf

² <http://www.food.gov.uk/foodlabelling/signposting/supportfsasignp>

