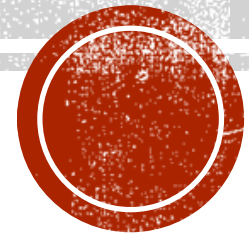


USE NUTRITION INFORMATION ON FOOD LABELS TO EMPOWER CONSUMERS MAKE INFORMED FOOD CHOICES

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¹ Food Safety and Quality Division, ² Nutrition Division
Ministry of Health Malaysia

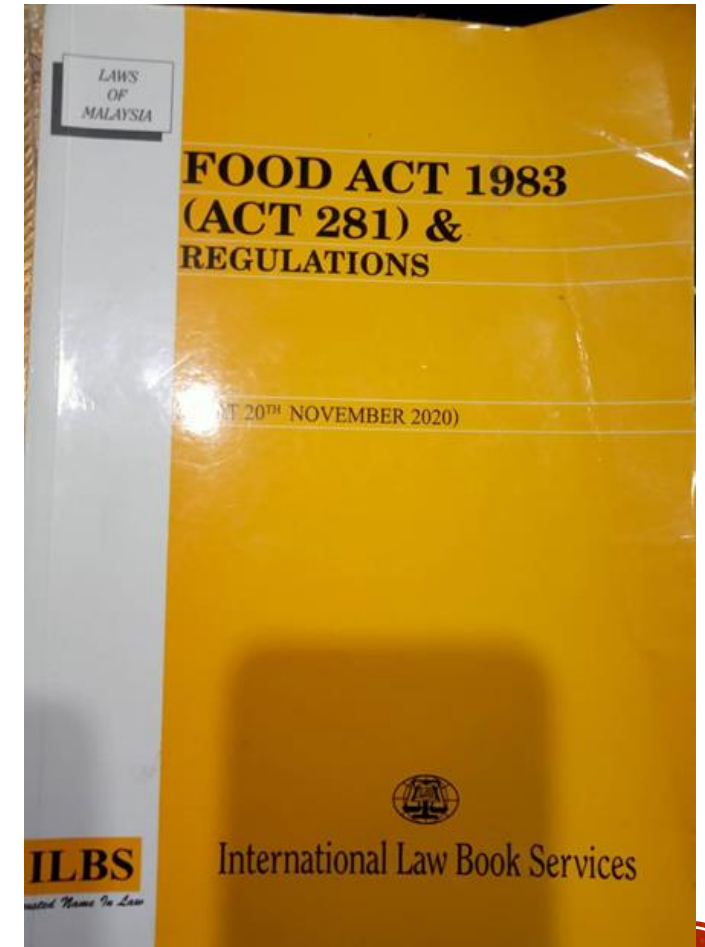
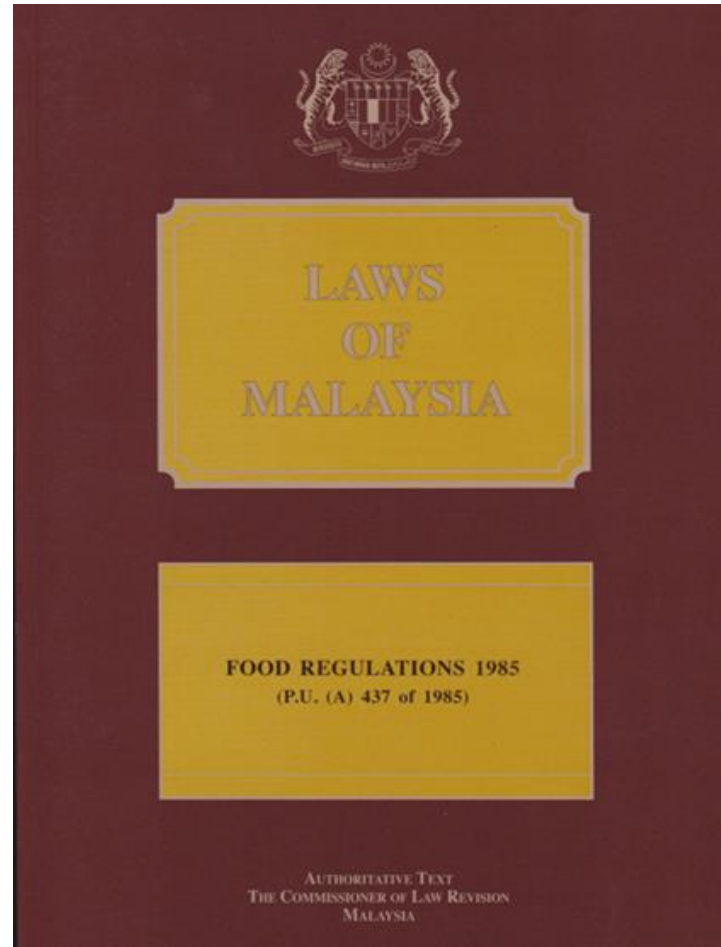
OUTLINE PRESENTATION

1	Introduction
2	Food Labelling – Product Name, Ingredient, Hypersensitivity, Food Additives, Net Weight, Date Marking
3	Nutrition Labelling
4	Nutrition Claim
4a	Nutrient Content Claim
4b	Nutrient Comparative Claim
4c	Nutrient Function Claim
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5	Front of Pack - Nutrition Labelling (FOP-NL)
5a	Energy Icon
5b	Healthier Choice Logo (HCL)



FOOD ACT 1983 & FOOD REGULATION 1985

- An Act to protect the public against health hazards and fraud in the preparation,
- sale and use of food, and for matters incidental thereto or connected therewith



❖ FOOD LABELLING

- Product Name
- Ingredient
- Hypersensitivity
- Food Additives
- Net Weight,
- Date Marking



DEFINITION OF FOOD LABEL

- Definition:

Any tag, brand, mark, pictorial or other descriptive matter where it written, stenciled, marked, painted, embossed or impressed on, or attached to or included in, belonging to, or accompanying any food.



OBJECTIVE FOOD LABEL

01

Correct & Clear Information

02

Good Food Choice

03

Product Comparison

04

Legal Action/ Recall



PRODUCT NAME

Product Name With Specific Regulations

- The product name of a food is the name specified in regulation for a product meet with specifications

Product Name Without Specific Regulations

- Common name is the name that accepted by consumers without needing further explanation
- Describe about the food and it consist common name of the main ingredients



INGREDIENT

- All ingredients, other than water, food additives and nutrient, must be listed in descending order of proportion by weight on the food label.
- The ingredients must be listed using the common name of each ingredient

RAMUAN / 成份 / INGREDIENTS:

Pra-Campuran Serbuk Bijirin Penuh (Beras Perang, Sorghum*, Beras Merah, Jagung*, Sekoi*, Beras Hitam Liar, Kacang Hitam*, Kacang Garbanzo*, Kacang Polong*, Kacang Merah*, Kacang Hijau*, Quinoa Putih*, Quinoa Merah*, Quinoa Hitam*, Lentil Merah*, Beras Pulut Hitam*, Bijan Perang*, Kacang Pinto*, Inti Labu*, Biji Bunga Matahari*), Serbuk Flaks, Protein Kacang, Minyak Kelapa (MCT), Biji Chia*(13.30%), Fruktosa, Inulin, Fibersol-2, Germa Gandum, Kalsium Fosfat Tribasik, Gam Guar, Serbuk Kunyit

综合全谷杂粮粉(糙米、高粱*、红米、玉米*、小米*、野生黑米、黑豆*、鹰嘴豆*、青豆*、红豆*、绿豆*、白藜麦*、红藜麦*、黑藜麦*、红扁豆*、黑糯米*、褐芝麻*、斑豆*、南瓜仁*、葵花籽*、亚麻籽粉、豌豆蛋白、椰子油(MCT)、奇亚籽*(13.30%)、果糖、菊粉、水溶性纤维、小麦、磷酸三钙、瓜尔胶、姜黄粉)

Pre-Mixed Whole Grains Powder (Brown Rice, Sorghum*, Red Rice, Corn*, Millet*, Wild Black Rice, Black Bean*, Garbazo Bean*, Green Pea*, Red Bean*, Mung Bean*, White Quinoa*, Red Quinoa*, Black Quinoa*, Red Lentil*, Black Glutinous Rice*, Brown Sesame*, Pinto Bean*, Pumpkin Kernel*, Sunflower Seed*), Flaxseed Powder, Pea Protein, Coconut Oil (MCT), Chia Seed*(13.30%), Fructose, Inulin, Fibersol-2, Wheat Germ, Calcium Phosphate

INGREDIENT / RAMUAN

Orange Powder (90%), Leanguard®
(Coleus Forkohlii Extract, Garcinia Cambogia, Black Pepper),
Green Tea Extract (4%), White Kidney Bean Extract,
Enokitate Mushroom Extract

Serbuk Oren (90%), Leanguard®
(Ekstrak Coleus Forkohlii, Garcinia Cambogia, Lada Hitam),
Ekstrak Teh Hijau (4%), Ekstrak Kacang Putih,
Ekstrak Cendawan Enokitate

HYPERSENSITIVITY

Mandatory labelling for specific food or ingredients known to cause hypersensitivity

Milk and Milk Product



Fish & Fish Product



Egg & Egg Product



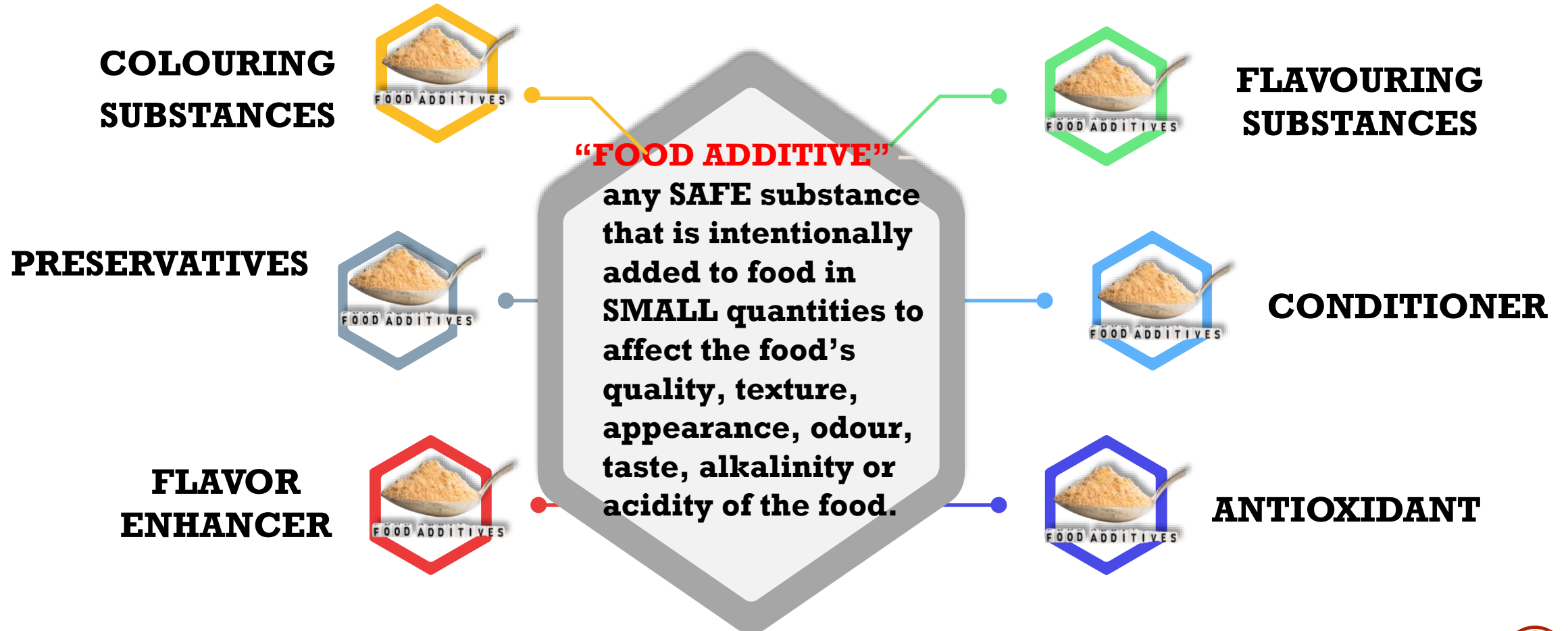
**Nut & Nut Product
Including Peanut &
Soy Bean.**



**Cereal ,Wheat, Rye,
Barley & Oat**



FOOD ADDITIVES



FOOD ADDITIVES

- a statement should be declared:

“Functional class of food additive followed by the name of the food additive or International Numbering System (INS) number in brackets”

Option 1

Ingredients:

Whole wheat flour, water, vital wheat gluten, vegetable fat, sugar, yeast, salt, dough, vitamins and minerals, **preservatives (Calcium propionate)**

Option 2

Ingredients:

Whole wheat flour, water, vital wheat gluten, vegetable fat, sugar, yeast, salt, dough, vitamins and minerals, **preservatives (INS 282)**



NET WEIGHT

- Statement of Minimum net Weight or volume or number of content of the package
- Statement of drained weight for food packed in liquid
- Net weight shall be specified in accordance with the same lettering height



Maklumat Khasiat / Nutritional Information		
Saiz Hidangan / Serving Size: 250ml (1 gelas / glass)		
Jumlah Hidangan / Serving per Pack: 4		
	Setiap / Per 100ml	Setiap hidangan/ Per serving 250ml
Tenaga / Energy	48 kcal	119 kcal
Protein	3.4 g	8.5 g
Karbohidrat / Carbohydrate	5.1 g	12.8 g
Lemak Susu / Milk Fat	1.5 g	3.8 g
Kalsium / Calcium	140 mg	350 mg
Kolin / Choline	22 mg	55 mg
Magnesium	15 mg	37.5 mg
Zink / Zinc	0.4 mg	1.1 mg
Vitamin A	190 µg	475 µg
Vitamin D3	2.5 µg	6.3 µg
Vitamin B2	0.1 mg	0.3 mg
Vitamin B12	0.2 µg	0.5 µg

3 glasses of Dutch Lady Milk provides 25.5g of Protein

Bahan-Bahan:
Pepejal Susu Tanpa Lemak, Lemak Susu dan Kolin Klorida. Diperkaya dengan Vitamin A & D3. Mengandungi perisa dan penstabil sayuran yang dibenarkan.

Ingredients:
Milk Solids Non Fat, Milk Fat and Choline Chloride. Enriched with Vitamins A & D3. Contains permitted flavouring and stabiliser of plant origin.

Sesudah dibuka, simpan sejuk.
Once opened, keep refrigerated.

Kandungan / Content: 1 litre



DATE MARKING

<p>“EXPIRY DATE EXP DATE (TARIKH AKHIR)</p> <p>“USE BY” (GUNA SEBELUM)</p> <p>‘CONSUME BY ‘ “CONS BY” (MINUM atau MAKAN SEBELUM)</p>	<ul style="list-style-type: none">• Indicates the date that the product may not remain safe and the food product probably will not have the quality of safety attributes normally expected by the consumers and the food, shall not be sold or distributed for human consumption.”• Usually pre-packaged perishable foods such as milk, bread, cakes, etc.
<p>BEST BEFORE” “BEST BEF” (BAIK SEBELUM)</p>	<ul style="list-style-type: none">• Indicates the nature or quality of a particular product until the specified date.• After the date specified on the package, there are a possibility of the product to loss or lack of freshness, aroma, original flavor and nutrition content.



❖ NUTRITION LABELLING



RELATED REGULATIONS

- Regulation 18B – Nutrition Labelling
- Regulation 18C – Nutrient Content Claim
- Regulation 18D – Nutrient Comparative Claim
- Regulation 18E – Nutrient Function Claim
- Regulation 18F – Other Function Claim
- Regulation 26 - Claim For Added Nutrient



NUTRITION LABELLING

- A list of nutrient level of a product displayed on the food label. It is meant to provide the factual information about the nutritional content of the product.

NUTRITION INFORMATION / MAKLUMAT PEMAKANAN		
Serving Size / Saiz Hidangan: 200ml		
Servings Per Package / Hidangan Setiap Bungkus: 5		
Average Composition / Purata Komposisi	Per 100ml / Setiap 100ml	Per Serving / Setiap Hidangan
Energy / Tenaga	63 kcal	126 kcal
Protein / Protein	3.1 g	6.2 g
Carbohydrate / Karbohidrat	5.1 g	10.2 g
Total Sugars / Jumlah Gula	5.1 g	10.2 g
Fat / Lemak	3.3 g	6.6 g
Calcium / Kalsium	150.0 mg	300.0 mg
Sodium / Natrium	33.0 mg	66.0 mg
Vitamin D ₃ / Vitamin D ₃	2.25 µg	4.50 µg

Nutritional Facts / Maklumat Pemakanan		
Serving Size 1 Pack / Saiz Penghidangan 1 Pek: 22g		
Servings Per Bag / Penghidangan Setiap Beg: 20		
	Per / Setiap 100g	Per / Setiap 22g
Energy / Tenaga	397 kcal	87 kcal
Fat / Lemak	0.0 g	0.0 g
Sodium / Natrium	9.5 mg	2.1 mg
Carbohydrate / Karbohidrat	99.1 g	21.8 g
Total Sugars / Jumlah Gula	90.0 g	19.8 g
Protein	0.2 g	0.0 g

Nutrition Facts/ Maklumat Pemakanan			
Servings per container/ Hidangan per bekas: 25			
Serving Size/Saiz Hidangan: 20 g (2 scoops/cedok)			
	Unit	Per serving (20g)	Per 100g
Energy/ Tenaga	kcal	82	408
	kJ	342	1710
Protein/ Protein	g	12.9	64.4
Total Fat/ Jumlah Lemak	g	1.7	8.7
- Monounsaturated Fat/ - Lemak Monotidaktepu	g	0.4	2.2
- Polyunsaturated Fat/ - Lemak Polytidaktepu	g	1.0	4.8
- Saturated Fat/ Lemak Tepu	g	0.3	1.7
- Trans Fat/ Lemak Trans	g	0.0	0.0
Cholesterol/ Kolesterol	g	0.0	0.0
Carbohydrates/ Karbohidrat	g	3.6	18.1
- Total Sugar/ Jumlah Gula	g	0.9	4.6
Dietary Fiber/ Serat Pemakanan	g	2.3	11.6
Sodium/ Natrium	mg	182.6	913
Calcium/ Kalsium	mg	23.0	115
Iron/ Besi	mg	3.3	16.7
Magnesium/ Magnesium	mg	12.3	61.5
Inulin	g	3.0	15



MANDATORY NUTRITION LABELLING

Previous regulation	New Amendments, 2020	
▪ Pasta, Prepared Cereal Food And Bread (Reg. 63-75)	❖ Sweetened Creamer (Reg. 134b)	❖ Nut And Nut Product (Reg. 252 – 259)
▪ Milk Product (Reg. 84-87, 89- 113, 116)	❖ Meat paste, smoked meat, canned meat and meat extract or meat essence (Reg. 146 -152)	❖ Premix coffee (Reg. 269A)
▪ Flour Confection (Reg. 135)	❖ Jam, Fruit Jelly, Marmalade And Seri Kaya (Reg. 246 – 249)	❖ Cocoa and cocoa product (Reg. 279 – 282)
▪ Canned Meat, Fish & Vegetables (Reg. 149, 151, 161 & 220)	❖ Fruit And Fruit Product (Reg. 226 – 242)	❖ Vinegar, sauce, chutney and pickle (Reg. 339 – 347)
▪ Canned Fruits & Various Fruit Juices (Reg. 233 – 242)	❖ Soup And Soup Stock (Reg. 223 – 224)	❖ Isotonic Electrolyte Drink (Reg. 360D - 360E)
▪ Salad Dressing & Mayonnaise (Reg. 344 – 345)	❖ Vegetable Product (Reg. 214 -221)	❖ Special Purpose Foods (Reg. 388 – 391)
▪ Soft Drinks (Reg. 348 – 358)	❖ Edible Fat And Edible Oil (Reg. 185 – 207)	❖ Any food that makes nutrition claims
	❖ Preserved Egg (Reg. 177)	❖ Any food that have been enriched, fortified or other similar meanings (Reg. 26)
	Fish Product (Reg. 157 -170)	



MANDATORY NUTRIENT TO BE DECLARED

1. Energy
2. Carbohydrate (available carbohydrate)
3. Protein
4. Fat
5. Total Sugars
6. Sodium



NUTRITION INFORMATION PANEL (NIP)

NUTRITION INFORMATION PANEL		
Serving size : 10g		
Serving per package : 20		
	Amount Present	
	Per 10g	Per 100g
Energy	36Kcal	358Kcal
Fat	0.1g	10g
Carbohydrate	8.5g	85.3g
Total sugars	3.2g	320g
Protein	0.4g	4.2g
Sodium	1.0g	100g

- Nutrients should be expressed per 100g or per 100ml of the food or per package if the package contains only a single portion.
- And per serving of the food as quantified on the label.
- for carbohydrate labelling, it EXCLUDES dietary fibre.

EXAMPLE



OPTIONAL NUTRIENT

- ☐ Vitamins/ Mineral
- ☐ Fiber
- ☐ Cholesterol
- ☐ Fatty Acids



VITAMINS AND MINERAL DECLARATION

1

Must be listed in Nutrient Reference Value (NRV).

2

At least 5% of the NRV per serving.

3

Written approval from the Director must be sought if vitamin and mineral not listed in NRV.



NUTRIENT REFERENCE VALUES (NRV)

- A set of numerical values that are based on scientific data for purposes of nutrition labelling and relevant claims.



NUTRIENT REFERENCE VALUES (NRV)

No.	Nutrients	Nutrient Reference Value (NRV)	No.	Nutrients	Nutrient Reference Value (NRV)
1.	Vitamin A (µg)	800	15.	Magnesium (mg)	310
2.	Vitamin D (µg)	15	16.	Iron (mg)	14
3.	Vitamin C (mg)	100	17.	Zinc (mg)	11
4.	Vitamin E (mg)	10	18.	Iodine (µg)	150
5.	Vitamin K (µg)	60	19.	Copper (µg)	900
6.	Thiamine (mg)	1.2	20.	Selenium (µg)	60
7.	Riboflavin (mg)	1.2	21.	Manganese (mg)	3
8.	Niacin (mg)	15	22.	Molybdenum (µg)	45
9.	Vitamin B6 (mg)	1.3	23.	Phosphorus (mg)	700
10.	Folate (µg)	400	24.	Choline (mg)	550
11.	Vitamin B12 (µg)	2.4	25.	Protein (g)	50
12.	Pantothenate (mg)	5	26.	Carbohydrate (g)	300
13.	Biotin (µg)	30	27.	Fat (g)	67
14.	Calcium (mg)	1000	28.	Energy (kcal)	2000



DECLARATION TYPE OF FATTY ACIDS

Where a claim is made regarding the amount or type of fatty acids, the amount of all the four main types of fatty acids, namely saturated, monounsaturated, polyunsaturated and trans fatty acids shall be declared in the following form

“Fatg

Monounsaturated fatty acid.....g”

Polyunsaturated fatty acid.....g”

Saturated fatty acid.....g”

Trans fatty acid.....g”

NUTRITION FACTS / MAKLUMAT PEMAKANAN:

Serving Size / Saiz Hidangan: 50 g

Servings Per Container / Hidangan Setiap Bekas: 17

	Per Serving (50g) Setiap Hidangan (50g)	Per 100g Setiap 100g
Energy / Tenaga	215 kcal	429 kcal
Carbohydrate / Karbohidrat	32.5 g	64.9 g
Dietary Fibre / Serat Diet	2.5 g	4.9 g
Total Sugar / Jumlah Gula	21.4 g	42.8 g
Protein / Protein	7.0 g	13.9 g
Fat / Lemak	6.3 g	12.6 g
Saturated Fatty Acid / Asid Lemak Tepu	4.5 g	8.9 g
Monounsaturated Fatty Acid / Asid Lemak Monotaktepu	0.9 g	1.9 g
Polyunsaturated Fatty Acid / Asid Lemak Politaktepu	0.1 g	0.2 g
Omega-3	0.2 g	0.4 g
Omega-6	0.6 g	1.2 g
Trans Fatty Acid / Asid Lemak Trans	0.2 g	0.4 g



NUTRITION CLAIMS

Nutrition claim is any claim made on a label of food product pertaining to its nutritional quality.

- Nutrient Content Claim (Reg. 18C)
- Nutrient Function Claim (Reg. 18E)
- Other Function Claim (Reg. 18F)
- Claims Related to Added Nutrient (Reg. 26)



NUTRIENT CONTENT CLAIM



NUTRIENT CONTENT CLAIM

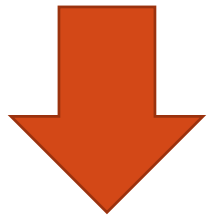
“Source of” or “High in”

nutrients that are beneficial for health such as **protein** and **vitamins**



“Very Low” or “Low” or “Free”

nutrients that are undesirable for health when consume in excessive in amount such as **fat**, **sodium** and **trans fatty acids**



CRITERIA TO BE FULFILLED

COMPONENT	CLAIM	NOT LESS THAN
Protein	Source	10% of NRV per 100 g (solids) or 5% of NRV per 100 ml (liquids) or 5% of NRV per 100 kcal
	High	(at least 2 times the value for “source of ”)
Vitamins and minerals	Source	15% of NRV per 100g (solids) or 7.5% of NRV per 100ml (liquids) or 5% of NRV per 100kcal
	High	(at least 2 times the values for “source of”)



CRITERIA TO BE FULFILLED

COMPONENT	CLAIM	NOT MORE THAN
Energy	Low	40kcal (170 kJ) per 100g (solid) or 20kcal (80kJ) per 100ml (liquids)
	Free	4kcal per 100g (or 100ml)
Fat	Low	3g per 100g (solid) or 1.5g per 100ml (liquids)
	Free	0.15g per 100g (or 100ml)
Saturated fat	Low	1.5g per 100g (solid) or 0.75g per 100ml (liquids) and 10% of total energy of the food



NEW

NUTRIENT CONTENT CLAIM

COMPONENT	CLAIM	NOT LESS THAN	NOT MORE THAN
Gluten	Free		0.002g per 100g
Alpha Linolenic Acid	Source	0.3 g per 100g	
	High	0.6 g per 100g	
Ganglioside	Source	11mg per 100g This claim is only permitted in milk product and dairy products that naturally contains ganglioside	



NUTRIENT COMPARATIVE CLAIM



NUTRIENT COMPARATIVE CLAIM

“Reduced” or “Less than” or “Fewer”

A product that has a new formulation with lower or reduced nutrient level.



“Increased” or “More than” or “Light” or “Extra”



Nutrients that are beneficial for health such as protein and vitamin.



CRITERIA TO BE FULFILLED

The foods being compared should be clearly identified.

The full details of the comparison must be declared on the label.

The **relative difference** in amounts of the energy or nutrient content should be identified as a percentage, fraction or absolute amount

The food being compared should be different versions of the same food or similar food.

Energy or nutrient content between compared foods must differ by **at least 25%**.

Micronutrient content between compared foods must differ by at least **10%**.

The minimum **absolute difference** in energy value or nutrient content must be equal to or more than the value required for claim as “low in” or “source of”.



NUTRIENT FUNCTION CLAIM & OTHER FUNCTION CLAIM



NUTRIENT FUNCTION CLAIM

- Nutrient function claim is the claim that describes the physiological role of the nutrient in the growth, development and normal functions of the body.
- Malaysia adopt permitted list approach in making nutrient function claim which include basic vitamins and minerals

<i>Component</i>	<i>Claims</i>	<i>Minimum amount required</i>
Folic acid	(i) Folic acid is essential for growth and division of cells	60 µg DFE per 100 g (solids)
	(ii) Folate plays a role in the formation of red blood cells	30 µg DFE per 100 ml (liquids)
	(iii) Folate helps to maintain the growth and development of the foetus	20 µg DFE per 100 kcal
Iron	(i) Iron is a factor in the formation of red blood cells	2.1 mg per 100 g (solids)
	(ii) Iron is a component of haemoglobin in red blood cells which carries oxygen to all parts of the body	1.05 mg per 100 ml (liquids) 0.7 mg per 100 kcal
Iodine	Iodine is essential for the formation of thyroid hormone	22.5 µg per 100 g (solids) 11.25 µg per 100 ml (liquids) 7.5 µg per 100 kcal



NUTRIENT FUNCTION CLAIM

Calcium	Calcium helps in the development of strong bones and teeth	150 mg per 100 g (solids) 75 mg per 100 ml (liquids) 50 mg per 100 kcal
Magnesium	Magnesium promotes absorption and retention of calcium	46.5 mg per 100 g (solids) 23.25 mg per 100 ml (liquids) 15.5 mg per 100 kcal
Niacin	Niacin is needed for the release of energy from proteins, fats and carbohydrates	2.25 mg NE per 100 g (solids) 1.125 mg NE per 100 ml (liquids) 0.75 mg NE per 100 kcal
Protein	(i) Protein helps to build and repair body tissues (ii) Protein is essential for growth and development (iii) Protein provides amino acids required for protein synthesis	5 g per 100 g (solids) 2.5 g per 100 ml (liquids) 2.5 g per 100 kcal
Vitamin A	(i) Vitamin A helps to maintain the health of the skin and mucous membrane	120 µg RE per 100 g (solids)



OTHER FUNCTION CLAIM

A claim which provides positive contribution to health or to improvement of a function or modifying or preserving health by a food or other food component.

<i>Component</i>	<i>Claims</i>	<i>Minimum amount required</i>	<i>Conditions</i>
Beta glucan	Beta glucan from (state the source) helps to reduce cholesterol	0.75 g per serving	(i) Source of beta glucan shall be from oat and barley (ii) The food to be added with beta glucan shall also contain total dietary fibre of not less than the amount required to claim as "source": 3 g per 100 g (solids) 1.5 g per 100 ml (liquids) (iii) There shall be written on the label the following statement: "Amount recommended for cholesterol lowering effect is 3 g per day"
Beta glucan from barley soluble fibre	(i) Beta glucan from barley soluble fibre helps to lower the rise of blood	6.5 g per 100g	(i) This claim is only permitted in cereal and cereal based product



OTHER FUNCTION CLAIM

D-ribose	D-ribose helps to promote energy recovery during or after physical activities	3 g per serving	<p>(i) This claim is only permitted in formula dietary foods</p> <p>(ii) There shall be written on the label the following statement:</p> <p>“Do not exceed 2 servings per day”</p>
Inulin	(i) Inulin is a prebiotic	1.25 g per serving	This minimum level is specified for food other than infant formula
	<p>(ii) Inulin is a bifidogenic</p> <p>(iii) Inulin helps to increase intestinal bifidobacteria and maintain a good intestinal environment</p>	0.4 g per 100 ml on a ready to drink basis	<p>(i) This minimum level is specified for infant formula only</p> <p>(ii) The component (inulin and oligofructose/ fructooligosaccharide (FOS)) shall not exceed 0.6 g per 100 ml</p>



CLAIMS RELATED TO ADDED NUTRIENT



CLAIMS RELATED TO ADDED NUTRIENT

Permitted Claims	Nutrient	Condition
“enriched”, “fortified”, “strengthened”, “enhanced” or any other words of similar meaning	Vitamins and minerals	Meet minimum level for claim “high in”
	Amino acids, fatty acids and nucleotides	To declare the amount added in a specified quantity of the food
	Other food components (with permitted other function claims)	Meet minimum level for other function claims

Permitted Claims	Nutrient	Condition
“contain”, “added”, “with” or any other words of similar meaning	Vitamins and minerals	Meet minimum level for claim “source of”
	Amino acids, fatty acids and nucleotides and other food components	To declare the amount added in a specified quantity of the food



❖ FRONT OF PACK - NUTRITION LABELLING (FOP-NL)

- Energy Icon
- Healthie Choice Logo



FRONT OF PACK - NUTRITION LABELLING (FOP-NL)

- **What is front-of-pack labelling on nutrition labelling?**

is a simplified nutrition information provided on the front of food packaging aiming to help consumers with their food choices.

- There are two FOP-NL systems in Malaysia
 - ❖ **Energy Icon (2012)**
 - ❖ **Healthier Choices Logo (HCL) (2017)**



FOP-NL: ENERGY ICON

IL: ENERGY ICON

Fact-based approach

Restate quantitative nutrition information in a more concise way

MAKLUMAT PEMAKANAN		
Saiz Hidangan : 200 ml		
Hidangan bagi setiap bungkus : 5		
SETIAP HIDANGAN	100ml	200ml
Tenaga	100 kcal (420kJ)	200 kcal (840kJ)
Karbohidrat	23.8 g	47.6 g
Protein	1.1 g	2.2 g
Lemak	0 g	0 g

Cara Pengiraan :
 $\frac{200}{2000} \times 100$
= 10%
Berdasarkan 2000 kcal

Cara
Bacaan
IkönPek Hadapan
Front Of Pack [F.O.P] Labelling



One Serving [14g] contains /
Setiap hidangan [14g] mengandungi

TENAGA
ENERGY
200
kcal

10%

Based on 2000kcal/
Berdasarkan 2000kcal

Produk ini
mengandungi 200 kcal.
Pengambilan produk ini
membekalkan 10% keperluan
kalori harian bagi
dewasa.

Cara Pengiraan :

$$\frac{200}{2000} \times 100 = 10\%$$

Berdasarkan 2000 kcal

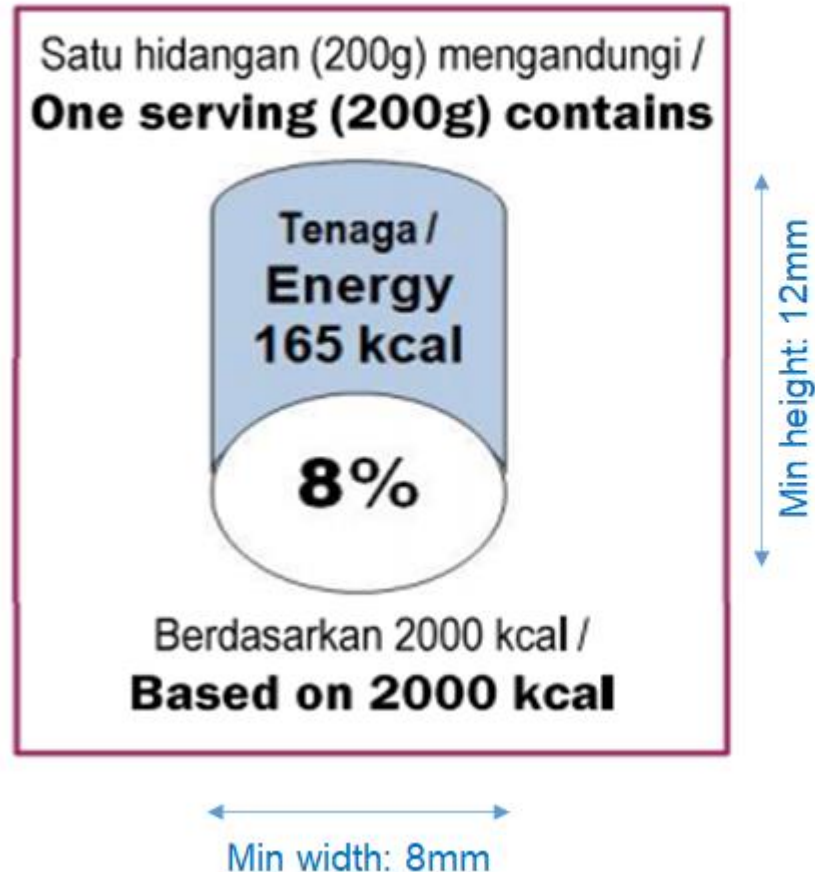
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Cara
Bacaan
IkönPek Hadapan
Front Of Pack [F.O.P] Labelling

ENERGY ICON: SPECIFICATION AND WORDING



LANGUAGE

10. Language to be used

Except as otherwise provided in these Regulations, any word, statement, information or direction that is required by these Regulations to appear on the label of any package of food shall –

- (a) in the case of food produced, prepared or packaged in Malaysia, be in Bahasa Malaysia; or
- (b) in the case of imported food, be in Bahasa Malaysia or English, and in either case may include translation thereof in any other language.

COLOUR

- Monochrome
- Advise to avoid to use the traffic light colours

FOP-NL: HEALTHIER CHOICE LOGO (HCL)

**provide point-of-sale
information to the
consumers**

Use Front-of-Pack Nutrition
Labelling (FOP-NL) as additional
guide to make informed choices



Make smarter choice at
the point of purchase



Identify the healthier option
within the same category



Encourage product reformulation
and innovation



Create an environment that supports
healthy nutritional practices



HCL: BACKGROUND AND CONCEPT

Comparison within the **same category** of products

Official launched:
20 April 2017



HCL PRODUCT CATEGORIES

66

- Filled bread/ bun/ mantou
- Wrap/ tortilla/ naan/ pita & flat bread
- Pastry
- Cake

- Dried fruit
- Canned vegetable

89

- Plant based drink/powder
- Ice cream; ice confection

442

Cereals



Oatmeal



Breakfast Cereal



Prepared Cereal Food



Bread



Cereal Drink



Instant Noodles



Noodles & Pasta



Biscuits

Meat & Poultry



Canned Meat



Soy Sauces

Soup, Sauces and Recipe Mixes

Fats & Oil



Salad Dressing



Peanut Butter

Legumes, Nuts and Seeds

Fruits & Vegetables



Canned Fruit Cocktail



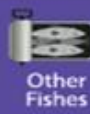
Canned Fruit



Canned Sardines, Mackerel & Salmon



Canned Tuna



Other Fishes



Canned Seafood

Fish & Fish Products

Dairy & Dairy Products



Fresh Milk



Plain Milk



Plain Milk Powder



Flavoured Milk



Flavoured Milk Powder



Processed Cheese



Cultured Fermented Milk



Yoghurt



Yoghurt Drink



Soy Bean Milk



Soy Bean Milk Powder

Fatimah S

Beverages



Tea Drink



Tea Mix



Coffee Drink



Coffee Premix



Chocolate Drink



Chocolate Drink Powder



Malted Drink



Malted Drink Powder



Drinking @ Mineral Water



Vegetable Juice



Fruit Juice



Mixed Vegetable & Fruit Juice



Fruit Drink



Fruit Juice Drink



Botanical Beverage



Botanical Beverage Powder



Isotonic Electrolyte Drink



Flavoured Drink

9 + 1 groups

47 + 7 + 4 categories

Convenience Food

3

- Ready to eat legumes, nuts & seed

8

Total HCL products

608 products
(as June 2023)

<https://hq.moh.gov.my/nutrition/myhcl.moh.gov.my>

CONCLUSION

- The availability of various food and nutrition information on food labels can be used by consumers to assist them in making healthier food choices.
- The nutritionists are encouraged to share these information to inform the consumers, and to encourage them to use the information to help them in choosing food products based on nutritional properties rather than on price or branding.



THANK YOU

