

Unilever's position on: Nutrient Profiling

Background

Nutrient profiling is the categorisation of food and drink for specific purposes, according to their nutritional composition.

Profiles are established by assigning values to selected nutrients, for example sugar, sodium or saturated fat.

Nutrient profiles can be used as criteria for determining the nutritional quality of foods for deciding on how to handle them in marketing and advertising; product reformulation; nutrition labelling; health or nutrition claims and fiscal measures.

Context

There is currently no global standard for nutrient profiles.

However, a number of nutrient profiling schemes are being established across the globe. More recently, the World Health Organization also developed a scheme. Altogether, over 100 nutrient profiles have been identified for many different uses.

Unilever's position

Unilever has been a thought leader in the area of nutrient profiling since 2003. Nutrient profiling has been applied to all of our products ever since and we collaborate with many of the key stakeholders who are involved in establishing nutrient profiles.

Our approach to nutrient profiling is based on internationally accepted recommendations for nutrient intakes, taking into account local and regional dietary habits and guidelines.

We believe nutrient profiling systems used by food and drink manufacturers and others must be scientifically sound and reflect internationally accepted dietary guidelines. We encourage innovation, optimisation and reformulation of our products so that they are in line with our nutrient profiles and at the same time maintain taste and enjoyment for our consumers.

We focus on internationally recognised areas of public nutritional concern such as the reduction of sugar, sodium and saturated and trans fats in our products.