

GUIDELINE DAILY AMOUNTS – THE GDA LABELLING

Are you thinking of adopting a front-of-pack nutrition labelling scheme? Here you can find all you need to know about the most widely used scheme in the UK based on Guideline Daily Amounts. These are the reasons why you too should consider adopting this groundbreaking consumer initiative:

1. The GDA scheme is gaining critical mass in the market. More than 30 suppliers of branded products and six national retailers have now adopted GDAs. As a result, we believe that these labels are now carried on the front of some 15,000 products, representing more than 50% of retail packs. The concept is also attracting interest from the foodservice sector.

2. The new labelling is a big hit with consumers. The scheme, which is backed by the Food and Drink Federation, is being successfully promoted to consumers as the 'What's Inside Guide'. The scheme works because it satisfies their demand for non-judgemental information, while telling them exactly what is inside the food they are buying.

A recent study undertaken by market research consultancy, Millward Brown, reveals:

- 80% of shoppers have now seen GDAs on food and drink products
- 54% of shoppers have used them
- 83% of those questioned find the GDA approach useful
- 84% think the labels are quick to use and easy to understand
- 80% say they contain the nutritional information they seek

3. GDA labelling is easy to implement and is the only visually consistent scheme in market. You can download the industry's style guide [here](#) where you will find detailed information about the scheme and how the labels should appear on pack.

In case you want to know more about this scheme, you can:

- download a [presentation](#) for an overview of the GDA scheme;
- consult the "what's inside guide" website on <http://www.whatsinsideguide.com>; or
- get in touch with abigail.rossi@fdf.org.uk at the Food and Drink Federation. Abigail and her colleagues would welcome the opportunity to talk to you in more detail about GDA labelling, explain why it is proving so effective and discuss how you can implement it on your products. Or visit the FDF website: <http://www.fdf.org.uk>

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