Oqali

Observatoire de la qualité de l’alimentation

French Observatory of Food Quality

EuroFIR Congress – Vienna – September 8th - 10th 2009
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   - Nutritional values
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Background

- Set up in February 2008 by the Ministries in charge of Agriculture, Health and Consumer Affairs

- Created as part of the French National Nutrition and Health Programme 2006-2010 (PNNS 2), a nutrition-based programme aimed at improving public health

- Financed and supervised by the 3 Ministries

- Implementation entrusted to INRA (French National Institute for Agronomic Research) and Afssa (French Food Safety Agency)
INTRODUCTION

Aims

PRIMARY GOAL
⇒ to monitor the global changes in the food supply by measuring differences and trends in the nutrient content of processed and packaged foodstuffs in relation to economic parameters in the French market

ADDITIONAL AIM
⇒ to provide tools to assess the effectiveness of the actions engaged by the food chain to improve nutritional quality

- The Observatory collaborates with manufacturers and retailers in the food chain
- This partnership facilitates the collection of information and is of key importance for the validation of the methods used to aggregate and analyse the data
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Several sources of information are used:

- Packaging
- Manufacturers and retailers information
- Nutrient analysis, when information is missing
- Surveys and panels data on French food consumption and food purchases (economic parameters)
Oqali database scheme

**ANALYTICAL RESULTS**
Analytical data capture

**PRODUCT SHEET**
1. General description: category of products, type of brand (national brands, store brands, best-value items, discount brands), EAN code...
2. Listed ingredients
3. Nutrient content
4. Nutrition and health claims
5. Other label information: serving size, nutrition information per serving, directions for use
6. Formats: GDA-based systems or colour-coded systems...
7. Source of information
8. Product photographs
9. Economic parameters: market shares, prices

Oqali DATABASE
HOME PAGE
<table>
<thead>
<tr>
<th>2008</th>
<th>Breakfast cereals</th>
<th>Sweet biscuits</th>
<th>Fresh dairy products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data available (number of products)</td>
<td>355</td>
<td>1118</td>
<td>707</td>
</tr>
<tr>
<td>Categories of products (number)</td>
<td>10</td>
<td>27</td>
<td>7</td>
</tr>
<tr>
<td>Market coverage (according to TNS Worldpanel data on French household purchases)</td>
<td>75.5% (TNS 2008)</td>
<td>44.6% (TNS 2008)</td>
<td>80% for each food product studied (TNS 2004)</td>
</tr>
<tr>
<td>Studies</td>
<td>Nutrient content: nutrition information on labels Purchasing data Food labelling</td>
<td>Nutrient content: nutrition information on labels Purchasing data Food labelling</td>
<td>Nutrient content: nutrition information on labels, analytical data and comparison between them Food labelling</td>
</tr>
<tr>
<td>Retrospective data (number of products)</td>
<td>153</td>
<td>269</td>
<td>-</td>
</tr>
</tbody>
</table>
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For each category and type of brand, Oqali has analyzed all the collected information to describe products characteristics:

- Nutritional values have been cross-referenced with economic data provided by consumer panels
  ⇒ *Kruskal-Wallis test, boxplots, twoway scatters and multivariate statistics*

- Packaging related-data was also analyzed

The anonymity of collected data is always preserved
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Kruskal-Wallis test: mean sodium content comparison per type of brand

**Main Results**

### National brands:
- Mean sodium content significantly lower than other types of brand for 4 product categories.
- Mean sodium content significantly higher than other types of brand for filled cereals.

**Breakfast cereals**
Boxplots per type of brand: fats content

Differences of nutrient content between types of brands are not systematic

MN: national brands; MDD: retailer brands; MDDeg: retailer brands (low-price products); HD: discount brands; HDeg: discount brands (low-price products)
Nutrient content mainly differs according to categories of products

Breakfast cereals
MAIN RESULTS

Twoway scatter (weighted by market share)

**Crunchy muesli**

- **Correlation between energy and fats** for crunchy cereals

**Chocolate cereals**

- **Substitution between fats and carbohydrates** for chocolate cereals

MN: national brands; MDD: retailer brands; MDDeg: retailer brands (low-price products); HD: discount brands; HDeg: discount brands (low-price products)
99% of products have a nutritional label

More than 80% provide a nutritional label of group 2 including other substances (vitamins, minerals, ...)

Nutritional information available on packaging is less complete for low-price products (retailer and discount brands)
MAIN RESULTS

Nutritional claims per type of brand

62% of products have a nutritional claim

Whereof:
- 87% of national brands products
- 61% of discount brands products
- 47% of retailer brands products
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In the product groups studied
⇒ Differences in the nutritional composition are essentially related to the classification into categories

Within a category of products
⇒ Differences in the nutritional composition depend on the type of brand
However, these are isolated differences (related to a small number of products) and should not be considered as systematic (the type of brand classification according to the average nutrient content differs from one category to another)

Nutritional information available on packaging is less complete for best-value items

Oqali has published different reports presenting the main results (available online www.oqali.fr)
The results published by Oqali are an essential tool to meet public health challenges and consumer expectations on nutritional information.

This approach is continuously expanded to include additional product groups:
- pre-packed meat products
- jams, stewed and canned fruits
- juices and soft drinks
- chocolate and chocolate-based products
- prepared meals (chilled, frozen and canned)
- crackers and cocktail biscuits
- bread-based products