



## **Paper for information: Development of Guideline Daily Amounts**

### **Agenda item: 5**

This paper provides the Committee with background information on the Institute of Grocery Distribution's (IGD) Guideline Daily Amounts (GDAs) and how they were derived, to inform any subsequent statement on IGD GDAs the Committee might decide to make.

## Introduction

- 1) In the March 2006 SACN meeting, concerns were raised about the use of GDAs developed by the IGD and the varied manner in which IGD GDAs and nutritional information were being presented on labels and the potential this had to confuse consumers. The Committee felt that it was important that nutrition information should be scientifically sound and communicated with clarity to guide consumer choice positively.

## Dietary Reference Values

- 2) Dietary Reference Values (DRVs) is the generic term used to cover a range of values for nutrient intake defined within the Committee on Medical Aspects of Food Policy (COMA) 1991 report<sup>1</sup>. DRVs apply to healthy populations and are not individual targets. COMA recommended that the average requirement could be used for food labelling purposes<sup>1</sup>.

## Reflecting Dietary Reference Values in Food Labelling

- 3) In 1996, Ministry of Agriculture, Fisheries and Food (MAFF) published the leaflet *Use your Label: Making Sense of Nutrition Information*<sup>1</sup>. The aim of the leaflet was to help customers interpret the nutritional labelling provided on prepacked food labels. It did this by providing benchmarks against which consumers could judge the amount of a nutrient a food contained; these were referred to as Daily Guideline Intakes (DGIs). DGIs for fat, saturated fat, sodium, sugar and fibre were given as figures in grams for men and women. Although a figure for calories was not given the requirements of an 'average' man and woman were stated in the text.
- 4) The leaflet also provided "Rules of Thumb" indicators of what was 'a little' or 'a lot' of fat, saturated fat, sodium, sugar and fibre. 'A lot' was defined as 1/5 of the DGI and 'a little' was defined as 1/30. Annex 1, Table 1, details DGIs and the amount in grams which constituted 'a little' and 'a lot'.
- 5) In 1998 the IGD published guidelines for voluntary labelling which took into account the information in the MAFF leaflet to set GDAs for calories, fat and saturated fat for men and women<sup>1</sup>. In 2005 the IGD published additional GDAs for total sugars, carbohydrates, protein, fibre, salt and sodium together with GDAs for children<sup>2</sup>.
- 6) Dependent on the nutrient, the IGD GDAs represent the maximum, average or minimum intake recommended. Details of the rationale for each figure are given in the IGD Working Group Report<sup>4</sup>.
- 7) The IGD GDA figures are based on COMA and SACN advice on dietary intake for UK population goals where they exist. There is no COMA or SACN recommendation for total sugars. COMA recommended that no limit was placed on intake of intrinsic or milk sugars as these can usefully contribute to energy requirements and therefore did not develop DRVs for total sugars, however it made a recommendation for a maximum intake of non-milk extrinsic sugars

(NMES).

- 8) The IGD GDA for total sugars is based on this recommendation for maximum intake of NMES, plus an allowance equivalent to current intake of milk sugars, plus an allowance for intrinsic sugars if COMA recommendations for consumption of vegetables, fruit, potatoes and bread were met. This gives a daily value of 90g based on a 2000 kcal diet. The basis of the approach used is detailed by Rayner et al<sup>1</sup>.
- 9) A comparison of DRVs and the IGD GDAs is attached as Annex 1, Table 2.

### **Current use of IGD GDAs**

- 10) Many manufacturers and retailers in the UK provide IGD GDAs alongside nutritional labelling on the back of pack. The Agency considers that the IGD GDA information on the back of pack can be useful to consumers as additional information when used in conjunction with the nutritional panel.
- 11) In addition to back of pack, some manufacturers and retailers are putting information based on IGD GDAs (the percentage contribution of the product) as part of front of pack labelling. At its meeting on the 9 March 2006, the Agency Board agreed to recommend that voluntary front of pack signpost labelling should be based on its four core principles including traffic light colour coding. It recognises that additional information, such as percentages of IGD GDA, can be useful for some consumers.

### **References**

- 1) Department of Health. Report on Health and Social Subjects No 41. Dietary Reference Values for Food Energy and Nutrients for the United Kingdom. London: HMSO 1991
- 2) Williams C, Rayner M, Myatt M, Boaz A. Use your Label: Making Sense of Nutritional Information. Foodsense leaflet. London. Ministry of Agriculture, Fisheries and Food. 1996.
- 3) Institute of Grocery Distribution (IGD). Voluntary Nutritional Labelling Guidelines to Benefit the Consumer. Watford, UK:IGD. 1998.
- 4) Working Group Report. Report of the IGD/PIC Industry Nutrition Strategy Group Technical Working Group on Guideline Daily Amounts (GDAs). Watford, UK. IGD. 2005
- 5) M Rayner, P Scarborough, C Williams. The origin of the Guideline Daily Amounts and the Food Standards Agency's guidance on what counts as 'a lot' and 'a little'. Public Health Nutrition 7: 549-556. 2003.

## Annex 1

**Table 1: Daily Guideline Intake and Rules of Thumb published by MAFF<sup>1</sup>**

	DGIs		Rules of Thumb	
	<i>Men</i>	<i>Women</i>	<i>A lot</i>	<i>A little</i>
<b>Fat</b>	95g	70g	20g	3g
<b>Saturates</b>	30g	20g	5g	1g
<b>Sodium</b>	2.5g	2g	0.5g	0.1g
<b>Sugar</b>	70g	50g	10g	2g
<b>Fibre</b>	20g	16g	3g	0.1g

**Table 2: Comparison of DRVs and IGD GDAs in adults.**

	DRVs	DRV equivalent <sup>2</sup>	IGD GDAs (Adult) <sup>2</sup>
<b>Fat</b>	33% <sup>3</sup>	71g	70g
<b>Saturated fat</b>	10% <sup>3</sup>	22g	20g
<b>Salt (RNI)</b>	4g (Sodium equivalent)	4g	6g <sup>4</sup>
<b>Total Sugars</b>	No recommendation		90g
<b>NMES</b>	10 % <sup>3</sup>	49g	50g
<b>Energy</b>	Dependent on sex and PAL	1940 kcal	2000 kcal
<b>Carbohydrate</b>	47% <sup>3</sup>	228g	230g
<b>Protein (RNI)</b>	55g (Male) 45g (Female)	45g	45g
<b>Sodium (RNI)</b>	1.6g	1.6g	2.4g
<b>Fibre – NSP (EAR)</b>	18g	18g	18g
<b>Fibre – AOAC</b>	No recommendation		24g

*RNI is Reference Nutrient Intake:* The amount of a nutrient sufficient for almost all individuals within a population  
*EAR is Estimated average requirement:* The estimated average requirements of a population for a particular nutrient or for energy;

*PAL is Physical Activity Level:* The ratio of overall daily energy expenditure to basal metabolic rate.

<sup>1</sup> Williams C, Rayner M, Myatt M, Boaz A. Use your Label: Making Sense of Nutritional Information. Foodsense leaflet. London. Ministry of Agriculture, Fisheries and Food. 1996

<sup>2</sup> Based on an adult female with PAL = 1.4

<sup>3</sup> DRVs given as a percentage of daily total energy intake.

<sup>4</sup> Based on COMA and SACN recommendation subsequent to DRV report.