

US: FDA proposes research into consumer understanding

The Food and Drug Administration (FDA) is seeking comment from industry on a research project to evaluate how consumers respond to multiple nutrition labelling on food packaging. The proposed study would be a controlled randomised experiment based on a 15-minute web-based survey of 4,000 English-speaking US adults.

Following criticism of previously permitted nutrition labelling schemes, and the fact that consumers are already faced with multiple labelling statements, the FDA's aim is to develop standardised, science-based criteria on which to base front of pack nutrition labeling.

The intention is that the *"...results of the study will be used primarily to enrich the Agency's understanding of how multiple claims and other labeling statements on food packages may affect how consumers perceive a product or a label, which may in turn affect their dietary choices."*

Source: CRN US