

Arla Foods Labelling Policy (updated 2024)

Purpose

The purpose of this policy is to create a uniform approach to packaging labelling with regards to the use of illustrations and information, including nutrition and health information, on all Arla Foods amba branded products, globally, to ensure simple and accurate product information to enable consumers to make informed dietary choices.

Scope & Definitions

Arla Foods Labelling Policy aim to secure relevant information for consumers as specified in Arla's Nutrition Criteria and/or ≥ 3.5 HSR and in national food labelling regulations.

This policy applies to all Arla's branded packaging labels, excluding bulk packaging labels for repackaging at final destination.

Definitions

Relevant national regulations is referred to as country laws in which the Arla Foods products are distributed for sale either online, to retailers or in foodservice. In markets where there are no such legislation or guidelines, Arla Foods shall follow the principles for mandatory and voluntary information on labels laid out in the Codex Alimentarius¹.

Mandatory information on pack is all information required by law, whether local law or EU regulation, and can be found in the Arla Foods Guideline for Mandatory Labelling.

Voluntary information on pack includes health and nutrition claims and any other type of claims that are governed by EU or local food regulation, e.g. health and/or nutritional claims, organic labelling, keyhole and other Protected Geographical Indication (PGI) labelling, use of words such as 'Natural', 'Pure', 'Fresh', 'Original' and suchlike.

This policy addresses both Front-of-Pack (FOP) and Back-of-Pack (BOP) labelling.

Front-of-pack labelling

Arla supports the idea of nutrition front-of-pack labelling or health claim messages on pack, which help consumers make informed dietary choices. However, Arla has not found any existing Global Nutrition Profiling with a holistic and transparent approach, including marks and/or logos, currently available. However, Arla understands that markets need to work within their local context, so it will allow markets to adopt a mark and/or logo on the product that meets the following criteria:

- The label is well understood by (local) consumers
- The label is contributing to increased information and/or guidance on healthy choice

¹ The Codex Alimentarius, or "Food Code" is a collection of standards, guidelines and codes of practice adopted by the Codex Alimentarius Commission. The Commission, also known as CAC, is the central part of the Joint FAO/WHO Food Standards Programme and was established by FAO and WHO to protect consumer health and promote fair practices in food trade. Read more here: www.fao.org/fao-who-codexalimentarius

*Products packaged in sizes intended or experienced by the consumers as single-serving size. As example, beverages in bottles size ≤ 500 ml or gram, yoghurts in pots, sliced cheese, processed cheese individually wrapped or various on-the-go products, etc.

- The label applies to all products sold in the market which has adopted a certain front-of-pack
- The label is in compliance with national legislation and local trade practices

The work on evaluating a recommended Front-of-Pack solution for Arla Foods globally is ongoing.

Back-of-pack labelling

Nutrient declaration besides the mandatory information;

- Declaration of Calcium: Milk naturally contain calcium and Arla must always declare the Calcium content in its products if the amount meets the minimum amount that is allowed by local law to make a claim.
- Reference Intake (RI) is always declared on the label e.g. when vitamins and minerals are claimed on the packaging. In other cases Arla always declares nutrients in RI on products where space allows and when possible due to legislation.
- Arla declares nutrients per serving size - besides in RI, which is measured as gram per 100 millilitre as in EU regulations.
- In markets where Arla has existing pack size sold as a single size, those are referenced as one portion size*.
- For larger pack sizes, Arla calls it multi-serving packs and follow the portion sizes as shown in Table 1.

Table 1. Guidance for suggested serving sizes for multi-serving packages.

Product Types	Serving Size
Butter	10g
Cream	20g
Milk & Yoghurt	200g/ml (adult) 170g/ml (children)
Hard Cheese (incl. shredded cheese)	30g (adult) 25g (children)
Fresh & Cream Cheese	30g
White Cheese	30g
Processed Cheese	30g (adult) 25g (children)
Soup	250ml
Sauces	100ml

Nutrition & Health Claims

*Products packaged in sizes intended or experienced by the consumers as single-serving size. As example, beverages in bottles size ≤500 ml or gram, yoghurts in pots, sliced cheese, processed cheese individually wrapped or various on-the-go products, etc.

Arla only allows the use of nutrition and health claims on products that fulfil the Arla Nutrition Criteria and/or ≥ 3.5 HSR, and it only uses nationally approved nutrition and health claims. If none exists, Arla will only use claims approved by the Codex Alimentarius¹.

In addition, Arla will only use nutrition and health claims that:

- refers to nutrients that reflect what the product primarily contributes with in a typical diet
- are easy to understand and refer to body functions, which consumers can generally relate to
- addresses fundamental or currently discussed health or nutrition issues
- Arla will not use health claims that state beneficial effects of nutrients that can be obtained much easier with a low intake of other food types.

Principles

Arla Foods is a global dairy company owned by 9,700 dairy farmers in seven European countries, and our products are sold in more than 120 markets, globally.

Our identity, Good Growth, is what guides us as a company. We want to grow and we care about how we do it. It is what we stand for as a company, defined and shaped by our actions. It guides how we develop our cooperative, products, markets and ways of working. We regard ourselves as an active player in the communities in which we operate. This means that we need to convey our fundamental values not only to our employees and farmer owners but also to our customers, consumers and other relevant stakeholder in an open and transparent manner.

According to the Arla Code of Conduct the company will always comply with legislation. On markets where there is no such legislation, Arla shall follow the principles for mandatory and voluntary relevant guidelines or information on labels laid out in the Codex Alimentarius¹.

¹Products packaged in sizes intended or experienced by the consumers as single-serving size. As example, beverages in bottles size ≤ 500 ml or gram, yoghurts in pots, sliced cheese, processed cheese individually wrapped or various on-the-go products, etc.