

"sCALe" is a new model for food-labelling of nutritional values, which was developed at the initiative of EgoFit health consulting. The idea for "sCALe" was created on the basis of numerous training courses, because consumers need to be protected from existing voluntary food and nutritional labelling by the food industry, which from a nutritional science point of view still give incomplete and misleading information.

As an alternative to the existing nutrition-labelling models like GDA and traffic light, with "sCALe" the most important information is presented at a glance - more clearly and understandable giving a "benchmarking base of nutrition". Using a directly and visually understandable graphical design, the most important information can be given by showing the actual nutritionally relevant amounts instead of confusing with complicated calculations or overloaded small print texts.

With a view to the forthcoming decision on a European regulation for food labelling, it is still unclear in which form and with what content the mandatory nutrition information should be shown in the future. Parallel to the controversial discussion between supporters of GDA, traffic light or only neutral information within a table, some EU parliamentarians are also promoting additional graphic illustrations. In order to find a compromise in the European Parliament, the "sCALe" has already been presented to the ENVI Committee on Environment, Public Health and Food Safety.

First consumer surveys confirm comprehensibility and wide acceptance of the "sCALe". Further studies have been initiated together with the Technical University of Chemnitz. A recommendation to include the "sCALe" in the pan-European consumer studies under the European Food Information Council (EUFIC) is desirable

Current online survey for consumers can be found at <http://www.egofit.de/scaleumfrage.php>

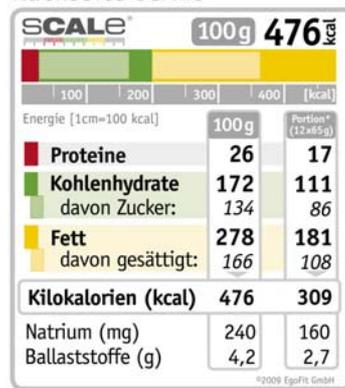


- Focused graphical illustration of the energy content along the e main energy sources: protein, fat and carbohydrates



- Easy to understand graphical representation with associative colours
- Specific graphical format giving a correct reference to the amount of main energy sources
- 1 cm length of "sCALe" always corresponds to 100 kcal of energy content
- Can easily be complimented with additional nutritional amounts

Rückseite sCALe



While developing „sCALe“, the aim was to find a neutral parameter as a benchmarking base for labelling. Besides the nutritional information referring to 100g or 100ml, the size of one portion could be mentioned separately if an independent and accepted institution classifies it a realistic reference size.

The quantity, like the number and size of the content of foods, is an objective reference unit which can be analyzed properly according to agreed scientific rules. With the “sCALe”, the perception of the individual amount of energy needed can easily be conveyed. In contrast, from a nutritional science point of view, the quality of food - like the representation of traffic light labelling tries to show - is a very complex measure, because it is built from a large number of partial qualities. For each single type of food, those can be looked upon subjectively biased, resulting in a loss of relevance and helpfulness for each consumer. In fact, in this case there is quite a risk of misinterpretation and even malnutrition in the population.

As energy of food is always made up of main energy sources (proteins, carbohydrates and fat), it is obvious that only those are shown. They are of ample importance for assembling a healthy and balanced nutrition. This illustration avoids the risk of a misleading interpretation as in „traffic light“ and „GDA“-categories.

To avoid overloading, and thus diverting attention from the labelling, additional information can be presented separated at any time on a comprehensive online and offline platform with additional information for better understanding and motivation provided for different target groups.

Focus of the "sCALe" labelling "is to strengthen the competence and motivation of the consumer for specific and self dependent balanced food choices to motivate them towards an effective engagement with issues about an overall diet.

Following recommendations of the German Nutritional Society, the EgoFit concept starts at the point where, based on substantial nutritional scientific insights, consumers have the need for easy to understand reference parameters which represent individual nutritional requirements. The larger the "sCALe", the greater the energy density as a measure of the calorie content of food.

At the same time, nutritional energy requirements of each individual consumer can be flexibly assigned to their own requirements. Depending on the individual daily requirements, the length of the personal "sCALe" varies instead of staying uniform at 2000 calories. All food consumed during a day are referenced to the total of the personal “sCALe”, which is then showing the recommended energy supply for one day.

In general, the "sCALe" format gives consumers the chance to optimize their personal eating habits ensuring a healthy energy balance according to their individual daily nutritional requirements. Unlike the GDA model, which only refers to an average daily requirement represented by a 40-year-old woman, e.g. for children with lower energetic requirements the "sCALe" gives a far better and correct reference. In those cases, other existing models would even lead to misinterpretation based on false information.

The "sCALe" is the basic building block of an overall concept which additionally comprises a highly informative online and offline database. In addition, tools for consumers to identify their individual energy balance are available. For different applications and target groups, EgoFit has developed manifold additional material e.g. regarding individual energy balance

Summary of nutrition labelling with „sCALe“

EgoFit has developed a holistic concept which enables consumers in a simple and transparent way to grasp the parameters for volumes of energetic elements of food. The first element of the concept, "sCALe", enables consumers to relate those values to their individual daily energy requirements. This kind of labelling builds a base to enter a level of deeper examination of nutritional facts in general, built on a scientifically well-founded basis. Besides information, the concept gives the possibility to motivate consumers to deal more with their nutrition.

The design developed by EgoFit keeps the advantages (suppleness, relative view) and avoids the disadvantages (risk of wrong association, abstractness) of the existing traffic light and GDA models. In addition, "sCALe" visualizes the central sources of energy (proteins, fat, carbohydrates and alcohol), rationed according to amount and colour signed.

About EgoFit and the „sCALe“ initiative

For over 20 years, EgoFit health consulting has worked in the area of nutrition, body analysis and human motion. Especially with the background of trainings, EgoFit has developed "sCALe" in order to provide even consumers with little nutritional knowledge an understandable and scientifically proven alternative nutritional labelling model besides existing GDA or traffic light approaches. Their list of customers and cooperation partners includes WHO, NASA, DLR, Robert Koch-Institute, medical institutions as well as health insurance and health service providers.

Corresponding with this topic, you can find additional graphics and texts on the internet:

http://www.egofit.de/scale_alternative_naehrwert_kennzeichnung_presse.php

General information can be found at:

<http://www.egofit.de/scalekennzeichnung.php>

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