

# PRODUCT CRITERIA

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**Choices International Foundation**

Rue Belliard 199, bte 22

B-1040 Brussels

Belgium

+32 2 502 13 51

[www.choicesprogramme.org](http://www.choicesprogramme.org)

[info@choicesprogramme.org](mailto:info@choicesprogramme.org)

## Most recent Choices Programme product criteria

This document provides an overview of the most recent Choices Programme product criteria. This criteria has been developed by the Choices International Scientific Committee, an independent panel of international experts in nutrition, food technology and consumer behaviour.

The International Scientific Committee periodically evaluates the product criteria so as to keep abreast with the latest scientific and technological developments in the field of nutrition and health. This in turn provides industry with the necessary encouragement to develop or reformulate products. After each review, a transition period is given during which companies can align their products with the new criteria.

As a result of the varying dietary patterns per country participating in the Choices Programme, small deviations from the product criteria outlined in this document are permitted. Please contact your local Choices foundation or the Choices International Foundation for more information on the exact criteria that are applied in your country.

### Excluded Products

A number of products cannot be taken into consideration for the product criteria and are not eligible to carry the stamp:

1. products containing > 0.5% alcohol;
2. food supplements;
3. products for use under medical supervision;
4. foods for children under a year old.

## Product groups

A product must comply with the criteria of the product group to which it belongs. Two types of product groups have been defined: *basic product groups* and *non-basic product groups*.

### Basic product groups (Table 1)

Basic product groups have been defined according to product group classifications that are used in more than 20 countries. The products found within basic product groups contribute significantly to the daily intakes of essential nutrients. Basic product groups can be subdivided into the following categories:

- fruits and vegetables;
- sources of carbohydrates;
- meat, fish, poultry, eggs, and meat substitutes;
- dairy products;
- oils, fats and fat-containing spreads;
- water;
- main meals.

The criteria for saturated fatty acids (SAFA), trans fatty acids (TFA), sodium and added sugars have been determined for each of these groups. Additional criteria have been drawn up in situations for which the intake of essential or useful nutrients (e.g. fibre from bread) or for which the intake of adequate amounts of energy is of importance.

### Non-basic product groups (Table 2)

Food products from non-basic product groups generally do not contribute substantially to the intake of essential nutrients, but provide a great innovation potential. Non-basic products can be subdivided into the following categories:

- soups;
- sauces;
- snacks (**including pastry, ice cream, and sweet and savoury snacks**);
- beverages (excluding water);
- bread toppings.

In addition to the criteria for saturated fatty acids (SAFA), trans fatty acids (TFA), sodium and added sugars, an additional energy criterion has been established for most of these product groups.

Please note that generic criteria for SAFA, TFA, sodium and added sugars are applied for products that do not fall under any of the basic or non-basic product groups (defined as “all other products” in Table 2).

**Table 1: Criteria for basic product groups**

Product group	Criteria	Definition
<b>Fruits and vegetables</b>		
<b>Fresh, dried or fresh frozen fruits, vegetables and legumes</b>	All products that do not contain additives comply. These include dried, fresh frozen and/or sliced fruits and vegetables, without additives.	All types of fresh fruit, vegetables, and legumes that are additive-free, including freshly frozen and/or sliced fruits & vegetables. E.g.: pre-cut leek, pre-sliced melon, cucumber, broccoli, frozen spinach (without added cream), and frozen raspberries.
<b>Processed fruits &amp; vegetables</b>	SAFA: $\leq 1.1$ g/100g TFA: $\leq 0.1$ g/100g Sodium: $\leq 100$ mg/100g Added sugars: not added Fibre: $\geq 1.3$ g/100kcal*	All types of processed fruits & vegetables, with the exception of fruit juices and frozen or pre-sliced fruit & vegetables that have not undergone further processing. E.g.: canned tomatoes, canned carrots, canned kidney beans, frozen spinach with cream, frozen vegetables, tomato juice, dried lentils, pickles (gherkins, pearl onions, relish), mixed vegetable juices, fruit salads in own juice or syrup, apple sauce, candied dates, strawberry purée, olives, mixed fruit & vegetable purées or juices.
<b>Fruit juices</b>	SAFA: $\leq 1.1$ g/100g TFA: $\leq 0.1$ g/100g Sodium: $\leq 100$ mg/100g Added sugars: not added Fibre: $\geq 0.75$ g/100kcal* Energy: $\leq 48$ kcal/100mL	All kinds of fruit juices with a minimum of 98% pure juice. E.g.: orange juice, apple juice, multi-fruit juice, grape juice, berry juice.
<b>Water</b>		
<b>Water (plain)</b>	Sodium: $\leq 20$ mg/100mL	Includes natural (mineral) waters and other bottled waters, regardless of whether they are carbonated or non-carbonated.

**Table 1 continued**

<b>Product group</b>	<b>Criteria</b>	<b>Definition</b>
<b>Sources of carbohydrates</b>		
<b>Potatoes (unprocessed)</b>	All additive-free products comply	All unprocessed, uncooked, additive-free potatoes, including peeled, sliced and/or chilled potatoes.
<b>Potatoes (processed), pasta &amp; noodles</b>	SAFA: ≤ 1.1 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 100mg/100g Added sugars: not added Fibre: ≥ 1.3 g/100kcal*	All types of potato, pasta and similar grain products to be used as a main course. E.g.: boiled/fried potatoes, mashed potatoes, (wholemeal) pasta, sweet potato, chips, noodles.
<b>Rice</b>	SAFA: ≤ 1.1 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 100mg/100g Added sugars: not added Fibre: ≥ 0.7 g/100kcal*	All types of rice to be used as a main course. E.g.: boiled, dried, unpolished rice, white rice, basmati rice, whole grain rice, and risotto.
<b>Bread</b>	SAFA: ≤ 1.1 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 500mg/100g Added sugars: ≤ 13 en% Fibre: ≥ 1.3 g/100kcal*	All types of bread or substitutes for bread with the exception of breakfast cereals. E.g.: wheat bread, wholemeal bread, crisp breads, knäckerbrod, croissants, rye bread, speciality rolls, and crackers.
<b>Grains and cereal products</b>	SAFA: ≤ 1.1 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 100mg/100g Added sugars: ≤ 2.5g/100g Fibre: ≥ 1.3 g/100kcal*	All types of grains and cereal products (other than bread and breakfast cereals). E.g.: flour, breadcrumbs, binding agents, pancake mixes.
<b>Breakfast cereal products</b>	SAFA: ≤ 13 en% TFA: ≤ 0.1 g/100g Sodium: ≤ 500 mg/100g Added sugars: ≤ 20 g/100g** Fibre: ≥ 1.3 g/100kcal*	All types of breakfast cereal products. E.g.: muesli, cruesli, oats, cornflakes, honey loops, rice crispies.

**Table 1 continued**

Product group	Criteria	Definition
<b>Meat, fish, poultry, eggs, meat substitutes</b>		
<b>Meat, poultry, eggs (unprocessed)</b>	SAFA: ≤ 1.1 g/100g or ≤ 13 en% TFA: ≤ 0.1 g/100g*** Sodium: ≤ 100 mg/100g Added sugars: not added	All types of unprocessed meat, poultry and eggs (including frozen meat that has not undergone further processing). E.g.: beef, pork, turkey, egg, game, lamb, and offal.
<b>Processed meat, meat products and meat substitutes</b>	SAFA: ≤ 1.1 g/100g or ≤ 13 en% TFA: ≤ 0.1 g/100g*** Sodium: ≤ 900 mg/100g Added sugars: ≤ 2.5g/100g	All types of processed meat/poultry, meat products and (vegetable) meat substitutes. E.g.: ready-to-eat meatballs, spiced or salted meat (fresh or frozen), salami, smoke-dried beef, grilled ham, tempeh, tofu, dairy-based meat substitute, fungus-based meat substitute.
<b>Fresh or fresh frozen fish, shellfish and crustaceans</b>	SAFA: ≤ 1.1 g/100g or ≤ 30 % of total fat TFA: ≤ 0.1 g/100g Sodium: ≤ 100 mg/100g Added sugars: not added	All types of unprocessed fish, crustaceans and shellfish (including frozen, steamed or smoked fish that has not undergone further processing). E.g.: uncooked herring, cod (fresh or deep-frozen), fresh eel, lobster crab, mussel, and shrimp.
<b>Processed fish or fish products</b>	SAFA: ≤ 1.1 g/100g or ≤ 30 % of total fat TFA: ≤ 0.1 g/100g Sodium: ≤ 450 mg/100g Added sugars: not added	All types of processed fish, processed crustaceans and processed shellfish. E.g.: cod parings, fried fillet of haddock, deep-fried octopus/ squid (cephalopod), pickled mussels, herring in tomato sauce, canned sardines, canned tuna, spiced or salted fish (fresh or frozen).
<b>Dairy</b>		
<b>Milk (-products)</b>	SAFA: ≤ 1.4 g/100g TFA: ≤ 0.1 g/100g*** Sodium: ≤ 100 mg/100g Added sugars: ≤ 5 g/100g	All types of milk and milk products. E.g.: low fat milk, buttermilk, semi-skimmed milk, full-cream milk, low fat yoghurt, semi-skimmed yoghurt, yoghurt drink, low fat custard, low fat fruit yoghurt, evaporated milk, coffee cream, cream (for culinary use), milk substitutes such as soy milk.
<b>Cheese (-products)</b>	SAFA: ≤ 15 g/100g TFA: ≤ 0.1 g/100g*** Sodium: ≤ 900 mg/100g Added sugars: not added	All types of cheese and cheese products. E.g.: 20+ cheese, 30+ cheese, Edam, Brie 50+, 48+ Gouda cheese, blue cheese, gorgonzola, gruyere, soft herb cheese.

**Table 1 continued**

Product group	Criteria	Definition
<b>Oils, fats and fat containing spreads</b>		
<b>Oils, fats and fat containing spreads</b>	SAFA: ≤ 30% of total fat**** TFA: ≤ 1.3 en%*** Sodium: ≤ 1.3 mg/kcal Added sugars: not added	All types fats and oils to be used as spreads on bread and/or in the preparation of food. E.g.: oil (all types), low-fat margarine, margarine, butter, oil/fat products for roasting and frying (solid or liquid).
<b>Meals</b>		
<b>Main course</b>	SAFA: ≤ 1.1 g/100g or ≤ 13 en% TFA: ≤ 0.1 g/100g or ≤ 1.3 en%*** Sodium: ≤ 2.2 mg/kcal Added sugars: ≤ 2.5g/100g or ≤ 13 en% Fibre: ≥ 1.25g/100kcal* Energy: 400-700kcal/serving	All types of ready-to-cook meals that are intended for consumption as a main dish during lunch or dinner. E.g.: meals for steaming, ready-to-cook meals, pizza, frozen meals*****
<b>Sandwiches/rolls</b>	SAFA: ≤ 1.1 g/100g or ≤ 13 en% TFA: ≤ 0.1 g/100g or ≤ 1.3 en%*** Sodium: ≤ 1.9 mg/kcal Added sugars: ≤ 2.5g/100g or ≤ 13 en% Fibre: ≥ 0.8g/100kcal* Energy: ≤ 350 kcal/serving	All types of ready-to-eat filled sandwiches/rolls. *****

\* The source of fibre in a product must be naturally occurring in one of the main ingredients of the product group.

\*\* In Europe, a stepwise reduction approach has been developed to allow a gradual reduction towards this criterion.

\*\*\* Naturally occurring trans fatty acids from meat or milk are excluded.

\*\*\*\* Value only applies to Europe.

\*\*\*\*\* If all of the components of the product comply with the criteria of their respective product group, and if the product is in line with the energy and fibre criterion for its product group, then the product also complies with the criteria.

**Table 2: Criteria for non-basic product groups**

Product group	Criteria	Definition
<b>Soups</b>	SAFA: ≤ 1.1 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 300 mg/100g * Added sugars: ≤ 2.5g/100g Energy: ≤ 100 kcal/100g	All types of soups and broths. E.g.: canned soup, frozen soup, soup in stand-up pouches, soup powder, stock cubes, soup served by the catering industry.
<b>Meal sauces</b>	SAFA: ≤ 1.1 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 450 mg/100g Added sugars: ≤ 2.5g/100g Energy: ≤ 100 kcal/100g	All types of sauces that make up a substantial portion of the meal (portion size > 35 g). E.g.: pasta sauce, béchamel sauce, vegetable sauce, meat sauce, fish sauce, cheese sauce, mustard sauce, gravy.
<b>Other sauces (water-based)</b>	SAFA: ≤ 1.1 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 750 mg/100g Energy: ≤ 100 kcal/100g	All types of sauces that only make up a small portion of the meal (portion size < 35 g), that do not have an emulsifying agent AND which have a fat content < 10% w/w. E.g.: ketchup, soy sauce, chocolate sauce, fruit sauce, barbecue sauce.
<b>Other sauces (emulsions)</b>	SAFA: ≤ 1.1 g/100g or ≤ 30 % total fat TFA: ≤ 0.1 g/100g or ≤ 1.3 en% Sodium: ≤ 750 mg/100g Added sugars: ≤ 13 en% or ≤ 2.5g/100g Energy: ≤ 350 kcal/100g	All types of sauces that only make up a small portion of the meal (portion size < 35 g) to which an emulsifying agent has been added OR which have a fat content ≥ 10% w/w. E.g.: mayonnaise, salad dressing, dip sauce, marinade, mustard, vinaigrette.
<b>Snacks (including pastry, ice cream, sweet snacks and savoury snacks)</b>	SAFA: ≤ 1.1 g/100g or ≤ 13 en% TFA: ≤ 0.1 g/100g or ≤ 1.3 en% Sodium: ≤ 400 mg/100g Added sugars: ≤ 20 g/100g Energy: ≤ 110 kcal/serving	All types of sweet, savoury, and baked products intended for consumption as a small snack between meals or as a minor component of a meal. E.g.: <ul style="list-style-type: none"> <li>Savoury products: potato crisps, popcorn, salted sticks, Japanese mix, mini pizzas, small pre-packaged salads.</li> <li>Sweet products: sweets, all types of chocolate, candy bars, marzipan, wine gums, liquorice.</li> <li>Baked products: biscuits, cookies, all types of cakes and pastries.</li> <li>Ice cream: vanilla ice cream, sorbet, yoghurt ice, sorbet ice, milkshake.</li> </ul>

**Table 2 continued**

<b>Product group</b>	<b>Criteria</b>	<b>Definition</b>
<b>Beverages</b>	SAFA: ≤ 1.1 g/100g TFA: ≤ 0.1 g/100g Sodium: ≤ 20 mg/100 mL Energy: ≤ 20 kcal/100 mL*	Liquid food products that are normally consumed from a cup, mug or glass (incl. products packed in portions in packaging, bottles, etc.), with the exception of plain water, dairy products and fruit juices. E.g.: coffee, tea, (light) soft drinks, fruit drinks, drinks containing <0.5% alcohol, sport drinks (including powder).
<b>Bread toppings incl. hummus-type products</b>	SAFA: ≤ 13 en% TFA: ≤ 1.3 en% Sodium: ≤ 400 mg/100g Added sugars: ≤ 30 g/100g	All types of food product that are meant to be put on bread or toast and that do not fall under the above-mentioned product groups. E.g.: jam, peanut butter, tuna salad, hummus, tahini.
<b>All other products</b>	SAFA: ≤ 1.1 g/100g or ≤ 13 en% TFA: ≤ 0.1 g/100g or ≤ 1.3 en% Sodium: ≤ 100 mg/100g or ≤ 1.3 mg/kcal Added sugars: ≤ 2.5 g/100g or ≤ 13 en%	All types of food product that do not fall within any of the above mentioned product groups. E.g.: baking product, seasonings, vinegar.

\* In Europe, a stepwise reduction approach has been developed to allow a gradual reduction towards this criterion.

## Annexes

In Annex I provides an overview of the nutrient definitions. Almost all food products can be categorised according to one of the specified product groups. In order to facilitate the process of assigning a product to the correct product group, a decision tree has been developed (Annex II).

In the case of reasonable doubt on how to assign a product to a basic product group, the product is assessed according to the 70% rule: it must be made up of at least 70% of the basic raw material of the main product group. For instance, a dairy product must be made up of at least 70% dairy. If a product cannot be assigned to any of the product groups, it must be assessed according to the criteria for “all other products”. If you are uncertain about the categorisation within a product group, you can contact your national foundation, who – if necessary – can contact the Scientific Committee.

Equivalence criteria have been established for situations in which there is uncertainty as to how a specific food product should be classified. The equivalence criteria are indicative and can only be applied to replacement products such as meat- or milk substitutes. For the time being, the stamp clearance authority will check and decide whether the product has been correctly categorised. For other product groups, such as processed fruit & vegetables, the criteria will be further determined. The equivalence criteria can be found in Annex III.

## Preparation

In principle, products are registered and assessed as ‘as sold’.

Food products may only be registered as ‘as prepared’ if the method of preparation (rehydration/dilution with fluid) is unambiguous, and if they are dried products in powder, concentrated or condensed form. This refers, for example, to dried and concentrated soups, broths, and sauces in powder form, potatoes in powder form and syrups. The nutrient declaration for these products is registered as ‘as prepared’. The basis for this must be the standard preparation method as explained on the packaging.

- The standard preparation method should be unambiguous, so that it is not subject to interpretation by consumers. For example: if the directions state that milk should be added, it should be clear whether it is full fat, skimmed or semi-skimmed milk that should be added.
- Variable components (in sort or in amount) should not be taken into consideration (for instance the suggestion that a meal component should be served with rice or pasta).
- For products that are added during preparation, the nutrient declaration can be calculated using the values from the Dutch NEVO-table (for instance fresh meat or vegetables) or other recognised food composition tables like USDA ARS (<http://www.nal.usda.gov/fnic/foodcomp/search/>).
- Variations on the standard preparation method (such as variations or suggestions for serving) are not used for the calculation of the nutrient declaration and are not allowed to be shown on the packaging.
- Serving suggestions that have a direct influence on the criteria nutrients (such as the addition of sugar or salt for taste) are not allowed.
- For products that are to be assessed ‘as prepared’, the standard preparation method should also be submitted for assessment.

## Annex I: Definitions of nutrients

**Added sugars** – All monosaccharides and disaccharides with a calorific value of > 3.5 kcal/g, derived from sources other than fresh fruits and vegetables and milk products. Sugars from products that (mainly) contain natural sugars such as honey, syrups and (more than twice) concentrated fruit drinks are considered to be added sugars. For example: when glucose-fructose syrups are added to a fruit product, the sugars from the syrup must be counted as added sugars.

Examples of sugars and sugar containing ingredients that are considered to be “added sugars”:

- monosaccharides: glucose/dextrose, (liquid) fructose, galactose;
- disaccharides: sucrose, lactose, maltose, trehalose;
- sugars: white sugar, brown sugar, raw sugar, invert sugar, granulated sugar, powdered/solved sugar, fruit sugar, etc.;
- syrups: (dried) corn syrup, corn syrup high in fructose, malt syrup, maple syrup, pancake syrup, fructose/glucose syrup, starch syrup, brown-rice syrup, etc.;
- miscellaneous: honey, malt, molasses, fruit and vegetable extracts (of which one or more components of fruit or vegetables are used), fruit concentrates except lemon juice concentrates (> 2 x concentrated).

Examples that do not fall under “added sugars”:

- fruit: fresh fruit, fruit juice, fruit pulp, fruit concentrate (up to a maximum of twice the concentration), canned fruit, dried fruit, frozen fruit;
- vegetables: fresh or frozen vegetables, vegetable juice, vegetable pulp, canned vegetables;
- dairy: all kinds of (non-isolated) ingredients, in liquid or powdered form, derived from milk (i.e. milk, powder milk, cream, yoghurt). Lactose may be restored to the original level in dairy products. Isolated lactose is considered an added sugar.

**Carbohydrates** – The carbohydrates that are metabolised by the human body.

**Dietary fibre** – The collective term for carbohydrate polymers with three or more monomeric units that are neither digested, nor absorbed in a human’s small intestine and which fall under the following categories:

- edible carbohydrates naturally occurring in food products as consumed;
- edible carbohydrates that are obtained from the raw material of food products by means of physical, enzymatic or chemical methods, and;
- edible synthetic carbohydrates.

Examples of substances that fall under the definition of dietary fibre are: cellulose, hemicellulose, pectin, inulin, galacto-oligosaccharides, non-digestible dextrins, polydextrose, and lignin. The source of fibre in a product must be naturally occurring in one of the main ingredients of the product group. This means, for example, that within fruit or vegetable products, added oligosaccharides are not considered as fibre, and that in products from the bread or breakfast cereal product group, inulin cannot be considered as fibre.

The methods of analysis are as proposed by the Association of Official Analytical Chemists (AOAC): methods 991.43 and 997.08. Calculation of the total amount of fibre is done by enzymatic-gravimetric method based on digestion resistance. The method relies on enzymatic digestion to remove non-fibres from the product, after which quantification is carried out by weighing the residues.

**Energy** – The amount of energy from food products that is available for the metabolism by the body, expressed in kJ or kcal. The following conversion factors should be used for the calculation of the energy value:

- carbohydrates: 4 kcal/g or 17 kJ/g
- polyols: 2.4 kcal/g or 10 kJ/g
  - » erythritol: 0 kcal/g or 0 kJ/g
- protein: 4 kcal/g or 17 kJ/g
- fat: 9 kcal/g or 37 kJ/g
- alcohol (ethanol): 7 kcal/g or 29 kJ/g
- fibre: 2 kcal/g or 8 kJ/g
- organic acids: 3 kcal/g or 13 kJ/g

**Energy percentage (en%)** – The part of the total energy content of a food product that is provided by one nutrient. For example: en% (SAFA) = [amount of energy from SAFA per 100g / amount of total energy per 100g] \* 100%

**Fat** – All types of lipids, including triglycerides and phospholipids.

**Polyols** – Sugar alcohols such as sorbitol, xylitol, mannitol, and lactitol, containing more than two hydroxyl groups and that are only partly metabolised by the human organism.

Note: considering that the long-term health effects of large amounts of polyols are unclear, and that the substitution of sugars by polyols only serves to partly reduce the energy content of a product, we advise you to opt for other sugars replacement options.

**Portion** – The portion size of a product as indicated by the supplier (e.g. in separate packets or as indicated on packaging). When the packaging information does not clearly specify what is to be considered a portion, (internationally) available, standardised portion sizes are to be used.

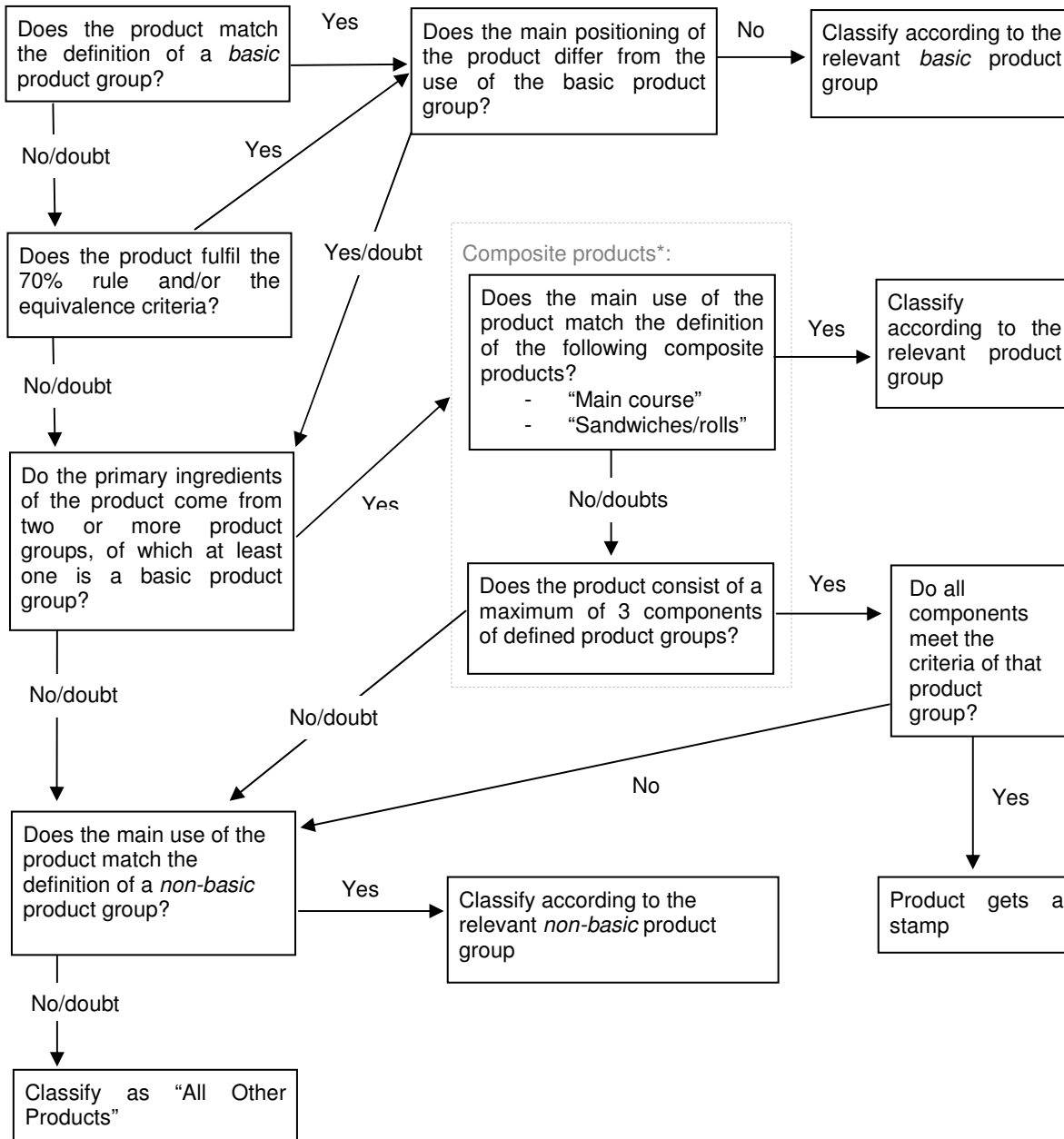
**Protein** – Protein content is calculated according to the following formula: protein = total Kjeldahl-nitrogen × 6.25. In dairy products, a multiplication factor of 6.38 is applied.

**Saturated fatty acids** – The sum of all types and sources of saturated fatty acids without double conjugations.

**Sodium** – This includes both added sodium (e.g. through salt or monosodium glutamate: MSG) and sodium that is naturally present in one of the ingredients (e.g. in yeast extract or in protein hydrolysates).

**Trans fatty acids** – All the geometric isomers of mono- and polyunsaturated fatty acids with non-conjugated, interrupted by at least one methylene group, double carbon-carbon conjugations in the trans-configuration. Natural trans fatty acids from meat and milk are not included. The amount of TFA present can be calculated by: [total trans fat – natural trans fat from meat/dairy].

## Annex II: Decision tree for product group classification



### Note

- In principle, products are registered and assessed as “as sold”. Food products may only be registered as ‘as prepared’ if the method of preparation (rehydration/dilution with fluid) is unambiguous, and if they are dried products in powder, concentrated or condensed form. This refers, for example, to dried and concentrated soups, broths, and sauces in powder form, potatoes in powder form and syrups. The nutrient declaration for these products is registered as ‘as prepared’. In this case, within the decision tree, the “product” can be referred to as “product as prepared according to the standard preparation method as indicated on the packaging”.
- A *main course* is a food that as sold [e.g. based on FDA definition]:
  - » Represents, or is intended to be consumed as (part of) a main dish during lunch or dinner, and;
  - » Contains per serving (as sold) at least 40 grams of food, or combination of foods, from at least two of the four main product group clusters: sources of carbohydrates (1), vegetables (2), dairy products (3), meat, fish, poultry, eggs, and meat substitutes (4).

### Decision tree instructions

The decision tree has been developed to support the assignment of a product to a product group, especially in the instance where the use of the product is doubtful or the composition of the product raises questions. When the product group and the use of the product is clear, this decision tree is not needed.

### Annex III: Equivalence criteria

Equivalence criteria have been defined for situations in which uncertainty arises as to which product group a certain food belongs to. The equivalence criteria are only applied for replacements of main products such as meat and milk substitutes. For other product groups, these equivalence values merely indicate the contents of a product.

An equivalent food product must contain a minimum quantity of two of the following nutrients:

- for fruit & vegetables: vitamin C, dietary fibre, folic acid and vitamin A.
- for bread and grains: dietary fibre, vitamin B6, folic acid, iron, vitamin B1.
- for milk (products): calcium, vitamin B2, folic acid, vitamin B12.
- for meat, poultry, fish: Retinol, vitamin A, vitamin B1, vitamin D, iron, vitamin B12.
- for fats, oils and fat containing spreads: vitamins D+E, vitamin A.

From two of the above-mentioned nutrients, a product has to contain at least the following amount per 100 gram:

Nutrient	Value per 100g
<b>Vitamin A (retinol equivalents)</b>	70 µg
<b>Vitamin E</b>	1.5 mg
<b>Vitamin D</b>	0.5 µg
<b>Vitamin B1</b>	0.11 mg
<b>Vitamin B2</b>	0.11 mg
<b>Vitamin B6</b>	0.13 mg
<b>Vitamin B12</b>	0.24 µg
<b>Folic acid</b>	40 µg
<b>Vitamin C</b>	7.5 mg
<b>Calcium</b>	100 mg
<b>Iron</b>	0.8 mg
<b>Dietary fibre</b>	2.5 g