

## Context

Consumers do not have information necessary to make optimal choices

Kenya:  
Advertising played little but present role in influencing consumption of foods. Nutrition information not displayed on labels of most products

Based on health claims, consumers purchased and consumed foods regardless of their cost while unaware of possibility of them being unwholesome or of lower nutritional and health quality than indicated.

Claims on health benefits from products were found on labels of 29% of supplementary foods

Ghana:  
Regulation of advertising of energy dense foods

**Nutrition labelling no longer perceived solely as information tool to ensure honest commerce, but as a health promotion tool by government**

**Government permit or prohibit voluntary nutrient and nutrient function claims on packages**

**Combination of regulation/monitoring by stakeholders (e.g. consumer and industry associations) can help to ensure credibility of claims on labels.**

**Presence of a health claim increases consumers' marginal willingness to pay**

**Government policies might focus on mass education to support label use**

## Government regulates food health/nutrition claims

Rigorous enforcement of labelling regulation

Manufacturers see benefit of labels in marketing and promotion

## Mechanisms

Insufficient information to enable customer to make optimal choice

Misleading information increases likelihood of food purchased

**Food companies are prevented from making unsubstantiated and misleading nutrition and health claims**

**Long term, manufacturers may change composition of food in response to consumer demand for healthy processed food**

**Nutrition labelling provides information to help consumer make healthy food choices**

**Creation of a food selection environment more conducive to healthy choices**

**Health claims may dominate over cost**

Consumer literacy

Time given to reading labels

Other factors influencing food choices e.g. preferences

## Outcomes

### Consumer response...

Consumers are not protected against unsubstantiated or misleading nutrition and health claims

Consumers do not read and/or understand labels

Increased consumption of energy dense nutrient poor foods from overseas + decreased consumption of traditional staples

= unhealthy diets leading to increased rates of obesity and non-communicable diseases

**Consumers read and understand labels**

**Reduced consumption of less healthy foods + increased consumption of healthier foods = improved diet leading to reduce rates of obesity and non-communicable diseases**