

## Nutritional Profiling: Connecting Science to Consumer

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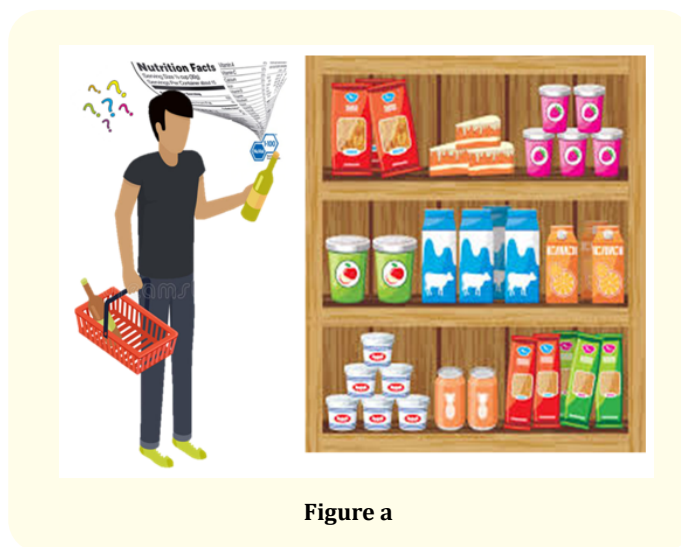


Figure a

### Abstract

Chronic diseases related to diets are increasing every day. Peoples around the world are not aware about their diets, which affect their health. Nutritional profiling system is very simple and efficient method to create awareness and to inform the consumer about the food. It help consumer to gain better understanding of the nutrition in their food and improve the health of the consumer.

**Keywords:** Health; Consumer; Food

Diet-related chronic health conditions, such as diabetes, obesity, hypertension, and cardiovascular disease, present a major public health concern. Peoples around the world worry about their health, and the requirement of individual are different, some want to reduce the fats, other want high protein diets and so on. Hence food producing companies whether private or govt. is introducing different nutrient profiling models. A team of food scientists, nutri-

tion scientists and medical doctors work very hard to create an efficient nutritional profiling system. They evaluate the food products and the effect of the food on the consumer health. Currently the importance of food labeling is increasing and is constantly subject to debate among governments, health organizations, food industry and consumers' associations [1].

## Nutritional profiling

Nutritional profiling aka nutrient profiling is science of classifying or ranking foods according to their nutritional composition for reasons related to preventing diseases and promoting health (WHO) [2]. Nutrient profiling can be used to generate criteria for descriptions of foods falling into two categories:

1. Describing the level of each nutrients of the product, for instance high dietary fiber, low fat, low sodium etc.
2. Describing the effect of product on the consumer health like healthy food, unhealthy food, good for diabetic patient etc.

## Different nutritional profiling systems

Several nutritional profiling systems are present in the market. Necessarily all the nutrient profiling models should be developed through systemic, clear and rational process [3]. Planning, development, validation and implementation are the four stages for developing any kind of nutrient profiling model. Some of the system label the food product (like traffic light signaling) while some label the shelf of the food market (like guiding star), and few of them label the product as well as shelf (like NuVal).

Different profiling system consider different nutrients for instance, in Traffic light signaling only four nutrients are consider,

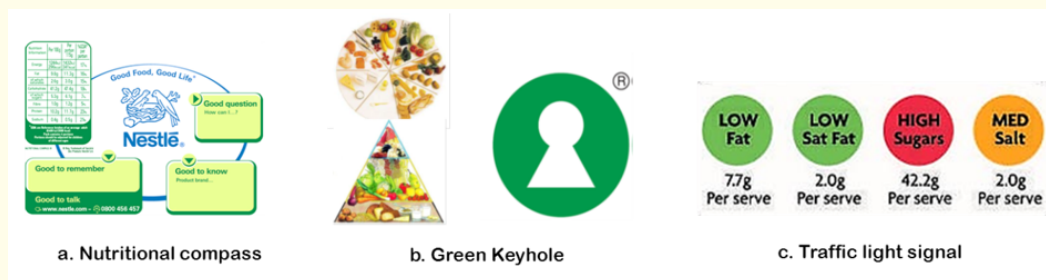
whereas green keyhole system (Nordic keyhole) considers thirteen nutrients.

NuVal (Nutritional Value) system scores the food products on the scale of 1 to 100 and gives combine information of the product. Higher the score mean higher the nutritional value. So by comparing the score of the products consumer can easily identify which product is more nutritious.

In traffic light signaling model, each food product is given red, green and amber color for its fat, saturated fat, sugar and salt content.

Nestle nutritional compass aware the consumer about the ingredients of the food through the questions form like good question, good to remember, good to connect and good to know.

Green keyhole system of Swedish introduced in 1989, comprises of food circle and food pyramid which makes it easier for the consumer healthy choices made it easy. Food manufacturers are responsible for observing the regulation regarding the green keyhole guideline.



**Figure 1:** Different Nutritional Profiling system.

## Conclusion

Nutrient profiling is commonly used in food labeling schemes for helping the consumers in better understanding the nutrient consumption of foods and on the basis of this understanding, iden-

tification of foods that are healthier option can be done. The main labeling is the percentage of the recommended dietary allowances, the traffic light system and the health logos. Nutritional profiling is one of the best options for improving consumers' dietary behavior.

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