

營養標籤的可閱性

Legibility of Nutrition Labels

業界諮詢論壇
Trade Consultation Forum

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背景 Background

- 在食物標籤上提供營養資料，是推廣均衡飲食、保障公眾健康的重要工具。
- 可閱而適當標示各項必要資料的食物標籤，是有助消費者作出明智的選擇的橋樑。
- Provision of nutrition information on food label is an important tool to promote a balanced diet and protect public health
- Legible food label with essential information of product appropriately marked is a bridge for assisting consumers make informed choices

背景 Background (2)

《製備可閱的食物標籤業界指引》(下稱《業界指引》)

- 諮詢業界及消費者後於2012年5月發出
- 旨在協助業界在食物標籤上提供清楚可閱的資料，包括營養標籤
- 載述製備可閱的食物標籤的原則和列出一些例子

Trade Guidelines on Preparation of Legible Food Label (the Guidelines)

- issued in May 2012 after consultation with the trade and consumers
- aims at assisting the trade in providing legible information on food label including nutrition label
- provides principles and examples of legible food labels for reference

背景 Background (3)

《製備可閱的食物標籤業界指引》(下稱《業界指引》)

- 當局於詮釋《食物及藥物(成分組合及標籤)規例》(第132W章)中訂明的食物標籤可閱性的要求時亦會參考此指引。

Trade Guidelines on Preparation of Legible Food Label (the Guidelines)

- Officers will also make reference to the guidelines in the interpretation of legibility requirements of food label as stipulated in the Food and Drugs (Composition and Labelling) Regulations (Cap. 132 W).

可閱的食物標籤的元素

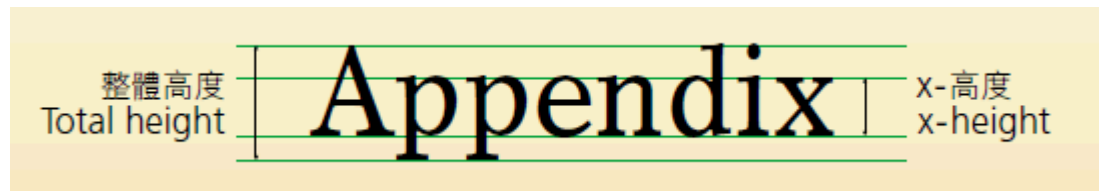
Elements of Legible Food Label

字體大小適中

- 一般而言，
 - 英文字母：
建議“x-高度”最小達1.2毫米
 - 中文字：
與英文字母“x-高度”1.2毫米
對等的高度
- 如下顯示，“x-高度”是指英文小楷字母“x”的高度：

Suitable font size

- In general,
 - English letter:
recommended “x-height” at
least 1.2mm
 - Chinese characters:
comparable size to “x-height”
1.2 mm
- “x-height” is defined as the
height of small character “x”
as illustrated below:



可閱的食物標籤的元素

Elements of Legible Food Label (2)

字體大小適中 (2)

- 有些情況標示建議字體可能有困難
 - 產品包裝面積有限（如總表面面積小於400平方厘米）
 - 除本地法例要求外，亦需標示其他國際標準或指引要求的資料

Suitable font size (2)

- the recommended font size may not be always practically feasible
 - limited package size (e.g. total surface area less than **400cm²**)
 - required to present information required by **international standards and guidelines** in addition to local laws

可閱的食物標籤的元素

Elements of Legible Food Label (3)

字體大小適中 (3)

- 有些情況標示建議字體可能有困難
 - 從外地進口的產品，可能因包裝設計所限，未必有足夠空間貼上以較大字體印製的標籤
 - 食物標籤上的資料以多種語言標示（如中文及英文）

英文字母x-高度計算最小應達0.8毫米
中文字整體高度計算最小應達1.8毫米

Suitable font size

- the recommended font size may not be always practically feasible
 - imported food products that have packaging with limited spacing for affixing label with larger font size
 - the information is presented in more than one language (e.g. Chinese and English)

English **minimum** font size: 0.8mm
Chinese **minimum** font size: 1.8mm

可閱的食物標籤的元素

Elements of Legible Food Label (4)

對比鮮明

- 全黑色或單一深色的字體，並列印在白色或單一淺色、具適當對比的背景上，即「白底黑字」
- 只要字句能清楚顯示，相反做法亦可予接納，即「黑底白字」

Good contrast

- all black or single dark colour type, printed on a white or other single light colour
- acceptable to do it vice versa as long as the words are clearly shown

可閱的食物標籤的元素

Elements of Legible Food Label (5)

對比鮮明 (2)

- 以透明容器包裝的食物
 - 建議於標籤範圍加上不透明、具適當對比的背景
 - 以免標籤的清晰度受食物的顏色或外形影響

Good contrast (2)

- for products packed in transparent containers
 - recommended food label area come with a non-transparent contrasting background
 - the clarity of the label would not be affected by the colour or appearance of the food

可閱的食物標籤的元素

Elements of Legible Food Label (6)

間距充足

- 字句需清楚展示，字與字，以及字與分隔或包圍資料的間隔線或框線，不得緊貼或重疊。

Enough spacing

- Words and characters do not touch each other or the lines and borders surrounding or separating the information, if any

可閱的食物標籤的元素

Elements of Legible Food Label (7)

其他元素

- 合適的印刷技術
- 使用不反光印刷表面
- 適當的字款

Other elements

- suitable printing technology
- non-reflective printing surface
- appropriate font type

香港預先包裝食物的 營養標籤可閱性研究

Study on Legibility of Nutrition Labels on Prepackaged Foods in Hong Kong

食物安全中心與
消費者委員會合作

The CFS conducted the joint
study with Consumer Council

研究目的

- 了解食物業界有否按照中心發出的《業界指引》製作可閱的營養標籤
- 向業界提出具體建議以改善營養標籤的可閱性

The study aims to

- Understand whether the trade provides legible NL in accordance with the Guidelines
- provide advices to trade for improving the legibility of NL



評估結果

Assessment Results

- 在100個包裝較小的樣本中有63個樣本的營養標籤未能符合《業界指引》的建議

○ 字體大小:	51
○ 印刷技術:	15
○ 對比度:	9
○ 字體間距:	5
○ 反光印刷表面:	2

- 在原有的包裝上加上營養標籤標貼的樣本的情況相對地較為嚴重

- The NL of total 63 out of 100 samples with relatively small packing size not following the suggestions in the Guidelines

○ Font Size:	51
○ Printing Tech:	15
○ Contrast:	9
○ Spacing:	5
○ Reflective surface:	2

- The problem in samples with affixed nutrition labels was more serious comparatively.



結論 Conclusion

- 研究中大部分包裝較小樣本的營養標籤存有改善空間
 - 尤其是字體大小方面
- 食物業界應盡力為消費者提供清晰可閱的營養標籤
- Most samples with relatively small packing size in the study need improvement
 - Particularly font size
- Food trade should make efforts to provide legible nutrition labels

建議 Advices (1)

- 根據《業界指引》，提供清晰可閱的營養標籤
- 採用適當的印刷技術印製營養標籤，並提供間距充足的營養標籤，尤其是印製外加的營養標籤標貼時，應加倍留意
- 確保營養標籤在正常的儲存情況下不會被摘掉或擦掉
- make reference to the **Guidelines** to provide legible NLs
- apply suitable **printing technology** and provide **enough spacing** in NLs, particularly for **affixed NLs**
- ensure the printing will not be removed, erased or rubbed off under **normal conditions of storage**

建議 Advices (2)

- 為有足夠包裝面積的產品提供更大的營養標籤
- 考慮將附有營養標籤的掛牌繫穩於包裝面積有限的產品上
- 將營養標籤放於產品包裝的當眼位置
- provide larger NLs for products with adequate surface area
- consider attaching hang tags (if applicable) with NLs to products with small surface area
- provide NLs in conspicuous place

營養標籤的可閱性

Legibility of Nutrition Labels

- 立法會食物安全及環境衛生事務委員會於上一次會議中曾討論標籤可閱性的問題。委員會成員對營養標籤可閱性的問題非常關注，並要求政府修改相關法例以規管營養標籤的可閱性
- The legibility issue was discussed in last meeting of LegCo panel of Food Safety and Environmental Hygiene. Panel members were very concern about the legibility of NL in food and requested the Administration to introduce relevant legislative amendments to regulate the legibility of nutrition labels

營養標籤的可閱性

Legibility of Nutrition Labels

- 中心會繼續監察業界有否按《業界指引》，製作清楚可閱的食物標籤。
- 如中心發現業界未有自律地跟隨《業界指引》的建議，中心不排除建議制定相關法例，以進一步規管食物標籤的可閱性。
- CFS would continue monitoring the legibility of food labels
- CFS may consider making the requirements in the Guidelines mandatory if the traders do not voluntarily follow the requirements in the Guidelines.

謝謝
Thank You