



HAL
open science

How the French Nutri-Score can impact sales of processed-foods? A complex system perspective

Eric Breton, O Ode, T Oikonomidi

► To cite this version:

Eric Breton, O Ode, T Oikonomidi. How the French Nutri-Score can impact sales of processed-foods? A complex system perspective. *European Journal of Public Health*, 2019, 29 (Supplement_4), 10.1093/eurpub/ckz187.026 . hal-02447486

HAL Id: hal-02447486

<https://ehesp.hal.science/hal-02447486v1>

Submitted on 30 Jan 2025

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

How can the French Nutri-Score impact sales of processed-foods? A complex system perspective

Breton E¹, Ode O, Oikonomidi T, Le Nogue D. & the EHESP MPH working group on Nutri-Score²

CONTEXT

- Nutri-Score (NS): an Interpretative Front-of-Pack (FOP) Food Labelling System approved by the French government in 2017 for pre-packaged foods
- Based on the Food Standards Agency (FSA) nutrient profiling system (FSA score)



AIM

To build the NS logic model and identify potential disruption pathways on the processed-food manufacturing system.

METHODS

- Review of the scientific and grey literature (i.e., Hansards, news articles, industry position statements) on NS
- Framework: Meadows' (1999) seminal paper on system leverage points

RESULTS

The NS algorithm can generate impact through 3 different pathways: 1. FOP product label 2. Smartphone apps 3. Decision-making parameters for the processed-food industry

It may impact consumer behaviour:

- **Directly**, by disrupting the flow of information, revealing 'hidden' information to consumers (Fig 1, blue pathway)
- By offering a capacity to compare the nutritional quality of processed-food across brands
- **Indirectly**, by immersing consumers in a healthier food environment by changing the nature of the offering of processed-food.

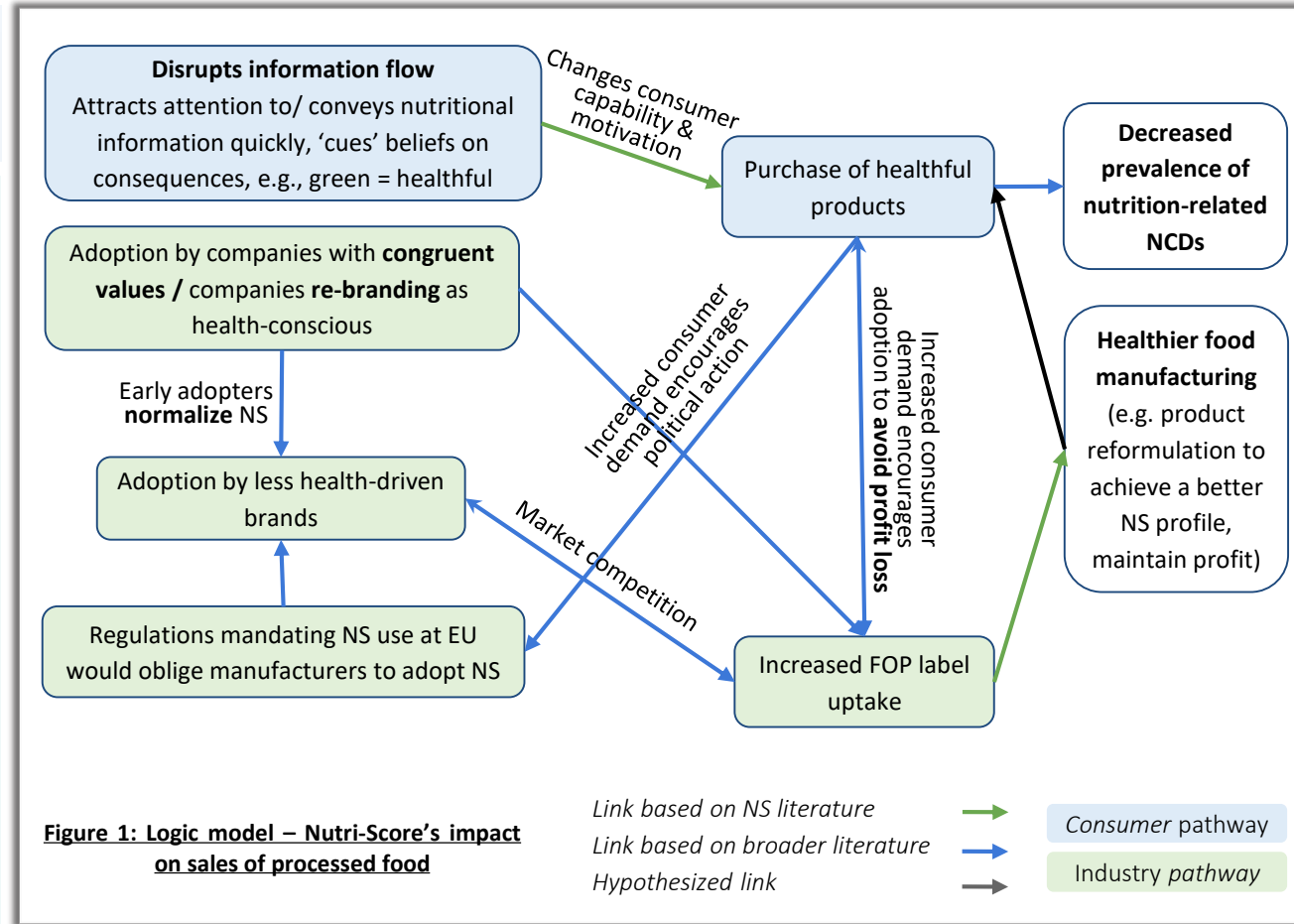
To disrupt food manufacturing, NS triggers diverse drivers of corporate practice (Fig 1, green pathway):

- For smaller food manufacturers, NS FOP is a means to stand out against bigger corporations, and affirm their health-conscious image (alignment with corporate values),
- Adoption of the NS by popular apps, early-adopters can make FOP normative (expected by consumers) and create a feedback loop where late adopters uptake NS to avoid profit loss,
- NS FOP can incite manufacturers to improve their offering to pre-empt legislation.

CONCLUSION AND MAIN MESSAGES

The NS algorithm takes 3 different forms and is likely impacting the processed-food system even before the adoption of a mandatory FOP logo. It mainly impacts this system by disrupting the information flow.

References: Meadows, D. H. (1999). Leverage point : Places to intervene in a system. Hartland: The Sustainability Institute.



ACKNOWLEDGMENTS

We are grateful for the time Dr Pierre Arwidson, Directeur adjoint, Direction de la prévention et de la promotion de la santé, and Ms Anne-Juliette Serry, Responsable de l'unité Nutrition et activité physique at Santé Publique France, committed to this project.

¹ Assistant professor at the EHESP, researcher at Arènes (UMR CNRS 6051), Rennes, eric.breton@ehesp.fr

² The following EHESP MPH students also contributed to the report on which is based this poster: C. Brown, S. Chapman, M. Chalouni, J. Cowan, B. Driollet, T. Ehler, J. Erlich, T. Fadul, J. Genoway, C. Hounkonnou, C. Kendir, A. Khoury, S. Mahjoub, S. Messayke, M. Palmucci, P. Schneider