Nordic keyhole
Experience and challenges
Sweden, Norway, Denmark, Iceland

Healthy choices made easy

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Swedish National Food Agency (NFA)
NFA is the owner of the trademark

Charlottetown 16 May 2013
FAO/WHO Information Meeting on Front of Pack Nutrition Labelling
Category based system

Nutrition claims
Less fat
Less sugar
Less salt
More fibre
Keyhole leaflet in 13 languages

Swedish
Norwegian
Danish
English
Arabic
Farsi
Kurdish
Saami
Somali
Sorani
Spanish
Turkish
Urdu

Look for the Keyhole
Your choice of food affects your health. The keyhole makes healthy choices easy.

- Compared to other foods of the same type, products with the keyhole comply with one or more of the following requirements:
  - Less and healthier fat
  - Less sugar
  - Less salt
  - More dietary fibre and wholegrain

The Keyhole is for everyone
Food with the keyhole is for all healthy people - adults, teenagers and children. The keyhole is for you who want a healthier diet.

Variation is part of healthy eating. The keyhole will help you. As you can find the label on different groups of food. If you have special needs, for instance if you exercise hard or if you are elderly or ill, it is important that you get enough energy through what you eat.

Who is behind the Keyhole?
The keyhole is a joint Nordic label.

The criteria for the keyhole have been developed by the authorities in Norway, Sweden and Denmark. The label is supported by the Nordic Council of Ministers.

It is voluntary for manufacturers to use the keyhole.

You can find the Keyhole here
The keyhole is on the packaging but you can also find the label on fish, fruit, berries, vegetables and potatoes that are not packaged.

- Food with the keyhole usually has a nutrition labelling.
- Soft drinks, candy and cakes cannot be labelled with the keyhole.
- Food containing artificial sweeteners cannot be labelled with the keyhole.

Read more about the Keyhole at:
www.norden.org/noeglehullet

June 2010

Healthy choices made easy
Sweden: Tools for healthier choices

**Food circle**
- What to eat?
- Seven groups

**Food Pyramid**
- KF (Coop) 1974
- Not the same intake of every foodgroup
- Price related

**The keyhole**
- In the food store
- Healthy choices made easy

**Plate model**
- 1992 (1976*)
- At the table
- How to serve?

*A Laser Reuterswärd, NFA
Why a keyhole?
Food circle + food pyramid
Eat varied
More of some foods, less of others

Trade mark since 1989
- owned by the
Swedish National Food Agency
fat, sugar, salt, fibre
General features

- The Keyhole makes it easier for consumers
  *Healthy choices made easy*

- Labelling with the symbol is voluntary and free of charge

- Food manufacturers using the keyhole label are responsible for observing the regulations

- Joint conditions set by four Nordic countries (SE NO DK IS)
### Regulations with the same conditions

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<thead>
<tr>
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<th>Sweden*</th>
<th>Norway</th>
<th>Denmark*</th>
<th>Iceland</th>
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<tbody>
<tr>
<td>SE: Rules since 1989</td>
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<tr>
<td>SE NO DK: National regulations with the same conditions published in the summer of 2009</td>
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<td>IS: National regulation with the same conditions will apply autumn 2013</td>
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* January 2008 SE DK notified the keyhole rules according to Article 28 (4) of the Regulation on Nutrition and Health Claims (EU) No 1924/2006
Experiences from the Nordic work

• Constructive dialogue with the industry is important
• Quick, simple and positive tool for consumers
• Consumer and quality aspects are important as well as food safety aspects when setting criteria
• Positive green symbol is of big interest for the industry
• Impact on product development "Standard" for product development at several Research and Development units
• In December 2011: over 1500 unique products in Sweden, Norway and Denmark respectively
## Consumer knowledge of the keyhole

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<tbody>
<tr>
<td>Sweden</td>
<td>98 %</td>
<td>98 %</td>
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<tr>
<td>Norway</td>
<td>20 %</td>
<td>98 %</td>
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<tr>
<td>Denmark</td>
<td>&lt;1 %</td>
<td>88 %</td>
</tr>
<tr>
<td>Iceland</td>
<td>No data</td>
<td>Dec 2012: 29 %</td>
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Challenges

- Keep keyhole attraction and consumer interest in relation to other food messages
- Setting of criteria: not too high, not too low
- Revision of joint criteria 2013-2014:
  Salt
  Other conditions for different categories
  New categories? E.g. gluten-free alternatives
- 2014: 25 years since the first Swedish keyhole ordinance was published (March)
  5 years since regulations with common conditions were published (June) in SE NO DK
Links for further information

http://www.slv.se/nyckelhalet

http://www.nokkelhullsmerket.no/

http://noeglehullet.dk