營養標示與健康宣稱

Nutrition labels and health claims

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摘要

消費者從各種管道購買食物，可能會以過去的家庭經驗、教育、傳播媒體、廣告來了解食物的特性，但是站在健康的立場，營養標示和健康宣稱是最重要的來了解食物內含物質的。營養標示可以幫助消費者選擇更健康的食物並促使企業能做出更健康的食物。

藉由提供消費者關於食物的營養與健康資訊，可以在潛移默化下達到公共衛生的目標。健康標示能提供消費者食物的營養成分和健康宣稱（該食物有何健康功效），健康宣稱也被食品業用來作為行銷的工具。

我們將會回顧全球關於營養標示和健康宣稱的情形，看看國際間關於營養標示和健康宣稱從過去到未來規定的情形，並且將74個國家的情形做一個比較，另一個要看的重點是各國推動營養標示的情形，不同處可以做為一個借鏡。

By providing information to consumers, nutrition labels and health claims on foods have the potential to contribute to the achievement of public health objectives. Labeling provides consumers with information about the nutritional properties of a food and health claims (statements connecting a food, food component or a nutrient to a state of desired health) provide information to consumers about the nutritional and health advantages of particular foods or nutrients. Health claims are also a marketing technique used by food companies.

This review of the global regulatory environment around nutrition labelling and health claims aims to provide an overview of existing international, regional and national regulations and a description of past and future regulatory developments. It compiles, categorizes, and tabulates international, regional and national regulations, and compares differing regulatory systems in 74 countries and areas. It also reviews regulations on the quantitative declaration of ingredients (information which indicates to consumers the proportion of healthful and less healthful components of the food product). A secondary objective is to provide an overview of the different approaches to developing and implementing these
regulations and highlight some of the associated public health issues.

關鍵字：營養標示（nutrition label）