

ASSESSMENT AND RESEARCH IN CHILD FEEDING (ARCH): LABELING STUDY REPORT SENEGAL

Report on commercially produced complementary foods and selected commercially produced foods not specifically marketed for but commonly consumed by infants and young children

KEY MESSAGES

- Nutrition is central to strengthening the health and development of individuals and nations.
The 1,000 days of a mother's pregnancy until her child's 2nd birthday is a particularly critical window of opportunity during which the right nutrition gives children a healthy start at life.

 - The Government of Senegal joined the Scaling Up Nutrition (SUN) Movement in 2011, committing to invest in policies and programs to improve nutrition.
 - In Senegal 27% of children under-five years of age are stunted, never reaching their full cognitive or physical development.
- Optimal feeding leads to children reaching their full potential.
Exclusive breastfeeding during the first six months of life, with continued breastfeeding until 2 years of age or beyond, together with the addition of safe, appropriate complementary foods from 6 months provides the best nutrition for a young child. To protect these optimal feeding practices, the marketing practices of all products aimed at infants and young children, not only breast-milk substitutes, are under the spotlight.

 - In Senegal, early initiation of breastfeeding is 23%, exclusive breastfeeding at 6 months 39% and continued breastfeeding at the age of two years 51%.
 - In Senegal complementary feeding is initiated between 6-8 months for 61% of infants.
- Evidence must guide policy development.
Recognizing that commercially produced complementary foods are often a part of a child's diet, Helen Keller International's Assessment and Research on Child Feeding (ARCH) Project is gathering data on the promotion of foods consumed by infants and young children in Senegal, Cambodia, Nepal and Tanzania. As countries work to scale up nutrition, the ARCH Project serves as a resource, providing an evidence base to guide development of policies and programs.

 - In Senegal, there are currently 84 different commercially produced complementary foods available for sale to mothers/caregivers.
 - In Senegal 76% of commercially produced complementary foods specified an appropriate age of introduction of six months. However 78% had similar color schemes/designs, names and/or slogans/mascots/symbols to breast-milk substitutes produced by the same manufacturer.
 - In Senegal many of the labels of energy dense commercially produced foods commonly fed to children under the age of two in the study had images, shapes, colours, messages and packaging that could be considered to imply that the product is suitable for children.
- Consistent information supports informed choices.
Providing consumers with important and valuable information on products labels is critical as it is this information that mothers/caregivers are likely to use to make their product choices when selecting from available commercially produced complementary foods in store.

 - In Senegal the information provided on product labels is not presented in a consistent manner.
 - In Senegal manufacturers present nutrition information in a variety of formats which makes valuable comparisons difficult.
- A global market requires global guidance.
There were a number of commercially produced complementary foods available in Senegal, including 84 products that were made up of 27 brands, produced by 18 different manufacturers.

 - In Senegal the majority of commercially produced complementary foods are imported (93%), with Europe (predominantly France) supplying the majority of products. This indicates that, while national governments could take action, shared guidance from the WHO is critical to support common standards of product promotion across member states.
 - In Senegal on average, imported cereals cost three times as much as locally produced products.

6. Detailed and specific guidance is required.

There are a number of elements on product labels around which specific guidance is required to ensure that commercially produced complementary foods provide factual information, promote optimal infant and young child feeding and never undermine breastfeeding while still allowing the right to freedom of choice.

- The Senegal ARCH Project labeling study results highlight areas where detailed global guidance is required and include:
 - provision of clear and consistent infant and young child feeding messages for optimal infant and young child feeding;
 - appropriateness and types of invitations to interact that should appear on the labels of commercially produced complementary foods;
 - provision of nutrition claims;
 - provision of manufacturer endorsed nutrition information tables/nutrition plans.

7. Guidance should not result in unintended consequences.

Consideration needs to be given not only to the promotion of commercially produced complementary foods, but also to foods not specifically marketed to but commonly fed to children under-2 years of age. It is important to ensure that restrictions on the promotion of the former do not result in mothers/caregivers selecting the latter, which often have a poor nutrient profile, due to the fact that they are less restricted. As such, foods not specifically marketed for but commonly fed to children under-2 years can imply to mothers/caregivers that they are suitable for infants and young children as they are able to make nutrition and health claims and are less regulated in terms of images and other marketing techniques used on labels.

- In Senegal the label assessment of selected commercially produced foods for general consumption commonly fed to children under the age of two years shows that certain practices could be considered to imply that these products are suitable for infants/young children or children in general.
- In Senegal the nutrient content of selected commercially produced foods for general consumption commonly fed to children under the age of two years indicate that they are relatively low in protein, high in sugar and high in fat with correspondingly low levels of micronutrients.

8. Monitoring and enforcement of existing policies can be strengthened.

The WHO recommends that countries should periodically review their regulations in line with the Code and its subsequent WHA resolutions and that monitoring and enforcement requires continued strengthening.

- Senegal was one of the first countries to adopt many provisions of the *International Code of Marketing of Breast-Milk Substitutes* as national legislation, enacting the *Inter-ministerial Decree Establishing the Conditions for Marketing Breast-milk Substitutes* in 1994. The Senegalese law is limited and focuses on controlling the promotion of breast-milk substitutes in health facilities and provides very little guidance on labeling.
- In Senegal the ARCH Project labeling study results demonstrate that manufacturers are not fully complying with Senegalese legislation. For example, 12% of labels of commercially produced complementary foods did not provide all the text in French which is a legal requirement. In addition, as limited labeling guidance is given, 21% of the commercially produced complementary food labels recommended an age of introduction of less than six months and 4% of the labels provided no age of introduction.

Table of Contents

Acknowledgements	11
1 INTRODUCTION	15
1.1 Background.....	15
1.2 WHO STAG proposed definition of inappropriate promotion of foods for infants and young children	16
1.3 Assessment and Research on Child Feeding (ARCH).....	16
1.4 Background to the labeling study.....	17
1.4.1 Labeling of commercially produced complementary foods.....	18
1.4.2 Labeling of commercially produced foods for general consumption that are commonly fed to, but not directly marketed, for infants and young children under the age of two years	19
1.4.3 Nutrient composition	21
1.5 Infant and young child nutrition and feeding in Senegal	21
1.5.1 Relevant legislation	22
1.5.2 Previous associated research	22
2 AIMS AND OBJECTIVES	23
2.1 Primary objectives	23
2.2 Secondary objectives.....	23
3 METHODS	24
3.1 Study design	24
3.2 Research setting	24
3.3 Selection and sampling of products and stores	24
3.3.1 Phase 1: Scoping the market.....	24
3.3.2 Phase 2A: Store selection.....	25
3.3.3 Phase 2B: Product purchasing (data collection).....	26
3.3.4 Phase 3: Cross-checking of purchased versus scoped products	27
3.4 Ethical considerations	28
3.5 Data extraction and data entry	28
3.6 Labeling practices checklists	29
3.7 Data analysis.....	29
4 RESULTS AND DISCUSSION OF COMMERCIALY PRODUCED COMPLEMENTARY FOODS LABELS	31
4.1 Description of commercially produced complementary food products.....	31
4.2 Summary of answers to commercially produced complementary foods checklist questions and data generated by the labels database	34

4.3	Labeling practices according to the STAG five criteria for inappropriate promotion	37
4.3.1	STAG 1: Promotion is inappropriate if it undermines recommended breastfeeding practices.	37
4.3.2	STAG 2: Promotion is inappropriate if it contributes to childhood obesity and non-communicable diseases.	52
4.3.3	STAG 3: Promotion is inappropriate if the product does not make an appropriate contribution to infant and young child nutrition in the country.....	56
4.3.4	STAG 3c: Promotion should encourage a diet based on a wide variety of foods, including minimally processed fruits, vegetables, and animal-source foods.	57
4.3.5	STAG 4: Promotion is inappropriate if it undermines the use of suitable home-prepared and/or local foods.	57
4.3.6	STAG 5: Promotion is inappropriate if it is misleading, confusing, or could lead to inappropriate use.	59
4.3.7	Other/Gaps in STAG criteria	71
4.4	Summary of labeling practices observed in the ARCH Project labeling study where guidance is required as to whether they are appropriate or not, that are not clearly covered by the WHO STAG criteria: ...	78
5	RESULTS AND DISCUSSION OF COMMERCIALY PRODUCED FOODS FOR GENERAL CONSUMPTION COMMONLY FED TO CHILDREN UNDER THE AGE OF TWO YEARS	79
5.1	Description of commercially produced foods for general consumption commonly fed to children under the age of two years products.....	79
5.2	Summary of answers to commercially produced foods for general consumption commonly fed to children under the age of two years checklist questions and data generated from labels database	84
5.3	Labeling practices of commercially produced foods for general consumption commonly fed to children under the age of two years	84
5.3.1	Languages.....	87
5.3.2	Mandatory and other label information	87
5.3.3	Age related recommendations, feeding instructions and phrases	87
5.3.4	Preparation and use instructions	87
5.3.5	Storage Instructions	88
5.3.6	Inserts, warnings and safety messages	88
5.3.7	Nutrient composition	88
5.3.8	Portion size and daily ration.....	91
5.3.9	Consistency.....	91
5.3.10	Cross promotion.....	91
5.3.11	Branded ingredients	92
5.3.12	Endorsements	92
5.3.13	Invitation to interact	93

5.3.14	Claims	93
5.3.15	Images and endorsements	95
5.3.16	Labeling practices that could imply suitability to children.....	96
5.4	Considerations pertaining to the labeling practices of commercially produced foods for general consumption commonly fed to children under the age of two years	100
6	CONCLUSIONS	102
7	REFERENCES	105
8	APPENDICES.....	109
8.1	APPENDIX A:	109
	Informal store sampling methods for Senegal	109
8.2	APPENDIX B:	114
	SENEGAL DATA COLLECTION FORM.....	114
8.3	APPENDIX C:	133
	LETTER OF REQUEST TO STORE MANAGER.....	133
8.4	APPENDIX D:	134
	LABELING PRACTICES CHECKLIST FOR COMMERCIALY PRODUCED COMPLEMENTARY FOODS	134
8.5	APPENDIX E:	139
	LABELING PRACTICES CHECKLIST FOR COMMERCIALY PRODUCED FOODS FOR GENERAL CONSUMPTION COMMONLY FED TO CHILDREN UNDER THE AGE OF TWO YEARS	139
8.6	APPENDIX F:.....	143
	INSERTS DEFINITION.....	143
8.7	APPENDIX G:.....	144
	MACRO-AND MICRONUTRIENT NUTRIENT RECOMMENDATIONS	144
8.8	APPENDIX H:.....	145
	CLAIMS PROVIDED ON LABELS OF COMMERCIALY PRODUCED COMPLEMENTARY FOOD PRODUCTS IN SENEGAL	145
8.9	APPENDIX I:	159
	CLAIMS PROVIDED ON LABELS OF COMMERCIALY PRODUCED FOOD PRODUCTS IN SENEGAL.....	159

List of Tables

Table 3-1	Inclusion and exclusion criteria of products for the ARCH Project labeling study.....	27
Table 4-1	Characteristics of commercially produced complementary food products in Senegal (n=84)..	31
Table 4-2	Country of origin of commercially produced complementary foods in Senegal (n=84).....	31
Table 4-3	Costs of commercially produced complementary foods in Senegal per unit (g) and mean cost per serving by product category (n=84) presented in two currencies [West African Francs (CFA) and United States Dollars (USD)].	33
Table 4-4	Senegal checklist results: Commercially produced complementary food labeling practices (n=84).	34
Table 4-5	Wording used for the recommended age of introduction on commercially produced complementary food labels in Senegal (n=81).....	38
Table 4-6	Examples of instructions that indicate how to feed the commercially produced complementary foods in Senegal.	39
Table 4-7	Stage age descriptors which are not written in months or years on the commercially produced complementary food labels in Senegal (n=16).....	40
Table 4-8	Physical or developmental milestones displayed by images of infants/young children used on commercially produced complementary food labels in Senegal (n=12).....	40
Table 4-9	Examples of commercially produced complementary cereal labels in Senegal recommending feeding from a bottle.	42
Table 4-10	Similarities between the labels of commercially produced complementary foods and breast-milk substitutes manufactured by the same companies in Senegal (n=59).	44
Table 4-11	Example of cross promotion between breast-milk substitutes and commercially produced complementary food labels in Senegal.	45
Table 4-12	Messages/recommendations regarding feeding practices for infants and young children used on commercially produced complementary food labels in Senegal (n=70).....	46
Table 4-13	Infant and young child feeding messages on commercially produced complementary food labels in Senegal.	51
Table 4-14	Nutrient composition of commercially produced complementary foods in Senegal.....	53
Table 4-15	Daily energy needs from complementary foods and recommended number of meals for the breastfed child.	55
Table 4-16	Energy calculations per portion, per daily ration, with and without the addition of milk of commercially produced complementary foods in Senegal.....	56
Table 4-17	Selected label information included on the labels of commercially produced complementary food labels in Senegal.....	56
Table 4-18	Codex Alimentarius definitions of categories of nutrition and health claims.....	60
Table 4-19	Nutrient content claims on commercially produced complementary food labels in Senegal (n=77).	61
Table 4-20	Examples of nutrient comparative claims on commercially produced complementary food labels in Senegal.	62
Table 4-21	Nutrient function/other function claims/implied health claims made on commercially produced complementary food labels in Senegal (n=21).	63
Table 4-22	Non-nutrition claims made on commercially produced complementary food labels in Senegal (n=77).	64

Table 4-23	Type of preparation recommended on commercially produced complementary food labels in Senegal (n=77).....	67
Table 4-24	Preparation and use instructions used on commercially produced complementary food labels in Senegal (n=76).....	67
Table 4-25	Examples of preparation and use instructions classified as ‘Other’ or ‘Serving suggestion: other’ on commercially produced complementary food labels in Senegal.	68
Table 4-26	Safety messages used on commercially produced complementary food labels in Senegal (n=51).	69
Table 4-27	Types of storage instructions provided on commercially produced complementary food labels in Senegal (n=77).....	70
Table 4-28	Warnings used on commercially produced complementary food labels in Senegal (n=74).....	70
Table 4-29	Images used on the labels of commercially produced complementary foods in Senegal (n=83).	72
Table 4-30	Endorsements/Text conveying expertise used on commercially produced complementary food labels in Senegal (n=68).....	73
Table 4-31	Type of invitation to interact with the manufacturer used on commercially produced complementary food labels in Senegal (n=84).....	75
Table 4-32	Examples of various ways in which invitations to interact are used on the labels of commercially produced complementary foods in Senegal.....	76
Table 4-33	Examples of slogans/tag-lines used on commercially produced complementary food labels in Senegal.	78
Table 5-1	Characteristics of the commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal (n=22).	79
Table 5-2	Country of origin of the commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal.....	80
Table 5-3	Costs of commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal per unit (g) and mean cost per serving by product category (n=40) and presented in two currencies [West African Franc (CFA) and United States Dollar (USD)] (n=22).....	81
Table 5-4	Cost comparison between commercially produced complementary foods and commercially produced foods for general consumption commonly fed to children under the age of two years (excluding beverages) and beverages in Senegal.....	84
Table 5-5	Senegal checklist results: Commercially produced foods for general consumption commonly fed to children under the age of two years labeling practices (n=22).	84
Table 5-6	Nutrient composition of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n=5).	89
Table 5-7	Endorsements / text conveying expertise used on commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n = 5).....	93
Table 5-8	Type of invitation to interact with the manufacturer used on selected commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n=16).....	93
Table 5-9	Nutrient content claims made on the labels of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n = 6).....	94

Table 5-10	Nutrient function/other function/IMPLIED health claims made on commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n=2).	94
Table 5-11	Non-nutrition claims made on commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n=8).....	95
Table 5-12	Images used on the labels of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n= 20).....	96
Table 5-13	Slogan or tag-lines used on labels of foods for general consumption commonly fed to children under the age of two years in Senegal.....	98
Table 5-14	Emotive claims used on labels of foods for general consumption commonly fed to children under the age of two years in Senegal.....	99
Table 8-1	Nutrient content claims used on commercially produced complementary food labels (n=77).	145
Table 8-2	Nutrient Function/Other function/IMPLIED health claim on the labels of commercially produced complementary foods (n=77).	149
Table 8-3	Non-nutrition claims on labels of commercially produced complementary foods (n=73).....	156
Table 8-4	Non-nutrition claims on the labels of commercially produced foods for general consumption commonly fed to children under the age of two years.....	159

List of Figures

Figure 3-1	Distribution channels through which foods for infants and young children may be sold to be identified during Phase 2A: Store scoping.	26
Figure 4-1	Manufacturers of commercially produced complementary foods represented in Senegal (n=18).	32
Figure 4-2	Brands of commercially produced complementary foods represented in Senegal (n=27).	32
Figure 4-3	Recommended age of introduction given in months, on commercially produced complementary food labels in Senegal (n=81).	38
Figure 4-4	Images used on commercially produced complementary food labels in Senegal displaying developmental stages.	41
Figure 4-5	Commercially produced complementary cereal product labels in Senegal displaying images of feeding bottles.	41
Figure 4-6	Example of a commercially produced complementary food label in Senegal that includes a recommendation to feed a cereal product in a liquid form.	42
Figure 4-7	Image showing a manufacturer-endorsed nutrition plan on commercially produced complementary foods in Senegal that cross promotes other products in the manufacturers portfolio.	58
Figure 4-8	Claims made on commercially produced complementary food labels in Senegal.	60
Figure 4-9	Examples of nutrition information tables on commercially produced complementary foods in Senegal displaying nutrient function claims in a novel format.	65
Figure 4-10	Example of an image of a branded food group classification on the label of a commercially produced complementary food in Senegal.	65
Figure 4-11	Example of an insert showing a discount offer on a commercially produced complementary food in Senegal.	67
Figure 4-12	Potentially misleading image on a commercially produced complementary food label in Senegal.	71
Figure 4-13	Examples of images found on commercially produced complementary food labels in Senegal.	72
Figure 4-14	An example of a Quick Response code from a commercially produced complementary food label in Senegal.	75
Figure 5-1	Manufacturers represented in the commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal (n=15).	80
Figure 5-2	Brands represented as commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal (n=19).	80
Figure 5-3	Image of biscuits being dipped into milk on a product label of a commercially produced food in Senegal.	88
Figure 5-4	Example of a label of a commercially produced food for general consumption commonly fed to children under the age of two years in Senegal that could be considered as cross promotion with a breast-milk substitute.	92
Figure 5-5	Summary of the various claims present on selected labels of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal.	94
Figure 5-6	Images used on the packaging of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal.	97

Figure 5-7	Example of image and use of a girl's name on a commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal.	97
Figure 5-8	Shapes that may be considered to appeal to children that were part of foods for general consumption commonly fed to children under the age of two years in Senegal.	98
Figure 5-9	Images on used on labels of foods for general consumption commonly fed to children under the age of two years in Senegal.	100

Acknowledgements

ARCH PROJECT SENEGAL ADVISORY COMMITTEE

Maty Diagne (Chair):	Ministry of Health Senegal
Adama Diouf:	Nutrition Laboratory at Cheik Anta Diop University of Dakar
Saliou Diouf:	Social Paediatric Institute
Amadou Lamine Gueye:	Micronutrient Initiative
Mame Khady Mbaye:	Direction of Trade
Gnagna Ndiaye:	WFP
Ndeye Fatou Ndiaye:	Food Technology Institute
Mouhamadou Guélaye Sall:	IPDSR
Cheikh Saad Bou Sarr:	ADEMAS
Fatim Tall Thiam:	WHO
Aïssatou Dioum Sow:	UNICEF
Ndeye Khady Toure:	Unit for Struggling Malnutrition
Coudy Ly Wane:	USAID / Yadjendee

ARCH PROJECT SENEGAL RESEARCH TEAM

Elhadj Issakha Diop:	Helen Keller International
Aminata Ndiaye:	Helen Keller International
Ndeye Yaga Sy:	Helen Keller International
Aboubacry Thiam:	Helen Keller International

ARCH PROJECT GLOBAL RESEARCH TEAM

Jane Badham:	JB Consultancy
Alison Feeley:	JB Consultancy
Rosalyn Ford:	JB Consultancy
Sandy Huffman:	University of California, Davis
Katie Pereira:	JB Consultancy
Alissa Pries:	Helen Keller International
Victoria Quinn:	Helen Keller International
Lara Sweet:	JB Consultancy
Elizabeth Zehner:	Helen Keller International
Yang Zhenyu:	Consultant

This report was compiled by: Katie Pereira, Alison Feeley, Rosalyn Ford, Jane Badham.



List of Abbreviations

ARCH	Assessment and Research on Child Feeding (ARCH) Project
BMS	Breast-milk substitute
CPCF	Commercially produced complementary food
CPF	Commercially produced foods for general consumption commonly fed to children < two years
FAO	Food and Agriculture Organization of the United Nations
GUM	Growing-up milks
HKI	Helen Keller International
IBFAN	International Baby Food Action Network
IYCF	Infant and young child feeding
MIYCN WG	Maternal, Infant and Young Child Nutrition Working Group
MNP	Micronutrient powder
UN	United Nations
WHO	World Health Organization
WHA	World Health Assembly

Definitions

For the purposes of this report, definitions of the product categories are defined as follows:

<p>Commercially produced complementary foods (CPCF)</p>	<p>Any commercially produced food or beverage product, excluding breast-milk substitutes, that contains a label indicating the product is intended for children younger than two years of age, by:</p> <ul style="list-style-type: none"> • Using the words baby/babe/infant/toddler/young child in the context of a child's age e.g. baby food (food for babies), not size/maturity of the product e.g. baby potato (young potato); • Recommending an age of introduction less than two years on the label; • Using an image of a child appearing younger than two years of age or an image/text of infant feeding (which could include a bottle).
<p>Commercially produced foods for general consumption commonly fed to children under the age of two years (CPF)</p>	<p>Foods commonly fed to, but not marketed specifically for, children younger than two years of age e.g. soda/carbonated beverages, 100% juice/juice drinks, bottled water, condensed milk/evaporated milk, chocolate/milk beverages, biscuits/cookies, savory snacks (chips, crisps), sweet snacks (cakes/doughnuts and candy/sweets/chocolate), processed cereals (e.g. maize meal), breakfast cereals, instant noodles and peanut butter).</p>
<p>Breast-milk substitute (BMS)</p>	<p>The Code defines a breast-milk substitute as, “any food being marketed or otherwise represented as a partial or total replacement for breast milk, whether or not suitable for that purpose” (WHO, 1981). The ARCH Project defines breast-milk substitutes to include:</p> <ul style="list-style-type: none"> • infant/starter formula (to be used from birth up to six months of age), including formula for special dietary or medical purposes; • follow-up formula (to be used from 6 months to 12 months), including formula for special dietary or medical purposes; • growing-up milk (to be used from 12 months to 36 months) and; • other milk or milk-like products (in liquid or powdered form) <p>marketed or otherwise represented as suitable for feeding children younger than two years of age BUT excludes other beverages and foods marketed or otherwise represented as a partial or total replacement for breast milk.</p> <p>Note: The breast-milk substitute data is not included in this report.</p>

For the purposes of this report, it is important to provide clarity between the interpretation and use of the terms 'marketing' and 'promotion' and their use in context of the ARCH Project:

Marketing: Defined by Article 3 of the *International Code of Marketing of Breast-milk Substitutes* (the *Code*) as **distribution, selling, product promotion, advertising, product public relations, and information services** (WHO, 1981). With regards to the *Code*, the distribution and selling of designated products is allowed.

Promotion: Marketing techniques to increase sales (**advertising, sampling, or any other activity to encourage or induce the purchase of a product**) (IBFAN, 2007). Promotion is a type of marketing activity. With regards to the *Code*, the promotion of designated products is not allowed. Examples of promotion techniques include discounts, coupons, gifts, samples and adverts.

From the *Code Training Manual, Making Sense of the Code: Hand-outs* (IBFAN-ICDC, 2006):

- The term “**appropriate marketing**” should not be confused with “**appropriate promotion**”. There is an absolute prohibition of the promotion of designated products, but some forms of marketing (such as distribution and selling) are allowed. “**Appropriate marketing**” refers to distribution and selling (but does not include promotion and advertising).
- In addition one should not confuse **promotion** of products with **availability** of products.
- One also needs to distinguish between “**public promotion**” and “**promotion within health facilities**”.
- The cornerstone of the *Code* is the prohibition of the promotion of products which undermine breastfeeding.
- Promotion to the public occurs via: TV/radio advertising, newspapers, magazines, billboards, websites, special offers, reduced prices, discount coupons, mailing to pregnant women and mothers of educational materials, phone help lines, posters, calendars in the offices of health professionals, free gifts, samples issued from health facilities.
- Art. 5.1 of the *Code* states that: There should be no advertising or other form of promotion to the general public of products that fall within the scope of the *Code*.

In terms of international guidance, the main reference documents used in the ARCH Project all refer to **marketing**:

- *International Code of **Marketing** of Breast-milk Substitutes* (1981)
- *Using the Code to Guide **Marketing** of Complementary Foods to Protect Optimal IYCF Practices* (2010)
- *WHO Set of Recommendations on **Marketing** of Foods and Non-alcoholic Beverages to Children* (2010)

These documents see promotion as a sub-element of marketing.

The WHA Resolutions that are of specific reference to the ARCH Project however refer to **promotion**:

- *WHA Resolution 63.23 (2010)*: 1. URGES Member States to: (1) to end **inappropriate promotion** of food for IYCF and to ensure that nutrition and health claims shall not be permitted for foods for IYCF, except where specifically provided for, in relevant Codex Alimentarius standards or national legislation;
- *WHA Resolution 65.6 (2012)*: 3. REQUESTS the Director-General: (1) to provide clarification and guidance on the **inappropriate promotion** of foods for IYCF cited in resolution WHA63.23, taking into consideration the on-going work of the Codex Alimentarius Commission;

This can result in some confusion as to when the definition of marketing applies versus the definition of promotion in the context of the ARCH Project. The ARCH Project Labeling study evaluates both **promotion and marketing practices**.

1 INTRODUCTION

1.1 Background

There is an increasing global focus on infant and young child feeding practices as the 1,000 Days window of opportunity (conception to two years of age) has been recognized as being key to improving infant and young child health outcomes. Evidence based interventions to address the high rates of infant and young child undernutrition and morbidity include the promotion of exclusive breastfeeding from birth to six months postpartum and continued breastfeeding to two years and beyond along with complementary feeding from the age of six months (PAHO, 2003; WHO, 2003). Meeting the high nutritional requirements from the age of six months is especially challenging when children's diets are low in micronutrients and high quality protein/fat, or high in factors that inhibit absorption of nutrients. The WHO Global Strategy for Infant and Young Child Feeding (WHO, 2003) states that its aim is to "improve – through optimal feeding – the nutritional status, growth and development, health, and thus the survival of infants and young children." The objectives of the strategy include "providing guidance on appropriate complementary feeding with emphasis on the use of suitable locally available foods which are prepared and fed safely and promoting adequate intake of essential nutrients through access to suitable – including fortified – local foods and, when necessary, micronutrient supplements".

This has placed the marketing practices of all products aimed at this critical stage, not only breast-milk substitutes, under the spotlight. Commercially produced products such as fortified complementary foods, micronutrient supplements, and other foods consumed by young children need to be promoted in a way that protects and promotes optimal infant and young child feeding, including breastfeeding and the consumption of high-quality local foods.

A history of inappropriate marketing of breast-milk substitutes by the food industry (Aguayo *et al.*, 2003; Ergin *et al.*, 2013; Salasibew *et al.*, 2008; Taylor, 1998) has contributed to decreased breastfeeding rates in many parts of the world and associated increases in infant morbidity and mortality, especially in resource poor countries (Brady, 2012). The *International Code of Marketing of Breast-milk Substitutes* (the *Code*) was developed by the WHO to eliminate inappropriate harmful marketing practices of products directly promoted for children under six months of age that therefore interfere with exclusive breastfeeding (WHO, 1981). However no international guidance is available to address the promotion of foods consumed by children ages six months and above and few data have been collected to document current promotion practices of these foods.

In addition, many low income families spend a percentage of their limited resources on commercially produced foods of poor nutritional quality such as biscuits/cookies, chips and crisps, cake/doughnuts, candy/sweets/chocolate and soda/carbonated/sweetened beverages (Anderson *et al.*, 2008; MOHP *et al.*, 2007). In the case of infants and young children, these may compete with optimal home-prepared, local foods or commercially produced fortified complementary foods. However, there is insufficient information about whether these foods are promoted in a way that implies they are appropriate for young child feeding. Policy makers could benefit from a clearer understanding of promotional efforts being carried out for these products.

1.2 WHO STAG proposed definition of inappropriate promotion of foods for infants and young children

In May 2012, resolution 65.6 of the Sixty-fifth World Health Assembly requested the Director General to provide clarification and guidance on the inappropriate promotion of foods for infants and young children in resolution 65.6 (WHA, 2012). In response WHO established a Scientific and Technical Advisory Group (STAG) on Inappropriate Promotion of Foods for Infants and Young Children was formed and had its first meeting in June 2013 (WHO, 2013a). This group developed a *Technical paper on definition of inappropriate promotion of foods for infants and young children* (WHO, 2013b). A report on this paper, *Inappropriate promotion of foods for infants and young children* was presented as Annex 2 to the Maternal, Infant and Young Child Report (EB 134/15) to the Executive Board at its meeting in January 2014 (WHA, 2014). The STAG has suggested five provisional criteria that could be used to evaluate whether or not promotion of foods for infants and young children is appropriate.

The STAG suggests that:

“...promotion of foods for infants and young children is inappropriate if:

1. It undermines recommended breastfeeding practices;
2. It contributes to childhood obesity and non-communicable diseases;
3. The product does not make an appropriate contribution to infant and young child nutrition in the country;
4. It undermines the use of suitable home-prepared and/or local foods;
5. It is misleading, confusing, or could lead to inappropriate use.” (WHA, 2014)

The STAG meeting report provides further details on each of the five criteria (WHO, 2013a).

The results of this labeling study (whereby labeling is considered to be a sub-set of promotion practices) will present and classify the findings of the labels of products available in Senegal, where possible, according to these five criteria. Results that are not considered to form part of these five criteria will be reported as a separate category named ‘Other’.

1.3 Assessment and Research on Child Feeding (ARCH)

In response to resolution 65.6, Helen Keller International (HKI) conducted a four-country study entitled “Assessment and Research on Child Feeding” (ARCH) to gather information on the promotion of foods consumed by infants and young children under the age of two years. This project collected quantitative data in four low and middle income countries (Cambodia, Nepal, Senegal and Tanzania) using three types of studies in each country.

The labeling study, the results of which are described in detail in this report, assessed the labels of commercially produced complementary foods based on the document ‘*Using the Code of Marketing of Breast-milk Substitutes to Guide the Marketing of Complementary Foods to Protect Optimal Infant Feeding Practices*’ (Quinn *et al.*, 2010) and using the methodology developed by Sweet *et al.* in South Africa (2012a; 2012b). In addition, this study also assessed labels of a sample of commercially produced foods for general consumption commonly fed to, but not directly marketed for, infants and children under the age of two years, such as soda, savory snacks (chips, crisps), biscuits/cookies and other sweet snacks (cakes/doughnuts, candy/sweets).

A component of the labeling study that assesses the labeling of breast-milk substitutes compared to a set of criteria based on the *Code* and subsequent relevant World Health Assembly (WHA) Resolutions will be reported on elsewhere.

A second study has assessed the retail promotion of breast-milk substitutes, commercially produced complementary foods and a sample of commercially produced foods for general consumption commonly fed to children under the age of two years in selected retail outlets in each site. The results of this study are reported on elsewhere.

A third study is collecting information from caregivers of children under the age of two years on promotional practices inside and outside health facilities for breast-milk substitutes, commercially produced complementary foods and commercially produced foods for general consumption that are commonly fed to, but not directly marketed, for infants and young children under the age of two years. Caregivers are also asked about health system practices surrounding infant feeding advice and support. Additionally, they are being questioned about foods commonly consumed by young children (home-prepared and commercially produced complementary foods and commercially produced foods for general consumption). The results of this study will be reported elsewhere.

This research is not meant to be a replacement for *Code* monitoring, which in its entirety includes other components not included in this research. “Code monitoring requires the investigation of promotion to the public in all its forms, promotion in health care facilities (including observation of materials and equipment present in the health facility, analysis of informational materials provided to health care staff and pregnant women and mothers), labeling, promotional practices in shops and pharmacies” and interviews with health workers (David Clark, personal communication).

1.4 Background to the labeling study

Food labels function as a vehicle for food marketing, promotion and advertising (via label vignettes, promotional information and the use of claims), as well as providing basic product information and health, safety and nutrition information to the users of the product (CFIA, 2011). Failure of the labels of foods fed to infants and young children to perform these functions adequately and in an appropriate manner can undermine the nutritional status of the child by increasing the risk of inappropriate use of the product and by undermining optimal infant and young child feeding (IYCF) practices. It was therefore deemed necessary to identify current labeling practices for such foods in order to monitor adherence to existing guidance on the appropriate labeling of foods for infant and young children, and to inform the strengthening and development of guidelines. This study has identified current labeling practices for commercially produced complementary foods and some commercially produced foods for general consumption that are commonly fed to, but not directly marketed, for infants and young children under the age of two years.

This report only addresses the labeling of commercially produced complementary foods and commercially produced foods for general consumption that are commonly fed to, but not directly marketed, for infants and young children under the age of two years.

1.4.1 [Labeling of commercially produced complementary foods](#)

Complementary foods, introduced from six months together with continued breastfeeding to two years and beyond, should complement rather than compete with breast milk in the diet. There are concerns that the inappropriate marketing of complementary foods could undermine optimal breastfeeding practices (Lutter, 2003; Piwoz *et al.*, 2003) by, for example, encouraging the early introduction of complementary foods or recommending an excessively large daily ration of the product that could interfere with continued breastfeeding (Quinn *et al.*, 2010). Incorrect use of complementary foods (such as excessive dilution, inadequate or excessive intake and unhygienic preparation) also has the potential to undermine rather than promote good nutrition (Faber *et al.*, 2005; Lutter, 2003; PAHO, 2003). It is therefore crucial that manufacturers, distributors and retailers of commercially produced complementary foods and national governments receive and implement guidance on how to market these products in a manner that protects and promotes optimal infant and young child feeding, including exclusive and continued breastfeeding and the use of a variety of locally available and appropriate foods (Clark & Shrimpton, 2000), while also ensuring that the complementary foods themselves are nutritionally adequate.

The *Code* was designed to address breast-milk substitutes and so offers little guidance on the marketing of complementary foods as they are not included in the scope of the *Code* unless they are marketed or represented as a partial or total breast-milk substitute (WHO, 2008). The lack of formal guidelines from international normative bodies on the appropriate marketing of complementary foods, which are acknowledged as having a role to play in optimal infant and young child feeding, led to resolution 65.6 at the 65th WHA in 2012 to request that the Director-General “provide clarification and guidance on the inappropriate promotion of foods for infants and young children cited in resolution WHA 63.23, taking into consideration the on-going work of the Codex Alimentarius Commission” (WHA, 2012).

In recognition of the need for interim guidance, between 2007 to 2010, the Maternal, Infant and Young Child Nutrition Working Group (MIYCN WG) of the 10 Year Strategy to Reduce Vitamin and Mineral Deficiencies developed a working paper “*Using the Code of Marketing of Breast-milk Substitutes to Guide the Marketing of Complementary Foods to Protect Optimal Infant Feeding Practices*” (Quinn *et al.*, 2010). This document provides practical guidance on how the marketing of commercially produced complementary foods and supplements can be guided by the *Code* and subsequent relevant WHA resolutions passed before 2010 and can be done in a manner that supports optimal infant and young child feeding. This preliminary guidance, if field-tested, could lead to the generation of evidence towards what could be considered “appropriate” and “inappropriate” and could be used to inform future guidelines (Quinn *et al.*, 2010) requested in WHA 65.6.

There is only one published study that provides quantitative data on labeling practices of commercially produced complementary foods. The study by Sweet *et al.* (2012a; 2012b) field-tested in South Africa, the interim guidance as a potential tool for use by manufacturers and national governments for guiding the appropriate labeling of complementary foods. The study assessed 160 product labels against a checklist developed from *Using the Code of Marketing of Breast-milk Substitutes to Guide the Marketing of Complementary Foods to Protect Optimal Infant Feeding Practices*.

The study found that none of the labels complied with all the checklist criteria. The authors found the checklist to be useful but also recommended some changes and additions to the guidance provided by the document upon which it was based.

The ARCH Project assessed the labels of commercially produced complementary foods purchased in four low and middle income countries, using a checklist that was based on that developed by Sweet *et al.* but that also included their revisions (2012a; 2012b), in order to gather data from additional countries. This study therefore adds to the body of evidence required to inform the WHO and its STAG in developing guidelines for the appropriate marketing of complementary foods as requested by WHA 65.6.

1.4.2 Labeling of commercially produced foods for general consumption that are commonly fed to, but not directly marketed, for infants and young children under the age of two years

In addition to breast-milk substitutes and commercially produced complementary foods, there is a group of commercially produced foods for general consumption that are commonly fed to infants and young children in low and middle income countries. These products are often considered to be of a poor nutritional quality and to compete with more optimal complementary foods and/or breast-milk in the diet, therefore potentially undermining appropriate breastfeeding and complementary feeding practices and potentially affecting the nutritional status of infants and young children (Huffman *et al.*, 2014).

These products may include soda / carbonated beverages, bottled water, condensed milk/evaporated milk, chocolate / malt beverages, other sweet beverages (e.g. fruit juices, probiotic drinks), biscuits / cookies, savory snacks (chips, crisps), sweet snacks (cakes / doughnuts and candy / sweets / chocolate), processed unfortified cereals, breakfast cereals, instant noodles, peanut butter, yoghurt and other commonly consumed desserts. These products may or may not be of poor nutritional quality, depending on their composition. For example, peanut butter and yoghurt could be considered nutritious or could contain excessive amounts of sugar. It was thus considered important to assess how such products are marketed and if their nutritional profiles can be considered optimal for young child feeding. Commercially produced foods for general consumption that are commonly fed to, but not directly marketed, for infants and young children under the age of two years need to be promoted in a way that protects and promotes optimal infant and young child feeding, including breastfeeding and the consumption of high-quality local foods.

In recent years, international, regional and national documents have been developed that provide guidance on the marketing (as well as the packaging and labeling) of foods and beverages to children. Most documents recommend that marketing directed to children should not be misleading and should not take advantage of a child's naivety (WHO, 2004).

A WHO Forum and Technical Meeting stated that "exposure to the commercial promotion of energy-dense, micronutrient-poor foods and beverages can adversely affect children's nutritional status" and recommended the development of an international code on marketing of food and beverages to children (WHO, 2006).

Formal recommendations as to the guidance suggest that “there should be no marketing to children of energy-dense, nutrient poor foods that are high in fat, sugar or salt and brands associated with such foods” (CI, 2008). These recommendations also suggest that non-broadcast techniques be included as part of the definition of marketing. Non-broadcast techniques include overall presentation, content, language, colors and images used; whether children are represented; use of cartoon characters; the inclusion of free gifts, toys or collectible items with appeal to children; and the inclusion of competitions, vouchers or games with appeal to children (i.e. anything that could make the product appear to be intended for consumption by children). In 2010, the WHO released a set of recommendations on the marketing of foods and non-alcoholic beverages to children. These recommendations call for an overall reduction in all forms of marketing to children of foods high in saturated fats, trans fatty acids, free sugars or salt - especially in settings where children gather such as nurseries, schools, pre-schools, playgrounds, clinics, sporting and cultural activities (WHO, 2010).

Various companies that produce such food products and the industry associations that represent the manufacturers of these foods have also developed self-regulatory guideline documents and issued pledges, but these are considered difficult to assess due to the inconsistency in implementation, together with the subjectivity of the guidelines themselves (IASO, 2012).

It is clear that significant attention is being paid to the marketing of food and beverages directly to children, especially the marketing of energy-dense, nutrient poor foods that are high in fat, sugar and/or salt. However, it is generally accepted that children only begin to recognize brands from about three years of age (Fischer *et al.*, 1991; McAllister & Cornwell, 2010), and so the caregiver would have the dominant influence over what products are bought to be fed to younger children, who are themselves too young to be directly affected by marketing strategies. Little attention has been given to the possible effect that the marketing of such products may have on the caregiver’s perception of the suitability of the product for infants and young children. Since this study is concerned with the labels of foods and beverages for children under the age of two years, it is necessary to gather information on the label content of commercially produced foods for general consumption that are commonly fed to, but not directly marketed for, infants and young children in order to assess if the label content contributes to the appearance that the product is appropriate or offers nutritional benefits for a child under the age of two years.

There is research to demonstrate that the information provided on food labels influences the consumers’ choices to purchase a specific product (Campos *et al.*, 2011). A study done by Page *et al.* (2008) that assessed the packaging of breakfast cereals discussed the impact of the product packaging on both children and parents, and recommended that more research be done to determine how various packaging techniques influence decisions made regarding the purchase of cereals for children.

A study by Barennes *et al.* (2008) investigated reasons for the misuse of a particular brand of coffee creamer as an infant food in Laos.

It was found that the use of a logo, of a cartoon baby bear being held by its mother in the breastfeeding position, on the front panel of Bear Brand coffee creamer resulted in almost half of the adults surveyed believing that the product is “good for infants” or “a replacement for breast-milk”, despite a written warning to the contrary and a picture of a bottle with a cross through it being provided on the back panel. This is an example of how a product that is inappropriate for infant and young child feeding can be misrepresented as such.

Further research is necessary to define appropriate and inappropriate labeling practices by manufacturers and distributors of commercially produced foods for general consumption that are commonly fed to, but not directly marketed, for infants and young children under the age of two years. This is especially important for products that are energy-dense, nutrient poor and high in fat, sugar and/or salt.

1.4.3 [Nutrient composition](#)

Supporting optimal infant and young child feeding practices also requires ensuring that complementary foods are nutritionally adequate – providing sufficient (quality and quantity) energy, macronutrients and micronutrients to meet a growing child’s needs (WHO, 2003). Infants require nutrient-dense foods due to their high nutritional requirements relative to their body size and because they consume small amounts of food (Faber, 2005).

Increasing urbanization, reliance on a cash economy, and employment of women outside of the home have contributed to a growing demand for commercially produced complementary foods that are quick and easy to prepare (Euromonitor International, 2011; Lutter, 2003; Van der Merwe *et al.*, 2007). Such products are an important option for some mothers who have the means to buy them and the knowledge and facilities to prepare and feed them safely (WHO, 2003).

This study therefore gathered the nutrition information provided on the labels of commercially produced complementary foods and commercially produced foods for general consumption that are commonly fed to, but not directly marketed for, infants and young children under the age of two years in order to make this information available for future analysis, linear programming studies and to supplement national food composition tables where the nutrient composition of commercially manufactured products are not available. For selected product categories, the nutrient composition of the products is described and compared to selected nutrition composition guidelines for foods for infants and young children.

1.5 Infant and young child nutrition and feeding in Senegal

Malnutrition in Senegal is a recognized public health problem and Senegal has signed up to the SUN movement, illustrating its commitment to improving the nutrition status of its population, with a focus on the first 1,000 Days. Recent data shows that 26.5% of children under five years of age are stunted, 18% are underweight and 10.1% wasted (DHS 2010; UNICEF 2013).

The exclusive breastfeeding rate at six months of age is 39% (ANSD, 2012; UNICEF, 2013), early initiation of breastfeeding is 23% (UNICEF 2013) and continued breastfeeding at the age of two years is 51% (UNICEF 2013). The rate of the introduction of solid, semi-solid or soft foods at 6-8 months has been reported to be 61% (UNICEF 2013).

1.5.1 [Relevant legislation](#)

Senegal enacted the Code into national legislation by signing the *Inter-ministerial Decree Establishing Conditions for Marketing Breast-milk Substitutes* in 1994 (Senegal MOH & Social Action, 1994) – making it one of the first countries to do so. This legislation is considered by UNICEF to be a ‘many provisions law’ (UNICEF, 2011), but in reality it focuses on limiting the promotion of breast-milk substitutes in health facilities and gives minimal labeling or other promotion guidance. It is also unclear as to how it impacts on commercially produced complementary foods unless they are promoted as breast-milk substitutes. It would therefore be valuable for this decree to be updated as much has changed and many new products have been introduced in the intervening 20 years. The decree does not regulate commercially produced foods for general consumption commonly fed to children under the age of two years.

The Senegal labeling legislation states that containers or packaging of breast-milk substitutes should comply with the ‘Decree no. 68-507 of 7 May 1968, regulating the inspection of products intended for human or animal consumption’ (Republic of Senegal, 1968), which contains labeling guidance for food products in general, including language requirements. Some of the guidance includes that all food product labels should be in French and should contain the name and address of the manufacturer, a product and brand name, the net weight of the product and the manufacturing and sale authorization number. In addition, the legislation states that ‘The use of any instructions or any image likely to raise confusion in the consumer’s mind regarding type, volume or weight; essential qualities of the product offered for sale; or on the product’s origin is prohibited under all circumstances and in any form whatsoever.’ This would be applicable for foods for infants and young children.

1.5.2 [Previous associated research](#)

There is little data on the eating habits or feeding practices of infants and young children in Senegal. The Demographic and Health Survey (DHS) data from 18 countries in Asia and Africa, showed that > 20% of infants 6-8 months consumed sugary snacks (range for all countries: 5%-46%) (Huffman et al. *in press*). Up to 46% of African children consumed these foods in the second year of life. The proportion of children consuming sugary snack foods was generally higher than the proportion consuming fortified infant cereals, eggs or fruit. Of concern is that this dietary pattern may simultaneously contribute to stunting and other nutritional deficiencies as well as the risk of overweight and obesity in young children.

2 AIMS AND OBJECTIVES

The aim of this cross-sectional study was to describe the extent to which the labels of commercially produced foods marketed for, or commonly fed to, infants and young children under the age of two years in Senegal comply with both local and international guidance on the marketing of such foods and to describe the practices observed.

2.1 Primary objectives

1. To assess the labels of commercially produced complementary foods purchased in selected stores in one of the largest cities/metropolitan areas in Senegal against labeling guidance provided in *Using the Code of Marketing of Breast-milk Substitutes to Guide the Marketing of Complementary Foods to Protect Optimal Infant Feeding Practices* (Quinn *et al.*, 2010) and subsequent relevant WHA Resolutions using an adaptation of the methodology developed by Sweet *et al.* (2012a; 2012b) in South Africa, and to describe the labeling practices observed.
2. To document selected label content provided on the packaging of selected commercially produced foods for general consumption that are commonly fed to, but not directly marketed for, infants and young children under the age of two years purchased in selected stores in one of the largest cities/metropolitan areas in Senegal, in order to describe the labeling practices observed.

2.2 Secondary objectives

1. To report on the nutrient composition as stated on the product label of commercially produced complementary foods and commercially produced foods for general consumption that are commonly fed to, but not directly marketed for, infants and young children under the age of two years purchased in selected stores in one of the largest cities/metropolitan areas in Senegal.
2. To compare the labels of commercially produced complementary foods to selected requirements of relevant national legislation in Senegal, in order to determine adherence to national regulations that differ from those addressed by *Using the Code of Marketing of Breast-milk Substitutes to Guide the Marketing of Complementary Foods to Protect Optimal Infant Feeding Practices*.
3. To determine whether or not the checklists used in this study provided a practical tool for the monitoring of food labels of this group of products. This aspect of the research will be undertaken in 2015.

3 METHODS

3.1 Study design

Products, based on the definitions used in the study, that were determined to be commercially produced complementary foods and selected commercially produced foods for general consumption commonly fed to children under the age of two years available for sale in the largest metropolitan area of Senegal were purchased and the information on their labels were captured and analyzed.

To ensure a consistent methodology in the four study countries, training was provided to the HKI Country staff and consultants responsible for data collection for the labeling study. For all three phases of the data collection process, activity plans were developed providing detailed instructions for each activity within each phase of the research. To verify consistency, country staff were trained on how to record the exact steps outline in the activity plan into an activity report for each phase. The activity reports were monitored by the research team.

3.2 Research setting

Data collection was conducted in the urban areas of the Dakar Department of the Dakar Region. The Dakar Region comprises 22% of the country's population (NASD, 2010). Although the food products available in this region may not have been fully representative of the country, based on research conducted by Sweet et al. (2012a; 2012b), it was expected that the majority (80%) of the products available nationally would be available in the largest city.

3.3 Selection and sampling of products and stores

An initial scoping phase sought to identify all commercially produced complementary foods available for purchase in the country. For the commercially produced foods for general consumption commonly fed to children under the age of two years, a strategically selected sample of these products was obtained for the study.

A three-phased approach was used to collect data for the study:

3.3.1 [Phase 1: Scoping the market](#)

3.3.1.1 **Commercially produced complementary foods:**

Distributors and manufacturers of commercially produced complementary foods, their brands and products were identified using a combination of methods. HKI country staff developed an inventory of the commercially produced complementary foods available in Senegal by visiting stores and physically writing down all complementary food products that were available for sale. In addition, they contacted the local offices of manufacturers/distributors (including retailers/wholesalers) of these products and requested a list of all the brands and product descriptions available for sale in the country, as well as requesting from government authorities any lists of registered commercially produced complementary foods that were available in the country. Finally a search of any commercially produced complementary food market analysis reports conducted in the country together with an internet search of manufacturer websites as well as any other available documents, to obtain a comprehensive view on commercially produced complementary foods available in the country, was undertaken.

Using this information, a master list of all known commercially produced complementary foods products available in Senegal was compiled. For the commercially produced foods for general consumption commonly fed to children under the age of two years, a list of a subset of such products in Senegal was compiled from scientific literature and interviews with local nutrition experts.

3.3.1.2 Commercially produced foods for general consumption commonly fed to children under the age of two years:

A strategically selected list of commercially produced foods for general consumption commonly fed to children under the age of two years was identified through gathering country literature on infant feeding and obtaining expert opinions.

Commercially produced foods for general consumption commonly fed to children under the age of two years were selected according to eight product sub-categories - soda/carbonated beverages, biscuits/cookies, chips/crisps, cakes/sponge cakes, candy/sweets/chocolates, yoghurt, other sweetened beverages and country specific products. An effort was made to determine which brands and products from these product sub-categories are commonly fed to children under two years of age.

The following strategies were used to identify products/brands in each category: literature searches were conducted to obtain country DHS/food consumption survey data and any local or national studies that documented diets of children under two years of age or documenting consumption of 'snack foods' or commercially produced foods for general consumption; consultation with in-country stakeholders / researchers / market researchers / health workers / parents of children under two years of age / the country ARCH Project Advisory Committee; adults and children in small corner stores or at health facilities were observed on an ad hoc basis in order to identify which specific brands of products are commonly purchased.

The final list of products was selected by consultation and consensus between the ARCH Project global research team. Where possible one locally produced and one imported product per product sub-category was selected.

Only the specific brands of products selected were sought out and purchased from the same stores selected for the purchasing of the commercially produced complementary foods.

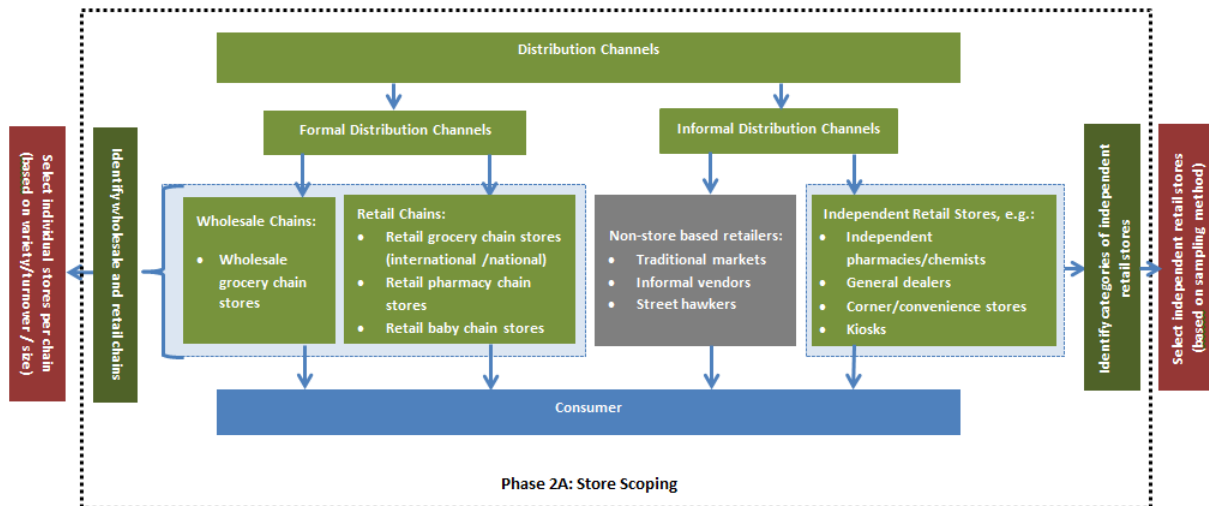
3.3.2 Phase 2A: Store selection

Two processes were followed for store selection, with the aim to obtain as many commercially produced complementary foods available in the country as possible. The commercially produced foods for general consumption commonly fed to children under the age of two years were also purchased from these same stores (see Figure 3-1).

1. Large and generally formal stores (supermarket chain stores or large independent pharmacies) were strategically selected based on HKI in-country staff knowledge that they potentially stocked the greatest variety of commercially produced complementary food products.

- Smaller and less formal stores (independent corner or convenience stores and independent pharmacies) were selected using a random sampling method. It was decided that these stores were seen to be very similar in structure with no means to differentiate certain stores as selling a wider range of commercially produced complementary foods. Thus for these stores, a random sampling approach was deemed to be more appropriate than strategic selection. See Appendix A for the informal store sampling methods.

Figure 3-1 Distribution channels through which foods for infants and young children may be sold to be identified during Phase 2A: Store scoping.



A total of 31 stores were included in the study. Nine larger stores were purposively sampled to ensure that sufficient relevant products would be available (two international grocery chain stores, two national grocery chain stores, two independent supermarkets and three independent pharmacies) and 22 smaller stores were randomly sampled (nine corner stores, nine neighborhood stores and four pharmacies). The purchase of all commercially produced complementary foods (n=84) and foods not marketed to but commonly fed to children under two years of age included in the study (n=22) took place between June and August 2013.

3.3.3 Phase 2B: Product purchasing (data collection)

One of each available commercially produced complementary food was purchased from the selected stores according to specified selection criteria. See Table 3-1 Inclusion and exclusion criteria of products for the ARCH Project labeling study. Only one flavor and size variant of each product was purchased from the first store visited. The remaining stores were cross-checked for products. Products were identified as different if they differed according to any of the following variables: brand name, sub-brand name, descriptive name, age category and if they were available in a single/double serving size (versus multiple servings). In addition, any other commercially produced complementary foods that were found in the stores during the visits, but were not on the original scoping list, were purchased. For the selected commercially produced foods for general consumption commonly fed to children under the age of two years, only the specific brands of products identified during the product scoping were sought out and purchased. Any additional products that had a point-of-sale promotion that made the product appear suitable for children

were also purchased. All products purchased were recorded on a data collection form (see Appendix B).

Table 3-1 Inclusion and exclusion criteria of products for the ARCH Project labeling study.

INCLUSION CRITERIA	EXCLUSION CRITERIA
Commercially produced complementary foods	
<ul style="list-style-type: none"> • Commercially produced food/beverage products found in the non-perishable section of the store designated for infant and young child foods AND in the refrigerated or frozen sections of the store, that are marketed as suitable* for feeding children under the age of two years e.g.: <ul style="list-style-type: none"> ○ Cereal/porridge; ○ Homogenized/pureed food; ○ Snacks/finger food; ○ Gravy/soup; ○ Fresh/frozen food; ○ Tea/juice/water; ○ Milkshake powder; ○ Lipid nutrient supplements (LNS); ○ Micronutrient powders (MNP). 	<ul style="list-style-type: none"> • Breast-milk substitutes • Products whose labels state that they are intended only for pregnant women, mothers or children older than two years. • Meal replacements, nutritional supplements (except for complementary food supplements e.g. LNS) and micronutrient supplements (except for MNPs). • Products not available to customers through retail/wholesale outlets (e.g. products only distributed through government/humanitarian programs or products only available for purchase online).
Commercially produced foods for general consumption commonly fed to children under age-2 years	
<ul style="list-style-type: none"> • Branded products appearing on the <i>Master List</i> of commercially produced foods for general consumption commonly fed to children under the age of two years created during 'Phase 1: Scoping of the BMS, CPCF and CPF market'. These are foods commonly fed to, but not marketed as suitable* for, children under the age of two years e.g. <ul style="list-style-type: none"> ○ soda/carbonated beverages, ○ bottled water, ○ condensed milk/evaporated milk, ○ chocolate/malt beverages, ○ other sweet beverages (e.g. 100% juice/juice drinks, probiotic drinks [e.g. Yakult]), ○ biscuits/cookies, ○ savory snacks (chips, crisps), ○ sweet snacks (cakes/doughnuts and candy/sweets/chocolate), ○ processed cereals (e.g. maize meal), ○ breakfast cereals, ○ instant noodles, ○ peanut butter, ○ yoghurt, and ○ other commonly consumed desserts 	<ul style="list-style-type: none"> • All other products.

*Marketed as suitable: Labels indicate that the product is intended for children under the age of two years by (a) making use of the words baby/babe/infant/toddler/young child in the context of a child's age e.g. baby food (food for babies), not the size/maturity of the product e.g. baby potato (young potato), (b) by recommending an age of introduction less than two years on the label, or (c) using an image of a child appearing younger than 2 years of age or an image or text of infant feeding (which could include a bottle).

3.3.4 Phase 3: Cross-checking of purchased versus scoped products

After the products were purchased from selected stores, they were compared to the products on the master list, and the percentage of purchased versus scoped products was calculated. If less than 80% of scoped products were purchased, then further purchases were required to reach the target of 80% based on the methodology used in the study of Sweet et al. (2012a; 2012b). In Senegal, there was no need to purchase additional products as over 80% of the scoped products were purchased in Phase 2B.

Sixty-nine of the commercially produced complementary foods purchased were identified during the scoping phase of the research. Fifteen additional products were identified during the product purchasing phase and thus the final analysis included 84 products determined to be commercially produced complementary foods.

Twenty two commercially produced foods for general consumption commonly fed to children under the age of two years that represented a range of product categories (e.g. biscuits/cookies, cakes/sponge cake, sweets/candy/chocolate, chips/crisps, yoghurt, soda/carbonated beverages, other sweetened beverages and other country specific products) were selected during the scoping phase and were subsequently purchased during the purchasing phase of the research. No additional products were identified during the product purchasing phase and thus the final analysis included 22 products determined to be commercially produced foods for general consumption commonly fed to children under the age of two years.

3.4 Ethical considerations

In Senegal, due to the fact that human subjects were not used in the study, it was not necessary to obtain formal ethical approval for this research. As the researchers were required to enter stores and purchase available product, it was deemed necessary to explain the research and request permission to collect data from the store manager (see Appendix C for letter of request to store managers).

3.5 Data extraction and data entry

Data extraction, data entry and analysis were conducted by a single team in South Africa to ensure consistency across all four countries.

Following product purchasing, all the product labels were photographed or scanned and uploaded to a central digital folder by HKI country staff. As Senegalese food labeling regulations require all food products to be in French (Republic of Senegal, 1968), all labels that were in French and not English were translated by a professional translator appointed by the HKI country office. Thirty-two percent of the translated labels were randomly back translated to check the quality of the translation. Sixty-three commercially produced complementary foods and 12 commercially produced foods for general consumption commonly fed to children under the age of two years had some or all of the information translated. If a label contained text that was not in French, as required by the Senegalese regulations, only the images on the label were assessed. This was done in order to analyze the labels as it was assumed a Senegalese mother would if there was no text in French. Seven commercially produced complementary foods and seven commercially produced food for general consumption commonly fed to children under the age of two years were assessed only for their images.

One trained researcher carried out data extraction, where all predetermined categories and themes of the product label were entered into a Microsoft Excel database. Data extraction quality was assessed by a second trained researcher randomly selecting and cross-assessing 10% of the data extracted. Any disagreements regarding the information extracted were resolved by consensus and where consensus could not be reached, a third researcher made the final decision in consultation with the first and second researchers.

3.6 Labeling practices checklists

The cleaned database was used to complete one of two labeling practices checklists which was completed independently by two researchers and the results were compared and any discrepancies resolved by consensus and where consensus could not be reached, a third researcher made the final decision in consultation with the first and second researchers.

The commercially produced complementary food labeling practices checklist (Appendix D) was based on the checklist used by Sweet, et al. (2012), which was constructed using guidance provided in the document *Using the Code of Marketing of Breast-milk Substitutes to Guide the Marketing of Complementary Foods to Protect Optimal Infant Feeding Practices* (Quinn, et al., 2010) and relevant WHA Resolutions, that has been modified to incorporate the recommendations for improvement made by Sweet, et al. (2012).

Since there is no formal guidance for the marketing of this group of products, the structure of the commercially produced foods for general consumption commonly fed to children under the age of two years labeling practices checklist (see Appendix E) was based on the commercially produced complementary foods checklist and adapted to include the principles of international guidance available on the marketing of foods and beverages to children (WHO, 2004; CI, 2008; WHO, 2010; IASO, 2012).

In order to compare the labels of products included in this study to the relevant Senegalese national legislation, it was determined whether additional country-specific questions needed to be added to the checklists. The checklist question on languages was adapted to incorporate the Senegalese general food labeling language requirements, which prescribe that labels need to contain text in French (Republic of Senegal, 1968). These are incorporated into Question 1 of the commercially produced complementary food labeling practices checklist (see Table 4-4) and Question 32 of the commercially produced foods for general consumption commonly fed to children under the age of two years labeling practices checklist (see Table 5-5). With regard to product-specific questions, for commercially produced complementary foods and for commercially produced foods for general consumption commonly fed to children under the age of two years, there were no additional questions that needed to be added to the checklist.

3.7 Data analysis

Once the labeling practices checklists were completed, product names were replaced with a product code created by a random number generator, product identifiers such as manufacturer/distributor name, brand and sub-brand name, descriptive name and variant were blinded and the order of the products randomly shuffled in order to 'blind' the completed database. This was done in order to reduce bias.

The categorized descriptive data was imported into statistical software (STATA version 10™) and simple frequencies calculated for each possible category under each field in the database.

These frequencies, together with some of the original descriptive data were used to present:

- A record of labeling practices for current commercially produced complementary foods / commercially produced foods for general consumption commonly fed to children under the age of two years in Dakar;

- A discussion on labeling trends of interest for commercially produced complementary foods / commercially produced foods for general consumption commonly fed to children under the age of two years; and
- Examples and prevalence of:
 - Inappropriate labeling practices;
 - Practices that may be inappropriate but were not detected by the labeling practices checklist;
 - Practices which were particularly commendable.

In addition, the nutrient composition of the foods, where it was provided on the label, was captured. Where possible, the content of macro- and micro-nutrients per 100g and per 100kcal, and the contribution to the daily DRI/RNI of the 100kcal portion was determined (see Appendix G). No further analysis of the nutrient composition could be undertaken without a detailed assessment of the Senegalese food labeling regulation requirements specifically in terms of declaration requirements (e.g. provision of total sugar) and associated definitions (e.g. what constitutes total sugar).

This assessment was outside the scope of the current research but could be undertaken as future research using the ARCH Project database.

4 RESULTS AND DISCUSSION OF COMMERCIALY PRODUCED COMPLEMENTARY FOODS LABELS

4.1 Description of commercially produced complementary food products

The characteristics of the 84 processed complementary foods included in the study are shown in Table 4-1. All products in the sample were shelf stable and none were either fresh or frozen. Only four sub-categories of products were found in the stores where data collection took place: cereal/porridge (43%); pureed food (46%); tea/juice/water (7%) and snacks/finger food (4%). None of the following sub-categories products were found: fresh/frozen food, milkshake powder, gravy/soup, multiple micronutrient powder/lipid nutrient supplements.

Seventy-four percent of the products were imported from Europe (predominantly from France), 7% from other African countries, 4% from South America and only 5% were locally produced (Table 4-2). The products were manufactured by 18 different companies (Figure 4-1) and represented 27 different brands (Figure 4-2).

As described in the methodology section of this report the database was blinded so results are not provided by manufacturer.

Table 4-1 Characteristics of commercially produced complementary food products in Senegal (n=84).

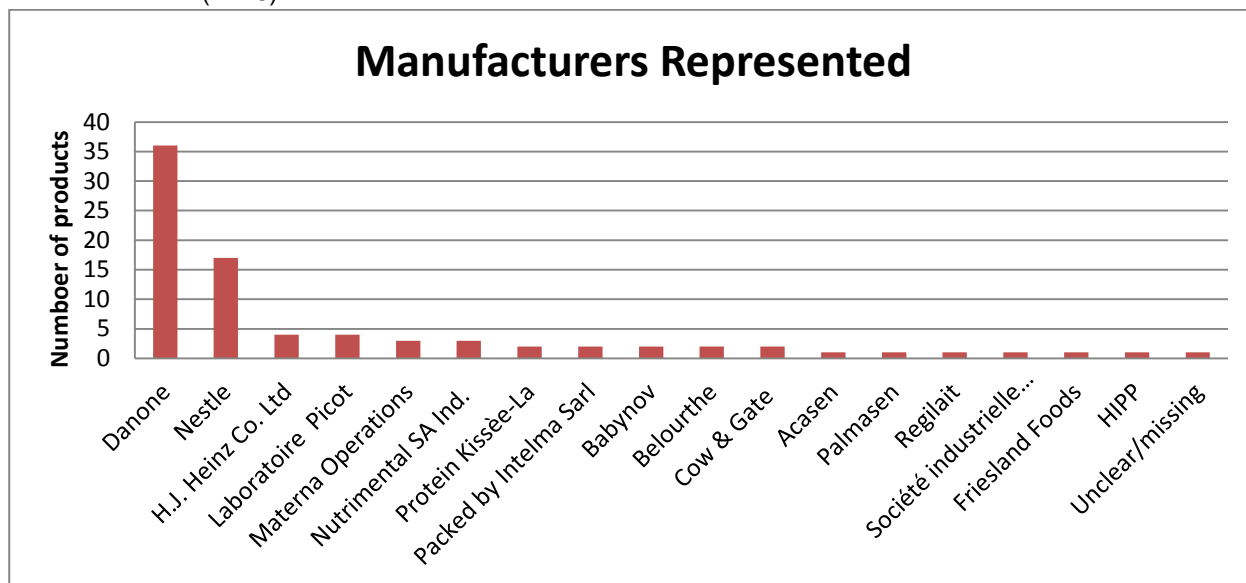
Product characteristics	Number of products	Percentage of products
Product origin:		
Locally manufactured products	4	5
Imported products	78	93
Unclear	2	2
Product format:		
Food	78	93
Beverage	6	7
Product category:		
Cereal/porridge	36	43
Pureed food	39	46
Tea/juice/water	6	7
Snacks/finger food	3	4
Storage:		
Shelf stable	84	100

Table 4-2 Country of origin of commercially produced complementary foods in Senegal (n=84).

Country of origin	Number of products	Percentage of products
Europe (Predominantly France)	62	74
Unclear ^a	9	11
Senegal	4	5
Africa	6	7
South America	3	4

^a Labels stated they are from the European Union, the exact country was not mentioned

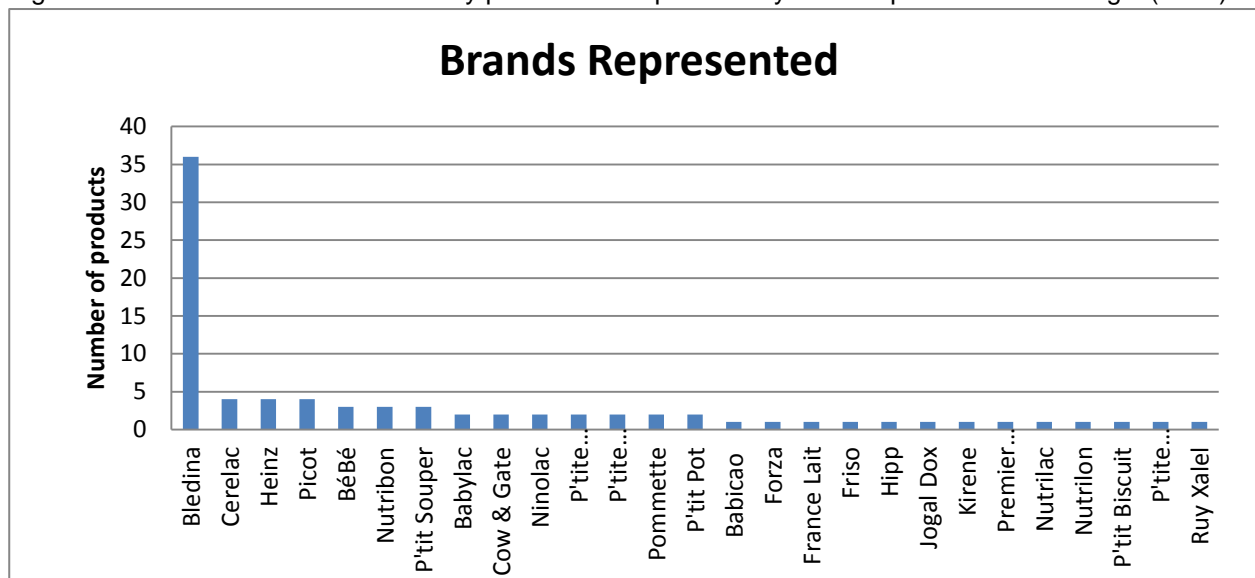
Figure 4-1 Manufacturers of commercially produced complementary foods represented in Senegal (n=18).



There were 36 Danone products: All of these were Bledina products and most indicated that they were manufacture by Danone; Bledina. A company of the Danone Group (n=29); Manufactured by Blédina SAS for DBN A&O. Danone Baby Nutrition A&O. A company of Danone Group (n=3); Bledina (n=2); Bledina. A brand of the Danone group (n=1); Manufactured by Milupa Commercial S.A. Portugal, for DBN A&O. Danone Baby Nutrition A&O. A company of Danone group (n=1).

Of the 17 Nestle products: Nestle France (n=13); Nestle Ghana (n=4).

Figure 4-2 Brands of commercially produced complementary foods represented in Senegal (n=27).



The cost of the product was captured at the first store where the product was found and purchased. Therefore, the costs shown in Table 4-3 are not average costs, but rather represent a single price paid for the product. Gathering of price information of the products across the range of outlets where they were available was not part of the scope of this study. Table 4-3 provides information on the cost of the products per 100g and per serving size. The cereal product serving size was based on 25g, which is considered the serving size that should provide approximately

100kcal or half the daily energy requirement from complementary food of the breastfed child 6 – 8 months of age.

The serving size for the pureed product was 128g which provides 106 kcal which is approximately half the daily energy requirement from complementary food of the breastfed child 6 - 8 months of age.

Table 4-3 Costs of commercially produced complementary foods in Senegal per unit (g) and mean cost per serving by product category (n=84) presented in two currencies [West African Francs (CFA) and United States Dollars (USD)].

Product category	Mean cost per 100g/ml (Lowest price – Highest price)	Mean cost per serving (g) ^a (Lowest price – Highest price)
CEREAL/PORRIDGE		
All products (n=36)		
CFA	800.80 (160.00 – 2600.00)	200.20 (40.00 – 650.00)
USD	1.68 (0.34 – 5.46)	0.42 (0.08 – 1.37)
Imported products (n=31)		
CFA	865.70 (397.10 – 2600.00)	216.45 (99.29 – 650.00)
USD	1.82 (0.83 – 5.46)	0.45(0.21 – 1.37)
Locally manufactured products (n=3)^b		
CFA	246.60 (160.00 – 360.00)	61.67 (40.00 – 90.00)
USD	0.52 (0.34 – 0.76)	0.13 (0.08 – 0.19)
PUREED FOOD		
All products (n=39)		
CFA	595.60 (447.50 – 1032.00)	762.34 (572.80 – 1320.00)
USD	1.25 (0.94 – 2.17)	1.60 (1.20 – 2.77)
Imported products (n=39)		
CFA	595.60 (447.50 – 1032.00)	762.34 (572.80 – 1320.00)
USD	1.25 (0.94 – 2.17)	1.60 (1.20 – 2.77)
Locally manufactured products		
	-	-
SNACKS/FINGER FOOD		
All products (n=3)		
CFA	1445.60 (1393.30 – 1550.00)	361.39 (348.33 – 387.50)
USD	3.04 (2.93 – 3.26)	0.76 (0.73 – 0.81)
Imported products (n=3)		
CFA	1445.60 (1393.30 – 1550.00)	361.39 (348.33 – 387.50)
USD	3.04 (2.93 – 3.26)	0.76 (0.73 – 0.81)
Locally manufactured products		
	-	-
TEA/WATER/JUICE		
All products (n=6)		
CFA	489.60 (40.00 – 632.00)	1322.00 (108.00 – 1706.40)
USD	1.03 (0.08 – 1.33)	2.78 (0.23 – 3.58)
Imported products (n=5)		
CFA	579.60 (538.00 – 632.00)	1564.92 (1452.60 – 1706.40)

Product category	Mean cost per 100g/ml (Lowest price – Highest price)	Mean cost per serving (g) ^a (Lowest price – Highest price)
USD	1.22 (1.13 – 1.33)	3.29 (3.05 – 3.58)
Locally manufactured (n=1)		
CFA	40.00	108.00
USD	0.08	0.23

^a Cereal/porridge =25g portion; pureed food=128g portion; snacks/finger food=25g portion; tea/water/juice=270ml portion. These servings are based on a serving believed to provide 100 kcal that is approximately half the daily requirement from complementary food of the breastfed child 6-8 months of age.

^b 2 products could not be categorized as either local or imported products.

In addition, a calculation was undertaken to determine the total daily cost of a product based on the suggested daily ration and serving size provided by the manufacturer, as opposed to the theoretical serving size of 25g/128g/270g used above. Due to the limited information provided by the manufacturers, this calculation could only be calculated for 9 cereal products. The mean cost of the manufacturer's daily ration for cereal products was CFA 402.23 (60.48 – 722.50) [USD 0.84 (0.12 – 1.51)].

4.2 Summary of answers to commercially produced complementary foods checklist questions and data generated by the labels database

The results of the labeling practices checklist (Table 4-4) together with data generated by the labels database, which documents current complementary food labeling practices in Senegal, are presented here.

Table 4-4 Senegal checklist results: Commercially produced complementary food labeling practices (n=84).

	Checklist of labeling practices	Potential answers	Number of labels	Percentage of labels	Percentage of labels (excl. NA) ^a
1	Is the product label written in the appropriate language(s) of the country in which the product is sold?	Yes	75	89	
		Partial ^b	2	3	
		No	7	8	
2	Does the insert contain any required label information that is NOT present on the label?	Yes			
		No	1	1	
		NA ^a	83	99	
3	Does the product label specify a recommended age of introduction that is less than 6 months of age?	Yes	17	20	21
		No	64	76	79
		NA ^a	3	4	
4	Does the product label give instructions indicating how to feed the product to infants younger than six months?	Yes	7	8	
		No	77	92	
5	Does the product label include phrases such as 'from the start'; 'for the whole family' or 'first stage'?	Yes	5	6	
		Partial ^b	10	12	
		No	69	82	
6	Does the product label include the following messages:				
6.1	An appropriate/recommended age for use of the product that is six months (180 days) or more.	Yes	64	76	
		No	20	24	
6.2.1	The importance of exclusive breastfeeding for the first six months of life;	Yes	3	4	
		No	74	88	
		Partial ^b	7	8	

	Checklist of labeling practices	Potential answers	Number of labels	Percentage of labels	Percentage of labels (excl. NA) ^a
6.2.2	Is a recommendation regarding exclusive breastfeeding for the first six months of life weakened ^c by a message regarding feeding practices for infants and young children? ^d	Yes	6	7	
		No	6	7	
		NA ^a	72	86	
6.3.1	The importance of the addition of complementary foods from six months of age with continued breastfeeding up to two years or beyond;	Yes	2	2	
		Partial ^b	13	16	
		No	69	82	
6.3.2	Is a recommendation regarding complementary feeding weakened by a message regarding feeding practices for infants and young children? ^d	Yes	14	17	64
		No	8	10	36
		NA ^a	62	74	
6.4	Instructions for safe and appropriate preparation and use.	Yes	51	61	
		Partial ^b	25	30	
		No	8	10	
6.5	A recommendation to feed the product with a spoon. NOTE: Select 'Not applicable' for Tea / Juice / Water / Milkshake powder AND Snacks / Finger Foods (excluding rusks that are used to make porridges)	Yes	32	38	41
		Partial ^b	21	25	27
		No	25	30	32
		NA ^a	6	7	
6.6	A proposed daily ration/serving or recommended number of servings per day and serving?	Yes	10	12	
		Partial ^b	42	50	
		No	32	38	
6.7	Instructions for safe and appropriate storage?	Yes	75	89	
		No	9	11	
6.8	Ingredients list?	Yes	78	93	
		No	6	7	
6.9	The nutrition composition/analysis of the product?	Yes	72	86	
		No	12	14	
6.10	Batch number?	Yes	84	100	
		No	0		
6.11	Best before date?	Yes	84	100	
		No	0		
7	Does the product label recommend feeding the product in a bottle?	Yes	18	21	
		No	66	79	
8	Does the product label show an image of a feeding bottle?	Yes	17	20	
		No	67	80	
9	Does the product label recommend feeding the product in a soft or semi-soft form? NOTE: Select 'Not Applicable' for all categories of products except Cereal/Porridge. Applies to rusks that are used to make porridges.	Yes	2	2	5
		Partial ^b	3	4	8
		No	34	40	87
		NA ^a	45	54	
10	Does the product label recommend feeding the product in a liquid form? NOTE: Select 'Not Applicable' for Gravy/Soup Mix/ Tea/Juice/ Water/Milkshake Powder.	Yes	2	2	3
		Partial ^b	0		
		No	76	91	97
		NA ^a	6	7	
11	Does the daily ration (or a recommended serving size combined with a recommended frequency of feeds per day) included on the product label exceed the recommended energy intake from complementary foods for a breastfed child provided below? Insufficient information refers to product labels with no daily ration or serving size provided.				
11.1	6 - 8.9 months : 837 kJ/day (200 Kcal/day)	Yes	17	20	23
		No	3	4	4
		Insufficient Information	53	63	68
		NA ^a	11	13	

	Checklist of labeling practices	Potential answers	Number of labels	Percentage of labels	Percentage of labels (excl. NA) ^a
11.2	9 - 11.9 months : 1,255 kJ/day (300 Kcal/day)	Yes	8	10	10
		No	2	2	2
		Insufficient Information	68	81	87
		NA ^a	6	7	
11.3	12 - 23.9 months : 2301 kJ/day (550 Kcal)	Yes	2	2	2
		No	7	8	
		Insufficient Information	74	88	89
		NA ^a	1	1	
12	Does the product label include a stipulated warning? NOTE: A stipulated warning includes a warning stating the health hazards/potential risks of inappropriate preparation, use and storage, or advising against certain (preparation, use or storage) practices.	Yes	69	82	
		No	15	18	
13	Does the product label include images of babies appearing to be older than six months of age?	Yes	3	4	25
		Unclear	0		
		No	9	11	75
		NA ^a	72	86	
13.1	Does the product label include an image/ images of baby animals displaying physical or developmental milestones commonly associated with infants younger than six months of age?	Yes	9	11	100
		No	0		
		NA ^a	75	89	
14	In the case of manufacturers that produce both breast-milk substitutes and complementary foods, is the product labeled in a way that also promotes the company's infant or follow up formula by using similar: 1. Color schemes or designs 2. Names 3. Slogans, mascots or other symbols as used for their infant formula or follow up formula brands?	Yes	46	54	78
		No	13	16	22
		Does not produce breast-milk substitutes	25	30	
14.1	In the case of manufacturers that produce both breast-milk substitutes and complementary foods, is the product labeled in a way that also promotes the company's breast-milk substitutes (e.g. infant or follow-up formula) by including pack-shots of such products on the label and/or directly referring to the company's IF/FUF/GUM? (e.g. to prepare the cereal with the manufacturers FUF)	Yes	9	10	15
		No	50	60	85
		NA ^a	25	30	
14.2	In the case of manufacturers that produce both breast-milk substitutes and complementary foods, is there an invitation on the label to make contact (direct or indirect) with the company's marketing personnel?	Yes	54	64	92
		No	5	6	8
		NA ^a	25	30	
15	Does the product label make any nutrient content claims?	Yes	70	83	
		No	14	17	
16	Does the product label make any nutrient comparative claims?	Yes	3	4	
		No	81	96	

	Checklist of labeling practices	Potential answers	Number of labels	Percentage of labels	Percentage of labels (excl. NA) ^a
17	Does the product label make any nutrient function/other function claims?	Yes	51	61	
		No	33	39	
18	Does the product label make any reduction of disease risk claims?	Yes	1	1	
		No	83	99	

^aRefers to the number of products which were excluded from a particular checklist Question since the label information / product information was not relevant to that Question. Therefore read both percentage columns; percentage column 1 contains all product labels in the sample; percentage column 2 contains only those product labels which were appropriate / applicable to the respective Question. For example, 4 product labels were excluded from the Question on daily ration exceeding the recommended energy intake for 6 – 8.9 months; since those 4 product labels were not marketed to infants of this age group and as such the energy content information was not relevant to answering this Question.

^bPartial responses are indicated when a label meets one or some, but not all, possible criteria for choosing the answer. (i.e. includes one or two out of three components of an answer, or includes one of two components of an answer).

^cIn some cases, the label did not state a feeding message for the preceding Question but ambiguous messages regarding either breastfeeding or complementary feeding were presented on the labels, for example: One product did not refer to breastfeeding or complementary feeding but the manufacturer did expand on a complementary feeding message: *“Each baby growing at his/her own pace ask your doctor some advice when to start giving him or her the product.”* Another example: *“This product cannot be used as a breast milk substitute during the first 4 months of life”*. However this particular product does not previously refer to exclusive breastfeeding anywhere else on the label.

^dThe scope of questions 6.2.2 and 6.2.3, which previously considered messages on the label that weakened appropriate breastfeeding or complementary feeding messages also provided on the same label, has been expanded to include all infant and young child feeding messages that undermine the public health recommendation to exclusively breastfeed for the first six months of life/introduce complementary foods at six months together with continued breastfeeding to two years or beyond.

4.3 Labeling practices according to the STAG five criteria for inappropriate promotion

4.3.1 [STAG 1: Promotion is inappropriate if it undermines recommended breastfeeding practices](#)

4.3.1.1 **STAG 1a: Products should not be promoted as suitable before 6 months.**

There are numerous ways in which a product label can imply suitability for before six months. These include a recommended age of introduction that is less than six months, the provision of feeding instructions for less than six months, phrases for use that imply less than six months and images of children displaying developmental milestones that are reached before six months, presented below.

4.3.1.1.1 **Age related recommendations, feeding instructions and phrases**

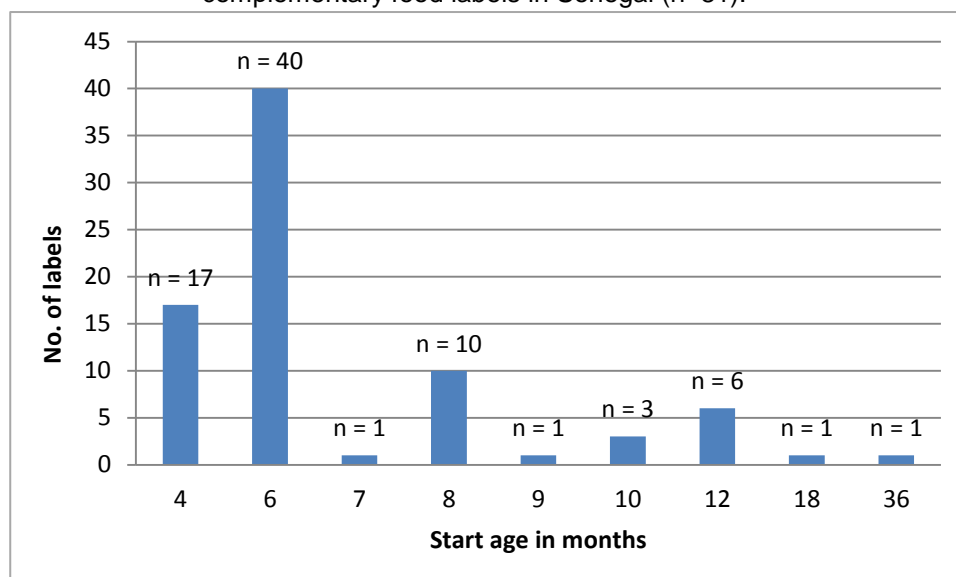
From the checklist results (Question 3 and 6.1, Table 4-4), it can be seen that 76% of the labels specified an appropriate age of introduction of six months or more, while 21% of the labels recommended an age of introduction of less than six months and 4% of the labels provided no age of introduction.

The recommended age of introduction and the wording used on the labels can be found in Table 4-5 and Figure 4-3 respectively.

Table 4-5 Wording used for the recommended age of introduction on commercially produced complementary food labels in Senegal (n=81).


Age of Introduction	Number of labels	Percentage of labels
4+ months; from 4 months	5	6
4-6 months onwards; from 4-6 months; from 4/6 months	12	15
from 6 months; + 6 months; from 6 months onwards	37	46
6-36 months	3	4
7+ months	1	1
From 8 months	10	12
From 9 months	1	1
From 10 months	3	4
10 to 36 months	1	1
From 12 months	6	7
From 18 months	1	1
From 3-6 years	1	1

Figure 4-3 Recommended age of introduction given in months, on commercially produced complementary food labels in Senegal (n=81).



The practice of providing instructions on how to feed the product to infants younger than six months was included on 8% (n=7) of the labels. Examples of such instructions are found in Table 4-6.

Table 4-6 Examples of instructions that indicate how to feed the commercially produced complementary foods in Senegal.

Translated English text	Original French text
<i>This product cannot be used as a breast milk substitute during the first 4 months of life.</i> [Implying the product could be used from 4 months.]	<i>Ce produit ne pas être utilisé comme substitut du lait maternel pendant les 4 premiers mois de la vie.</i>
<i>The introduction of food diversification foods from 4 months up to 6 months is possible unless advised by independent persons who are qualified in the health sector.</i>	<i>L'introduction des aliments de diversification alimentaire à partir de 4 mois jusqu'à l'âge de 6 mois est possible sauf avis contraire de personnes indépendantes qualifiées dans le domaine de la santé.</i>
[Feeding table for a bottle]: 4 to 5 months: 180 ml of milk + 3 soup spoons [Feeding table for a plate]: 4 to 5 months: 180ml milk + 5 soup spoons	[Au biberon]: 4 à 5 mois: 180 ml de lait + 3 cuillères à soupe [A l'assiette]: 4 à 5 mois : 180 ml de lait + 5 cuillères à soupe
	

Different stage age descriptors (information that was not documented by the checklist questions) such as 'stage 2' and 'all ages' were used on 19% (n=16) of the labels (see Table 4-7). Eighteen percent (n=15) used a phrase which directly or indirectly indicated that the product may be suitable for infants younger than 6 months. The wording used when such phrases were provided are:

- "Every age is [product name]" (Original French text: "À chaque âge sa [Nom du produit]")
- "Stage 1" ("Etape 1")
- "Gentle first food" ("Premiers gouts")
- "All ages"
- "No. 1"
- "Junior"
- "1st"
- "Ideal to start smoothly baby's food diversification" ("Idéales pour commencer en douceur la diversification alimentaire de bébé")
- "An appropriate range for the youngest" ("Gamme adaptée pour les plus petits")
- "[PRODUCT NAME] is a nutritive complement ideal for infants and children." ("FORZA est un complément nutritif idéal pour les nourrissons et les enfants") [This product labels states that it is for an infant, but has no age of introduction or age range.]

In the absence of an appropriate age of introduction, 6% of the labels included phrases which implied that the product was suitable during the entire life course, including from birth (Question 5, Table 4-4). Twelve percent of the labels used phrases and recommended an age of introduction equal to or greater than six months.

Table 4-7 Stage age descriptors which are not written in months or years on the commercially produced complementary food labels in Senegal (n=16).

Stage descriptor	Number of labels	Percentage of labels
Ideal 1st spoon; first spoon	4	25
My 1st Wheat cereal; Stage 1; Gentle first food; Bébé (Baby)	3	19
All ages	2	13
My 1st Little Jar	2	13
No 1	1	6
Stage 2	1	6
Stage 3	1	6
Recommended for babies and children	1	6
Adapted from kindergarten	1	6

4.3.1.1.2 Images: Developmental milestones

The physical or developmental milestones displayed by the infant or young child in the images are listed in Table 4-8. More than one milestone may be displayed in each image.

Of the 12 product labels that included an image of an infant or young child, 75% of these images showed an infant displaying a developmental milestone commonly associated with infants younger than six months of age (Question 13, Table 4-4). In addition, 11% of the labels contained an image(s) of baby animals displaying physical or developmental milestones commonly associated with infants younger than six months of age (Question 13.1, Table 4-4).

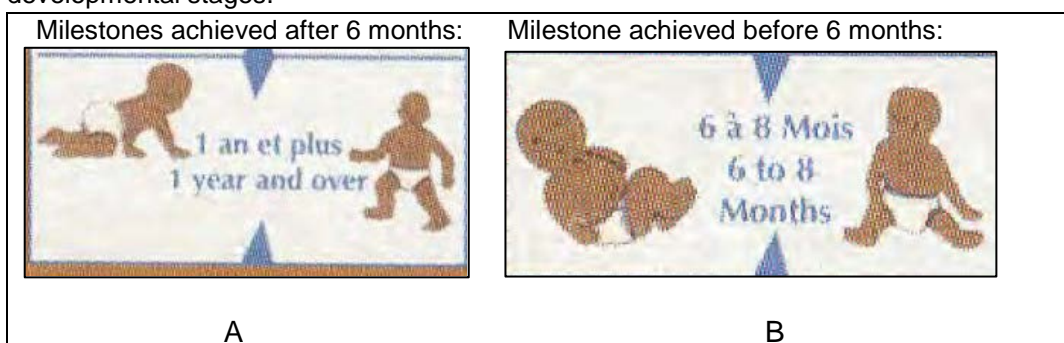
Figure 4-4 image A displays an image of an infant that is clearly over 6 months and Figure 4-4 image B displays an image that is clearly under 6 months.

Table 4-8 Physical or developmental milestones displayed by images of infants/young children used on commercially produced complementary food labels in Senegal (n=12).

Age of milestone reached	Physical or developmental milestone ^a	Number of labels	Percentage of labels
Infant 0-6 months	Sitting without support	5	42
	Head shot in mothers arms	2	17
	Heavily stylized image	2	17
	Reclining	2	17
	Head shot	1	8
After 6 months	Standing alone	5	42
	Walking alone (which milestone)	3	25
	Hand and knees crawling	2	17
	Holding objects such as a spoon/cup and self-feeding (unclear milestone)	2	17

^a Sweet, *et al*, 2012b

Figure 4-4 Images used on commercially produced complementary food labels in Senegal displaying developmental stages.



4.3.1.2 STAG 1b: Products should not be promoted to be given by bottles or using teats.

Products can either promote that they could or should be given in a bottle or with use of a teat by providing instructions to prepare the product in a bottle (see also, Section 4.3.7.2.3 Preparation and use); providing instructions to prepare the product in a liquid consistency; or containing an image of a feeding bottle on the product label. Such practices undermine breastfeeding.

4.3.1.2.1 Recommendation to feed with a bottle

Twenty-one percent of all products recommended feeding the product from a bottle (see Table 4-4, Question 7). See Table 4-9 for example text.

- 33% of cereals recommended feeding the product from a bottle.
- No homogenized/pureed foods included a recommendation to feed the product in a bottle.
- 33% of snack/finger foods recommended mixing with milk and feeding from a bottle.
- 83% of drinks (teas, juices or waters) recommended feeding from a bottle.

Twenty percent of all product labels showed an image of a feeding bottle (see Table 4-4, Question 8). See Figure 4-5 for examples.

- 36% of cereals showed an image of a feeding bottle on the label.
- 3% of homogenized/pureed foods displayed an image of a feeding bottle on the label.
- One-third of snack/finger foods contained an image of a feeding bottle on the label.
- One-third of tea/juice/waters showed an image of a feeding bottle on the label.

Figure 4-5 Commercially produced complementary cereal product labels in Senegal displaying images of feeding bottles.



Table 4-9 Examples of commercially produced complementary cereal labels in Senegal recommending feeding from a bottle.






Translated English text	Original French text
Add in the lukewarm [Product] feeding bottle the recommended [Product name] quantity. [Feeding Table provided for making up a bottle]. To obtain a good dissolution, shake the bottle in two steps: 1. Circularly while rolling it between your hands. 2. Vertically. [Upright.] It is ready! This product is already sweet, do not add sugar. Prepare the feeding bottle of cereals just before the meal. If you use a thickened child preparation, we recommend you to use the teat and to diminish the added quantity of cereals.	Ajouter dans le biberon de [Nom du produit] tiède la quantité de [Nom du produit] recommandée. [Tableau d'alimentation fourni pour faire une bouteille]. Pour obtenir une bonne dissolution, agiter le biberon en 2 temps: 1. Circulairement en le faisant rouler entre les mains. 2. Verticalement. C'est prêt! Ce produit est déjà sucré, ne pas ajouter de sucre. Préparer le biberon de céréales juste avant le repas. Si vous utilisez une préparation infantile épaissie, nous vous recommandons d'utiliser la tétine et de diminuer la quantité de céréales ajoutée.
To consume immediately after preparation and throw away the rest of the unfinished rest of the feeding bottle.	A consommer immédiatement après préparation et jeter le reste du biberon non terminé.

4.3.1.2.2 Consistency

Of the applicable products (cereals, homogenized and pureed foods and rusks if made into a porridge), 41% of the labels directly included the recommendation, and 27% implied (by use of an image of a spoon) the recommendation to feed the product with a spoon (Question 6.5, Table 4-4). Furthermore, of the applicable products (39 cereals in total), 5% of the labels qualified as a 'yes' and 8% qualified as 'partial' compliance to the recommendation to state that the product should be fed in a soft or semi-soft form (Question 9, Table 4-4). Three percent of non-liquid products recommended that they be fed in a liquid form, which based on international guidance is inappropriate for a cereal type product (Question 10, Table 4-4). See examples in Table 4-9 and Figure 4-6.

This highlights the need for STAG 1b to potentially be broadened to also include that products should not be promoted for use in a liquid form (excluding beverages).

Figure 4-6 Example of a commercially produced complementary food label in Senegal that includes a recommendation to feed a cereal product in a liquid form.

Table d'alimentation / Feeding table				
AGE	Consistance / Consistency	Eau / Water ml	Céréales lactées* / Milk cereals*	Repas / jour / Meals/day
6-8 mois/months	Liquide / Liquid	200	7 	1 à 2
	Épaisse / Thickened	150	9 	1 à 2
9 mois et plus / Over 9 months	Liquide / Liquid	220	8 	1 à 2
	Épaisse / Thickened	200	12 	1 à 2
 *1 cuillère à soupe rase = 5 g de céréales LACTÉES *1 level tablespoon = 5 g of MILK cereals				

Additional text provided on the label

Translated English text:
 "If you are using a thick child preparation, we recommend you to adjust the teat and to diminish the added cereal quantity."

Original French text:
 "Si vous utilisez une préparation infantile épaissie, nous vous recommandons d'adapter la tétine et de diminuer la quantité de céréales ajoutée."

4.3.1.3 STAG 1c: Products should not be portrayed as equivalent or superior to breast milk.

Infant and young child feeding practices messages may imply that the complementary food is equivalent or superior to breast milk. Such statements are often not directly stating that the product is equivalent or superior to breast milk and determining if this is the case is generally subjective. See Table 4-12 for a full list of examples of feeding practices listed on the product labels.

Infant and young child feeding practices messages found on labels that could be considered to imply that the complementary food is equivalent or superior to breast milk are:

- Translated English text: *As a mother, you want to give your baby the best start. Feeding your baby is more than just about nutrients. It is one of those special ways you as a mother can bond with your child.*
Original French text: *En tant que mère, vous voulez donner à votre bébé un bon départ dans la vie. C'est l'une des voies privilégiées pour créer un lien affectif en tant que mère avec votre enfant.*
- Translated English text: *From 6 months onwards, your baby needs a more substantial meal to complement breastfeeding and to guarantee a balanced development.*
Original French text: *A partir de 6 mois et pour garantir une croissance équilibrée, votre bébé a besoin d'une alimentation substantielle en complément du lait maternel.*

An example of a nutrient content claim that could be considered to imply that the complementary food is equivalent or superior to breast milk is:

- Translated English text: *With Bifidus BL and Immunonutrients: Bifidus BL is a probiotic similar to those found in the digestive system of breastfed babies.*
Original French text: *Avec Bifidus BL et des Immunonutriments: Bifidus BL est une bactérie similaire à celles naturellement présents dans l'intestin des bébés allaités.*

4.3.1.4 STAG 1d: Products should not be promoted as a replacement for breast milk.

The use of the word 'weaning' generally implies the cessation of breastfeeding. According to the HKI country staff in French weaning means 'sevrage' which means stopping and in Wolof it is 'féral' which is totally stopping breastfeeding. This highlights that more country specific research should be undertaken as to the generally accepted age that the use of the term weaning implies, if the term is permitted on labels so as to ensure that it does not undermine breastfeeding recommendations.

The following is an example of a feeding practice message that makes use of the word 'weaning':

- Translated English text: *At about 6 months, mixed feeding, like milk cereals, can be introduced as part of weaning. [Manufacturer name] has created [Product name], a nutritious and tasty porridge for the weaning period - in which the first solid foods are introduced. [Product name] for infants: Perfect start of the weaning period.*
Original French text: *A six mois, l'alimentation mixte comprenant les céréales lactées peut être introduite afin de faciliter le sevrage. [Le nom du fabricant] a développé [nom du produit] lactées, une bouillie nutritive, au goût agréable et adaptée à la période de sevrage. [Nom du produit] lactées à base de blé pour bébés: Est l'aliment idéal pour un bon début et sevrage.*

The following statement could be considered confusing, as ‘weaning’ implies stopping breastfeeding; however the same sentence states that the product is a supplement to breast milk:

- Translated English text: *Weaning foods, [product name] flour is for the child an excellent supplement to breast milk from 6 months.*

Original French text: *Aliments de sevrage, la farine [nom du produit] est pour l’enfant un excellent complément au lait maternel à partir de 6 mois.*

There is a need for specific guidance on terminology that is considered to be inappropriate so as to ensure that label text does not imply that the product is a replacement for breast milk.

Product labels could also imply that they are to be used as a replacement for breast milk if there is a recommendation to feed in a bottle or as a liquid. This practice has been covered under sub-section 4.3.1.2.

4.3.1.5 STAG 1e: Products should not be promoted using brands/labels/logos that are the same/similar to those used for breast-milk substitutes.

4.3.1.5.1 Cross promotion

It was found that 70% (n=59) of the commercially produced complementary foods included in the study were manufactured by companies that also manufacture breast-milk substitutes in Senegal. Amongst these manufacturers, the checklist questionnaire showed that cross promotion practices were common. There was either a resemblance between the product color schemes/designs, names and/or slogans/mascots or other symbols on 78% of the product labels (Question 14, Table 4-4). Furthermore, it was found that 15% of products were labeled in a way that also promoted the company’s breast-milk substitutes by including pack-shots of these products on the label and/or directly referring to the company’s infant formula/follow-up formula/growing-up milks in the preparation instructions (Question 14.1, Table 4-4).

Of the 59 relevant labels, 39 (66%) had a similar color scheme or design to the breast-milk substitute, a similar name was used by 36 (61%) and 44 (75%) had a similar slogan, mascot or symbol (Table 4-10). See Table 4-11 for pictorial examples.

Table 4-10 Similarities between the labels of commercially produced complementary foods and breast-milk substitutes manufactured by the same companies in Senegal (n=59).

Similarities	Number of labels	Percentage of labels
Similar colour schemes / designs	39	66
Similar names	36	61
Similar slogans / mascots / symbols	44	75

Table 4-11 Example of cross promotion between breast-milk substitutes and commercially produced complementary food labels in Senegal.

Translated English text	Original French text
<i>PREPARATION METHOD: [Product name] yummy instant cereal flakes are ready for use; they do not need any cooking, any sugar addition and are used preferably with follow-up milk such as [Manufacturer name FUF].</i>	<i>MODE DE PREPARATION: Les flocons gourmands de céréales instantanées [Nom du produit] sont prêts à l'emploi, ne nécessitent ni cuisson, ni ajout de sucre et s'utilisent de préférence avec un lait de suite tel que [le nom du fabricant de suivi formule].</i>
Similarity between product label color schemes/designs, names and/or slogans/mascots or other symbols of breast-milk substitutes and complementary foods:	
 <p data-bbox="207 822 890 846">Infant formula Growing up milk Complementary food</p>	

4.3.1.6 STAG 1f: Daily ration size should not exceed the amount of energy needed from complementary foods by breastfed children.

4.3.1.6.1 Daily ration

Only 12% of the labels provided a daily ration or serving size and only 50% of the labels provided enough information to calculate the total daily ration (Question 6.6, Table 4-4). In addition most of the labels did not provide sufficient information to determine if a daily ration of the product exceeded the recommended energy intake from complementary foods for a breastfed child.

The single serving size or daily ration of 23% of the products for which calculations could be made for children 6 to 8.9 months exceeded the daily energy intake for complementary foods for a breastfed child. This figure decreased to 10% for products for the older age category of 9 to 11.9 months and further decreased to 2% for products for the 12 to 23.9 month age group (Questions 11.1, 11.2 and 11.3 respectively, Table 4-4).

4.3.1.7 Suggested addition to STAG criterion 1.

4.3.1.7.1 Infant and young child feeding messages

4.3.1.7.2 Feeding practices

A message or recommendation regarding feeding practices for infants and young children was found on 83% (n=70) of the labels of commercially produced complementary foods, including messages on breastfeeding and complementary feeding and these messages have been categorized and examples provided in Table 4-12.

Table 4-12 Messages/recommendations regarding feeding practices for infants and young children used on commercially produced complementary food labels in Senegal (n=70).

Categories of messages regarding feeding practices for infants and young children	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
Breastfeeding / Milk Feed Messages:				
Continue while introducing solids	4	6	<i>Breastfeeding should continue for as long as possible after introduction of complementary foods.</i>	L'allaitement au sein devrait continuer aussi longtemps que possible après introduction des aliments de complément.
Recommendation: WHO	3	4	<i>The World Health Organisation recommends exclusive breast-feeding for 6 months (as a global public health recommendation)</i>	L'Organisation Mondiale de la Santé recommande l'allaitement exclusif au sein pendant les 6 premiers mois de vie (comme une recommandation globale de santé publique).
Breastfeeding is recommended for up to 6 months	3	4	<i>The World Health Organisation recommends exclusive breast-feeding for 6 months (as a global public health recommendation). As [Manufacturer name] supports that recommendation, this product is positioned for consumption from 6 months.</i>	L'Organisation Mondiale de la Santé recommande l'allaitement exclusif au sein pendant les 6 premiers mois de vie (comme une recommandation globale de santé publique). Comme [Le nom du fabricant] soutient cette recommandation, ce produit est positionné pour la consommation des 6 mois.
Breast milk/infant formula is insufficient from 6 months	3	4	<i>[Product name] cereals enable to start well the day thanks to a complete breakfast and because while growing up, babies' needs evolve and child milk alone will no longer be enough. From 6 months onwards, your baby needs a more substantial meal to complement breastfeeding and to guarantee a balanced development.</i>	Les céréales [nom du produit] permettent de bien démarrer la journée grâce à un petit déjeuner complet et parce qu'en grandissant les besoins des bébés évoluent et que le lait infantile seul ne suffira plus. A partir de 6 mois et pour garantir une croissance équilibrée, votre bébé a besoin d'une alimentation substantielle en complément du lait maternel.
Benefits	3	4	<i>Breast milk is the food exactly adapted to your baby's needs. When breastfed your baby is more resistant to infections.</i>	Le lait maternel est l'aliment exactement adapté aux besoins de votre nourrisson qui, nourrit au sein, sera plus résistant aux infections.
Milk feeds should continue as long as possible	3	4	<i>Milk feeding, preferably breast feeding, should be followed as long as possible.</i>	L'alimentation lactée, de préférence l'allaitement maternel, devrait être poursuivi aussi longtemps que possible.
Should continue as long as possible	3	4	<i>Breastfeeding should continue for as long as possible after introduction of complementary foods.</i>	L'allaitement au sein devrait continuer aussi longtemps que possible après introduction des aliments de complément.
Recommended for up to 24 months	2	3	BREASTFEED YOUR CHILD UNTIL 2 YEARS OF AGE.	ALLAITEZ VOTRE ENFANT JUSQU'À L'ÂGE DE 2 ANS
Breastfeeding is best for your baby	1	1	<i>Important notice: Breast milk is the best food for infants and prevents diarrhoea and other illnesses.</i>	Avis important: Le lait maternel est le meilleur aliment des nourrissons. Il empêche la diarrhée et autres maladies.

Categories of messages regarding feeding practices for infants and young children	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
Complementary feeding messages:				
Readiness: Age	30	43	<p><i>As [Manufacturer name] supports that recommendation, this product is positioned for consumption from 6 months.</i></p> <p><i>Infant milk cereal: [Product name] is a nutrition infant meal for babies aged from 6 months to 2 years.</i></p> <p><i>At <u>about</u> 6 months, mixed feeding, like milk cereals, can be introduced as part of weaning.</i></p>	<p>Comme [Le nom du fabricant] soutient cette recommandation, ce produit est positionné pour la consommation des 6 mois.</p> <p>[Nom du produit] est un aliment infantile de haute valeur adaptée à l'alimentation des bébés âgés de 6 mois à 2 ans.</p> <p>A six mois, l'alimentation mixte comprenant les céréales lactées peut être introduite afin de faciliter le sevrage.</p>
Invitation to interact	28	40	<p>FROM MOTHERS' SIDE</p> <p><i>To benefit from all the advice on your baby's feeding, contact us: 3240 say "BLEDINA" @ www.bledina.com</i></p> <p><i>Local call cost from a landline telephone</i></p>	<p>DU COTE DES MAMANS</p> <p>Pour recevoir tous les conseils sur l'alimentation de votre bébé, contactez-nous: 3240 dites "BLEDINA" @ www.bledina.com</p> <p>Prix d'un appel local depuis un poste fixe</p>
Other	22	31	<p><i><u>Weaning foods</u>, [Product name] flour is for the child an excellent <u>supplement</u> to breast milk from 6 months.</i></p>	<p>Aliments de sevrage, la farine [nom du produit] est pour l'enfant un excellent complément au lait maternel à partir de 6 mois.</p>
Type: Cereals	17	24	<p><i>Cereals are the ideal foundation of a healthy complementary feeding diet. [Product name] Cereals without gluten, ideal to start smoothly the baby's food diversification.</i></p>	<p>Les céréales sont le fondement d'une alimentation complémentaire équilibrée. Des céréales sans gluten, idéales pour commencer en douceur la diversification alimentaire de bébé.</p>
Readiness: Ask health professional	13	19	<p><i>Since babies vary in their needs, consult your healthcare professional for advice on when to introduce this product to your child.</i></p> <p><i>Each baby growing at his/her own pace, ask your doctor some advice to know when to start giving him/her [Product name].</i></p>	<p>Puisque les besoins varient d'un bébé à l'autre, consulter votre médecin pour recevoir les conseils sur le meilleur moment pour donner ce produit à votre enfant.</p> <p>Chaque bébé évoluant à son propre rythme, demandez conseil à votre médecin pour savoir quand commencer à lui donner [nom du produit].</p>
Type: Fruit	12	17	<p><i>A [Product name] feeding bottle accompanied with [Product name] cereals ensures a complete and adapted breakfast* to start the day and to endeavor. *From 12 months, it is important to complete breakfast with a fruit gradually.</i></p> <p><i>Fruit puree appropriate for the child. Did you know it? For babies, let us count at least 2 fruits a day. To know more about baby fruits, go to: [website provided].</i></p> <p><i>Thus, your baby discovers in this little jar the tart flavor of kiwi, balanced by the sweetness of apple.</i></p>	<p>Un biberon de [nom du produit] accompagné des [nom du produit] assure à bébé un petit déjeuner complet* et adapté pour bien démarrer la journée et se dépenser. *Dès 12 mois, il est important de compléter progressivement le petit déjeuner par un fruit.</p> <p>Purée de fruits adaptée à l'enfant. Le saviez-vous? Pour les bébés, comptons au moins 2 fruits par jour. Pour en savoir plus sur les fruits de bébé, rendez-vous sur [site internet fourni].</p> <p>Votre bébé découvre ainsi dans ce petit pot la saveur acidulée de kiwi, équilibré par la douceur de la pomme.</p>
Type: Variety	12	17	<p><i>It is also important to have a varied</i></p>	<p>Il est ensuite important d'avoir une</p>

Categories of messages regarding feeding practices for infants and young children	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
			<i>and balanced diet.</i>	alimentation variée et équilibrée.
Manufacturer's Nutrition Plan	10	14	The provision of feeding practices messages that are cross-promoted with the company's products by making use of stages and flavours.	
Use: Not a breast-milk substitute	9	13	<i>This product is not a breast milk substitute. [PRODUCT NAME] DOES NOT REPLACE BREASTFEEDING BUT FROM 6 MONTHS OF AGE, IT IS AN ESSENTIAL FOOD SUPPLEMENT.</i>	Ce produit n'est pas un substitut du lait maternel. [NOM DU PRODUIT] NE REMPLACE PAS LE LAIT MATERNEL MAIS A PARTIR DE 6 MOIS, C'EST UN COMPLEMENT ALIMENTAIRE NECESSAIRE.
Type: Range of tastes	8	11	<i>Nutrition Expertise: From 6 months, cereals are a good means to introduce gluten in baby's feeding. They also enable to awaken it smoothly to the pleasure of new flavors and to accustom it to new textures gradually. They ideally accompany [Manufacturer name GUM] in food diversification and enable baby to get initiated gradually to the subtle taste flavor of cocoa. With our little pots you make baby discover the real fruit taste and thus enable it to build its food directory/repertoire every day.</i>	A partir de 6 mois, les céréales sont un bon moyen d'introduire le gluten dans l'alimentation de bébé. Elles permettent aussi de l'éveiller en douceur au plaisir de nouvelles saveurs et de l'habituer progressivement à de nouvelles textures. Ils accompagnent idéalement le lait [le nom du fabricant lai de croissance], lors de la diversification alimentaire et permettent à bébé de s'initier progressivement à la saveur subtile de cacao. Avec nos petits pots, vous faites découvrir à bébé le vrai goût des fruits et lui permettez ainsi de construire chaque jour son répertoire alimentaire.
Type: Vegetables	8	11	<i>Nutritionists recommend as daily servings: 1 in vegetables; 1 in fruits; 1 in meat; fish or eggs; 1 in starches; 4 in milk products</i>	Les nutritionnistes préconisent comme portions quotidiennes: 1 en légumes ; 1 en fruits ; 1 en viandes ; poissons ou œufs ; 1 en féculents ; 4 en produits laitiers
Specific meal time	7	10	<i>From 12 months, a feeding bottle alone is no longer enough to cover the energy needs for breakfast. A [product name] feeding bottle accompanied with [product ranges] ensures a complete and adapted breakfast* to start the day and to endeavor. *From 12 months, it is important to complete breakfast with a fruit gradually.</i>	A partir de 12 mois, un biberon seul ne suffit plus à couvrir les besoins énergétique du petit déjeuner. Un biberon de [nom du produit] accompagné des Céréales [le nom du fabricant] assure à bébé un petit déjeuner complet* et adapté pour bien démarrer la journée et se dépenser. *Dès 12 mois, il est important de compléter progressivement le petit déjeuner par un fruit.
Up until 3 years	7	10	<i>From 6 months. Developed by our nutritionists, up to 3 year old child feeding specialists, [manufacturer name] cereals added to a feeding bottle of child milk ensure: [text provided]</i>	Dès 6 mois. Elaborés par nos nutritionnistes, spécialistes de l'alimentation des bébés jusqu'à 3 ans, les céréales [le nom du fabricant], ajoutées à un biberon de lait infantile garantissent: [texte fourni]
Frequency: Regular Meals	6	9	<i>From 12 months, we recommend to include a cereal product in baby's breakfast every day. To help baby to adopt good food habits, [Manufacturer name] nutritionists recommend: to offer it</i>	Dès 12 mois, nous recommandons d'intégrer tous les jours un produit céréalier au petit déjeuner de bébé. Pour aider bébé à prendre de bonnes habitudes alimentaires, les nutritionnistes de [Le nom du fabricant] recommandent:

Categories of messages regarding feeding practices for infants and young children	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
			<i>fruits every day under various forms: in puree, occasionally in juice, then fresh in pieces when baby grows up; to integrate them as parts of the 4 meals.</i>	de lui proposer des fruits chaque jour sous différentes formes : en purée, occasionnellement en jus, puis frais en morceaux quand bébé grandit.
Use: Part of a balanced diet	6	9	<i>It is also important to have a varied and balanced diet. Instant cereal flakes appropriate for the child from 4 months. They accompany the [Manufacturer's FUF name] ideally, during food diversification. To succeed food diversification... In order to vary baby's pleasures, [Manufacturer name] proposes you: [text provided]</i>	Il est ensuite important d'avoir une alimentation variée et équilibrée. Flocons de céréales instantanées adaptées à l'enfant dès 4 mois. Ils accompagnent idéalement [Le nom du fabricant suivi lait], lors de la diversification alimentaire. Pour réussir la diversification alimentaire... Afin de varier les plaisirs de bébé, [Le nom du fabricant] vous propose: [texte fourni]
Type: Fish	4	6	<i>From the age of 6 months onwards, infant foods can be complemented by suitable quantities of vegetables, fish and meat.</i>	A partir de 6 mois, l'alimentation du nourrisson peut être complète par des quantités adaptées de légumes, poissons et viandes.
Type: Other foods	4	6	<i>From 6 months, in addition to milk and cereals, it may be also appropriate to give your baby other foods. From 6 months, it is recommended to add some vegetable oils or a portion of butter. Because, like you, baby has the right to enjoy a yummy dessert occasionally. [Manufacturer name] offers you [Product name], delicious desserts particularly appropriate for baby.</i>	A partir de 6 mois, en plus du lait et des céréales, il est également approprié de donner d'autres aliments à bébé. A partir de 6 mois, il est recommandé d'ajouter un filet d'huiles végétales ou une noisette de beurre. Parce que comme vous, bébé a droit occasionnellement à un dessert gourmand. [Le nom du fabricant] vous propose [nom du produit], de délicieux desserts spécifiquement adaptés à bébé.
Type: Texture	4	6	<i>Nutrition Expertise: From 6 months, cereals are a good means to introduce gluten in baby's feeding. They also enable to awaken it smoothly to the pleasure of new flavors and to accustom it to new textures gradually.</i>	A partir de 6 mois, les céréales sont un bon moyen d'introduire le gluten dans l'alimentation de bébé. Elles permettent aussi de l'éveiller en douceur au plaisir de nouvelles saveurs et de l'habituer progressivement à de nouvelles textures.
Complete Meal	4	6	<i>[Product name] is a <u>complete food</u> intended to <u>supplement</u> of the diet of children aged from 6 to 36 months.</i>	[Nom du produit] est un aliment complet destiné à compléter l'alimentation des enfants de 6 à 36 mois.
Type: Meat	3	4	<i>From the age of 6 months onwards, infant foods can be complemented by suitable quantities of vegetables, fish and meat.</i>	A partir de 6 mois, l'alimentation du nourrisson peut être complète par des quantités adaptées de légumes, poissons et viandes.
Type: Liquids	2	3	<i>To hydrate baby, water is the only essential drink. However, juice plays a role in the food diversification for your baby by making it discover new tastes while</i>	Pour hydrater bébé, l'eau est la seule boisson indispensable. Ce pendant le jus joue un rôle dans la diversification alimentaire de votre bébé en lui faisant découvrir de nouveaux goûts

Categories of messages regarding feeding practices for infants and young children	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
			<i>providing it with nutrients which contribute to growth.</i>	tout en lui apportant des nutriments qui participent à sa croissance.
Ingredients suitable from 4 months	2	3	<i>Instant cereal flakes appropriate for the child from 4 months.</i>	Flocons de céréales instantanées adaptées à l'enfant dès 4 mois.

Using the Code of Marketing of Breast-Milk Substitutes to Guide the Marketing of Complementary Foods to Protect Optimal Infant Feeding Practices (Quinn *et al.*, 2010) recommends that complementary food product labels should emphasize the importance of exclusive breastfeeding for the first six months followed by the addition of complementary foods with continued breastfeeding for two years and beyond.

The checklist data revealed that only 4% of product labels stressed the importance of exclusive breastfeeding for the first six months of life (Question 6.2.1, Table 4-4) and 7% of labels included a message which weakened this recommendation (Question 6.2.2, Table 4-4). See Table 4-13 for examples of young child feeding messages that were contained on the labels.

The message of the importance of the addition of complementary foods from six months of age together with continued breastfeeding up to two years or beyond was stated by only 2% of labels (Question 6.3.1, Table 4-4) and a further 16% of labels 'partially' highlighted this message. Sixty-four percent of all labels however undermined the recommendation by including text regarding feeding practices for infants and young children (Question 6.3.2, Table 4-4). See Table 4-13 for examples.

This research shows that the STAG could consider expanding STAG 1 to ensure that messages/recommendations regarding infant and young child feeding practices should support and not undermine exclusive breastfeeding for the first 6 months of life followed by the introduction of complementary foods together with continued breastfeeding to 2 years or beyond.

Table 4-13 Infant and young child feeding messages on commercially produced complementary food labels in Senegal.

Translated English text	Original French text
Example of messages on Senegalese commercially produced complementary food labels that support and undermine breastfeeding	
Supporting the breastfeeding message	
<i>IMPORTANT HEALTH INFORMATION FOR YOUR BABY: The World Health Organisation recommends exclusive breast-feeding for 6 months (as a global public health recommendation)... Breastfeeding should continue for as long as possible after introduction of complementary foods</i>	<i>INFORMATION IMPORTANTE POUR LA SANTÉ DE VOTRE BÉBÉ : L'Organisation Mondiale de la Santé recommande l'allaitement exclusif au sein pendant les 6 premiers mois de vie (comme une recommandation globale de santé publique)...L'allaitement au sein devrait continuer aussi longtemps que possible après introduction des aliments de complément.</i>
Undermining the breastfeeding message	
<i>Milk feeding, preferably breast feeding, should be followed as long as possible.</i>	<i>L'alimentation lactée, de préférence l'allaitement maternel, devrait être poursuivi aussi longtemps que possible.</i>
Example of messages on Senegalese labels that support and undermine continued breastfeeding when introducing commercially produced complementary foods	
Supporting the continued breastfeeding when introducing complementary foods message	
<i>[Product name] is a nutrition infant meal for babies aged from 6 months to 2 years. From 6 months onwards, your baby needs a more substantial meal to complement breastfeeding and to guarantee a balanced development. ... [PRODUCT NAME] DOES NOT REPLACE BREASTFEEDING BUT FROM 6 MONTHS OF AGE, IT IS AN ESSENTIAL FOOD SUPPLEMENT. BREASTFEED YOUR CHILD UNTIL 2 YEARS OF AGE.</i>	<i>[Nom du produit] est un aliment infantile de haute valeur nutritive adapté à l'alimentation des bébés âgés de 6 mois à 2 ans. A partir de 6 mois et pour garantir une croissance équilibrée, votre bébé a besoin d'une alimentation substantielle en complément du lait maternel. ... [NOM DU PRODUIT.] NE REMPLACE PAS LE LAIT MATERNEL MAIS À PARTIR DE 6 MOIS, C'EST UN COMPLÉMENT ALIMENTAIRE NÉCESSAIRE. ALLAITEZ VOTRE ENFANT JUSQU'À L'ÂGE DE 2 ANS</i>
Undermining the continued breastfeeding when introducing complementary foods message	
<i>The World Health Organisation recommends exclusive breast-feeding for 6 months (as a global public health recommendation). As [Manufacturer name] supports that recommendation, this product is positioned for consumption from 6 months. Since babies vary in their needs, consult your healthcare professional for advice on when to introduce this product to your child.*</i>	<i>L'Organisation Mondiale de la Santé recommande l'allaitement exclusif au sein pendant les 6 premiers mois de vie (comme une recommandation globale de santé publique). Comme [Le nom du fabricant] soutient cette recommandation, ce produit est positionné pour la consommation des 6 mois. Puisque les besoins varient d'un bébé à l'autre, consultez votre médecin pour recevoir les conseils sur le meilleur moment pour donner ce produit à votre enfant.*</i>
<i>Each baby growing at his/her own pace, ask your doctor some advice to know when to start giving him/her [Product name].*</i>	<i>Chaque bébé évoluant à son propre rythme, demandez conseil à votre médecin pour savoir quand commencer à lui donner [nom du produit].*</i>

*NOTE: This example has been used but highlights that there are discrepancies between requirements in Codex standards and WHO Guidelines.

This highlights the importance of providing countries with detailed guidance on what constitutes appropriate messaging and to ensure that global standard setting bodies are aligned in their recommendations / requirements.

Gaps in available guidance on the labeling of complementary foods:

“Recommendations regarding consulting a healthcare professional for advice on infant feeding may have been provided by manufacturers on the basis of the Codex Standard for Processed Cereal-based Foods for Infants and Young Children (Codex Alimentarius, 2006) which states that “the label shall include a statement indicating that the decision when precisely to begin complementary feeding, including any exception to six months of age, should be made in consultation with a health worker, based on the individual infant’s specific growth and development needs”. Quinn et al. (2010) argue that the Guiding Principles for Complementary Feeding of the Breastfed Child (PAHO, 2003), which explicitly call for the introduction of complementary foods at six months of age, supersede this recommendation. These guiding principles are based on a WHO Expert Consultation on the Optimal Duration of Exclusive Breastfeeding (WHO, 2001b) that considered the results of a systematic review of the evidence. The 2012 update of the original systematic review by Kramer and Kakuma (2012) supports recommending, as a general policy, exclusive breastfeeding for the first six months of life in both developing- and developed-country contexts. Messages regarding feeding practices for infants and young children provided by complementary food labels should not contradict, undermine, offer an alternative to or imply an exception to the recommendations of Code and WHA resolutions, other normative guidance such as the WHO Global Strategy for Infant and Young Child Feeding (WHO, 2003) and the Guiding Principles for Complementary Feeding of the Breastfed Child, and should be consistent with and supportive of national nutrition policy. This does not negate the need for health professionals to manage infants individually and to address adverse outcomes appropriately (Kramer & Kakuma, 2012).”

Sweet et al., 2012b

[4.3.2 STAG 2: Promotion is inappropriate if it contributes to childhood obesity and non-communicable diseases.](#)

[4.3.2.1 STAG 2a: Products should be limited in saturated fat, trans-fatty acids, free sugars and salt.](#)

Table 4-14 shows the nutrients included on the labels of the commercially produced complementary foods.

4.3.2.1.1 Nutrient Composition

The nutrient composition extracted from the commercially produced complementary foods labels are presented in Table 4-14. The information is stratified by product category: cereal / porridge, homogenised / pureed foods, tea / juice / water and snacks / finger food. The nutrient content per 100g provided on the label was then used to calculate a 100 kcal serving. The last column of the table presents the calculated percentage of DRI/RNI or recommendations given by the WHO in each 100kcal serving.

Even though nutrition data was not provided for each micronutrient, the findings show that cereal products (n=31) tended to provide adequate amounts of energy, protein, fats, and key micronutrients, especially when it is considered that a 100kcal portion provides 50% of the daily energy needs of complementary foods for a 6-8 month old breastfed child. In the 6 – 8 month group, both the carbohydrate component and the sugar component are high. There are currently no guideline recommendations on the proportion of sugar to total energy for those aged <24 months. However since sugar is under scrutiny, a reference for those >24 months was used (see Appendix G).

The homogenised pureed food (n=34) contained less energy and carbohydrate per 100g but their sugar content per 100kcal was greater than that of the cereal products.

Four of the products were tea / juice / water, and as expected their sugar content per 100kcal portion was the highest of the product categories.

Only one snack food was included and it was comparable in terms of energy, fat, carbohydrate and sugar to the cereal products. However, it is not useful to make comparisons with just one product in a category.

Table 4-14 Nutrient composition of commercially produced complementary foods in Senegal.

Nutrient	100 g Mean (minimum – maximum)	100 kcal Mean (minimum – maximum)	% DRI / RNI per 100kcal ^a		
			6 – 8 months	9 – 11 months	12 – 23 months
Cereal/Porridge					
Energy (kJ) (n=27)	1617 (370 – 1816)	422 (416 – 426)	-	-	-
Energy (kcal) (n=31)	387 (89 – 434)	100 (100 – 100)	50	33	18
Protein (g) (n=32;31)	9.7 (1.9 – 15.3)	2.5 (0.7 – 3.8)	28	30	28
Carbohydrates (g) (n=31)	76.4 (13.5 – 90.6)	19.7(13.8 – 24.0)	86 - 109	58 - 76	32 – 41
Sugar ^b (g) (n = 19)	21.7 (0.0 – 46.0)	5.7 (0.0 – 11.9)	114		
Dietary fibre (g) (n = 29;28)	2.5 (0.2 – 6.35)	0.6 (0.1 – 1.1)	-		
Total fat (g) (n=32; 31)	4.2 (0.2 – 14.95)	1.1 (0.1 – 3.5)	9 - 11	6 - 7	3 – 4
SFA (g) (n = 22)	1.0 (0.0 – 4.0)	0.3 (0.0 – 1.7)	-		
MUFA (g)	-	-	-		
PUFA (g)	-	-	-		
Trans FA (g)	-	-	-		
LA (g) (n= 4)	1.2 (0.5 – 1.5)	0.4 (0.3 – 0.6)	40 - 57	27 - 40	14 – 22
ALA (g) (n = 1)	0.05 (0.05 – 0.05)	0.06 (0.06 – 0.06)	46 - 75	30 - 46	16 – 25
Vitamin A (µg RE) (n = 16)	395 (63 – 1364)	105 (65 – 385)	28	26	26
Vitamin A (IU) (n = 4)	1425 (1300 – 1798)	-	-		
Sodium (mg) (n = 27)	90 (8 – 313)	24 (2 – 86)	7		
Calcium (mg) (n = 23; 22)	297 (11 – 700)	76 (3 – 174)	19	19	15
Iron (mg) (n = 25)	8.5 (0.9 – 31.0)	2.2 (0.7 – 8.7)	24	24	37
Zinc (mg) (n = 17)	3.5 (0.4 – 14.0)	0.9 (0.2 – 3.9)	22		
Homogenised / Pureed Food					
Energy (kJ) (n = 34)	276 (192 – 468)	421 (417 – 424)	-		
Energy (kcal) (n = 34)	66 (46 – 111)	100 (100 – 100)	50	33	18
Protein (g) (n = 34)	1.9 (0.2 – 3.8)	2.8 (0.3 – 6.2)	31	33	32
Carbohydrates (g) (n = 34)	10.4 (5.3 – 16.4)	16.2 (8.0 – 23.0)	70 - 90	48 - 62	26 – 34
Sugar ^b (g) (n = 33)	5.8 (0.9 – 14.2)	9.3 (1.3 – 20.2)	186		
Dietary fibre (g) (n = 33)	1.4 (0.03 – 2.3)	2.4 (0.0 – 4.4)	-		
Total fat (g) (n = 32)	1.6 (0.1 – 3.8)	2.3 (0.2 – 4.5)	19 - 23	13 - 15	7 – 8
SFA (g) (n = 29)	0.5 (0.04 – 2.1)	0.6 (0.1 – 2.2)	-		
MUFA (g)	-	-	-		
PUFA (g)	-	-	-		
Trans FA (g)	-	-	-		
LA (g) (n = 16)	0.52 (0.1 – 1.0)	0.77 (0.18 – 1.56)	77 - 110	51 - 77	28 – 43
ALA (g) (n = 16)	0.13 (0.02 – 0.89)	0.19 (0.00 – 1.35)	146 - 238	95 - 146	51 – 79
Vitamin A (µg RE)	-	-	-		
Vitamin A (IU)	-	-	-		
Sodium (mg) (n = 32)	61.7 (2.0 – 146.0)	95.3 (4.3 – 239.1)	27		
Calcium (mg) (n = 8)	87.2 (62.0 – 129.2)	100.7 (79.0 – 157.7)	25	25	202
Iron (mg) (n = 3)	0.8 (0.7 – 1.0)	1.0 (0.9 – 1.1)	11	11	17
Zinc (mg)	-	-	-		

Nutrient	100 g Mean (minimum – maximum)	100 kcal Mean (minimum – maximum)	% DRI / RNI per 100kcal ^a		
			6 – 8 months	9 – 11 months	12 – 23 months
Tea/Juice/Water					
Energy (kJ) (n = 4)	151 (125 – 181)	423 (418 – 431)	-		
Energy (kcal) (n = 4)	36 (29 – 43)	100 (100 – 100)	50	33	18
Protein (g) (n = 4)	0.2 (0.1 – 0.3)	0.6 (0.3 – 0.9)	7		
Carbohydrates (g) (n = 4)	8.4 (6.7 – 10.3)	23.6 (22.7 – 24.5)	104 - 133	71 - 92	39 – 50
Sugar ^b (g) (n = 4)	8.1 (6.5 – 9.8)	22.5 (21.8 – 23.2)	460		
Dietary fibre (g) (n = 4)	0.3 (0.0 – 0.6)	0.9 (0.0 – 2.1)	-		
Total fat (g) (n = 4)	0.05 (0.00 – 0.1)	0.2 (0.0 – 0.3)	2	1	1
SFA (g)	-	-	-		
MUFA (g)	-	-	-		
PUFA (g)	-	-	-		
Trans FA (g)	-	-	-		
LA (g)	-	-	-		
ALA (g)	-	-	-		
Vitamin A (µg RE)	-	-	-		
Vitamin A (IU)	-	-	-		
Sodium (mg) (n = 4)	7.0 (0.9 – 20.0)	21 (3 – 47)	6		
Calcium (mg) (n = 1)	4.5 (4.5 – 4.5)	-	-		
Iron (mg)	-	-	-		
Zinc (mg)	-	-	-		
Snacks/Finger foods (n = 1)					
Energy (kJ)	1780 (1780 – 1780)	422 (422 – 422)	-		
Energy (kcal)	422 (422 – 422)	100 (100 – 100)	50	33	18
Protein (g)	10.4 (10.4 – 10.4)	2.4 (2.4 – 2.4)	22	24	23
Carbohydrates (g)	72.1 (72.1 – 72.1)	17.1 (17.1 – 17.1)	74 - 94	50 - 65	27 – 35
Sugar ^b (g)	24.6 (24.6 – 24.6)	5.8 (5.8 – 5.8)	120		
Dietary fibre (g)	1.7 (1.7 – 1.7)	0.4 (0.4 – 0.4)	-		
Total fat (g)	9.8 (9.8 – 9.8)	2.3 (2.3 – 2.3)	19 - 23	13 - 15	7 – 8
SFA (g)	4.3 (4.3 – 4.3)	1.0 (1.0 – 1.0)	-		
MUFA (g)	-	-	-		
PUFA (g)	-	-	-		
Trans FA (g)	-	-	-		
LA (g)	-	-	-		
ALA (g)	-	-	-		
Vitamin A (µg RE)	-	-	-		
Vitamin A (IU)	-	-	-		
Sodium (mg)	250.0 (250.0 – 250.0)	59.3 (59.3 – 59.3)	17		
Calcium (mg)	320.0 (320.0 – 320.0)	75.8 (75.8 – 75.8)	19	19	15
Iron (mg)	6.0 (6.0 – 6.0)	1.4 (1.4 – 1.4)	16	16	23
Zinc (mg)	-	-	-		

^a See Appendix G for recommendations and calculations

^b Sugar values were captured from any mention of sugar in the nutritional information on the label and not specifically added sugar. Currently there are no guidelines for recommendation on the proportion of sugar from total energy for those aged <24 months however since sugar is under scrutiny, we used a recommended cut-off for those >24 months: Total sugars should not exceed 5.0 gr / 100 gr of solid food or 2.5 gr / 100 ml of beverage (PAHO 2011), see appendix G for further details.

4.3.2.2 STAG 2b: The portion size shown or recommended should provide an appropriate energy amount for the meal or part of a meal that it is designed to provide.

The energy needs from complementary foods for infants with ‘average’ breast milk intakes in developing countries are provided in Table 4-15 (PAHO, 2003). These values were calculated by estimating children’s total energy requirements at different ages and subtracting the average energy intake from breast milk (PAHO, 2003). Complementary food labels should recommend a daily ration that does not exceed the energy needs from complementary foods, in order to discourage overconsumption of the product which could result in the partial or total displacement of continued breastfeeding as well as other locally available and appropriate foods forming part of the diet (Quinn et al., 2010). From six months of age, caregivers should feed their child a variety of foods to ensure that their nutrient needs are met (PAHO, 2003). It follows that complementary food products should also not recommend a daily ration that provides 100% or near to 100% of the energy needs from complementary foods, in order to allow for variety in the complementary diet (Sweet, et al., 2012b).

Table 4-15 Daily energy needs from complementary foods and recommended number of meals for the breastfed child.

Age (months)	Daily energy needs from complementary foods for the breastfed child [kJ/day (kcal/day)]	Number of meals of complementary foods per days
6-8	837 (200)	2-3 (plus 1-2 snacks)
9-11	1,255 (300)	3-4 (plus 1-2 snacks)
12-23	2301 (550)	3-4 (plus 1-2 snacks)

Adapted from PAHO (2003)

In this study, except for cereal products, most of the labels did not provide enough information to calculate a proposed daily ration (based on the serving and recommended number of servings per day on the label).

Table 4-16, shows the energy provided by the products per serving; with or without milk (only applicable for cereals). For the remaining products the manufacturers did not provide the necessary information to calculate the daily ration.

Although only one of the product labels provided a daily ration, a ration was calculated for a further 9 products (all in the cereal category) by multiplying the recommended serving size (g) by the number of servings per day, stated on the label. The data showed that the daily ration ranged between 48 – 434 kcal per day. It is apparent that, regardless of the addition of milk or not, the daily ration provides more than 200kcal, which would increase the risk of breast milk displacement in at least the 6-8 month age category. The study did not consider the appropriateness of the portion size but this would be valuable in meeting the STAG recommendation and should possibly be added to the checklist (Table 4-4).

Table 4-16 Energy calculations per portion, per daily ration, with and without the addition of milk of commercially produced complementary foods in Senegal.

Product Category	Cereals/porridges	Pureed foods	Teas/juices/water	Snacks
Number of products	30	35	4	1
Energy / 100g (kcal)	400 (355 - 434)	66 (46 - 112)	36 (30 - 43)	425
Serving size (g)	32.9 (12 - 50)	207 (200 - 260)	-	11
Daily ration (g)	66 (12 - 100) ^a	-	-	-
Volume milk added to product (ml)	203 (170 - 250)	-	-	-
Energy from milk portion (kcal)	132 (106 - 166)	-	-	-
Energy per serving (no added milk) (kcal)	129 (47 - 217)	-	-	46
Energy per serving (with milk if applicable) (kcal)	203 (71 - 315)	-	-	-
Energy per daily ration (no added milk) (kcal)	275 (48 - 434)	-	-	-
Energy per daily ration (with milk if applicable) (kcal)	291 (71 - 434)	-	-	-

^an=9

4.3.3 [STAG 3: Promotion is inappropriate if the product does not make an appropriate contribution to infant and young child nutrition in the country.](#)

4.3.3.1 **STAG 3a: Products that do not adhere to applicable standards for safety and nutrient composition.**

The scope of this research did not include any assessment of the product contents.

4.3.3.1.1 **Mandatory and other label information**

It is a globally accepted practice/requirement for all food labels to provide certain information regarding ingredients, traceability and even nutritional information. This study found that 93% of the labels provided an ingredients list, and all of them included both a batch number and best before date. Eighty-six percent of the labels also provided the nutrition composition of the product (see Questions 6.8 – 6.11 respectively, Table 4-4). Two products were purchased after the best before date (see Table 4-17).

Table 4-17 Selected label information included on the labels of commercially produced complementary food labels in Senegal.

Mandatory and other label information	Number of labels	Percentage of labels
Best before date	84	100
Ingredients list	78	93
Nutrition composition information	72	86
Batch number	84	100
Purchased after best before date ^a	2	2

^aOne product could not be determined if it had expired as the expiry date had rubbed off.

4.3.3.2 **STAG 3b: Products should provide essential nutrients other than calories.**

See Table 4-14 for a summary of the nutrition composition of commercially produced complementary food products found in Senegal, based on the information provided on the label. The findings illustrate that manufacturers are inconsistent with the information provided on product labels.

4.3.4 STAG 3c: Promotion should encourage a diet based on a wide variety of foods, including minimally processed fruits, vegetables, and animal-source foods.

See Table 4-12 for a summary and examples of the infant and young child feeding practices messages provided on commercially produced complementary food labels in Senegal.

None of the labels in this study were considered to provide any such messages.

4.3.5 STAG 4: Promotion is inappropriate if it undermines the use of suitable home-prepared and/or local foods.

In Senegal, the majority of the available commercially produced complementary foods are imported. See Table 4-2 for the country of origin of the products. The ARCH Project Health Systems Study will provide data on whether the imported or locally produced complementary foods are more commonly fed to infants and young children in Senegal. See Table 4-12 for the infant and young child feeding practices messages that are provided on the commercially produced complementary food labels. It appears that none of these messages directly undermine home-prepared and/or local foods.

It was noticed that some products made use of flavors that could be considered inappropriate, since they are not normally found in family foods and could therefore undermine the traditional diet. Examples of flavors that could be considered to be inappropriate include 'cereals and chocolate', 'caramel', 'vanilla (slightly sweet taste)', 'honey and milk'. Data analysis on the flavor variants of products has not been done, and based on the methodology of this study it would not be meaningful to conduct analysis on flavors, since only one flavor variant of each product was chosen. This practice however highlights the need for more detail regarding what constitutes undermining (or supporting) local foods.

4.3.5.1 **STAG 4a: Products should not be marketed as a complete substitute for home-prepared and/or local foods.**

This research shows that this (STAG 4a) is a difficult and highly subjective criterion to assess and it would be valuable for the WHO STAG to provide more detailed guidance on the types of messages that could be perceived to be included. Alternatively, suggested wording could be provided that should be on the labels of products, that clearly states that such products should be used together with / as part of the traditional diet and not as a substitute to a varied, balanced diet. The assumption made is that home-prepared / local foods are sufficiently nutritious to meet all the infant and young child's requirements, but this may not always be the case.

No product labels explicitly stated that they were a complete substitute for home-prepared and/or local foods, however a number of products contained text that could be considered to suggest that the product is beneficial / potentially similar to or as good as home-prepared and/or local foods:

Translated English text: *[Product name] is a Souna millet flour with fast cooking.*

[Product name] is a complete food intended to supplement of the diet of children aged from 6 to 36 months.

Original French text: *[Nom du produit] est une farine de mil Souna à cuisson rapide.*

[Nom du produit] est un aliment complet destiné à compléter l'alimentation des enfants de 6 à 36 mois.

This example highlights the subjectivity of this criterion.

4.3.5.2 STAG 4b: Promotion should not suggest that commercial products are inherently superior to home-prepared foods.

As with STAG 4a, this is a difficult and subjective criterion and more detailed guidance is required.

No commercial products explicitly stated that they are superior to home-prepared foods. However a practice was observed whereby manufacturers provided images and text of ‘nutrition development plans’. These plans generally provided feeding practice messages that cross-promoted other products from the manufacturer by making use of stages and flavours that are part of the manufacturer’s portfolio of products. See Figure 4-7 for an example. It could be considered that these plans subtly imply that the manufacturer’s products are superior to or could replace traditional diets. This highlights the need for the WHO STAG to give further guidance as to promotion practices that suggest the products superiority to home-prepared foods.

Figure 4-7 Image showing a manufacturer-endorsed nutrition plan on commercially produced complementary foods in Senegal that cross promotes other products in the manufacturers portfolio.

	<p>[Product 1 name]: Cereals without gluten, ideal to start smoothly the baby’s food diversification.</p> <p>[Product 2 name]: Tasty recipes, nutritionally adapted to make baby discover new tastes.</p> <p>[Product 3 name]: Yummy cereals with new textures to meet the specific needs of baby up to 3 years of age.</p> <p>6 months to 10 months.</p> <p>EVERY AGE ITS [PRODUCT RANGE NAME].</p>	<p>[Nom du produit 1]: Des céréales sans gluten, idéales pour commencer en douceur la diversification alimentaire de bébé.</p> <p>[Nom du produit 2]: Des recettes savoureuses, nutritionnellement adaptées pour faire découvrir à bébé de nouveaux goûts.</p> <p>[Nom du produit 3]: Des céréales gourmandes avec de nouvelles textures pour répondre aux besoins spécifiques de bébé jusqu’à 3 ans.</p> <p>A CHAQUE ÂGE SA [LE NOM DU FABRICANT]</p>
--	--	--

Furthermore, certain non-nutrition claims could potentially infer superiority of a product over that of the local diet. See Table 4-22 for examples of non-nutrition claims, some of which (for example claims regarding quality) could highlight a benefit of the product

4.3.5.3 STAG 4c: Promotion should not imply that home-prepared or local foods should be delayed until after commercial products are fed.

None of the labels directly stated that the feeding of home-prepared or local foods should be delayed until after commercial products are fed. However, some feeding practices messages may be considered to imply that the commercially produced complementary foods should be offered before home-prepared or local foods. For example, some cereal products included the messages:

- Translated English text: *Cereals are the ideal foundation of a healthy complementary feeding diet.*

Original French text: *Les céréales sont le fondement d’une alimentation complémentaire équilibrée.*

- Translated English text: *[Product name] Cereals without gluten, ideal to start smoothly the baby's food diversification.*
Original French text: *[Nom du produit] Des céréales sans gluten, idéales pour commencer en douceur la diversification alimentaire de bébé.*

Manufacturers commonly include phrases on product labels regarding the use of the product that could be interpreted to mean that the product is suitable for children less than six months of age and this could imply that the product be given before home-prepared or local foods. See section 4.3.1.1 for a description of practices that could imply suitability before six months.

See Table 4-12 for a full list of the prevalence and examples of feeding practices messages.

This research highlights that all of the STAG 4 criteria are difficult and highly subjective and it would be valuable for the WHO STAG to provide more detailed guidance on the types of messages that are appropriate/inappropriate. Alternatively, suggested wording could be provided that should be on the label of commercially produced complementary foods, that clearly states that such products should be used together with / as part of the traditional diet and not as a substitute to a varied, balanced diet. The assumption made is that home-prepared / local foods are sufficiently nutritious to meet all the infant and young child's requirements but this assessment was not part of the scope of this study.

4.3.6 STAG 5: Promotion is inappropriate if it is misleading, confusing, or could lead to inappropriate use.

4.3.6.1 STAG 5a: Health claims should not be allowed unless specifically approved by national or international authorities.

The STAG criteria refer only to health claims being inappropriate. A wide range of claims were found on commercially produced complementary foods in Senegal. These included nutrient content claims, nutrient function/other function/implicit health claims, nutrient comparative claims and non-nutrition claims. See sections 4.3.6.1.1 and Appendix H in section 8.8 respectively, for a complete description of the prevalence of as well as examples of the various categories of claims.

Denoting key information such as a nutrient content claim may be seen as helpful, since some claims could highlight nutrients of public health importance to this age group (e.g. iron and zinc) and are clearly measurable (e.g. according to Codex guidelines, a 'source of...' claim requires that the product provides 15-30% of the NRV of the specific vitamin per serving). Guidance is however necessary to help countries establish which nutrition claims could be considered appropriate, how they should be worded and the appropriate nutrient profile of the products that could carry such claims.

4.3.6.1.1 Nutrition and Health Claims

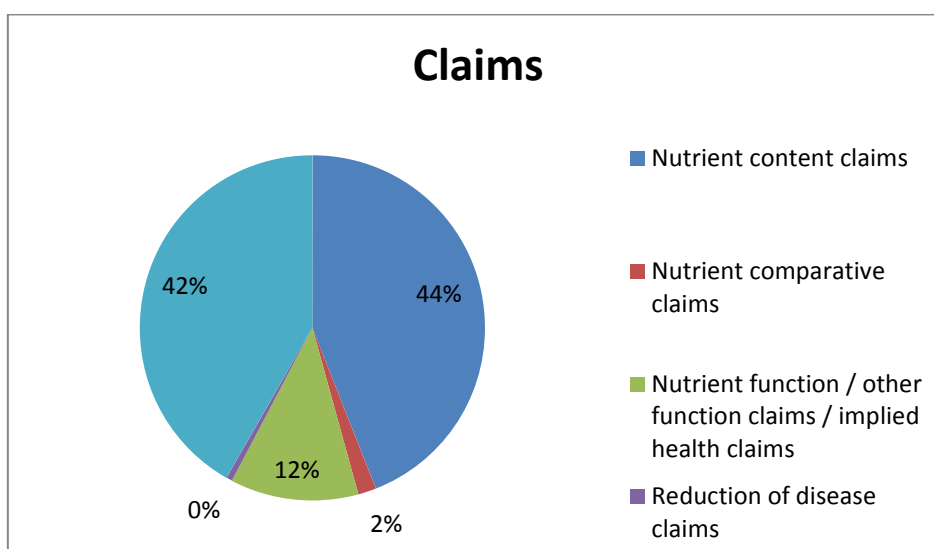
Codex Alimentarius has clear definitions for the various categories of nutrition and health claims commonly used/permitted on foods (see Table 4-18).

Table 4-18 Codex Alimentarius definitions of categories of nutrition and health claims.

Nutrition claim	Any representation which states, suggests or implies that a food has particular nutritional properties including but not limited to the energy value and to the content of protein, fat and carbohydrates, as well as the content of vitamins and minerals. The following do <u>not</u> constitute nutrition claims: the mention of substances in the list of ingredients; the mention of nutrients as a mandatory part of nutrition labeling and quantitative or qualitative declaration of certain nutrients or ingredients on the label if required by national legislation. Nutrition claims include nutrient content claims and nutrient comparative claims.
Health claim	Any representation that states, suggests, or implies that a relationship exists between a food or a constituent of that food and health. Health claims include nutrient function/other function/implicit health claims and reduction of disease risk claims.
Nutrient content claim	A nutrition claim that describes the level of a nutrient contained in a food e.g. source of calcium.
Nutrient comparative claim	A claim that compares the nutrient levels and/or energy value of two or more foods. Examples: "reduced"; "less than"; "fewer"; "increased"; "more than".
Nutrient function claim	A nutrition claim that describes the physiological role of the nutrient in growth, development and normal functions of the body. "Nutrient A (naming a physiological role of nutrient A in the body in the maintenance of health and promotion of normal growth and development). Food X is a source of/ high in nutrient A."
Other function claim	Concerns specific beneficial effects of the consumption of foods or their constituents, in the context of the total diet on normal functions or biological activities of the body. Such claims relate to a positive contribution to health or to the improvement of a function or to modifying or preserving health e.g. 'Substance A (naming the effect of substance A on improving or modifying a physiological function or biological activity associated with health). Food Y contains x grams of substance A.'
Reduction of disease risk claim	Relates to the consumption of a food or food constituent, in the context of the total diet, to the reduced risk of developing a disease or health-related condition. Risk reduction means significantly altering a major risk factor(s) for a disease or health-related condition. Diseases have multiple risk factors and altering one of these risk factors may or may not have a beneficial effect. The presentation of risk reduction claims must ensure, for example, by use of appropriate language and reference to other risk factors, that consumers do not interpret them as prevention claims e.g. 'A healthful diet low in nutrient or substance A may reduce the risk of disease D. Food X is low in nutrient or substance A.'

Claims are commonly made on labels and Figure 4-8 shows that of the claims made, the majority were nutrient content (44%) or non-nutrition claims (42%). Twelve percent of claims were nutrient function/other function/implicit health claims. A small percentage of claims (2%) were nutrient comparative claims and there were no reduction of disease risk claims.

Figure 4-8 Claims made on commercially produced complementary food labels in Senegal.



Eighty three percent of the labels included some form of nutrient content claim (Question 15, Table 4-4). Table 4-19 lists the claim categories and examples, and an extensive list with examples of the wording on the label can be found in Table 8-1, Appendix H. Certain of these claims may be considered as appropriate, depending on their structure and wording, if they address nutrients of public health concern. For example a product stating: “*Source of iron and calcium.*” (Original French text: “*Source de fer et calcium*”) Other non-nutrient content claims may be considered inappropriate. For example: “*With Bifidus BL*” (Original French text: “*Avec Bifidus BL*”).

Only 4% (n=3) of the commercially produced complementary food labels displayed nutrient comparative claims; see Table 4-20 for examples (Question 16, Table 4-4).

Table 4-19 Nutrient content claims on commercially produced complementary food labels in Senegal (n=77).

Nutrient content claims	Number of labels	Percentage of labels
Iron	25	32
Vitamins	23	30
Vitamin C	19	25
Salt/sodium	18	23
Sugar	17	22
Calcium	14	18
Essential Fatty Acids/Omega-3/DHA	12	16
Protein	13	17
Vitamins and minerals	12	16
Vitamin A	11	14
Zinc	10	13
B Vitamins	7	9
Carbohydrate	7	9
Vitamin B ₁	7	9
Bifidus BL	6	8
Vitamin D	6	8
Lactose	5	6
Vitamin B ₆	5	6
Combifer	4	5
Folic Acid	3	4
Minerals	3	4
Other	3	4
Energy	2	3
Fibre	2	3
Iodine	2	3
Phosphorus	2	3
Prebiotics	2	3
Vitamin E	2	3

Additional nutrient content claims made once only included the following: Magnesium; Micro-nutrients; Vitamin B₃; Starch and Fat.

See Appendix H for a full breakdown of example text of all of the above categories of nutrient content claims from the product labels.

Table 4-20 Examples of nutrient comparative claims on commercially produced complementary food labels in Senegal.

Translated English text	Original French text
<i>[Manufacturer GUM]: Discover also [Manufacturer GUM] and its exclusive formula of Vitafer, which contains 27 times more iron than the semi-skimmed cow milk.</i>	<i>[Le nom du fabricant lait de croissance]: Découvrez aussi [Le nom du fabricant lait de croissance]: Et sa formule exclusive ou Vitafer, qui contient 27 fois plus de fer que le lait de vache demi-écrémé.</i>
<i>Kiwi is one of the richest fruits in vitamin C.</i>	<i>Le kiwi est un des fruits les plus riches en vitamine C.</i>
<i>Moreover, child milk is less rich in proteins.</i>	<i>De plus le lait infantile est moins riche en protéines.</i>

One of the products included a reduction of disease risk claim (Question 18, Table 4-4):

Translated English text: *“[Product name]: healthy flour, pre-cooked enabling to combat anaemia and all sorts of nutritional shortage, thanks to its high energy value and its richness in proteins, minerals and vitamins.”*

Original French text: *“[Nom du produit] est une farine saine, précuite permettant de lutter contre l’anémie et toute autre carence nutritionnelle, grâce à sa haute valeur énergétique et sa richesse en protéines, sels minéraux et vitamines.”*

Sixty one percent of the labels included a nutrient function/other function/implicit health claim (Question 17, Table 4-4). Although some such claims may be considered appropriate, depending on their structure and wording, if they address nutrients of public health concern such as *“Iron: Contributes to brain development”* (Original French text: *“FER: Participe au développement cerebral”*) others may be considered inappropriate. For example: *“Each serving of [Product name] provides essential nutrients baby needs to support his healthy growth and development, concentrated in a serving size ideal for his stomach. With Bifidus BL and Immunonutrients: Bifidus BL is a probiotic similar to those found in the digestive system of breastfed babies”* (Original French text: *“Chaque portion de céréales infantiles [nom du fabricant] apporte des nutriments essentiels à la croissance et au développement de bébé, tout en étant adaptée à son estomac... Avec Bifidus BL et des Immunonutriments: Bifidus BL est une bactérie similaire à celles naturellement présentes dans l’intestin des bébés allaités”*).

Nutrient function/other function/implicit health claims, shown in Table 4-21, show a wide range of such claims, with the majority pertaining to growth related claims (30%), followed by development (20%), Iron function (20%), Palate/Taste development (20%).

Table 4-21 Nutrient function/other function claims/implicit health claims made on commercially produced complementary food labels in Senegal (n=21).

Claims	Number of labels	Percentage of labels
Growth	20	30
Development	13	20
Iron function	13	20
Palate/Taste development	13	20
Benefit/Beneficial (including important/essential)	10	15
Easy to digest	9	14
Calcium function	9	14
Immunity	9	14
Brain/Mental	8	12
Vitamins and minerals function	8	12
Balanced	7	11
Complete/All-in-one	7	11
Cross promotion using claims on other products ^a	7	11
Vitamin C function	7	11
Nourish	7	11
Nutrition/Nutritious	7	11
Acceptance of table food/Texture	6	9
Vitamin A function	6	9
Zinc function	6	9
Muscle / tissue	6	9
Bones	5	8
Carbohydrates (including sugar) function	5	8
Essential Fatty Acids function	5	8
Fat (including saturated fat, monounsaturated fat, etc.) function	5	8
Healthy appetite	5	8
Name: Brand is a nutrient function claim	5	8
Probiotic function	5	8
Energy function	4	6
Other ^b	4	6
Digestive health/Intestinal flora	3	5
B Vitamins (including B vitamins not captured elsewhere) function	3	5
Sodium/Salt function	3	5
Vitamin E function	3	5
Goodness/Good	3	5
Name: Sub-brand is a nutrient function claim	3	5
Protect	3	5
Skin	3	5
Copper function	2	3
Dietary Fibre function	2	3
Iodine function	2	3
Magnesium function	2	3
Phosphorous function	2	3
Good nights/Happy dreams	2	3
Health	2	3
Hydrate	2	4

^a “[Brand name] provides you with: [Product range; 3 products provided]” / “[Product name] with cocoa yummy flakes, prepared from cereals and cocoa, are adapted to your baby’s needs.”

^b “Feeding your baby is more than just about nutrients. It is one of those special ways you as a mother can bond with your child.”

Additional categories found on labels pertaining to nutrient function other function claims/implicit health claims which featured on the label once only, included: Best for babies/Best start/Better for; Potassium function; Vitamin D function; Vitamin function; Iron absorption; Satisfied; Transforming food to energy.

See Appendix H for a full breakdown of example text from labels of all of the above categories of nutrient function/other function/implicit health claims.

Some products used non-nutrition claims (see Table 4-22) to highlight a benefit of the product. Non-nutrition claims were found on 92% (n=77) of labels (see Table 4-22). Allergen related claims (79%) were the most prevalent non-nutrition claims made on labels followed by additive related claims (55%).

Table 4-22 Non-nutrition claims made on commercially produced complementary food labels in Senegal (n=77).

Claims	Number of labels	Percentage of labels
Allergens	61	79
Additives	42	55
Ingredient	34	44
Certification: Safety / Quality	23	30
Quality	17	22
Taste: Sweet/Good/Yummy	16	21
Fruit juice or fruit(y)	13	17
Specially prepared	13	17
Texture	13	17
Other ^a	10	13
Recipe	9	12
Convenient	7	9
Packaging	7	9
Certification: Religious	6	8
Discovery	5	6
Fresh	5	6
Natural	5	6
Treasures of benefits	4	5
Origin	4	5
Preparation method: steaming	4	5
Brand name	2	3
Original	2	3
Public health messages	2	3
Branded food group information ^b	2	3

^a Shape / Recyclable Box / Sun Drenched / Good for Society / Extra meal

^b Nutri-pass baby, example in Figure 4-10.

Categories of claims which were only found on one label included; bisphenol A (BPA), agricultural certification, organic, protein source and claims about purity.

See Appendix H for a full breakdown of example text from labels for all of the above categories of non-nutrition claims.

In Senegal, there were some products that made use of an alternative method to imply nutrient function claims, by making use of the Nutrition Information table to group nutrients according to specific functions.

See Figure 4-9 (A) for an example that could be classified as a nutrient function claim. This may be an illustration of a novel or evolving marketing technique that companies use to subtly infer nutrient function claims and it is necessary to determine if this appropriate or not.

The nutritional information was presented in a number of different formats. Figure 4-9 (A, B and C) shows various ways in which manufacturers presented nutrition information, with image A grouping nutrients according to function, Figure B highlighting macronutrients, minerals and vitamins in different colors and Figure C not displaying any units of measurement for the nutrients.

In addition, two labels displayed a 'branded food group classification system' which denotes the food groups which are included in the manufactures particular product (see Figure 4-10).

Figure 4-9 Examples of nutrition information tables on commercially produced complementary foods in Senegal displaying nutrient function claims in a novel format.

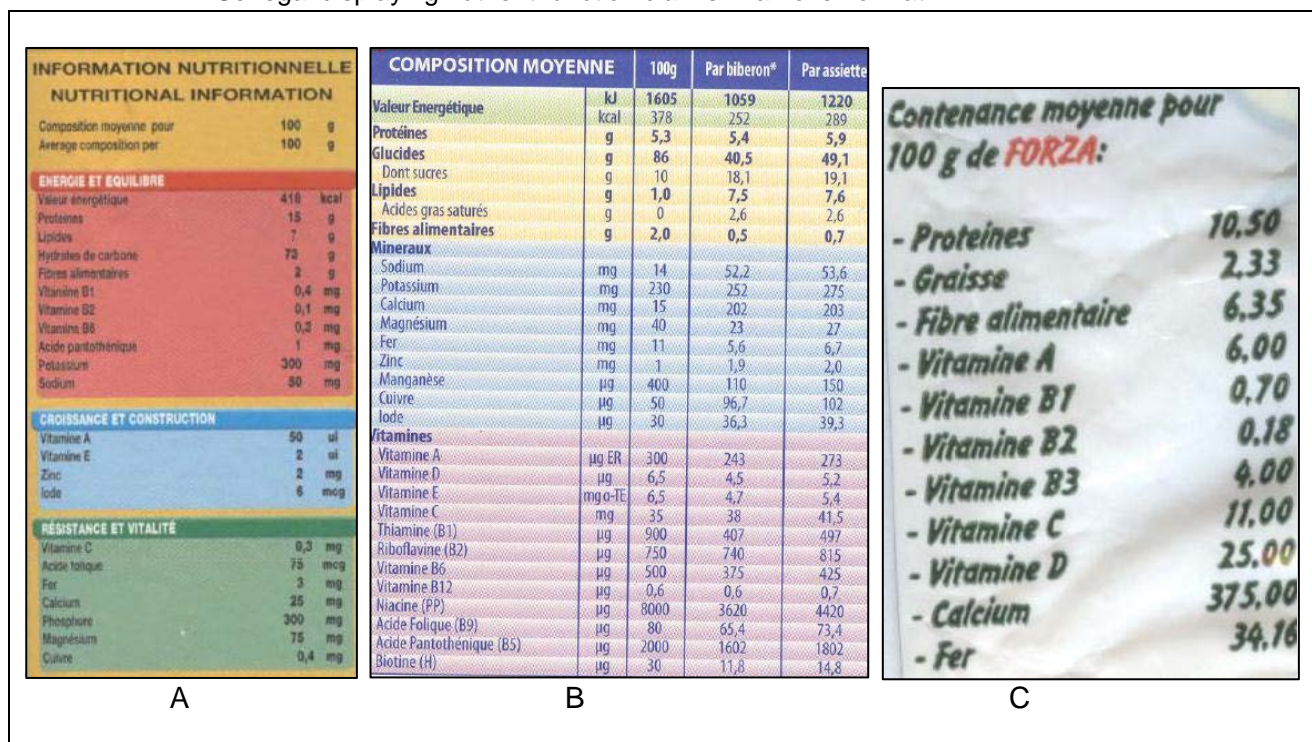
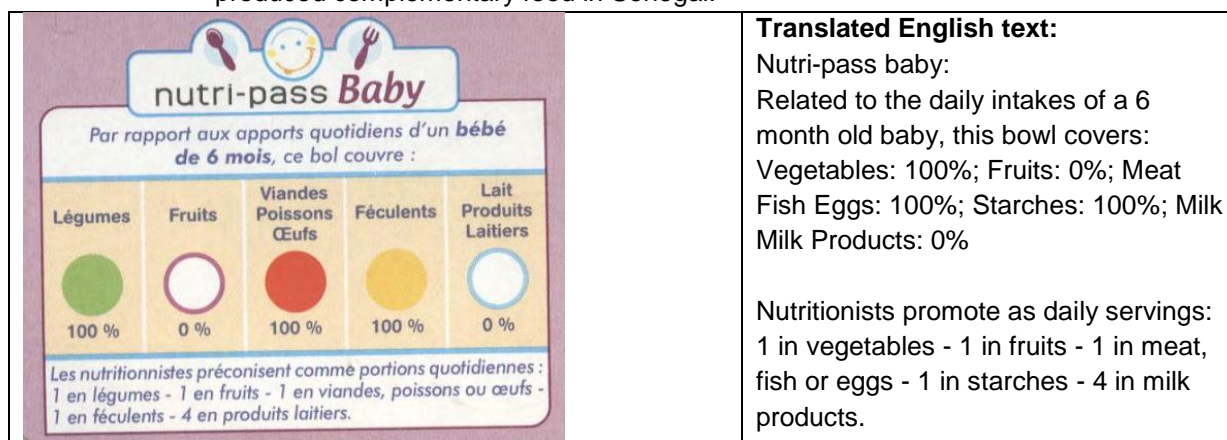


Figure 4-10 Example of an image of a branded food group classification on the label of a commercially produced complementary food in Senegal.



The inconsistent presentation of the nutritional information may be confusing to a mother and may make it difficult to compare nutritional value of products. This research shows that there is a need to provide specific guidance on the presentation of the nutrition information tables on product labels for commercially produced complementary foods.

4.3.6.2 STAG 5b: Information and instructions should be clear and correct and appropriate for the language and literacy of the target population.

The labeling study did not assess literacy, but the checklists were completed from a mother/caregivers perspective. For all labels that did not include text in French (as required in the Senegalese regulations) only images on the label were assessed, as it was assumed that a Senegalese mother/caregiver could not understand the text if it was not in French. In addition, letter size was not assessed.

4.3.6.2.1 Language

Results from the checklist showed that 89% of products in the sample contained all text in French, and 3% were partially written in French and partly in another (non-official) language (Question 1, Table 4-4). Eight percent of the labels did not contain any text in French and therefore breached Senegalese legislation which requires food labels to be presented in French. These labels contained text predominantly in English as well as some other languages.

Table Details on languages in which label information was provided on the labels of commercially produced complementary foods in Senegal (n=84).

Label information provided in the following language(s)	ALL information provided in:		SOME information provided in:	
	Number of labels	Percentage of labels	Number of labels	Percentage of labels
French	75	89	2	3
English	18	21	20	24
Other (non-official language)	6	7	19	23
Not applicable	-	-	56	66

4.3.6.2.2 Inserts

One (1%) of the labels in this sample contained an insert¹, which offered a discount for the next purchase of the product (Question 2, Table 4-4 and Figure 4-11). It is interesting to note that this product was considered a commercially produced complementary food despite the fact that it stated an age range of 3-6 years because it included an image of a bottle on the front of the label which categorized it as a commercially produced complementary food, based on the definition used in this study.

¹ For the purposes of this study, an "insert" is defined as printed information (excluding the product label) that is inserted into the product or affixed to it e.g. a package insert, fix-o-form, under-lid leaflet, information printed on the reverse side/backing of a "peel-away"/removable label or on the reverse side of the packaging etc. Further information can be found in Appendix F.

Figure 4-11 Example of an insert showing a discount offer on a commercially produced complementary food in Senegal.



4.3.6.2.3 Preparation and use

Although the checklist shows that 61% of the labels provided ‘instructions for safe and appropriate preparation and use’ (Question 6.4, Table 4-4), more detailed guidance is required on what constitutes ‘appropriate instructions’.

Twenty-nine percent of products required heating before serving, while 27% were ready-to-eat/drink. See Table 4-23 for a breakdown of the categories of preparation type. Seventy-seven labels provided instructions for preparation and use, and the various categories of such instructions are displayed in Table 4-24.

Table 4-23 Type of preparation recommended on commercially produced complementary food labels in Senegal (n=77).

Categories of preparation type	Number of labels	Percentage of labels
Heat	22	29
Ready to eat/drink	21	27
Instant - add milk	17	22
Instant - add water	15	19
Cook – add water	2	3

Table 4-24 Preparation and use instructions used on commercially produced complementary food labels in Senegal (n=77).




Categories of preparation/use instructions	Number of labels	Percentage of labels
Feeding table	23	30
Prep: Microwave or bain-marie	22	29
Other ^a	19	25
Prep: Shake before use	16	21
Prep: Stir before use	15	20
Consistency: Smooth/Avoid lumps	12	16
How to feed: Feed child	8	11
Type of milk: Baby's usual milk	8	11
Type of milk: follow up or growing up milk	8	11
Use as advised by HP	5	7
Quantity: Gradually increase	4	5
Add: Milk (optional/additional to water)	3	4
Type of milk: Milk	3	4

Add: Sugar/fruit juice/honey	2	3
Consistency: Adjust as desired	2	3
Serving suggestions: Other*	2	3
Frequency: X no. of times per day	2	3
Mixing: Milk but no water	1	1
Type of milk: Breast milk/formula milk/usual milk/milk/fresh milk	1	1
When: Any time of day	1	1

^aSee Table 4-25 for examples of 'Other' and 'Serving suggestions: other'

Based on the current checklist design, product labels score a 'yes' if they have any (even if only one) of the above preparation and use instructions present on the label. However, there is no guidance on the appropriateness of the wording of the preparation and use instructions, or a recommendation on a minimum set of preparation and use instructions. See Table 4-25 for examples of the types of wording of some preparation and use instructions found on the product labels.

Table 4-25 Examples of preparation and use instructions classified as 'Other' or 'Serving suggestion: other' on commercially produced complementary food labels in Senegal.

Translated English text	Original French text
Examples of 'Other'	
<i>Roll between your hands [bottle with cereal, to dissolve]. Consume immediately after preparation.</i>	<i>Faire rouler entre vos mains [bouteille avec des céréales, à dissoudre]. A consommer immédiatement après préparation.</i>
<i>If you are using a thick child preparation, we recommend you to adjust the teat and to diminish the added cereal quantity.</i>	<i>Si vous utilisez une préparation infantile épaissie, nous vous recommandons d'adapter la tétine et de diminuer la quantité de céréales ajoutée.</i>
<i>[Product is mineral water]: [Product name] is ideally proposed for the preparation of baby's feeding bottle.</i>	<i>[Le produit est de l'eau minérale]: [Nom du produit] est idéalement indiquée pour la préparation du biberon de votre bébé.</i>
<i>Convenient: Inside the package, a provided sterilizable ring to adapt easily to your teat and to fix on the mini feeding bottle as shown opposite. Advised teat's diameter: 3 cm. [See images below.]</i>	<i>Pratique: A l'intérieur de ce pack une bague stérilisable offerte à adapter facilement à votre tétine et à fixer sur le mini biberon comme indiqué ci-contre. Diamètre de la tétine conseillé: 3 cm. [Voir les images.]</i>
 	
Examples of 'Serving suggestions: other'	
<i>Convenient and delicious, it can be consumed at any time of the day and prepared in several ways as a porridge, shake or with the favorite fruits if your baby.</i>	<i>Pratique et délicieux, il peut être consommé à tout moment de la journée et préparé de plusieurs façons; sous forme de bouillie ou avec les fruits préférés de votre bébé.</i>
<i>For other preparation methods (see recipe card). [But, there was no recipe card provided on the product.]</i>	<i>Pour autres modes de préparation (voir fiche de recettes). [Mais, il n'y avait pas de carte de recette fournie sur le produit.]</i>

4.3.6.2.4 Safety messages

Table 4-26 provides the categorized safety messages which are a subset of the instructions for the preparation and use of the product. Ten percent of the labels did not include any preparation and use or safety messages and 61% contained at least one (Question 6.4, Table 4-4).

Table 4-26 Safety messages used on commercially produced complementary food labels in Senegal (n=51).

Categories of safety messages	Number of labels	Percentage of labels
Allow to cool	18	35
Test temperature before feeding	16	31
Use clean/wash surfaces/equipment/utensils	16	31
Open just before heating	15	29
Remove lid before microwaving	15	29
Use boiled/clean water	15	29
Use as advised by health professional	14	27
Wash hands	14	27
Use boiled/pasteurized milk	2	4
Child sitting while eating	1	2
Microwave with care	1	2
Supervision during feeding	1	2

The manner in which safety messages are evaluated according to the checklist is similar to that for preparation and use instructions, whereby if a product includes a single safety message, it qualifies as having safety messages. However there is no guidance on the quality of the message(s) or a minimum set of standards that should be used. The following example should be considered for appropriateness: Translated English text: *“Follow the advice of your doctor or your pharmacist on the quantities and the age from which you can offer [Product range name] instant cereals”*. (Original French text: *Suivez les conseils de votre médecin ou de votre pharmacien sur les quantités et l’âge à partir duquel vous pouvez donner les céréales instantanées [le nom du fabricant].*) The indication to ‘follow the advice of your doctor or pharmacist’ is appropriate for the labels on breast-milk substitutes but appropriate messages and wording for safety messages on the labels of complementary foods needs to be considered and more specific advice would be valuable.

4.3.6.2.5 Storage

Eighty-nine percent of the labels of the commercially produced complementary foods provided information on storage instructions (Question 6.7, Table 4-4). The types of instructions are shown in Table 4-27 and the most common instruction pertained to the storage of the product after opening, followed by the length of storage after opening.

Table 4-27 Types of storage instructions provided on commercially produced complementary food labels in Senegal (n=75).

Categories of storage instructions	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
Storage after opening	54	72	<i>Close the box well after each use.</i>	<i>Refermer soigneusement l'étui après chaque utilisation.</i>
Length of storage after opening	42	56	<i>Use within one month of opening.</i>	<i>Utiliser dans le mois qui suit l'ouverture.</i>
Storage before opening	29	39	<i>Before opening, keep at room temperature until the end of the date indicated on the top of the brick.</i>	<i>Avant ouverture, conserver à température ambiante jusqu'à la date indiquée sur le dessus de la brique</i>
General storage	20	27	<i>Store it in a cool dry place.</i>	<i>Le conserver dans un endroit frais et sec.</i>
Storage conditions to avoid	17	23	<i>Keep the product away from heat and humidity.</i>	<i>À conserver à l'abri de la chaleur et de l'humidité.</i>
Other	1	1	<i>Can I keep the brick after opening? [Manufacturer name] Advice: At [number and website provided]. Say [Manufacturer name]. Local call cost from a landline telephone.</i>	<i>Puis-je conserver la brique après ouverture? [Le nom du fabricant] conseil: au [nombre et le site Web fourni]. Dites [le nom du fabricant] prix d'un appel local depuis un poste fixe.</i>

4.3.6.2.6 Warnings

The checklist data (Question 12, Table 4-4) showed that 18% of the labels did not provide one or more of the stipulated warnings (including a warning stating the health hazards/potential risks of inappropriate preparation, use and storage, or advising against certain preparation/use/storage practices).

Table 4-28 examines in more detail the warnings, categorized into themes. The most commonly used warning was related to discarding unfinished food or drink and was found on 43% of the labels. Thirty-three percent of the relevant product labels warned consumers not to use the product if the safety button was up and 32% of labels advised not to sweeten the product.

Table 4-28 Warnings used on commercially produced complementary food labels in Senegal (n=69).

Categories of warnings	Number of labels	Percentage of labels
Warnings related to use/feeding		
Do not use if safety button is up	23	33
Ensure jar and cap are undamaged (including all packaging)	8	12
Never leave child alone with food or drink	2	3
Do not feed directly from the container	2	3
Dental care	2	3
Keep to the recommended dosage	2	3
Not to be used as a milk substitute	1	1
Not suitable for children under x months	1	1
Warnings related to storage		
Discard unfinished food or drink	30	43
Warnings related to preparation		
Do not sweeten	22	32
Do not add salt	19	28
Other	2	3
Follow the preparation instructions exactly	1	1

4.3.6.3 STAG 5c: Promotion should not imply that products contain more of an ingredient than they in fact do.

An example of a potentially misleading image is shown in Figure 4-12, whereby there is an appealing image of whole vegetables on the front of pack label, but the ingredients list indicates that ‘powdered dehydrated vegetables’ are present in the product, at a minimal amount of 10.9%.

The categorization of imagery as misleading is not a labeling practice that was included in the checklist and could be considered to be added or included in guidance. See section 4.3.7.1.1 for a further description of the types of images commonly found on complementary food labels.

Figure 4-12 Potentially misleading image on a commercially produced complementary food label in Senegal.



4.3.7 Other/Gaps in STAG criteria

Based on the review and analysis of labels included in this study, several additional labeling components emerged that are recommended for inclusion in the discussion and guidance on the inappropriate promotion of commercially produced complementary food products.

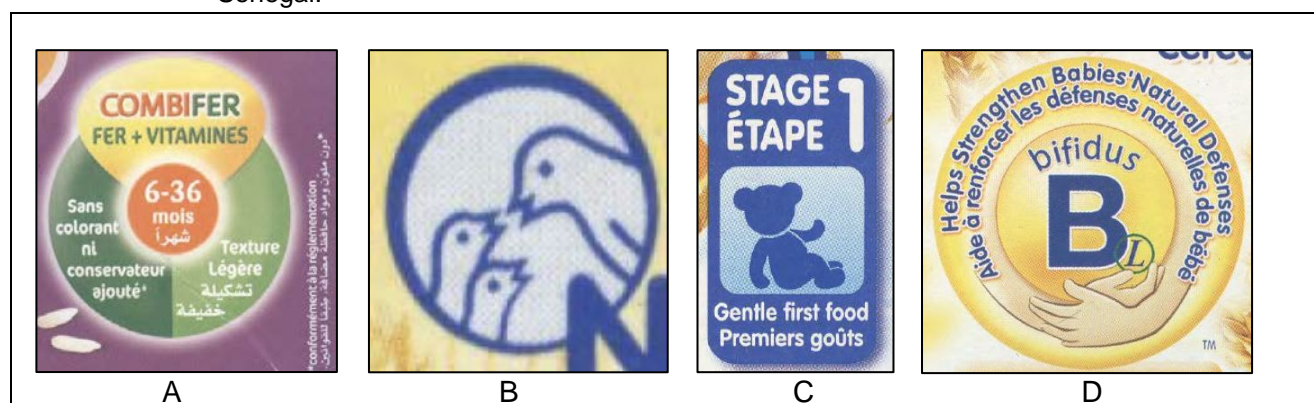
4.3.7.1.1 Images

Certain images, apart from those already included in the criteria, used on the labels of commercially produced complementary foods could be considered to be inappropriate, whereas others may not. Especially in populations where illiteracy is high, consideration and guidance needs to be given regarding how images could be used to communicate certain messages. The images used on the labels of commercially produced complementary foods in Senegal are listed in Table 4-29 and some examples of these images are provided in Figure 4-13. This research shows that images of ingredients or composition are the most commonly used and were found on 95% of the labels. Brand mascots (80%), scientific/branded ingredients (53%) and ready-to-eat/prepared product images (46%) were also commonly used on the product labels.

Table 4-29 Images used on the labels of commercially produced complementary foods in Senegal (n=83).

Image	Number of labels	Percentage of labels
Ingredients/Composition	79	95
Brand mascots	66	80
Scientific images/branded ingredients (see Figure 4-8, A)	44	53
Ready-to-eat/Prepared product	38	46
Preparation/Use illustrations	33	40
Telephone/Computer Mouse/Email Envelope	28	34
Bowl	25	30
Design elements: Leaves/Trees/Plants/Flowers/Landscapes/Shells	22	27
Animals: Mother and babies (see Figure 4-8, B)	20	24
Other products	20	24
Jug of milk	16	19
Design elements: Stars/Moon/Sun/Clouds/Rainbow	14	17
Feeding bottle	14	17
Animals: Babies displaying stages of development (see Figure 4-8, C)	9	11
Design elements: Hearts/Circles	9	11
Raw product	9	11
Animals/Insects	8	10
Mother's arms embracing (see Figure 4-8, D)	7	8
Same product (includes previous front of pack shot or picture of individual portions within the container)	7	8
Endorsement images	7	8
Foods that are not ingredients	6	7
Other products: Infant Formula	5	6
Child	4	5
Characters/Stick figures	3	4
Cup/Glass	1	1
Design elements: Traditional pots/Animal Spoor/Clock	1	1
Mother and child	1	1
Sippy cup	1	1
People using/with the product	1	1

Figure 4-13 Examples of images found on commercially produced complementary food labels in Senegal.



4.3.7.1.2 Endorsements

Manufacturers make use of endorsements or text conveying expertise in order to increase the appeal of a product. The use of endorsements or the manufacturer portraying themselves as experts in infant feeding may not be appropriate on commercially produced complementary foods and guidance on this practice is considered to be necessary.

Eighty-one percent (n=68) of commercially produced complementary food labels contained some form of endorsement (see Table 4-30).

Table 4-30 Endorsements/Text conveying expertise used on commercially produced complementary food labels in Senegal (n=68).

Categories of endorsements/ text conveying expertise	Number of labels	Percentage of labels	Example from labels	
			Translated English text	Original French text
Manufacturer represented as expert	35	51	<i>Our experts in nutrition are listening to you. Formulated by [Manufacturer name]: Expert in child nutrition.</i>	<i>Nos experts en nutrition sont à votre écoute. Formulé par [le nom du fabricant]: Expert en nutrition infantile</i>
Manufacturer	28	41	<i>[Manufacturer name] guarantees every step of the product development: the selection and the quality of its raw materials, their implementation and the recipe.</i>	<i>[Le nom du fabricant] garantit chaque étape de l'élaboration du produit : la sélection et la qualité de ses matières premières, leur mise en œuvre et la recette.</i>
Health practitioner / practice	17	25	<i>From 6 months: Developed by our nutritionists, up to 3 year old child feeding specialists, [Product name] cereals added to a feeding bottle of child milk ensure: [Text provided]. [Manufacturer name] products have been available in pharmacies for over 100 years.</i>	<i>Dès 6 mois: Elaborés par nos nutritionnistes, spécialistes de l'alimentation des bébés jusqu'à 3 ans, les céréales [nom du produit], ajoutées à un biberon de lait infantile garantissent: [texte fourni] Les produits [le nom du fabricant] sont présents en pharmacie depuis plus de 100 ans.</i>
Research body	16	24	<i>BENEFITS FROM [MANUFACTURER NAME]'S NUTRITION RESEARCH. All [Manufacturer name] products are the result of extensive research.</i>	<i>[This statement was not provided in French on the label, only in English.] Tous les produits [le nom du fabricant] sont le résultat de recherches approfondies.</i>
Longevity	7	10	<i>Nutrition expertise: For over 100 years, [Product name] accompanies every generation of mothers and babies for a smooth transition towards a food diversification.</i>	<i>Expertise nutrition: Depuis plus de 100 ans, [nom du produit] accompagne chaque génération de mamans et de bébés pour une transition en douceur vers la diversification alimentaire</i>
Other	2	3	<i>No 1. [Manufacturer name] live: An advice? A question? Our experts are listening to you: [Phone number & website]</i>	<i>No 1 [Le nom du fabricant] en direct: Un conseil? Une question? Nos experts en nutrition sont à votre écoute: [numéro de téléphone et le site Web fourni]</i>
Award recipient	1	1	<i>First winner of the Grand Prix (Award) of the Republic President for invention & technology innovation 1994 - International Platine Award for quality: Madrid 1999 - International Platinum Strat Quality Commitment</i>	<i>Lauréat du premier Grand Prix du Président de la République pour l'invention & l'innovation technologique 1994 - Prix international Platine de la qualité: Madrid 1999 - International Platinum Strat Quality Commitment</i>
Buy local / [country name]	1	1	<i>The promotion of local products for child feeding.</i>	<i>La valorisation des produits locaux pour une alimentation des enfants.</i>
Employee	1	1	<i>[Product range name], it's a</i>	<i>[Nom de gamme de produit], c'est</i>

Categories of endorsements/ text conveying expertise	Number of labels	Percentage of labels	Example from labels	
			Translated English text	Original French text
			<i>range of complete meals developed by the chef and [Manufacturer name] nutritionists to accompany step by step baby in its discovery of tastes and meet its specific nutritional needs.</i>	<i>une gamme de plats complets élaborés par le chef cuisinier et les nutritionnistes de [le nom du fabricant] pour accompagner pas à pas bébé dans sa découverte des goûts et répondre à ses besoins nutritionnels spécifiques</i>
Individual	1	1	<i>Recipe acclaimed by more than 9 mothers over 10.* * Consumer test conducted in France with 75 mothers, January 2012</i>	<i>Recette plébiscitée par plus de 9 mamans sur 10.* * Test consommateur réalisé en France auprès de 75 mamans, Janvier 2012.</i>

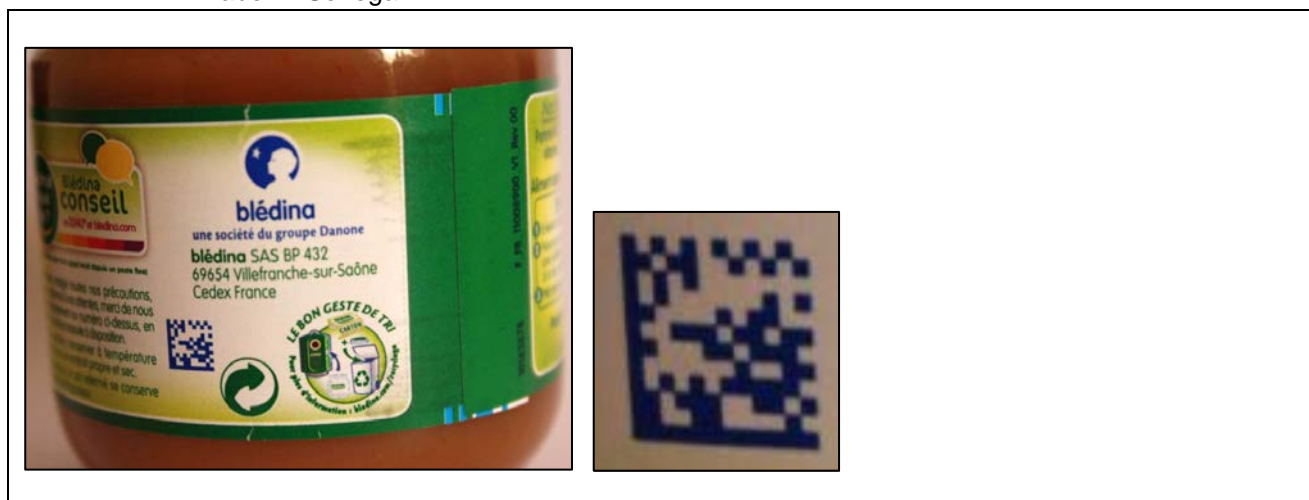
4.3.7.1.3 Invitation to interact

Currently there is no guidance available on what would be considered appropriate invitations to interact on commercially produced complementary foods that are not produced by manufacturers that also produce breast-milk substitutes.

With regards to an invitation for the purchaser to interact with the company, 92% of the products that were produced by companies that also manufactured breast-milk substitutes included what was considered to be an inappropriate invitation on the product label and is thus in violation of the *Code* (Question 14.1, Table 4-4).

The study results highlights that there are a number of issues regarding what types of invitations to interact with the manufacturer of commercially produced complementary foods are appropriate. For the purposes of this study, since limited guidance is available, assumptions had to be made regarding what invitations to interact by manufacturers that produced both breast-milk substitutes and commercially produced complementary foods were deemed appropriate. The provision of company contact details for the purposes of reporting product defects or quality issues were deemed as acceptable and these included customer care lines, email addresses and postal addresses. However, the provision of websites, quick response (QR) codes (see Figure 4-14) and other such invitations to interact with the manufacturer may not be considered to be appropriate, since they usually result in the consumer being exposed to additional and often promotional information. Further guidance on this is necessary. This could take you to a website or to a YouTube link that is either an advert or a video purporting to be educational but using branded products.

Figure 4-14 An example of a Quick Response code from a commercially produced complementary food label in Senegal.



An invitation to interact with the manufacturer by some means was stated on all the labels of commercially produced complementary foods. Seventy four percent of the labels offered interaction through their website which was followed by 63% providing a postal address. See Table 4-31 for the full list of invitation to interact categories.





Table 4-31 Type of invitation to interact with the manufacturer used on commercially produced complementary food labels in Senegal (n=84).

Invitation to interact	Number of labels	Percentage of labels
Website	62	74
Postal Address	53	63
Customer care line	48	57
Quick Response (QR) code	17	20
Email address	13	15
Telephone number	10	12
Fax	3	4

In Senegal, a practice was noticed whereby invitations to interact were combined with many other categories of labeling messages as illustrated in Table 4-32.

Table 4-32 Examples of various ways in which invitations to interact are used on the labels of commercially produced complementary foods in Senegal.

Category	Image from label	Translated English text
Feeding messages		<p><i>Fruit or vegetable for the first time?</i> <i>[Manufacturer name] Advice</i> <i>[Phone number* & website provided]</i> <i>*Say [Manufacturer name]</i> <i>(local call cost from a landline telephone)</i></p>
Feeding messages		<p><i>FROM MOTHERS' SIDE</i> <i>To benefit from all the advice on your baby's feeding, contact us:</i> <i>3240 say "BLEDINA"</i> <i>@ www.bledina.com</i> <i>Local call cost from a landline telephone</i></p>
Preparation and use instructions		<p><i>Child cereals: how to prepare them?</i> <i>Bledina Advice</i> <i>At 3240 and bledina.com</i> <i>Say bledina (local call cost from a landline telephone)</i> <i>www.sourline.com/danone</i></p>
Storage instructions		<p><i>Can I keep the brick after opening?</i> <i>Bledina Advice</i> <i>At 3240* and bledina.com</i> <i>*Say "bledina" (local call cost from a landline telephone)</i></p>

Category	Image from label	Translated English text
Endorsement		<p>Nestlé Little Cereal What is a complete cereal? www.bebe.nestle.fr Section: Questions for Mom FROM NESTLE RESEARCH Nestlé Nutrition NUTRITIONAL COMPASS Nestlé in live Advice ? A question ? Our experts in nutrition are listening to you : Hello Nestlé Baby: 0 810 63 32 42 Local call cost from a landline telephone www.bebe.nestle.fr Consumer service Nestlé France BP 900 Noisiel 77446 Marne-la-Vallée Cedex2</p>
Recycling advice		<p>THE GOOD SELECTION GESTURE: For more information : bledina.com/recycling [And a QR Code]: Goes to website for 5 seconds</p>  <p>[Information on the website]: du côté des mamans (side moms) cette page du site n'est plus disponible (this webpage is not available) vous pouvez accéder a la page d'accueil ou au plan du site (you can enter the home page or site map) Then goes to Bledina website displaying product information</p> 

4.3.7.1.4 Slogans/tag lines

Slogans and tag lines were used on 33% of the labels and examples are provided in Table 4-33.

Table 4-33 Examples of slogans/tag-lines used on commercially produced complementary food labels in Senegal.

Translated English text	Original French text
<i>NEW NOURISH AND PROTECT</i>	<i>NOUVEAU NOURRIT ET PROTEGE</i>
<i>EVERY AGE ITS [PRODUCT NAME]</i>	<i>A CHAQUE AGE SA [NOM DU PRODUIT]</i>
<i>For mornings full of life!</i>	<i>Pour des matins pleins de vie!</i>
<i>EXCELLENCE AT THE SERVICE OF BABY</i>	<i>L'EXCELLENCE AU SERVICE DE BEBE</i>
<i>Grow well</i>	<i>Bien grandir</i>
<i>Just delights! Stand up and walk! GOOD APPETITE!</i>	<i>Que de délices! Lève-toi et marche! BON APPETIT!</i>
<i>Good for baby!</i>	<i>Bon pour bébé !</i>

Some of these slogans can also be categorized as other labeling practices (for example, 'new nourish and protect' is categorized as a nutrient function/other function/implicit health claim and 'every age its [Product name]' is categorized as a phrase for use implying suitability under six months). It should be considered whether or not it is appropriate to use slogans such as these.

4.4 Summary of labeling practices observed in the ARCH Project labeling study where guidance is required as to whether they are appropriate or not, that are not clearly covered by the WHO STAG criteria:

- The provision of infant and young child feeding messages.
- The use of the nutrition information table to group nutrients according to specific functions.
- The use of images showing the provision of a manufacturer-endorsed nutrition plan that also cross promoted other products in the manufacturer's portfolio.
- The use of nutrition claims. (STAG 5a only refers to health claims).
- Specific guidance on the minimum requirements and quality of preparation and use instructions, storage instructions and warnings.
- The use of images.
- The use of endorsements.
- The types of invitations to interact with the manufacturer.
- The provision of other public health messages.

5 RESULTS AND DISCUSSION OF COMMERCIALY PRODUCED FOODS FOR GENERAL CONSUMPTION COMMONLY FED TO CHILDREN UNDER THE AGE OF TWO YEARS

5.1 Description of commercially produced foods for general consumption commonly fed to children under the age of two years products

The characteristics of the 22 commercially produced foods for general consumption commonly fed to children under the age of two years included in the study are shown in Table 5-1.

Sixty-four percent of the products in the sample were shelf stable and 36% were fresh. Eight sub-categories of food products were included in the sample: biscuits/cookies (9%), cakes/sponge cake (9%), candy/sweets/chocolate (9%), chips/crisps (8%), yoghurt (9%), soft drinks (9%), other sweetened beverages (9%) and other snacks (country-specific products such as drinking yoghurt with millet cereals, flour porridges and others) (36%).

Twenty-seven percent of the products were imported from France, Turkey, Egypt, or Saudi Arabia, whereas 68% were locally produced products (see Table 5-2). The products were manufactured by 15 different companies (see Table 5-1) and represented 19 different brands (see Figure 5-2). Due to the sampling methods employed in this study, it is recognized that the sample is not representative of the entire category of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal but is an indication of some of the brands and manufacturers in this product category.

Table 5-1 Characteristics of the commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal (n=22).

Product characteristics	Number of products	Percentage of products (%)
Product origin:		
Locally manufactured products	15	68
Imported products	6	27
Unclear	1	5
Product category:		
Biscuits/cookies	2	9
Cakes/sponge cake	2	9
Candy/sweets/chocolate	2	9
Chips/crisps	2	9
Yogurt	2	9
Soft drinks	2	9
Other sweetened beverages	2	9
Other snacks	8	36
Storage:		
Shelf stable	14	64
Fresh	8	36

Table 5-2 Country of origin of the commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal.

Country of origin	Number of products	Percentage of products (%)
Senegal	15	68
France	2	9
Turkey	2	9
Egypt	1	5
Saudi Arabia	1	5
Unclear	1	5

Figure 5-1 Manufacturers represented in the commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal (n=15).

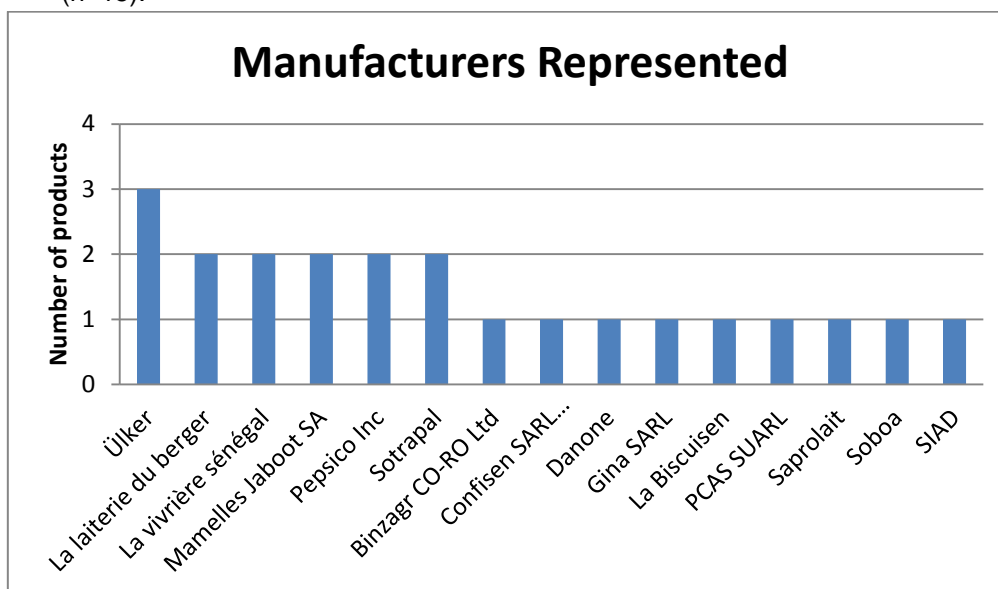


Figure 5-2 Brands represented as commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal (n=19).

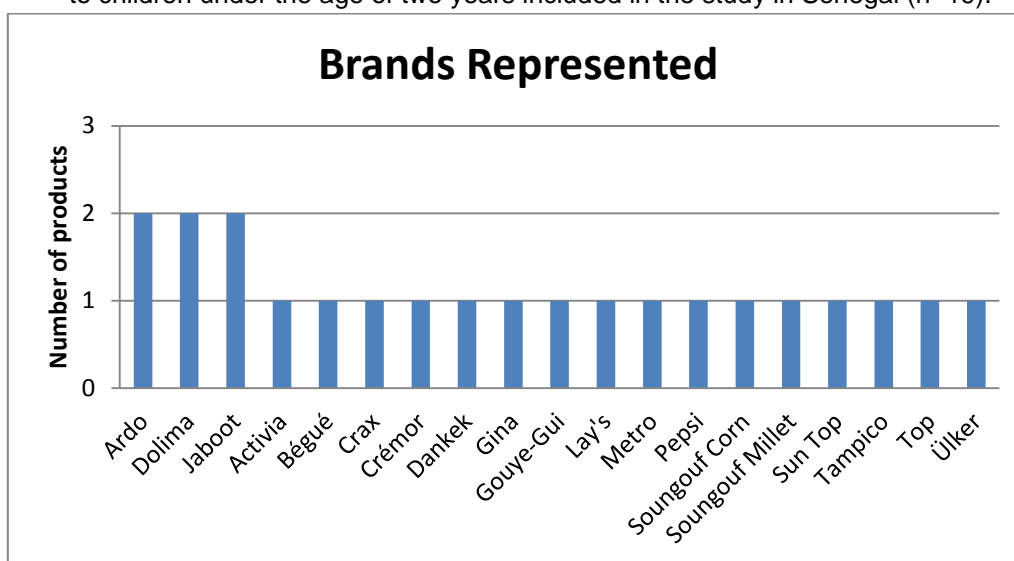


Table 5-3 provides information on the cost of the products per 100g and per serving size. The product serving sizes were calculated based on the amount/volume which should provide approximately 100kcal or half the daily energy requirement from complementary food of the breastfed child 6 – 8 months.

Table 5-3 Costs of commercially produced foods for general consumption commonly fed to children under the age of two years included in the study in Senegal per unit (g) and mean cost per serving by product category (n=40) and presented in two currencies [West African Franc (CFA) and United States Dollar (USD)] (n=22).

Product Category		Mean cost per 100g (Lowest cost – Highest cost)	Mean cost/serving (Lowest cost - Highest cost) ^a
Biscuits / Cookies			
All products (n=2)			
	CFA	169.19 (111.11 – 227.27)	29.61 (19.44-39.77)
	USD	0.36 (0.23-0.48)	0.06 (0.04-0.08)
Imported products (n=1)			
	CFA	227.27	39.77
	USD	0.47	0.08
Locally manufactured products (n=1)			
	CFA	111.11	19.44
	USD	0.23	0.04
Cakes / Sponge cake			
All products (n=2)			
	CFA	426.15 (362.50-489.80)	165.64 (141.33-189.95)
	USD	0.89 (0.76-1.03)	0.34 (0.30-0.40)
Imported products (n=1)			
	CFA	489.80	141.33
	USD	1.03	0.30
Locally manufactured products (n=1)			
	CFA	362.50	189.95
	USD	0.76	0.39
Candy / Sweets / Chocolate			
All products (n=2)			
	CFA	250 (166.67-333.33)	55.49 (38.83-72.15)
	USD	0.53 (0.35-0.70)	0.08 (0.15)
Imported products (n=1)			
	CFA	333.33	72.15
	USD	0.70	0.15
Locally manufactured products (n=1)			
	CFA	166.67	38.83
	USD	0.35	0.08

Product Category		Mean cost per 100g (Lowest cost – Highest cost)	Mean cost/serving (Lowest cost - Highest cost) ^a
Chips / Crisps			
All products (n=2)			
	CFA	1016.67 (333.33-1700.00)	184.79 (63.00-356.59)
	USD	2.14 (0.70-3.57)	0.39 (0.13-0.64)
Imported products (n=1)			
	CFA	1700.00	306.59
	USD	3.57	0.64
Locally manufactured products (n=1)			
	CFA	333.33	62.99
	USD	0.69	0.13
Yogurt			
All products (n=1 (1 missing volume))			
	CFA	200.00	37.50
	USD	0.42	0.08
Imported products (n=0)			
Locally manufactured products (n=1)			
	CFA	200.00	37.50
	USD	0.42	0.08
Soft Drinks			
All products (n=2)			
	CFA	103.03 (57.58-148.49)	226.91 (102.83-350.99)
	USD	0.21 (0.12-0.31)	0.48 (0.22-0.73)
Imported products (n=1)			
	CFA	148.49	350.99
	USD	0.31	0.22
Locally manufactured products (n=1)			
	CFA	57.58	102.83
	USD	0.12	0.22
Other sweetened beverages (n=5)			
All products (n=2)			
	CFA	78.57 (57.14-100.00)	118.34 (32.34-174.33)
	USD	0.17 (0.12-0.21)	0.25 (0.13-0.37)
Imported products (n=1)			
	CFA	100	174.33
	USD	0.21	0.37
Locally manufactured products (n=1)			
	CFA	57.14	62.34
	USD	0.12	0.13
Other snacks			
All products (n=8)			
	CFA	113.82 (97.50-150.00)	25.72 (22.04-33.90)
	USD	0.24 (0.20-0.32)	0.05 (0.05-0.07)

Product Category	Mean cost per 100g (Lowest cost – Highest cost)	Mean cost/serving (Lowest cost - Highest cost) ^a
Imported products (n=0)		
Locally manufactured products (n=8)		
CFA	113.82 (97.50-150.00)	25.72 (22.04-33.90)
USD	0.24 (0.20-0.32)	0.05 (0.05-0.07)

^aA serving size was calculated to provide 100 kcal which is approximately half the daily energy requirement from complementary food of the breastfed child 6-8 months of age.

A cost comparison was undertaken to assess price differences per 100kcal portion between the commercially produced complementary foods and commercially produced foods for general consumption commonly fed to children under the age of two years. Table 5-4 shows that in general, imported products were more expensive than locally produced products. When comparing the food categories, the data shows that commercially produced complementary food products in this sample were between 30 – 80% more expensive than commercially produced foods for general consumption commonly fed to children under the age of two years. With reference to beverages, it was found that those among the commercially produced foods for general consumption commonly fed to children under the age of two years were cheaper than those produced as complementary foods.

No published studies were found pertaining to the cost of the diet in Senegal. However Geniez et al. (2014) conducted a study in Nepal to assess the affordability of a nutritious diet² which consists of adequate energy, fat, protein and 13 additional micronutrients. The authors estimated that in the Kathmandu Valley region, to obtain a nutritious diet, NPR 22945.00/person/year was required. ARCH study data from Nepal showed that cereals accounted for 10% and 20% of the annual budget for a nutritious diet, for local and imported products respectively (conservatively estimated as 1 portion per day multiplied by 7 days/week and 52 weeks respectively). Furthermore, commercially produced foods for general consumption commonly fed to children under the age of two years (excluding beverages) accounted for 39% of the estimated budget if using imported products and 10% if using locally produced products. Hence it would be useful to assess the cost of a nutritious diet in Senegal so as to better understand its affordability and the proportion that such foods contribute to a family's food budget.

² A nutritious diet is calculated to provide the cost (based on local current market prices) of a theoretical nutritious diet for a 'reference family' consisting of one breast-fed child 12-24 months of age, one child 11-12 years, one child 16-17 years, one adult and women aged 30-59 years and who are moderately active.

Table 5-4 Cost comparison between commercially produced complementary foods and commercially produced foods for general consumption commonly fed to children under the age of two years (excluding beverages) and beverages in Senegal.

Product origin	Currency	Commercially produced complementary foods				Commercially produced foods for general consumption commonly fed to children <2 years of age	
		Cereals/ Porridge	Puréed food	Snacks/ finger food	Tea/Water/ Juice	Combined foods excluding beverages	Beverages
Locally produced	CFA	61.67 (40.00 - 90.00)	-	-	108.00	42.65 (19.44 - 198.95)	82.59 (62.34 - 102.83)
	USD	0.13 (0.08 - 0.19)	-	-	0.23	0.09 (0.04 - 0.39)	0.17 (0.13 - 0.22)
Imported products	CFA	216.45 (99.29 - 650.00)	762.34 (572.80 - 1320.00)	361.39 (348.33 - 387.50)	1564.92 (1452.60 - 1706.40)	139.96 (39.77 - 306.59)	262.66 (174.33 - 350.99)
	USD	0.45 (0.21 - 1.37)	1.60 (1.20 - 2.77)	0.76 (0.73 - 0.81)	3.29 (3.05 - 3.58)	0.24 (0.08 - 0.64)	0.55 (0.36 - 0.73)

5.2 Summary of answers to commercially produced foods for general consumption commonly fed to children under the age of two years checklist questions and data generated from labels database

The results of the labeling practices checklist together with data generated by the labels database, which documents current commercially produced foods for general consumption commonly fed to children under-two years labeling practices in Senegal, are presented in Table 5-5.

The primary aim of the creation of a checklist for commercially produced foods for general consumption commonly fed to children under the age of two years was to objectively identify products which claimed to be suitable for children under the age of two years. This is illustrated by the inclusion of the following questions: C1-C24; C26 and C31.

Table 5-5 Senegal checklist results: Commercially produced foods for general consumption commonly fed to children under the age of two years labeling practices (n=22).

Checklist of labeling practices		Potential answers	Number of labels	Percentage of labels
C1.	Does the product label specify a recommended age/age range for use that is \geq 24 months?	Yes	0	0
		No	22	100
C2.	Does the product label include phrases such as "from the start"; "for the whole family" or "first stage"?	Yes	3	14
		No	19	86
C3.	Does the product label contain any words or a product description that indicate that it is suitable for a child?	Yes	2	9
		No	20	91
C4.	Does the product label show an image of babies or children?	Yes	0	0
		No	22	100
C5.	Does the product label recommend feeding the product from a feeding bottle?	Yes	0	0
		No	22	100
C6.	Does the product label show an image of a feeding bottle?	Yes	0	0
		No	22	100
C7.	Does the product label show an image of a real person, such as a celebrity or sport's star, that has appeal to children?	Yes	2	9
		No	20	91
C8.	Does the product label show an image of a cartoon character or fictional movie character that has appeal to children?	Yes	0	0
		No	22	100
C9.	Does the product label show an image of a brand mascot that has specific appeal to children?	Yes	2	9
		No	20	91

Checklist of labeling practices		Potential answers	Number of labels	Percentage of labels
C10.	Does the product label contain any representation of fantasy or adventure themes that has appeal to children?	Yes	0	0
		No	22	100
C11.	Does the product label contain information about or an image of a free gift, toy or collectible item with appeal to children?	Yes	0	0
		No	22	100
C12.	Does the product label show an image of a toy?	Yes	0	0
		No	22	100
C13.	Are any colors, shapes or designs used on the product label that has particular appeal to children?	Yes	1	5
		No	21	95
C14.	Does the product label contain or refer to a competition, voucher or game with appeal to children?	Yes	0	0
		No	22	100
C15.	Does the product label contain a joke, rhyme or short story with appeal to children?	Yes	0	0
		No	22	100
C16.	Does the product packaging have a particular shape, or does the product label show that the food contained has a particular shape, that has appeal to children?	Yes	2	9
		No	20	91
C17.	Does the product have a physical appearance, texture or any other novelty (not identified from any other questions) that would have specific appeal to children?	Yes	6	27
		No	16	73
C18.	Does the product label indicate a flavor that would specifically appeal to children?	Yes	6	27
		No	16	73
C19.	Are there any emotive claims (e.g. implying “fun”) or statements on the product label that are directed towards children/caregivers?	Yes	0	0
		No	22	100
C20.	Does the product label indicate that the product is portioned in, for example, “mini” or “bite size” portions?	Yes	0	0
		No	22	100
C21.	Does the product label indicate that the product can be adapted to be suitable for a child?	Yes	1	5
		No	21	95
C22.	Does any information on the product label imply that a balanced and varied diet cannot provide adequate nutrients to growing children?	Yes	1	5
		No	21	95
C23.	Does the product label include warnings that are specifically intended for children?	Yes	0	0
		No	22	100
C24.	Is the product labeled in a way that also promotes the company's breast-milk substitutes or complementary foods by using similar (a) Color schemes or designs, (b) Names, (c) Slogans, mascots, logos or other symbols, as used for breast-milk substitutes/complementary food brands?	Yes	1	5
		No	0	0
		NA ³	21	95
C25.	Does the product label include a portion / serving size?	Yes	1	5
		No	21	95
C26.	Does the product label provide nutrition information as a percentage RDA/NRV/GDA for children younger than 2 years of age?	Yes	0	0
		No	22	100
C27.	Does the product label make any nutrient content claims?	Yes	6	27
		No	16	73
C28.	Does the product label make any nutrient comparative claims?	Yes	0	0
		No	22	100
C29.	Does the product label make any nutrient function/other function claims?	Yes	2	9
		No	20	91
C30.	Does the product label make any reduction of disease risk claims?	Yes	0	0
		No	22	100

³ Refers to the number of products which were excluded from a particular checklist Question since the label information / product information was not relevant to that Question. In this case the manufacturers of these products did not produce complementary foods, therefore those labels were excluded from this Question.

Checklist of labeling practices		Potential answers	Number of labels	Percentage of labels
C31.	Does the product label make any other claims (excluding nutrition/health claims) that imply suitability for a child?	Yes	3	14
		No	19	86
C32.	Is the product label written in the appropriate language(s) of the country in which the product is sold?	Yes	15	68
		No	7	32
C33	Does the product label include the following:			
C33.1	Ingredients list?	Yes	18	82
		No	2	9
C33.2	The nutrition composition/analysis of the product?	Yes	5	23
		No	17	77
C33.3	Batch number?	Yes	7	32
		No	14	64
C33.4	Best before date?	Yes	21	95
		No	1	5
C34.	Is there an invitation on the label to make contact (direct or indirect) with the company's marketing personnel?	Yes	6	27
		No	16	73

5.3 Labeling practices of commercially produced foods for general consumption commonly fed to children under the age of two years

As the inappropriate promotion of foods fed to infant and young children is under the spotlight in WHA resolution 65.6, in order to ensure optimal infant and young child feeding, it was considered important for this study to also consider the category of commercially produced foods for general consumption commonly fed to children under the age of two years. For optimal feeding, it is important to ensure that restrictions on the promotion of appropriately formulated commercially produced complementary foods, such as those developed according to the Codex Alimentarius 'Guidelines on Formulated Complementary Foods for Older Infants and Young Children', do not result in mothers/caregivers selecting commercially produced foods for general consumption commonly fed to children under the age of two years of a poor nutritional quality, since there are fewer guidelines governing their promotion that may lead to the belief that such products are suitable for and perhaps even beneficial (if they make nutrition and health claims) to infants and young children. Furthermore, consideration also needs to be given to the possibility that restrictions on promotion of appropriately formulated commercially produced complementary foods, may result in manufacturers removing the age recommendation for their products to as not to fall into the 'infant' (person under the age of 12 months) and more specifically 'young child' (person under 24 months of age) category and therefore being able to promote their products.

The STAG Technical Paper on 'Definition of inappropriate promotion of foods for infants and young children' states that 'there is recognition that some processed foods and drinks that are promoted for the general population may be consumed by infants and young children. These products were not included in the context of foods intended for infants and young children' (WHO, 2013a). Thus this report did not assess the labeling practices of commercially produced foods for general consumption commonly fed to children under the age of two years according to the WHO STAG criteria for the inappropriate promotion of foods for infants and young children.

As discussed in the methods section of this report, since there is no formal guidance for the marketing of this group of products, the structure of the commercially produced foods for general consumption commonly fed to children under the age of two years labeling practices checklist (see

Appendix E) was based on the commercially produced complementary foods checklist and adapted to include the principles of international guidance available on the marketing of foods and beverages to children (WHO, 2004; CI, 2008; WHO, 2010; IASO, 2012). In so doing, the aim was to determine whether there was anything on the product label that could possibly encourage a mother/caregiver to feed the product to an infant or child younger than two years of age, even though there was no such explicit recommendation on the product. This report describes labeling practices on the strategically selected commercially produced foods for general consumption commonly fed to children under the age of two years that could potentially indicate to a mother/caregiver that the product was suitable for a child under-2 years of age. The checklists were, as far as was possible, completed from a mother/caregivers perspective.

5.3.1 Languages

It is generally accepted by authoritative bodies such as Codex Alimentarius that the information and instructions on product labels should be clear and correct, and in the appropriate language of the country (Codex, 1985). Thirty-two percent of the labels breached Senegalese legislation which requires food labels to be presented in French (Question 32, Table 5-5). Some of the product labels contained text in Wolof (and not French), which is a language spoken by the largest ethnic group in Senegal (i.e. a language that many people in Senegal speak and understand) but is not considered an official language.

5.3.2 Mandatory and other label information

It is a globally accepted best practice for all food labels to provide certain information including an ingredients list and traceability (Codex 1985). This study found that 82% of the labels provided an ingredients list, 32% include a batch number and 95% included a best before date. Seventy-seven percent of the labels did not provide the nutrition composition/analysis of the product. Three (14%) products were purchased after their best before dates and an additional one (5%) product contained an illegible/unclear expiration date (Questions C33.1 – C33.4 respectively, Table 5-5).

5.3.3 Age related recommendations, feeding instructions and phrases

None of the product labels in the sample included an age of introduction or stated that they were suitable for a child (Question C1, Table 5-5). However, three (14%) labels contained wording that could imply suitability for an infant or young child (Question C2 and C3, Table 5-5). Two yoghurt-based products were manufactured by a company called “*Mamelles Jaboot*”, which is Wolof and translates to “*Family Breasts/udders*”. The word ‘family’ could imply suitability for a child under or over two years, while the word ‘breasts’ could imply suitability for a child under 6 months. One product also contained “*La Laitière*” as part of the manufacturer name, which means “*the milkmaid*”. This word could imply suitability for a child under 6 months. This wording may imply that the product is suitable for an infant or young child.

5.3.4 Preparation and use instructions

When a product contained preparation/use information/instructions, 9% (n=2) were ‘instant – add water’.

Of the five labels which provided preparation and use instructions, four of the instructions were categorized as ‘Serving suggestions: other’ and one provided opening instructions. The ‘Other’ serving suggestions included three labels that contained instructions to serve the product chilled, and one product that recommended dipping/drenching the product (biscuits) in milk.

This product's descriptive name was '*Biscuits Poñse*' and '*Poñse*' is a Wolof term that means the action of drenching the biscuit in milk to make it soft. There was also an image of biscuits being put into milk on the front of the pack (see Figure 5-3). This instruction and image could be considered to imply suitability for young children, since the dipping of a biscuit in milk would soften the biscuit and mothers/caregivers could therefore assume this to be a more suitable texture for a young child than other biscuits. On the other hand, one could then consider that all soft commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal would be considered suitable for young children. This highlights the difficulty in assessing the information contained on these products and research on mothers/caregivers interpretation of these types of comments, as they relate to suitability for feeding to young children, would be valuable.

Figure 5-3 Image of biscuits being dipped into milk on a product label of a commercially produced food in Senegal.



5.3.5 [Storage Instructions](#)

Fifty-five percent (n=12) of the product labels contained storage instructions and these were general storage instructions i.e. 'Keep in a cool dry place', or storage conditions to avoid i.e. 'Keep away from light'.

5.3.6 [Inserts, warnings and safety messages](#)

None of the products in the sample contained an insert, warnings, or safety messages regarding use of the product (Question C23, Table 5-5).

5.3.7 [Nutrient composition](#)

Nutrient composition data from the labels of commercially produced foods for general consumption commonly fed to children under the age of two years are presented in Table 5-6. Product labels have been grouped according to the various product categories. The 100g nutrient content information found on the label was then calculated as a 100kcal serving. The last column of the table presents the calculated percentage of DRI/RNI or WHO recommendations in each 100kcal serving. Further details on how the DRI/RNI per 100kcal portion was calculated can be found in Appendix G.

Twenty three percent of the labels provided nutritional information, (Question C33.2, Table 5-5), and of those which did, the information provided was inconsistent and thus prevents equal comparisons from being made, furthermore the sample size of one in each category limits interpretation.

However the general trend, with the exception of the beverages, based on the information provided is that they were relatively high in sugar, contained adequate to low amounts of protein and high in fat with correspondingly low levels of micronutrients. This is indicative of what is generally considered to be the case for 'energy dense snack' products. Thus these products may not be suitable for infants and young children, who although they may have high energy and macronutrient requirements, also have high micronutrient requirements and nutrient quality is also critical.

The assessment of the actual nutrient composition (in comparison to the nutrient composition declared on the label) and associated quality of the products were not included in the scope of this research.

Table 5-6 Nutrient composition of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n=5).

Nutrient	100g Mean (minimum – maximum)	100kcal Mean (minimum – maximum)	% DRI / RNI per 100kcal ^a		
			6 – 8 months	9 – 11 months	12 – 23 months
Cakes/Sponge Cakes (n = 1)					
Energy (kJ)	1450 (1450 – 1450)	421 (421 – 421)	-		
Energy (kcal)	347 (347 – 347)	100 (100 – 100)	50	33	18
Protein (g)	4 (4 - 4)	1.2 (1.2 – 1.2)	22	24	23
Carbohydrates (g)	63.7 (63.7 – 63.7)	18.4 (18.4 – 18.4)	74 - 94	50 - 65	27 - 35
Sugar ^b (g)	32.8 (32.8 – 32.8)	9.5 (9.5 – 9.5)	120		
Dietary fibre (g)	1.4 (1.4 – 1.4)	0.4 (0.4 – 0.4)	-		
Total fat (g)	8.2 (8.2 – 8.2)	2.4 (2.4 – 2.4)	19 - 23	13 - 15	7 - 8
SFA (g)	4.4 (4.4 – 4.4)	1.3 (1.3 – 1.3)	-		
MUFA (g)	-	-	-		
PUFA (g)	-	-	-		
Trans FA (g)	0.1 (0.1 – 0.1)	0.03 (0.03 – 0.03)	-		
LA (g)	-	-	-		
ALA (g)	-	-	-		
Vitamin A (µg RE)	-	-	-		
Vitamin A (IU)	-	-	-		
Sodium (mg)	390.0 (390.0 – 390.0)	113.1 (113.1 – 113.1)	32		
Calcium (mg)	-	-	-		
Iron (mg)	-	-	-		
Zinc (mg)	-	-	-		
Candy/Sweets/Chocolate. (n=1)					
Energy (kJ)	1933 (1933 – 1933)	425 (425 – 425)	-		
Energy (kcal)	462 (462 – 462)	100 (100 – 100)	50	33	18
Protein (g)	4.9 (4.9 – 4.9)	1.1 (1.1 -1.1)	12	13	13
Carbohydrates (g)	68.2 (68.2 – 68.2)	15.0 (15.0 – 15.0)	65 - 83	44 - 58	24 - 31
Sugar ^b (g)	-	-	-		
Dietary fibre (g)	-	-	-		
Total fat (g)	18.8 (18.8 – 18.8)	4.1 (4.1 – 4.1)	34 - 41	23 - 27	12 - 15
SFA (g)	-	-	-		
MUFA (g)	-	-	-		
PUFA (g)	-	-	-		
Trans FA (g)	-	-	-		
LA (g)	-	-	-		
ALA (g)	-	-	-		
Vitamin A (µg RE)	-	-	-		
Vitamin A (IU)	-	-	-		
Sodium (mg)	-	-	-		
Calcium (mg)	-	-	-		
Iron (mg)	-	-	-		

Nutrient	100g Mean (minimum – maximum)	100kcal Mean (minimum – maximum)	% DRI / RNI per 100kcal ^a		
			6 – 8 months	9 – 11 months	12 – 23 months
Zinc (mg)	-	-	-		
Chips/Crisps (n = 1)					
Energy (kJ)	2320 (2320 – 2320)	418 (418 – 418)	-		
Energy (kcal)	555 (555 – 555)	100 (100 – 100)	50	33	18
Protein (g)	6.5 (6.5 – 6.5)	1.2 (1.2 – 1.2)	13	14	14
Carbohydrates (g)	54.0 (54.0 – 54.0)	9.7 (9.7 – 9.7)	42 - 54	29 - 27	16 - 20
Sugar ^b (g)	0.3 (0.3 – 0.3)	0.1 (0.1 – 0.1)	5		
Dietary fibre (g)	4.0 (4.0 – 4.0)	0.7 (0.7 – 0.7)	-		
Total fat (g)	34.0 (34.0 – 34.0)	6.1 (6.1 – 6.1)	51 - 61	34 - 41	18 - 22
SFA (g)	3.5 (3.5 – 3.5)	0.6 (0.6 – 0.6)	-		
MUFA (g)	27.0 (27.0 – 27.0)	4.9 (4.9 – 4.9)	-		
PUFA (g)	3.5 (3.5 – 3.25)	0.6 (0.6 – 0.6)	-		
Trans FA (g)	-	-	-		
LA (g)	-	-	-		
ALA (g)	-	-	-		
Vitamin A (µg RE)	-	-	-		
Vitamin A (IU)	-	-	-		
Sodium (mg)	510.0 (510.0 – 510.0)	91.8 (91.8 – 91.8)	26		
Calcium (mg)	-	-	-		
Iron (mg)	-	-	-		
Zinc (mg)	-	-	-		
Soft Drinks (n = 1)					
Energy (kJ)	177 (177 – 177)	421 (421 – 421)	-		
Energy (kcal)	42 (42 – 42)	100 (100 – 100)	50	33	18
Protein (g)	-	-	-		
Carbohydrates (g)	10.4 (10.4 – 10.4)	24.8 (24.8 – 24.8)	108 - 138	73 - 95	40 - 52
Sugar ^b (g)	10.4 (10.4 – 10.4)	24.8 (24.8 – 24.8)	992		
Dietary fibre (g)	-	-	-		
Total fat (g)	-	-	-		
SFA (g)	-	-	-		
MUFA (g)	-	-	-		
PUFA (g)	-	-	-		
Trans FA (g)	-	-	-		
LA (g)	-	-	-		
ALA (g)	-	-	-		
Vitamin A (µg RE)	-	-	-		
Vitamin A (IU)	-	-	-		
Sodium (mg)	10.0 (10.0 – 10.0)	23.8 (23.8 – 23.8)	7		
Calcium (mg)	-	-	-		
Iron (mg)	-	-	-		
Zinc (mg)	-	-	-		
Other Sweetened Beverages (n = 1)					
Energy (kJ)	240 (240 – 240)	420 (420 – 420)	-		
Energy (kcal)	57 (57 – 57)	100 (100 – 100)	50	33	18
Protein (g)	1.0 (1.0 – 1.0)	1.8 (1.8 – 1.8)	20	24	20
Carbohydrates (g)	14.0 (14.0 – 14.0)	24.5 (24.5 – 24.5)	109 - 139	74 - 96	40 - 52
Sugar (g)	-	-	-		
Dietary fibre (g)	0.1 (0.1 – 0.1)	0.18 (0.18 – 0.18)	-		
Total fat (g)	-	-	-		
SFA (g)	-	-	-		
MUFA (g)	-	-	-		
PUFA (g)	-	-	-		
Trans FA (g)	-	-	-		
LA (g)	-	-	-		
ALA (g)	-	-	-		
Vitamin A (µg RE)	-	-	-		

Nutrient	100g Mean (minimum – maximum)	100kcal Mean (minimum – maximum)	% DRI / RNI per 100kcal ^a		
			6 – 8 months	9 – 11 months	12 – 23 months
Vitamin A (IU)	-	-	-		
Sodium (mg)	-	-	-		
Calcium (mg)	-	-	-		
Iron (mg)	-	-	-		
Zinc (mg)	-	-	-		

^aSee Appendix G for recommendations and calculations.

^bSugar values were captured from any mention of sugar in the nutritional information on the label and not specifically added sugar.

Currently there are no guidelines for recommendation on the proportion of sugar from total energy for those aged <24 months however since sugar is under scrutiny, we used a recommended cut-off for those >24 months: Total sugars should not exceed 5.0 gr / 100 gr of solid food or 2.5 gr / 100 ml of beverage, (PAHO 2011), see appendix G for further details.

5.3.8 [Portion size and daily ration](#)

None of the commercially produced foods for general consumption commonly fed to children under the age of two years found in Senegal provided a portion size and daily ration. However, one product label provided only a portion/serving size (Question C25, Table 5-5).

5.3.9 [Consistency](#)

None of the commercially produced foods for general consumption commonly fed to children under the age of two years contained an image of a feeding bottle nor did any of the product labels recommend feeding the product from a feeding bottle (Question C5 and C6, Table 5-5).

5.3.10 [Cross promotion](#)

Only one manufacturer of commercially produced foods for general consumption commonly fed to children under the age of two years produced both breast-milk substitutes and complementary foods (Question C24, Table 5-5). Although in the breast-milk substitute did not reflect a similar name or slogan/mascots/symbols to the commercially produced food for general consumption commonly fed to children under the age of two years, the label did have a similar colour scheme to the breast-milk substitute product (see Figure 5-4).

Figure 5-4 Example of a label of a commercially produced food for general consumption commonly fed to children under the age of two years in Senegal that could be considered as cross promotion with a breast-milk substitute.



5.3.11 [Branded ingredients](#)

None of the commercially produced foods for general consumption commonly fed to children under the age of two years in the sample from Senegal included a branded ingredient. It is interesting to note that this branding of bundled ingredients was observed in Nepal and is possibly a trend that needs to be considered when determining what is appropriate for the promotion of these types of products.

5.3.12 [Endorsements](#)

Twenty three percent of the product labels contained an endorsement / text conveying expertise which included messages implying the expertise of the manufacturer (see Table 5-7).

Table 5-7 Endorsements / text conveying expertise used on commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n = 5).

Endorsements / Text conveying expertise	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
Manufacturer	5	100	<i>A quality manufacturing: [Product name] respects (follows) a strict process, which gives the chips exceptional taste and crisp. [Manufacturer name] Quality</i>	<i>Une fabrication de qualité: [Nom du produit] respecte un processus rigoureux, qui assure aux chips un goût et un croustillant exceptionnels. [Le nom du fabricant] Qualité</i>
Manufacturer represented as expert	3	60	<i>Enjoy [product name] extra soft Cake with fresh eggs, born from its legendary expertise.</i>	<i>Déguster le Cake extra moelleux aux œufs frais de [nom du produit], née de son légendaire savoir-faire.</i>

5.3.13 Invitation to interact

An invitation to interact (such as customer care lines, email/postal addresses, quick response (QR) codes) was found on 73% of the labels of the selected commercially produced foods for general consumption commonly fed to children under the age of two years. Of these, six contained invitations that were not solely for the purpose of reporting product defaults or quality issues (for example, the product label contained a website address) (Question C34, Table 5-5). Table 5-8 displays the categories of invitations to interact that were found on the labels of these products. There is currently no guidance available on what would be considered appropriate in terms of manufacturers inviting customers to interact with them.

Table 5-8 Type of invitation to interact with the manufacturer used on selected commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n=16).

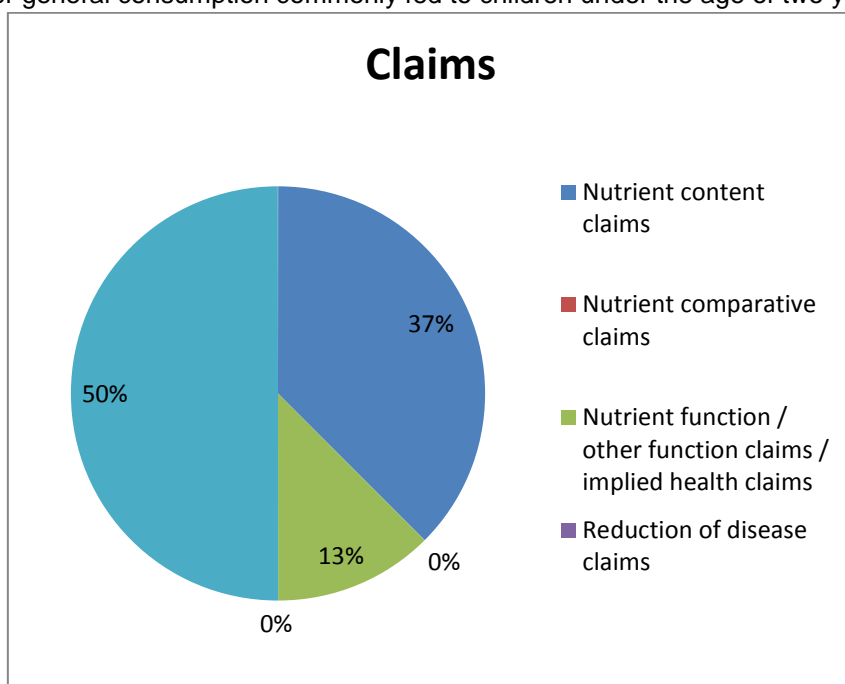
Invitation to interact	Number of labels	Percentage of labels
Telephone number	10	63
Email address	7	44
Website	7	44
Fax	6	38
Customer care line	4	25
Postal Address	4	25
SMS	1	6

5.3.14 Claims

Codex Alimentarius has clear definitions for the various categories of nutrition and health claims commonly used/permitted on foods (see Table 4-18). Claims are commonly made on the labels of the selected commercially produced foods for general consumption commonly fed to children under the age of two years.

Figure 5-5 shows that of the claims made, the majority (50%) related to non-nutrition claims, followed by nutrient content (37%) and nutrient function/ other function/ implied health claims (13%) (refer to Questions C27 – C30, Table 5-5 respectively). Nutrient comparative and reduction of disease claims did not feature in this sample of labels. See sections below 5.3.14.1 and 5.3.14.2 and appendices H and I for a complete description of the prevalence of, and examples of the various categories of claims.

Figure 5-5 Summary of the various claims present on selected labels of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal.



5.3.14.1 Nutrition and Health Claims

Twenty seven percent of the commercially produced foods for general consumption commonly fed to children under the age of two years made contained nutrient content claims (see Table 5-9), 9% made a nutrient function/other function/implied health claim (see Table 5-10) and none made use of comparative claims or reduction of disease risk claims.

Table 5-9 Nutrient content claims made on the labels of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n = 6).

Nutrient content claims	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
Calcium	3	50	<i>Rich in calcium</i>	<i>Riche en calcium</i>
Vitamin C	2	33	<i>Enriched Vitamin C</i> <i>Rich in vitamin C</i>	<i>Enrichi vitamine C</i> <i>Riche en vitamine C</i>
Energy	1	17	<i>330ml = 137 Calories 7% GDA</i>	<i>[Nor provided in French]</i>
Vitamins	1	17	<i>[Product name] yoghurt contains proteins, vitamins and calcium.</i>	<i>Le yoghurt [nom du produit] contient des protéines, des vitamines et du calcium.</i>
Protein	1	17		

Table 5-10 Nutrient function/other function/implied health claims made on commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n=2).

Translated English text	Original French text
<i>BUILDS YOUR HEALTH: These naturally balanced nutrient intakes build our health</i>	<i>CONSTRUIT VOTRE SANTE : "Ces apports nutritifs naturellement équilibrés construisent notre santé.</i>
<i>Complete, sweet and economical food for the health of children and adults.</i>	<i>Aliment complet, doux et économique pour la santé des petits et des grands.</i>

5.3.14.2 Non-nutrition claims

Thirty six percent of the labels of selected commercially produced foods for general consumption commonly fed to children under the age of two years contained non-nutrition claims which are outlined in Table 5-11.

Table 5-11 Non-nutrition claims made on commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n=8).

Non-nutrition claims	Number of labels	Percentage of labels
Fresh	3	38
Quality	3	38
Additives	2	25
Natural	2	25
Allergens	1	13
Faultless product	1	13
Fruit juice/ fruit(y)	1	13
Packaging	1	13
Real / authentic	1	13
Cross-promotion	1	13

See Appendix H for a full breakdown of example text from labels for all of the above categories of non-nutrition claims.

It is clear that claims are not uncommon on the labels of commercially produced foods for general consumption commonly fed to children under the age of two years. Provided the claim meets the requirements in national legislation, they would be permitted and may result in the product being attractive to a mother/caregiver. Research is needed to determine the influence claims have on mothers/caregivers when selecting foods to feed their infant/young child and if they would choose a commercially produced food for general consumption that makes a claim in preference to an appropriately formulated commercially produced complementary food that is not permitted to make any claims.

5.3.15 Images and endorsements

Two labels (9%) of the selected commercially produced foods for general consumption commonly fed to children under the age of two years did not contain any images. Of the remaining 20 labels containing an image, Table 5-12 provides a breakdown of the image categories.

None of the labels of the selected commercially produced foods for general consumption commonly fed to children under the age of two years contained any form of endorsement.

Table 5-12 Images used on the labels of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal (n= 20).

Images	Number of labels	Percentage of labels
Ingredients / Composition	10	50
Ready-to-eat / Prepared product	8	40
Telephone / Computer Mouse / Email Envelope	5	25
Endorsement images	5	25
Bowl	3	15
Brand mascots	2	10
Child	2	10
Design elements: Leaves / Trees / Plants / Flowers / Landscapes / Shells	2	10
Image of real person / celebrity / sports star who has appeal to children	2	10
Scientific images / branded ingredients	2	10
None	2	10
National flag	2	10
Smiley face	2	10

Other less common images found on the labels (featuring once only) included Animals / Insects; Characters / Stick figures; Design elements: Hearts / circles; Jug of milk; Raw product; People using / with the product; Rubbish bin; Soccer ball and a Brand logo.

5.3.16 Labeling practices that could imply suitability to children

A number of practices were observed on the labels of the selected commercially produced foods for general consumption commonly fed to children under the age of two years and research would be needed to determine whether these would make it appear to a mother/caregiver that the product is suitable for a child under the age of two years and so result in:

- Her purchasing such products to feed on a regular basis;
- These foods displacing the traditional diet;
- These foods being purchased in preference to an appropriately formulated commercially produced complementary food.

5.3.16.1 Images that could indicate suitability for children

None of the selected commercially produced foods for general consumption commonly fed to children under the age of two years labels contained an image of an infant or young child appearing to be under the age of two years and 9% had an image of a child that appeared to be over two years of age.

Some images that could potentially be considered as making it appear suitable for a child and possibly even suitable for a child under the age of two years are illustrated in Figure 5-6 and include:

- A real person (such as a celebrity/sports star with appeal to children). Such an image appeared on 9% of labels (see Question C7, Table 5-5; Figure 5-6, Image A).
- A brand mascot image with specific appeal to children. Such an image appeared on 9% of labels (see Question C9, Table 5-5; Figure 5-6, Image B).
- Figure 5-7, illustrates an example where the brand name is the name of a girl and the associated image is of a child. This could indicate suitability for a child, but not necessarily a child under the age of two years.

Figure 5-6 Images used on the packaging of commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal.

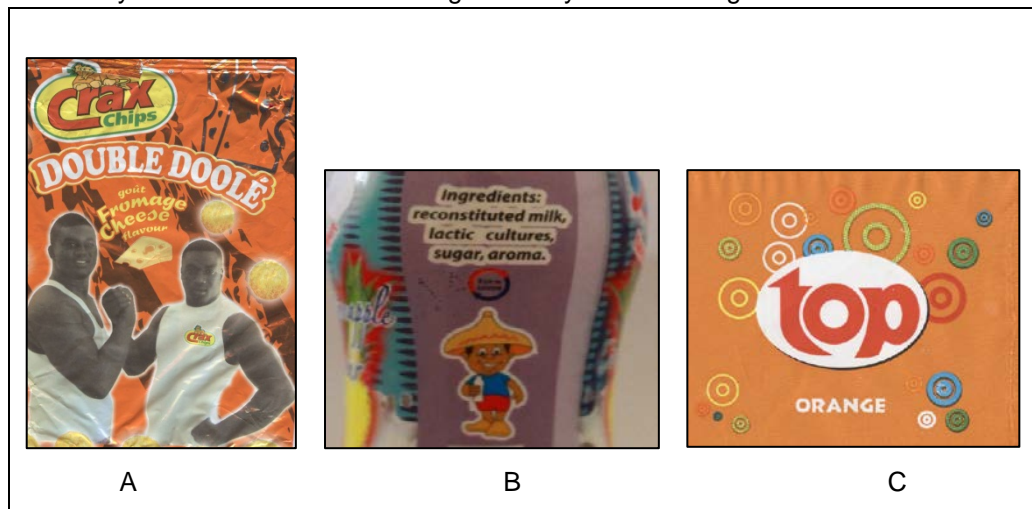


Figure 5-7 Example of image and use of a girl's name on a commercially produced foods for general consumption commonly fed to children under the age of two years in Senegal.



None of the labels contained any of the following images:

- An image of a toy (see Question C12, Table 5-5);
- A representation of either fantasy or adventure themes appealing to children (see Question C10, Table 5-5);
- Cartoons or fictional (movie) characters with appeal to children (see Question C8, Table 5-5).

It is uncertain whether these images could indicate suitability for infants/young children to mother/caregivers and research into perceptions and practices would be valuable.

5.3.16.2 *Shape(s) that appeal to children (either label or packaging itself)*

Nine percent of product labels included shapes (either the label or the packaging itself) that could be considered to have appeal to children (see Question C16, Table 5-5). Examples include:

- Packaging is shaped like a pouch that can be held / squashed and drunk through a straw (see Figure 5-8, Image A);
- A chip/crisp product was in the shape of circular balls (see Figure 5-8, Image B)

Figure 5-8 Shapes that may be considered to appeal to children that were part of foods for general consumption commonly fed to children under the age of two years in Senegal.



It is uncertain whether these product attributes could indicate suitability for infants/young children to mother/caregivers and research into perceptions and practices would be valuable.

5.3.16.3 Slogans/tag-line

Thirty-six percent of the labels of the selected commercially produced foods for general consumption commonly fed to children under the age of two years contained a slogan or tag-line (see Table 5-13) and it is difficult to determine if these would be considered to appeal as suitable for children.

Table 5-13 Slogan or tag-lines used on labels of foods for general consumption commonly fed to children under the age of two years in Senegal.

English Translated text	Original French text
<i>It will keep you company in all your gourmet breaks!</i>	<i>Il vous accompagnera dans toutes vos pauses gourmandes!</i>
<i>Always so tasty</i>	<i>Toujours aussi savoureuses !</i>
BUILDS YOUR HEALTH	CONSTRUIT VOTRE SANTE
<i>Irresistible</i>	<i>Irresistible</i>
<i>Fruity freshness in every sip</i>	[Does not say this in French on the label]
GOOD FOR ME, GOOD FOR MY COUNTRY	BON POUR MOI, BON POUR MON PAYS
<i>Neex te sakan</i>	[Wolof]: <i>good/sweet and plenty/a lot</i>

It is uncertain whether the use of tag-lines and slogans could indicate suitability for infants/young children to mother/caregivers and research into perceptions and practices would be valuable.

5.3.16.4 Emotive claims

Twenty-three percent of the labels of the selected commercially produced foods for general consumption commonly fed to children under the age of two years contained emotive claims but all were of a generic nature and not considered to be specifically directed to children (see Question C19, Table 5-5; see Table 5-14 for examples).

Table 5-14 Emotive claims used on labels of foods for general consumption commonly fed to children under the age of two years in Senegal.

English translated text	Original French text
<i>A Sahelian secular duo</i>	<i>Un duo séculaire sahélien</i>
GOOD FOR ME, GOOD FOR MY COUNTRY	BON POUR MOI, BON POUR MON PAYS
Quality: I love it	Qualite: L'adore

It is uncertain whether emotive claims could indicate suitability for infants/young children to mother/caregivers and research into perceptions and practices would be valuable.

5.3.16.5 Toys/Competitions/Rewards

None of the products of the selected commercially produced foods for general consumption commonly fed to children under the age of two years contained any toy / competition / reward nor any images of a toy.

It is assumed that toys / competitions / rewards would make these products appealing to mothers/caregivers of infants/young children and research into perceptions and practices would be valuable.

5.3.16.6 Joke/Rhyme/Story

None of the product labels of the selected commercially produced foods for general consumption commonly fed to children under the age of two years included a joke / rhyme / story (see Question C15, Table 5-5).

It is uncertain whether such jokes / rhymes / stories would make these products appealing to mother/caregivers for purchasing for their infants/young children and research into perceptions and practices would be valuable.

5.3.16.7 Flavors/appearance/texture/other appeal to children

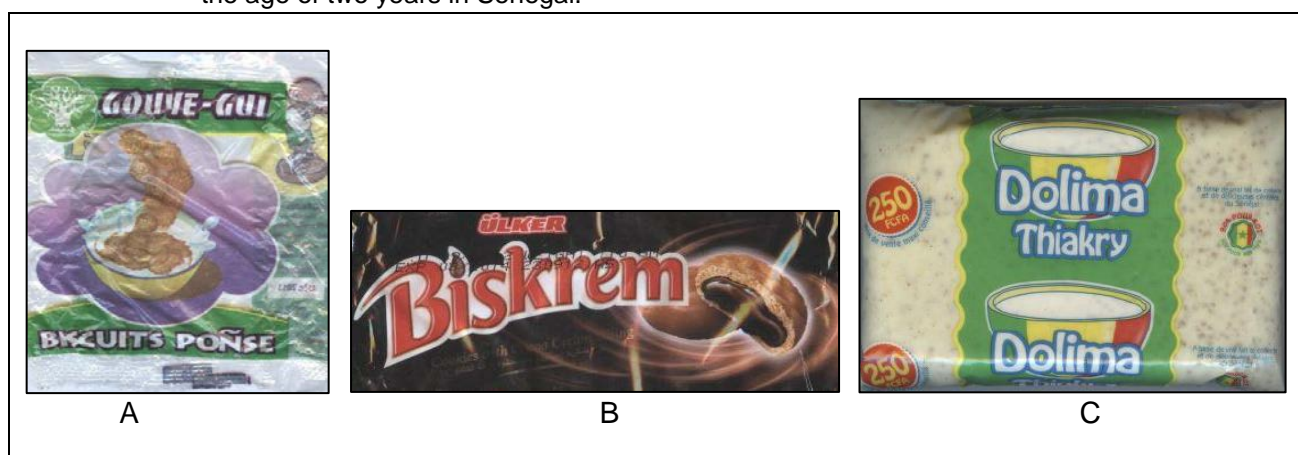
Twenty-seven percent of the selected commercially produced foods for general consumption commonly fed to children under the age of two years were of a flavor variant that could be considered to appeal specifically to children - 'Citrus Punch', 'Double Doole Cheese', and 'Cookies with Cocoa Cream Filling' (see Question C18, Table 5-5).

Twenty-seven percent also contained text related to the appearance or the texture or some other aspect of the product that could make it appear that the product is suitable for children (see Question C17; Table 5-5):

- Biscuits dipped in milk: This would make the biscuits soft and possibly of a more appealing texture to a child (see Figure 5-9, Image B).
- Cream inside the biscuit that could appear to be a 'melt in your mouth' or soft product, the texture of which could imply suitability for a child (see Figure 5-8, Image B).
- There were some examples of products that were drinking yoghurts with millet cereals mixed into the product (see Figure 5-9, Image C).

It is uncertain whether these product attributes could indicate suitability for infants/young children to mother/caregivers and research into perceptions and practices would be valuable.

Figure 5-9 Images on used on labels of foods for general consumption commonly fed to children under the age of two years in Senegal.



5.3.16.8 *Other novelties that could have specific appeal to children*

Some of the foods for general consumption commonly fed to children under the age of two years products were found in small packaging sizes (e.g. 6 grams of a candy/sweet). None of the labels indicated that the product was portioned in “mini” or “bite size” portions.

The label of one product for general consumption commonly fed to children under the age of two years selected in the study contained information implying that the product was required for a balanced diet: English translated text: *“These naturally balanced nutrient intakes build our health.”* [Original French text: *“Ces apports nutritifs naturellement équilibrés construisent notre santé.”*]

It is uncertain whether these product attributes could indicate suitability for infant/young children to mother/caregivers and research into perceptions and practices would be valuable.

5.4 Considerations pertaining to the labeling practices of commercially produced foods for general consumption commonly fed to children under the age of two years

The inclusion of commercially produced foods for general consumption commonly fed to children under the age of two years in this study was to determine whether there was anything on the product label of this category of foods that could possibly encourage a mother/caregiver to feed the product to an infant or child younger than two years of age, even though there was no such explicit recommendation on the product. It was hypothesised that these labels may contain elements / display practices that could appear to make the product suitable for children and this could therefore potentially encourage mothers/caregivers to choose these possibly energy dense products over more appropriately formulated commercially produced complementary foods.

The nutrient profile and certain label elements/practices of the commercially produced foods for general consumption commonly fed to children under the age of two years in this study indicated that there is reason for concern. Some of the elements/practices to be considered include:

- Nutrition claims;
- Endorsements;
- Images that could indicate suitability for children;
- Shapes of either the label or the packaging that may appeal to children;
- Use of certain slogans / tag-lines / rhymes or stories;
- Emotive claims;
- Toys / competitions / rewards;
- Representation of fantasy or adventure themes appealing to children;
- Flavors / appearance / textures that appeal to children.

As this study did not include research into the perceptions and practices of mothers/caregivers regarding product labels, it is uncertain whether the product attributes included in this report either indicate suitability for infants/young children or would result in these products being chosen over other more appropriate foods. Consumer research regarding mothers/caregivers perceptions and practices is required. This research however highlights that it is critical to ensure that there are no unintended negative consequences of any recommendations made regarding the inappropriate promotion of appropriately formulated commercially produced complementary foods.

6 CONCLUSIONS

It has been recognized by many eminent organizations that commercially produced complementary foods have a role to play in optimal infant and young child feeding. Based on the findings of this study in Senegal, five key themes are considered important in striving to ensure optimal infant and young child feeding:

1. Consistent information supports informed choices.

Providing consumers with important and valuable information on products is critical as it is this information that mothers/caregivers are likely to use to make their product choices when selecting from available commercially produced complementary foods.

2. A global market requires global guidance.

There are a number of commercially produced complementary foods available in Senegal, with imported products (predominantly from Europe and specifically France) making up 93%. In order to ensure optimal infant and young child feeding practices in a global village, consistency of labeling practices becomes important and global guidance is therefore critical.

3. Detailed and specific guidance is required.

There are a number of elements on product labels that are important and in some cases may be open to interpretation. Detailed guidance is therefore required on all label elements to ensure that commercially produced complementary foods provide factual information, promote optimal infant and young child feeding and never undermine breast-feeding while still allowing the right to freedom of choice.

4. Guidance should not result in unintended consequences.

Consideration needs to be given not only to the promotion of commercially produced complementary foods, but also foods not specifically marketed for but commonly fed to children under-2 years of age. It is important to ensure that restrictions on the promotion of the former do not result in mothers/caregivers selecting the latter, which often have a poor nutrient profile, due to the fact that they are less restricted. As such, foods not specifically marketed for but commonly fed to children under-2 years, can imply to mothers/caregivers that they are suitable for infants and young children as they are able to make nutrition and health claims and are less regulated in terms of images and other marketing techniques used on labels. Furthermore, consideration also needs to be given to the possibility that restrictions on the promotion of appropriately formulated commercially produced complementary foods, may result in manufacturers removing the age recommendation for their products so as not to fall into the 'infant' (person under the age of 12 months) and more specifically 'young child' (person under 24 months of age) category and therefore being able to promote potentially unsuitable products.

5. Monitoring and enforcement of existing policies can be strengthened.

Senegal was one of the first countries to adopt a national version of the *International Code of Marketing of Breast-Milk Substitutes*, enacting the *Inter-ministerial Decree Establishing Conditions for Marketing Breast-milk Substitutes* in 1994. The Senegalese law is limited and focuses on controlling the promotion of breast-milk substitutes in health facilities and provides very little guidance on labeling. The WHO recommends that countries should periodically review their regulations in line with the Code and its subsequent WHA resolutions and that monitoring and enforcement requires continued strengthening. In line with this the Senegalese legislation requires review and its monitoring and enforcement requires strengthening.

The ARCH findings in Senegal illustrate the need and the opportunity to give more clarity and detailed and practical global guidance on the appropriate promotion of foods for infants and young children. The WHO Position Paper on 'Inappropriate promotion of foods for infant and young children' (Annex 2 of document EB134/5) is a positive step, but more specific guidance is needed within each of the 5 criteria categories. In addition there are some practices that are not included in the 5 criteria that need to be considered and be more clearly defined. This detailed guidance is necessary in order to help countries develop clear and specific regulations for the appropriate marketing of complementary foods.

Specific WHO guidelines on the promotion of commercially produced complementary foods should address multiple aspects of promotion, including but not limited to:

- Appropriate nutrition claims;
- Suggested wording for a statement supporting breastfeeding and the role of local foods;
- Cross promotion of breast-milk substitutes and complementary foods;
- Appropriate imagery and invitations to interact with consumers;
- Appropriate endorsements; and
- Guidance around product composition, consistency and appropriate daily rations.

There is also an opportunity to address the issue of promotion of foods not marketed directly for, but commonly fed to infants and young children, by strengthening the support of the WHO *Recommendations on the marketing of foods and non-alcoholic beverages to children* as a foundation. For example this study found that commercially produced foods not marketed to but commonly fed to children under two years contained a number of claims including nutrient content claims and nutrient function / other function / implied health claims. If such claims are prohibited on appropriately formulated commercially produced complementary foods it may lead to the scenario where a mother/caregiver evaluates the commercially produced foods for general consumption commonly fed to children under the age of two years as being more suitable to feed to her child. Furthermore compared to commercially produced complementary foods, foods not marketed to but commonly fed to children under two years, cost between 30 – 80% less per portion, depending on whether a locally produced or imported product. This could be a critical factor which may influence the purchase of such products.

Providing consumers with important and valuable information on products is critical, as it is this information that mothers/caregivers are likely to use to make their product choices when selecting from available foods. However any information provided must be factual, promote optimal infant and young child feeding, and never undermine breastfeeding.

Consideration therefore needs to be given to both the promotion of commercially produced complementary foods and foods not marketed for but commonly fed to children under-two years of age. These two categories must not be viewed in isolation. For optimal infant and young child feeding it is important to ensure that restrictions on the promotion of the former do not result in mothers/caregivers selecting the latter, due to the fact that they are less restricted and as such can imply to mothers that they are suitable for infants and young children. This could potentially be significant in populations with a lower literacy/education level.

Consideration also needs to be given to the possibility that if there are total restrictions on all promotion of appropriately formulated commercially produced complementary foods, manufacturers may decide to remove the age recommendation for their products. More research is needed to explore these.

The findings of the ARCH Project in Senegal indicate that more guidance is needed on a number of label elements as discussed in this report, in order to both strengthen the *International Code of Marketing of Breast-Milk Substitutes*, enacting the *Inter-ministerial Decree Establishing Conditions for Marketing Breast-milk Substitutes* and to enable effective monitoring and enforcement of labeling practices. This is crucial in further advancing Senegal's efforts to promote optimal feeding practices for infants and young children and scale up nutrition, while also allowing caregivers the right to freedom of choice.

7 REFERENCES

Aguayo, V.M., Ross, J.S., Kanon, S. & Ouedraogo, A.N. 2003. Monitoring compliance with the International Code of Marketing of Breast-milk Substitutes in West Africa: multisite cross sectional survey in Togo and Burkina Faso. *British Medical Journal*, 326(7381):127-132.

Anderson, V.P., Cornwall, J., Susan Jack, S. & Gibson, R.S. 2008. Intakes from non-breast milk foods for stunted toddlers living in poor urban villages of Phnom Penh, Cambodia, are inadequate. *Maternal and Child Nutrition*, 4:146–159.

Barenes, H., Andriatahina, T., Latthaphasavang, V., Anderson, M. & Srour, L.M. 2008. Misperceptions and misuse of Bear Brand coffee creamer as infant food: national cross sectional survey of consumers and paediatricians in Laos. *British Medical Journal*, 337:a1379.

Brady, J.P. 2012. Marketing breast-milk substitutes: problems and perils throughout the world. *Archives of Disease in Childhood*, 97(6):529-532.

Campos, S., Doxey, J. & Hammond, D. 2011. Nutrition labels on pre-packaged foods: a systematic review. *Public Health Nutrition*, 14(8):1496–1506.

CFIA (Canadian Food Inspection Agency). 2011. Guide to food labeling and advertising. <http://www.inspection.gc.ca/food/labelling/guide-to-food-labelling-and-advertising/eng/1300118951990/1300118996556>. [Date of access: 19 Oct 2012].

CI (Consumers International). 2008. Recommendations for an International Code on Marketing of Foods and Beverages to Children. London: Consumer International, International Obesity Task Force and International Association for the Study of Obesity. http://www.iaso.org/site_media/uploads/ConsumersInternationalMarketingCode.pdf [Date of access: 11 Feb. 2013].

Clark, D. & Shrimpton, R. 2000. Complementary feeding, the Code, and the Codex. *Food and Nutrition Bulletin*, 21(1):25-29.

Codex 1985. Codex Alimentarius, Guidelines on Nutrition Labelling CAC/GL 2-1985.

Ergin, A., Hatipoğlu, C., Bozkurt, A.İ., Erdoğan, A., Güler, S., İnce, G., Kavurgacı, N., Öz, A. & Yeniay, M.K. 2013. Compliance status of product labels to the International Code on Marketing of Breast-milk Substitutes. *Maternal and Child Health Journal*, 17:62–67.

Euromonitor International. 2011. Country report: baby food in South Africa, Nov 2011. <http://www.euromonitor.com/baby-food-in-south-africa/report>. [Date of access: 19 Sep 2012].

Faber, M. 2005. Complementary foods consumed by 6 – 12-month-old rural infants in South Africa are inadequate in micronutrients. *Public Health Nutrition*, 8(4):373-381.

Faber, M., Kvalsvig, J.D., Lombard, C.J. & Benade, A. 2005. Effect of a fortified maize-meal porridge on anemia, micronutrient status, and motor development of infants. *American Journal of Clinical Nutrition*, 82(5):1032-1039.

FAO (Food and Agriculture Organization of the United Nations). 2011. Matters of interest arising from the FAO and WHO. (CX/NFSDU 11/33/3, Agenda item 2b). ftp://ftp.fao.org/codex/Meetings/CCNFSDU/ccnfsdu33/nf33_03e.pdf. [Date of access: 10 May 2012.]

Fischer, P.M., Schwartz, M.P., Richards, J.W., Goldstein, A.O., & Rojas, T.H. 1991. Brand logo recognition by children aged 3 to 6 years: Mickey Mouse and Old Joe the Camel. *Journal of the American Medical Association*, 266(22):3145-3148.

Geniez, P., Mathiassen, A., De Pee, S., Grede, N & Rose, D. 2014. Integrating food poverty and minimum cost diet methods into a single framework: A case study using a Nepalese household expenditure survey. *Food and Nutrition Bulletin* . 35(2):151-159.

Huffman, S.L., Piwoz, E., Vosti, S.A., Dewey, K.G., Babies, soft drinks and snacks: A recipe for malnutrition in the low- and middle-income countries? (*in press 2014*).

IASO (International Association for the Study of Obesity). 2012. A junk-free childhood 2012: the 2012 Report of the Stanmark project of standards for marketing food and beverages to children in Europe. A briefing paper from the IASO. Prepared by Persson, M., Soroko, R., Musicus, A. & T. Lobstein.

IBFAN (International Baby Food Action Network). 2007. Code monitoring kit. Penang: IBFAN Sdn Bhd.

IBFAN (International Baby Food Action Network). 2010. Breaking The Rules, Stretching The Rules 2010. Penang: IBFAN Sdn Bhd. Executive Summary: http://www.ibfan.org/art/BTR_2010-ExecSummary%28final%29.pdf. [Date of access: 15 Feb 2013].

Lutter, C.K. 2003. Macro-level approaches to improve the availability of complementary foods. *Food and Nutrition Bulletin*, 24(1):83-103.

McAllister, A.R. & Cornwell, T.B. 2010. Children's brand symbolism understanding: links to theory of mind and executive functioning. *Psychology & Marketing*, 27(3): 203-228.

NASD (National Agency of Statistics and Demography) [Senegal]/ANSD (Agence Nationale de la Statistique et de la Demographie). 2008. Key indicators on Senegal. http://www.ansd.sn/senegal_indicateurs.html. [Date of access: 8 May 2013].

NASD (National Agency of Statistics and Demography) [Senegal]/ANSD (Agence Nationale de la Statistique et de la Demographie). 2010. Situation Economique et Sociale du Senegal en 2009. http://www.ansd.sn/publications/annuelles/SES_2009.pdf. [Date of access: 9 May 2013].

NASD (National Agency of Statistics and Demography) [Senegal]/ANSD (Agence Nationale de la Statistique et de la Demographie), et ICF International. 2012. *Enquête Démographique et de Santé à Indicateurs Multiples au Sénégal (EDS-MICS) 2010-2011*. Calverton, Maryland, USA: ANSD et ICF International.

Page R., Montgomery K., Ponder A. & Richard A. 2008. Targeting children in the cereal aisle: promotional techniques and content features on ready-to-eat cereal product packaging. *American Journal of Health Education*, 39(5):272-282.

PAHO (Pan American Health Organisation). 2003. Guiding principles for complementary feeding of the breastfed child. Washington, D.C.: PAHO.

Piwoz, E.G., Huffman, S.L. & Quinn, V.J. 2003. Promotion and advocacy for improved complementary feeding: can we apply the lessons learned from breastfeeding? *Food and Nutrition Bulletin*, 24(1):29-44.

Quinn, V., Zehner, E., Schofield, D., Guyon, A. & Huffman, S. 2010. Using the Code of Marketing of Breast-milk Substitutes to guide the marketing of complementary foods to protect optimal infant feeding practices. Geneva: GAIN (Global Alliance for Improved Nutrition).
http://www.gainhealth.org/sites/www.gainhealth.org/files/working%20paper%20LR_with_insert.pdf
f. [Date of access: 7 Sep. 2012].

Republic of Senegal. 1968. Decree no. 68-507 of 7 May 1968, regulating the inspection of products intended for human or animal consumption. *Journal Officiel de la Republique du Senegal (Official Journal of the Republic of Senegal)*. May 1968;68-507;590-591.

Republic of Senegal. 1994. Ministry of Health and Social Action; Ministry of Trade and Handicrafts. Inter-ministerial Decree establishing the conditions for marketing breast-milk substitutes. 25 July 1994.

Salasibew, M., Kiani, A., Faragher, B. & Garner, P. 2008. Awareness and reported violations of the WHO International Code and Pakistan's national breastfeeding legislation; a descriptive cross-sectional survey. *International Breastfeeding Journal*, 3:24-30.

Sweet, L., Jerling, J. & Van Graan, A. 2012a. Field-testing of guidance on the appropriate labeling of processed complementary foods for infants and young children in South Africa. *Maternal and Child Nutrition*, 9(Suppl. 1):12-34.

Sweet, L., Jerling, J.C. & Van Graan, A. 2012b. A critical analysis of the labels of processed complementary foods for infants and young children in South Africa against international marketing guidelines. Masters mini-dissertation. North-West University, Potchefstroom.

Taylor, A. 1998. Violations of the International Code of Marketing of Breast-milk Substitutes: prevalence in four countries. *British Medical Journal*, 316(7138):1117-1122.

UNICEF (United National Children's Fund). 2011. National implementation of the International Code of Marketing of Breast-milk Substitutes. New York: UNICEF.

UNICEF (United Nations Children's Fund). 2013. The State of the World's Children. New York.
[http://www.unicef.org/mena/MENA_SOWC_Report_2013_ENG\(1\).pdf](http://www.unicef.org/mena/MENA_SOWC_Report_2013_ENG(1).pdf)
[Date of access: 13 Nov 2013].

Van Der Merwe, J., Kluyts, M., Bowley, N. & Marais, D. 2007. Optimizing the introduction of complementary foods in the infant's diet: a unique challenge in developing countries. *Maternal & Child Nutrition*, 3(4):259-270.

WHA (World Health Assembly). 2010. Infant and young child nutrition. (WHA 63.23). http://apps.who.int/gb/ebwha/pdf_files/WHA63/A63_R23-en.pdf. [Date of access: 5 May 2011].

WHA (World Health Assembly). 2012. Maternal, infant and young child nutrition. (WHA 65.6). http://apps.who.int/gb/ebwha/pdf_files/WHA65/A65_R6-en.pdf. [Date of access: 26 Jun 2012].

WHA (World Health Assembly). 2014. Executive Board 134th session. Provisional agenda item 7.2. EB134/15. Maternal, infant and young child nutrition: Report by the Secretariat. http://apps.who.int/gb/ebwha/pdf_files/EB134/B134_15-en.pdf. [Date of access: 3 Feb 2014].

WHO (World Health Organisation). 1981. International Code of Marketing of Breast-milk Substitutes. Geneva: WHO.

WHO (World Health Organisation). 2003. Global strategy for infant and young child feeding. Geneva: WHO. <http://whqlibdoc.who.int/publications/2003/9241562218.pdf>. [Date of access: 12 Feb 2013].

WHO (World Health Organisation). 2004. Global Strategy on Diet, Physical Activity and Health. Geneva: WHO. http://www.who.int/dietphysicalactivity/strategy/eb11344/strategy_english_web.pdf. [Date of access: 13 Feb 2013].

WHO (World Health Organisation). 2006. Marketing of food & non-alcoholic beverages to children: report of a WHO forum and technical meeting (Oslo, Norway; 2-5 May 2006). <http://www.who.int/dietphysicalactivity/publications/Oslo%20meeting%20layout%2027%20NOVEMBER.pdf>. [Date of access: 13 Feb 2013].

WHO (World Health Organisation). 2010. Recommendations on Marketing of Foods and non-alcoholic Beverages to Children. Geneva: WHO. http://whqlibdoc.who.int/publications/2010/9789241500210_eng.pdf. [Date of access: 11 Feb 2013].

WHO (World Health Organisation). 2013a. First meeting of the WHO scientific and technical advisory group on inappropriate promotion of foods for infants and young children: Meeting report. 24–25 June 2013. WHO headquarters, Geneva, Switzerland. http://www.who.int/nutrition/publications/2013_STAG_meeting_24to25Jun_report.pdf?ua=1. [Date of access: 3 Feb 2014].

World Health Organisation (WHO). 2013b. Scientific and Technical Advisory Group (STAG) on Inappropriate Promotion of Foods for Infants and Young Children. Technical Paper on Definition of Inappropriate Promotion of foods for infants and young children. August 2013. http://www.who.int/nutrition/events/2013_STAG_meeting_24to25June_recommendations.pdf?ua=1. [Date of access: 3 Feb 2014].

8 APPENDICES

8.1 APPENDIX A:

INFORMAL STORE SAMPLING METHODS FOR SENEGAL

SENEGAL: INSTRUCTIONS FOR INFORMAL STORE VISITS

- **DEFINITIONS:**
 - **Corner Store:** Usually only one/two per neighborhood. They are formal in the sense that they are more organized, named, registered with government, pay taxes and generally provide customer with a receipt (proof of transaction) upon purchase. May be independent or part of a chain (e.g. Gas Marts at Petrol Stations). Larger than neighborhood stores (generally have aisles through which the customer can walk) and carry a greater variety of products.
 - **Neighborhood Store:** Located in Dakar's neighborhoods and in each neighborhood there are usually a few. They are informal in that they are not registered with government, may not pay taxes, do not provide receipts and may not be named. They are generally smaller than corner stores (as little as 2-3 m², and may keep products behind a counter) and offer a smaller variety of products compared to corner store. Also known as 'boutiques' in Senegal.

- **BOROUGH COMMUNE SAMPLING:**
 - **9 Formal Stores** (SS01 – SS09) have been selected and visited for the Senegalese Labeling and POS Promotion Study
 - **21 Informal Stores** (SS10 – SS31) must now be located and visited from a random sample of 8 urban borough communes:
 - 9 borough communes have been randomly sampled from a total of 18 urban borough communes making up the Dakar Department in the Dakar Region, and are provided in Table 1 as 'Borough Communes Randomly Sampled'
 - 2 informal stores must be visited for each 'Borough Commune Randomly Sampled' (1 **Corner Store** and 1 **Neighborhood Store**). Thus a total of 9 **Corner Stores** and 9 **Neighborhood Stores** must be visited
 - In addition a total of 4 **Independent Pharmacies** must be visited.
 - If the 22 Informal Stores (4 **Independent Pharmacies**, 9 **Corner Stores** and 9 **Neighborhood Stores**) cannot be located in the 'Borough commune Randomly Sampled', missing stores must be located in neighboring borough communes as described further on in this document
 - A total of 31 stores will be included in Senegal's Labeling and POS Promotions Study (9 Formal Stores and 22 Informal Stores)
 - Additional detail regarding the 'Borough Communes Randomly Sampled' (Table 1) is provided in Table 2.

Table 1: Random Sampling of Urban Borough Communes in Dakar Department for Informal Store Visits

DAKAR DEPARTMENT BOROUGH COMMUNES			NO. OF BOROUGH COMMUNE INCLUDED IN RANDOM SAMPLE	BOROUGH COMMUNES RANDOMLY SAMPLED	NO. OF INFORMAL STORES VISITED (corner store; neighborhood store; independent pharmacy*)
DEPARTMENT	BOROUGH	BOROUGH COMMUNES			
Dakar	1. Almadies	4	2	2; 3	5 (2;2;1)
	2. Dakar-Plateau	4**	2	1; 2	5 (2;2;1)
	3. Grand-Dakar	6	3	4; 5; 6	7 (3;3;1)
	4. Parcelles Assainies	4	2	1; 4	5 (2;2;1)
Total:	4	18	9		22 (9;9;4)
Informal stores					22
Formal stores					9
Total stores					31

*Independent Pharmacies may be visited in any Borough Commune on condition that 1 pharmacy is visited per Borough and that only 4 pharmacies are visited in total.

** Gorée is not included as it is an island and only borough communes that form part of the mainland are included in this study.

Table 2: Detailed Information on Urban Borough Communes Randomly Sampled (highlighted in yellow) in Dakar Department

DEPARTMENT	BOROUGH	BOROUGH COMMUNES (in alphabetic order)	Corner Store	Neighborhood Store	Independent Pharmacy (example)*
Dakar	Almadies	1. Mermoz-Sacré Cœur			
		2. Ngor	1	1	1
		3. Ouakam	1	1	0
		4. Yoff			
	Dakar-Plateau	1. Fann-Point E-Amitié	1	1	1
		Gorée **			
		2. Gueule Tapée-Fass-Colobane	1	1	0
		3. Médina			
	Grand-Dakar	4. Plateau			
		1. Biscuiterie			
		2. Dieuppeul-Derklé			
		3. Grand-Dakar			
		4. Hann-Bel Air	1	1	1
		5. HLM	1	1	0
	Parcelles Assainies	6. Sicap Liberté	1	1	0
		1. Cambérène	1	1	1
		2. Grand Yoff			
		3. Parcelles Assainies			
		4. Patte d'Oie	1	1	0
			9	9	4
22					

***Independent Pharmacies** may be visited in any Borough Commune on condition that 1 pharmacy is visited per Borough and that only 4 pharmacies are visited in total.

** Gorée is not included as it is an island and only borough communes that form part of the mainland are included in this study.

- **STORE VISITS:**
 - Follow the instructions provided in 'Activity Plan POS Promotion and Phase 2B'.
 - The remaining instructions provided in this document are additional to those provided in 'Activity Plan POS Promotion and Phase 2B' so please also read the Activity Plan again and ensure you are familiar with its contents.

- **PREPARING FOR STORE VISITS:**
 - The *Informal Stores Sampled List* has been prepared for you (the point of departure and store codes have been added). Please check that it is correct and add the full address for the Mayor's Office in each borough commune (point of departure). The 'Store Type', 'Store Name', 'Store Address' and 'GPS coordinates' can only be completed from the *Store Characteristics Form* once the store has been located and not before store visits.
 - Plan the route and store visits per day:
 - Print out borough commune maps for all the 'Borough Communes Randomly Sampled' (Table 1). It would be useful if each borough commune map also showed neighboring borough communes in case you need to go to these borough communes (e.g. if insufficient informal stores are found in the randomly selected borough commune).
 - Determine how many and which borough communes can be visited in a day and plan a route that makes sense to you. For each borough, we recommend visiting all randomly sampled borough communes before moving on to the next borough (in order to ensure that you find 1 independent pharmacy per borough). However the order of borough visited is not important.
 - Make sure that you have enough time at the end of the day (or before going out to stores at the beginning of the next day) to upload the updated *Data Collection Form*, and to scan and upload the *POS Promotion Forms*, *Store Characteristics Forms* and *POS Promotion Photographs* to Dropbox, before going to the next set of stores. Saving to Dropbox needs to be done on a daily basis and not only after all of the Informal Store visits have taken place.

- **DEPARTURE POINT** (from which field workers can travel to find the informal stores):
 - The Mayor's Office in each borough commune (there is only 1 per borough commune) should be used as the point of departure in each randomly sampled borough commune.
 - Locating the Mayor's Office in each borough commune:
 - The address for the Mayor's Office needs to be obtained and located on your borough commune maps. You may also wish to make use of the Google Maps smartphone application, which has GPS that could guide you to the Mayor's Office in each borough commune.

- **LOCATING INFORMAL STORES:**
 - From the departure point, informal stores must be located by:
 - Asking an adult female passer-by where the nearest informal store is (providing an example of the store you are looking for e.g. nearest Neighborhood Store that sells breast-milk substitutes and/or commercially produced complementary foods). If no females are present, ask a male. You will need to think of terminology to clearly describe breast-milk substitutes/commercially produced complementary foods to the passer-by (e.g. 'infant formula e.g. Nan' and 'baby cereal or other baby foods e.g. Cerelac') as relevant in Senegal.
 - If there is no one available to ask, throw a pen/pencil in the air and when it lands, start walking in the direction that the tip of the pen/pencil points to. If the pen/pencil points to an impossible route, try again until it points to a possible route. Walk until encountering a passer-by to ask for directions, or until encountering the relevant informal store.
 - After visiting the first store, ask a passer-by or the store manager for directions to the next nearest informal store (or continue on the randomly selected route) until you have located 2-3 informal stores for that borough commune, as relevant.

- Monitor your movements against the borough commune maps/Google Maps to ensure that if you cross over into the next borough commune, you record the correct borough commune name against the name of the store in the 'Informal Stores Sampled List'. NB: do not include stores in borough communes outside of the relevant borough.
- **INFORMAL STORES TO BE VISITED PER BOROUGH COMMUNE:**
 - In total, you will need to locate:
 - 9x *Corner Stores*
 - 9x *Neighborhood Stores*
 - 4x *Independent pharmacies*
 - **Locating *Independent Pharmacies*:**
 - Locate 4 *Independent Pharmacies* in total (see Table 2 for an example of where pharmacies could be visited, however independent pharmacies can be visited in any of the randomly sampled borough communes as long as 1 pharmacy is visited per borough).
 - If for example, you look for a pharmacy in Ngor (Almadies) but cannot find one, you can then look for one in the subsequent borough commune (e.g. Ouakam, Almadies).
 - **Insufficient *Informal Stores* per borough commune:**
 - If any of the 'Borough Communes Randomly Sampled' do not contain sufficient *Informal Stores*, visit a neighboring borough commune in the same Borough in order to locate the remaining *Informal Stores* e.g. if the randomly sampled borough commune only has 1 of the 2 store types needed and you move to a neighboring borough commune, only look for the remaining store type in the neighboring borough commune.
 - Be careful not to move into a neighboring borough commune that has already been randomly sampled for informal store visits.
 - Bear in mind that no more than 2 - 3 informal stores can be visited per borough commune (i.e. 1 *Neighborhood Store* and 1 *Corner Store*, OR 1 *Neighborhood Store*, 1 *Corner Store* and 1 *Independent Pharmacy*).
 - Locate the relevant store/s by asking a passer-by or the manager of the previous store visited to direct you to the nearest store that sells BREAST-MILK SUBSTITUTE and/or commercially produced complementary food. This will take you out of the randomly sampled borough commune and into a neighboring borough commune. Record the correct borough commune name against the name of the store in the '*Informal Stores Sampled List*'.
 - **Store doesn't sell breast-milk substitutes/ commercially produced complementary foods:**
 - If a *Neighborhood Store/Corner Store/Independent Pharmacy* is located but DOES NOT sell breast-milk substitutes or commercially produced complementary foods, after checking the store thoroughly, leave the store and locate the next closest *Neighborhood Store/Corner Store/Independent Pharmacy* that does sell breast-milk substitutes /commercially produced complementary foods.
 - Locate the next closest relevant store/s by asking a passer-by or the manager of the previous store visited to direct you to the closest store that sells breast-milk substitutes and/or commercially produced complementary foods. This may take you out of the randomly sampled borough commune, in which case record the correct borough commune name against the name of the store.
 - Record this information in the '*Informal Stores Sampled*' form (last column) in order to keep track of how many stores needed to be 'replaced'.

- When adding a replacement store to the '*Informal Stores Sampled*' list (i.e. if you run out of store codes for the Borough commune you are in) using the empty rows on page 2 and 3, allocate a new store number starting at SS32.
- The next store should be located by asking a passer-by/store manager (as described previously), and if none are available make use of the pen/pencil to determine your route (as described previously).
- **Store owner does not provide permission to conduct the store visit / asks field workers to leave the store before they have completed Labeling Study and/or POS Promotion activities:**
 - Leave the store and replace it with the next closest *Neighborhood Store/Corner Store/Independent Pharmacy* that sells breast-milk substitutes /commercially produced complementary foods.
 - Record this information in the '*Informal Stores Sampled*' form (last column) in order to keep track of how many stores needed to be 'replaced'.
 - When adding a replacement store to the '*Informal Stores Sampled*' list (i.e. if you run out of store codes for the Borough commune you are in) using the empty rows on page 2 and 3, allocate a new store number starting at SS32.
- **Stores to exclude:**
 - Store types visited as part of the formal store visits.
 - Non-store based retailers (e.g. traditional markets, informal vendors and street hawkers).
 - Any informal store types not included on the Informal Distribution Channels sheet in your '*List of Stores Scoped*'.
 - Any informal store that does not sell breast-milk substitutes /commercially produced complementary foods.

/ENDS

8.2 APPENDIX B:

SENEGAL DATA COLLECTION FORM

ARCH LABELING STUDY: DATA COLLECTION FORM (25 June 2013)														
<i>The following is a sample 'Data Collection Form' for use during 'PHASE 2B: Products purchased by HKI country Staff'</i>														
<p>Note:</p> <ul style="list-style-type: none"> - The 'Data Collection Form' for your country will be created by adapting your final 'Master List'. - Examples have been provided in italics and should be deleted before using the form. - You may need to add more rows for new products/increase row heights before you print this document for store visits. - Product numbers and store numbers must be unique. - Use a new 'Data Collection Form' for each day of purchasing products that has been updated to reflect the previous day's data collection/purchases. 														
Product Code	Manufacturer / Distributor	Brand Name	Sub-Brand Name	Descriptive Name (as provided on label)	Flavour Variant (pick most common or first variant)	Age of introduction (in mo/yrs - as provided on label)	Age category (Stages/age descriptor e.g. baby/toddler)	Single / double serving? (Answer: Yes; No; Not Provided)	Packaging	Price (as purchased)	Bought at (store code)	New (N) / Bought in Phase 3 (P3) Formula	Special Medical because promotion targeted	
1. BREAST-MILK SUBSTITUTES (BMS)														
A. STARTER / INFANT FORMULA														
S101	Blédina SAS for DBN A&O. A company of the Danone Group.	Bledina	Nursie	Lait pour nourrissons (Milk formula for infants)	NA	0-6 months	1	No	Tin	2 497CFA	SS07	N A	No	
S102	Blédina SAS for DBN A&O. A company of the Danone Group.	Bledina	Nursie Confort (Nursie Comfort)	Lait pour nourrissons (Milk formula for infants)	NA	0-6 months	1	No	Tin	2 834CFA	SS07	N A	No	
S103	Nutricia Cuijk B.V. Aptamil is a registered TM owned	Milupa	Aptamil	Lait pour nourrissons (Milk formula for infants)	NA	0-6 months	1	No	Tin	2 844CFA	SS07	N A	No	

	by Danone													
S104	Nestle France SAS	Guigoz	NA	Starter infant formula in powder form	NA	From 0 to 6 months	1	No	Tin	2 559CFA	SS07	NA	No	
S105	Nestle Nederland	NAN	NA	Premium starter infant formula in powder form, with iron	NA	Suitable from birth	1	No	Tin	3 200CFA	SS07	NA	No	
S106	Friesland-campina	Friso	NA	Infant formula	NA	From Birth onwards	1	No	Tin	2 274CFA	SS07	NA	No	
S107	Laboratoire Picot (Picot laboratory)	Picot	NA	NA	NA	From Birth to 6 months	1	No	Tin	2 463CFA	SS07	NA	No	
S108	Regilait	FranceLait FranceMilk	NA	Infant formula	NA	0-6 months	1	No	Tin	2 860CFA	SS07	NA	No	
S119	Milupa GmbH for DBN A&O. A company of the Danone Group	Bledina	Nursie Adialac	Aliment diététique destiné à des fins médicales spéciales à base de lait, indiqué en cas de diarrhées ou d'intolérance au lactose. (Dietetic food developed for special medical milk-based uses, indicated in cases of diarrhoea or lactose intolerance)	NA	From birth	NA	No	Tin	2 920 CFA	SS07	NA	Yes	
S120	Blédina SAS for DBN A&O. A company of the Danone Group	Bledina	Nursie Ar	Aliment diététique destiné à des fins médicales spéciale (Dietetic food developed for special medical uses). Thickened milk.	NA	0-6 months	1	No	Tin	2 920 CFA	SS07	NA	Yes	

S122	Nutricia Cuijk B.V. A company of the Danone Group.	Bledina	Pre Nursie	Aliment diététique destiné à des fins médicales spéciale pour nouveau-né prématuré ou de faible poids de naissance (Dietetic food developed for special medical uses for premature new-born or low-birth weight infants)	NA	From birth	NA	No	Tin	3 051 CFA	SS07	NA	Yes
S123	Danone	Milupa	Pre Aptamil	Dietetic food for medical purposes for newborn premature or low birth weight	NA	From birth	NA	No					Yes
S124	Danone	Milupa	Aptamil HA 1	Infant formula, reduces allergy risk	NA	From Birth to 6 months	Stage 1	No					Yes
S126	Nestle Nederland	NAN	Lactose free	Infant formula for special medical purpose. For dietary management of infants during diarrhoea.	NA	From birth onwards	NA	No	Tin	4 122 CFA	SS07	NA	Yes
S127	Nestle Nederland	Pre NAN	NA	Specific formula for feeding of preterm and low birthweight infants. Infant formula for special medical purpose.	NA	From birth onwards	NA	No	Tin	4 324 CFA	SS07	NA	Yes
S128	Nestle	NAN	H.A Premium	Premium Hypoallergenic Starter Infant Formula	NA	From Birth to 6 months	Stage 1	No					Yes
S130	Regilait	PRE FranceLait (PRE FranceMilk	NA	Formula for low-birth-weight infants	NA	From birth onwards	NA	No	Tin	3 742 CFA	SS07	NA	Yes
S131	Regilait	FranceLait FranceMilk	Lactose Free (LF)	Lactose-Free infant formula	NA	From Birth onwards	NA	No	Tin	3 282 CFA	SS28	NA	Yes

S132	Regilait	FranceLait FranceMilk	Anti- regurgitati on (AR1)	Food for special purposes for the infant's dietary management of regurgitation / Thickened formula	NA	0-6 months	AR1	No	Tin	3 431 CFA	SS0 9	N A	Ye s
B. FOLLOW UP FORMULA													
S109	Blédina SAS for DBN A&O. A company of the Danone Group.	Bledina	Nursie Confort (Nursie Comfort)	Lait de suite pour nourrissons (Follow- on milk formula for infants)	NA	6-12 months	2	No	Tin	2 834 CFA	SS0 7	N A	No
S110	Blédina SAS for DBN A&O. A company of the Danone Group.	Bledina	Nursie	Lait de suite pour nourrissons (Follow- on milk formula for infants)	NA	6-12 months	2	No	Tin	2 497 CFA	SS0 7	N A	No
S111	Nutricia Cuijk B.V. Aptamil is a registered TM owned by Danone.	Milupa	Aptamil	Lait de suite pour nourrissons (Follow- on milk formula for infants)	NA	6-12 months	2	No	Tin	2 844 CFA	SS0 7	N A	No
S112	Nestle France SAS	Guigoz	NA	Follow-Up formula in powder form with iron	NA	From 6 to 12 months	2	No	Tin	2 300 CFA	SS0 7	N A	No
S113	Nestle France SAS	NAN	NA	Premium Follow-Up formula in powder form, with iron	NA	From 6 to 12 months	2	No	Tin	3 200 CFA	SS0 7	N A	No
S114	Friesland- campina	Friso	NA	Follow-On formula	NA	From 6 months onwards	2	No	Tin	2 343 CFA	SS0 7	N A	No
S115	Candia	Babylait (Babymilk)	Babylait Croissance (Babymilk Growth)	Follow-Up formula	NA	From 10 to 36 months	Infant & Toddler	No					No
S116	Regilait	FranceLait FranceMilk	NA	Follow-On formula	NA	6-12 months	2	No	Tin	2 879 CFA	SS0 7	N A	No
S117	Candia	Croissanc e (Growth)	NA	Lait de suite pour nourrissons et	NA	From 10 months to 3	NA	No	Tetra Brik	1 990 CFA	SS0 2	N A	No

				aliment lacté liquide pour enfants en bas âge (Follow-on milk for infants and liquid infant formula for toddlers)		years								
S118	SFPL	Pommette	Pommette Croissance (Pommette Growth)	Follow-Up formula	NA	From 10 months to 3 years	Infant & Toddler	No						No
S121	Blédina SAS for DBN A&O. A company of the Danone Group	Bledina	Nursie Ar	Aliment diététique destiné à des fins médicales spéciales (Dietetic food developed for special medical uses. Anti-regurgitation. Thickened milk.	NA	6-12 months	2	No	Tin	2 920 CFA	SS07	NA	Yes	
S125	Danone	Milupa	Aptamil HA 2	Follow-On formula, reduces allergy risk	NA	From 6 to 12 months	Stage 2	No					Yes	
S129	Nestle	NAN	H.A Premium	Premium Hypoallergenic Follow-Up Formula	NA	From 6 to 12 months	Stage 2	No					Yes	
S133	Lactel	Eveil (Awakening)	NA	Croissance Bio (Organic Growth) Organic follow-on milk for infants from the age of 10 months and liquid infant formula for toddlers from 1 to 3 years old. The formula of this follow-on milk for infants from the age of 10 months and liquid infant formula for toddlers from 1 to 3 years old meets all the regulatory requirements	NA	From 10 months to 3 years	NA	No	Plastic bottle	2 990 CFA	SS02	NA	No	

S134	Lactel	Eveil (Awakenin g)	Nature (Natural)	Croissance (Growth) Follow-on milk for infants from the age of 10 months and liquid infant formula for toddlers from 1 to 3 years old.	NA	From 10 months to 3 years	NA	No	Plastic bottle	1 990 CFA	SS0 2	N A	No
S135	Lactel	Eveil (Awakenin g)	NA	Croissance (Growth) Follow-on milk for infants from the age of 10 months and liquid infant formula for toddlers from 1 to 3 years old.	NA	From 10 months to 3 years	NA	Yes	Plastic bottle	1 990 CFA	SS0 2	N A	No
S136	Lactel	Eveil (Awakenin g)	Bib' (Bottle)	Croissance (Growth) Follow-on milk for infants from the age of 10 months and liquid infant formula for toddlers from 1 to 3 years old	NA	From 10 months to 3 years	NA	Not provided	Plastic bottle	1 490 CFA	SS0 2	N A	No
S144	Laboratoire Picot (Picot laboratory)	Picot	Nature (Natural)	Croissance (Growth)	NA	From 10 months	3	No	Tin	2 463 CFA	SS0 9	N A	No
S145	La Guichere de Vitre	Lait Cytidia (Cytidia Milk)	NA	Growing-Up milk	NA	From 10 months to 3 years	NA	No					No
S147	Laboratoire Picot (Picot laboratory)	Picot	NA	NA	NA	From 6 months to 1 year	2	No	Tin	2 463 CFA	SS0 9	N	No

C. INFANT OR FOLLOW UP FORMULA FOR SPECIAL DIETARY OR MEDICAL PURPOSES

None

D. OTHER MILK OR MILK-LIKE PRODUCTS in liquid/powdered form, marketed or otherwise represented as suitable for feeding children <2yrs (e.g. growing-up milks, toddler milks, first milks)

S139	Manufactured by Milupa GmbH for DBN A&O. A company of the Danone Group	Bledina	Blédilait Croissance (Bledimilk Growth)	Lait de croissance. (Growing-Up milk) Lait de suite pour les enfants en bas âge à partir de 1 an. (Follow-on milk for young children from one year old)	NA	12-36 months	3	No	Box	1 990 CFA	SS01	NA	No
S140	Nestle Suisse (Switzerland)	NAN	NA	Growing-Up formula in powder form, with iron. New Nestle NAN 3 is a junior follow-up formula designed for older infants from the 12th month onwards as the liquid part of the complementary diet	NA	From 1 to 3 years	3	No	Tin	3 200 CFA	SS07	NA	No
S141	Nestle Dubai	Nido	1+ protection	Growing-Up milk	NA	1-3 years	NA	No	Tin	2 690 CFA	SS01	NA	No
S142	Friesland-campina	Friso	NA	Growing-Up milk	NA	From 1- 3 years	3	No	Tin	2 251 CFA	SS28	NA	No
S146	Regilait	FranceLait FranceMilk	NA	Growing-Up milk formula	NA	1 to 3 years	NA	No	Tin	2 932 CFA	SS09	NA	No

2. COMMERCIALY PRODUCED COMPLEMENTARY FOODS (CPCF)

A. FOOD

A1. SHELF STABLE FOOD

A1.1 CEREAL / PORRIDGE

S201	Nestle Ghana Ltd	Cerelac	Ma première céréale (My first cereal)	Infant cereal with milk	Wheat	From 6 months	Stage 1; Stage 1-Junior	No	Box	1 550 CFA	SS01	NA	
S202	Nestle Ghana Ltd	Cerelac	Ma première céréale (My first cereal)	Infant cereal with milk	Wheat	From 6 months	Stage 1; Stage 1-Junior	Yes	Foil flow wrap	300 CFA	SS01	NA	

			cereal)											
S203	Nestle Ghana Ltd	Cerelac	NA	Infant cereal with milk	Fruits	From 8 months	Stage 3; Stage 1- Junior	No	Tin	2 890 CFA	SS0 1	N A		
S204	Nestle Ghana Ltd	Cerelac	NA	Infant cereal with milk	Honey	From 6 months	Stage 2	No	Tin	2 750 CFA	SS0 1	N A		
S205	Nestle France	P'tite céréale (little Cereal)	NA	COMPLETE CEREALS Slightly sweet taste	Caramel	From 8 months	NA	No	Tin	3 190 CFA	SS0 1	N A		
S206	Nestle France	P'tite céréale (little Cereal)	NA	INFANT CEREAL	Vanilla	From 6 months	NA	No	Tin	3 490 CFA	SS0 1	N A		
S207	Nestle France	Babicao	NA	60% Cereals	Chocolate	From 10 months	NA	No	Plastic tub	3 090 CFA	SS0 5	N A		
S208	Nestle France	Mon premier Nesquik (My first Nesquik)	NA	Cereals	Cocoa	From 3-6 years	From Kindergarten	No	Tin	2 990 CFA	SS0 5	N A		
S209	Manufactured by Blédina SAS for DBN A&O. Danone Baby Nutrition A&O. A company of Danone Group.	Bledina	Ma première blédine (My first bledine)	Cereals for babies	Rice and milk	NA	From 6 months	No	Box	2 050 CFA	SS0 1	N A		
S210	Bledina. A Company of Danone group.	Bledina	Ma première blédine (My first bledine)	100% Cereals	Nature	From 4/6 months	NA	No	Box	2 890 CFA	SS0 1	N A		
S211	Manufactured by Blédina SAS for DBN A&O. Danone Baby Nutrition A&O. A company of	Bledina	Bledine	Cereals for babies	Honey and milk	From 6 to 36 months	NA	No	Box	2 050 CFA	SS0 1	N A		

	Danone Group.													
S212	Manufactured by Blédina SAS for DBN A&O. Danone Baby Nutrition A&O. A company of Danone Group.	Bledina	Blédine du soir (Bledine of evening)	Cereals for babies	Sweetness of vegetables	From 6 to 36 months	NA	No	Box	2 190 CFA	SS0 2	N A		
S213	Manufactured by Milupa Commercial S.A. Portugal, for DBN A&O. Danone Baby Nutrition A&O. A company of Danone group	Bledina	Blédine croissance (Bledine growth)	Cereals for babies	Flakes and Honey	From 10 to 36 months	NA	No	Box	2 150 CFA	SS0 2	N A		
S214	Danone (Bledina A company of Danone group)	Bledina	Blédine croissance (Bledine growth)	NA	Brioche	From 12 months	NA	No	Box	4 050 CFA	SS0 1	N A		
S215	Danone (Bledina A company of Danone group)	Bledina	Blédine éveil (Bledine awakening)	NA	vanilla	From 6 months	NA	No	Box	3 250 CFA	SS0 1	N A		
S216	Bledina. A company of Danone group.	Bledina	Bledina Dosettes (Bledina stick)	Cereals for babies	Vanilla/cocoa	From 6 months	NA	No	Box	2 990 CFA	SS0 5	N A		
S217	Bledina A company of Danone group.	Bledina	Blédidej (breakfast)	Lait infantile et céréales (infant milk and cereals)	Cereals	From 6 months	NA	No	Tetra brik*4 with cardboard sleeve	5 890 CFA	SS0 2	N A		
S218	Nutrimental SA Ind. E	Nutrilon	Mingau (Porridge)	Infant cereal	Multicereals (Multigrain)	From 6 months	NA	No	Foil flow	1 100 CFA	SS0 1	N A		

	Com. De Alimentos								wrap				
S219	Nutrimental SA Ind. E Com. De Alimentos	Nutrilac	NA	Infant cereal with milk	Honey	From 6 months onwards	NA	No	Foil flow wrap	1 100 CFA	SS0 1	N A	
S220	Nutrimental SA Ind. E Com. De Alimentos	Nutribom	NA	Rice cereal	Rice	NA	NA	No	Box	1 390 CFA	SS0 1	N A	
S221	Laboratoire Picot (Picot laboratory)	Picot	Diastase mes premières céréales (Diastase my first cereals)	Instant cereals	NA	From 4 months	Bebe (Baby); My 1st Cereals	No	Box	2 300 CFA	SS0 7	N A	
S222	Laboratoire Picot (Picot laboratory)	Picot	NA	Instant cereals	Apple/prune	From 4 months	NA	No	Box	2 300 CFA	SS0 7	N A	
S223	Laboratoire Picot (Picot laboratory)	Picot	Picot Croissance (Picot Growth)	Instant cereals	Cocoa	From 10 months	NA	No	Box	2 300 CFA	SS0 7	N A	
S294	Laboratoire Picot (Picot laboratory)	Picot	Diastase mes premières céréales Bio (Diastase my first cereals) Bio	Instant cereals	NA	From 4 months	NA	No	Box	2 300 CFA	SS0 7	N	
S224	PKL (Protein Kissée-La)	Nutribon	NA	Infant milk cereal	Wheat Cereal (Cereal Ble)	From 6 months	NA	No	Box	1 350 CFA	SS0 1	N A	
S225	PKL (Protein Kissée-La)	Nutribon	Farinor	Infant milk cereal	Pomme (Apple)	From 6 months	NA	No	Box	1 350 CFA	SS0 1	N A	
S226	ACASEN	Joggal Dox (Get up & Walk)	NA	Very nourishing flour enriched with	NA	From 6 months	NA	No	Foil flow wrap	990 CFA	SS0 2	N A	

				soybean										
S227	MOLINOS EL GUAMCHE LA PALMA. ESP. for PALMASEN Senegal	Forza	NA	NA	NA	NA	Recommended for babies and children	No	Plastic flow wrap	800 CFA	SS07	NA		
S228	464 Darou Salam 2	Ruy Xalel (Oulof - 'Porridge for young children')	NA	Milk product for children	NA	From 6 months to 36 months	No. 1	No	Tin	1 800 CFA	SS07	NA		
S229	Packed by INTELMA SARL	Babylac	NA	Infant cereals with milk	Cereals, fruits and milk	6+ months	NA	No	Box	1 200 CFA	SS01	NA		
S299	Packed by INTELMA SARL	Babylac	NA	Infant cereals with milk	Wheat and milk	6+ months	NA	Yes	Foil flow wrap	300 CFA	SS37	N		
S230	Friesland Foods	Friso	NA	Milk cereal	Wheat	From 6 months	NA	No	Tin	1 700 CFA	SS01	NA		
S231	Cow & Gate	Cow & Gate	Sunny start	Creamy porridge	NA	From 4-6 months onwards	NA	No	Box	3 250 CFA	SS01	NA		
S232	Regilait	FranceLait FranceMilk	NA	Infant cereals with milk	Rice and fruits	From 6 months	NA	No	Box	2 336 CFA	SS09	NA		
S233	Regilait	FranceLait FranceMilk	NA	Infant cereals with milk	Wheat and fruits	From 6 months	NA	No						
S234	Belourthe	Ninolac	NA	Baby cereal	Rice-Milk	From 4 months	NA	No	Box	1 870 CFA	SS09	NA		
S235	Belourthe	Ninolac	NA	Baby cereal	Wheat-Milk	From 6 months	NA	No	Box	1 836 CFA	SS09	NA		

A1.2 HOMOGENISED / PUREED FOODS

S236	Bledina. A company of Danone.	Bledina	Blédi'fruit douceur (Bledi'fruit sweetness)	Fruit puree suitable for children	Apple-Pear	From 6 months	NA	No	Plastic tub*4 with cardboard sleeve	1 790 CFA	SS01	NA		
------	-------------------------------	---------	---	-----------------------------------	------------	---------------	----	----	-------------------------------------	-----------	------	----	--	--

S239	Bledina. A company of Danone.	Bledina	NA	NA	Apple/ Raspberry	From 6 months	My 1 st Little Jar	No	Glass jar*4 with cardboard sleeve	2 690 CFA	SS0 1	N A		
S240	Bledina. A company of Danone.	Bledina	NA	NA	Apple/ Raspberry	From 6 months	My 1 st Little Jar	Yes	Glass jar	675 CFA	SS0 1	N A		
S285	Bledina. A company of Danone.	Bledina	NA	NA	Apple, kiwi & pineapple	From 8 months	NA	No	Glass jar*4 with cardboard sleeve	2 690 CFA	SS0 1	N		
S293	Bledina. A company of Danone.	Bledina	NA	NA	Apple, kiwi & pineapple	From 8 months	NA	Yes	Glass jar	790 CFA	SS0 2	N		
S241	Bledina. A company of Danone.	Bledina	Blédicrèm' au lait infantile (Bledicream' children milk)	NA	Vanilla	From 6 months	NA	No						
S242	Bledina. A company of Danone.	Bledina	Blédicrèm' au lait infantile (Bledicream' children milk)	NA	Vanilla	From 6 months	NA	Yes	Glass jar	790 CFA	SS0 2	N A		
S243	Bledina. A company of Danone group.	Bledina	NA	NA	Carrot-ham	From 6 months	NA	No	Glass jar*2 with cardboard sleeve	2 090 CFA	SS0 1	N A		
S244	Bledina. A company of Danone group.	Bledina	NA	NA	Carrot-ham	From 6 months	NA	Yes	Glass jar	1 050 CFA	SS0 1	N A		
S245	Bledina. A company of Danone group.	Bledina	NA	NA	Ratatouille-colin rice	From 8 months	NA	No	Glass jar*2 with cardboard sleeve	2 090 CFA	SS0 1	N A		
S246	Bledina. A company of Danone group.	Bledina	NA	NA	Ratatouille-colin rice	From 8 months	NA	Yes	Glass jar	1 050 CFA	SS0 2	N A		

S286	Bledina. A company of Danone group.	Bledina	1 complete meal	NA	Green vegetables pasta & turkey	From 9 months	NA	No	Glass jar*2 with cardboard sleeve	2 090 CFA	SS0 1	N		
S247	Bledina. A company of Danone group.	Bledina	NA	NA	Apple-apricot	From 4/6 months	NA	Not provided	Glass jar*4 with cardboard sleeve	2 690 CFA	SS0 1	N A		
S287	Bledina. A company of Danone group.	Bledina	NA	NA	Apple-apricot	From 4/6 months	NA	Yes	Glass jar	675 CFA	SS0 1	N		
S250	Bledina. A company of Danone group.	Bledina	Blédiner (Blediner)	Evening complete meal	Semolina/ Vanilla/ Orange blossom	From 6 months	NA	Yes	Glass jar*2 with cardboard sleeve	2 250 CFA	SS0 1	N A		
S292	Bledina. A company of Danone group.	Bledina	Blédiner (Blediner)	Evening complete meal	Semolina/ Vanilla/ Orange blossom	From 6 months	NA	Yes	Glass jar	1 050 CFA	SS0 2	N		
S251	Bledina. A company of Danone group.	Bledina	Blédiner (Blediner)	Evening complete meal	Green vegetables- rice	From 8 months	NA	Yes	Glass jar	1 050 CFA	SS0 2	N A		
S252	Bledina. A company of Danone group.	Bledina	Blédiner (Blediner)	Evening complete meal	Spring vegetables and small pasta	From 10 months	NA	Yes	Glass jar*2 with cardboard sleeve	2 250 CFA	SS0 1	N A		
S253	Bledina. A company of Danone group	Bledina	Blédi'délice (Bledi'delight)	Dessert suitable for children	Chocolate	From 6 months	NA	No	Plastic tub*4 with cardboard sleeve	1 790 CFA	SS0 1	N A		
S254	Bledina. A company of Danone group	Bledina	Blédilacté (Bledimilky)	Children dessert	Brasse Vanille (Brewed Vanilla)	From 6 months	NA	No	Plastic tub*4 with cardboard sleeve	1 790 CFA	SS0 1	N A		
S255	Bledina. A company of Danone group	Bledina	Blédilacté (Bledimilky)	Au lait infantile (in infant milk) Dessert appropriate for the child.	Peach/Pear	From 6 months	NA	No	Plastic tub*6 with cardboard sleeve	2 190 CFA	SS0 1	N A		

S256	Bledina. A company of Danone group	Bledina	Mon premier petit pot (My first baby jar)	NA	Apple	From 4/6 months	Ideal 1st Spoon	Not provided	Glass jar*2 with cardboard sleeve	1 350 CFA	SS0 1	N A		
S288	Bledina. A company of Danone group	Bledina	Mon premier petit pot (My first baby jar)	NA	Apple	From 4/6 months	Ideal 1st Spoon	Yes	Glass jar	675 CFA	SS0 1	N		
S257	Bledina. A company of Danone group	Bledina	Les idées de Maman (Mum's ideas)	Steamed vegetables puree	Potatoes and broccoli puree	From 8 months	NA	Yes	Plastic tub*2 with cardboard sleeve	3 150 CFA	SS0 6	N A		
S258	Danone Bledina. A company of Danone group.	Bledina	Blédichief (Bledichief)	Complete meal suitable for children	Spring Vegetables & Ham	From 8 months	NA	Not provided	Plastic tub	1 690 CFA	SS0 2	N A		
S259	Danone Bledina. A company of Danone group.	Bledina	Blédichief (Bledichief)	Complete meal suitable for children	Salmon and spinach puree	From 12 months	NA	Not provided	Plastic tub	1 850 CFA	SS0 2	N A		
S260	Nestle (France)	P'tit Pot (little jar)	NA	NA	Apple	From 4/6 months	1 st spoons	Not provided	Glass jar*2 with cardboard sleeve	1 190 CFA	SS0 1	N A		
S261	Nestle (France)	P'tit Pot (little jar)	NA	NA	Small peas /rice /white hake	From 6 months	NA	Yes	Glass jar*2 with cardboard sleeve	2 590 CFA	SS0 1	N A		
S262	Nestle (France)	P'tite Recette (little recipe)	NA	NA	Spaghetti bolognese	From 8 months	NA	Not provided	Glass jar*2 with cardboard sleeve	2 290 CFA	SS0 1	N A		
S263	Nestle (France)	P'tite Recette (little recipe)	NA	Babies foods	Paella	From 12 months	NA	Not provided						

S264	Nestle (France)	P'tit Souper (little supper)	NA	Evening complete meal	Tomatoes, pasta and zucchini	From 6 months	NA	Not provided	Glass jar*2 with cardboard sleeve	2 490 CFA	SS0 1	N A		
S289	Nestle (France)	P'tit Souper (little supper)	NA	Evening complete meal	Tomatoes, pasta and zucchini	From 6 months	NA	Yes	Glass jar	1 350 CFA	SS0 1	N		
S290	Nestle (France)	P'tit Souper (little supper)	NA	Evening complete meal	Mushroom risotto	From 12 months	NA	Yes	Glass jar	1 750 CFA	SS0 1	N		
S265	H.J. Heinz Co Ltd	Heinz	Mum's own recipe	Smooth	Caribbean pork casserole	4+ months	NA	Not provided	Glass jar	1 090 CFA	SS0 1	N A		
S266	H.J. Heinz Co Ltd	Heinz	Mum's own recipe	Mashed	Apple and pork casserole	7+ months	NA	Not provided	Glass jar	1 390 CFA	SS0 1	N A		
S267	H.J. Heinz Co Ltd	Heinz	Heinz Banana delight	NA	Banana	4 to 6+ months	NA	Not provided						
S268	Babynov	Pommette	NA	NA	Apple Quince	From 4-6 months	NA	No	Plastic tub*2 with cardboard sleeve	1 090 CFA	SS0 1	N A		
S269	Babynov	Pommette	NA	Babies foods	Carrot, rice and ham	From 8 months	NA	No						
S270	Babynov	Pommette	NA	NA	Green beans/ chicken	From 6 months	NA	No	Plastic tub*2 with cardboard sleeve	2 190 CFA	SS0 1	N A		
S271	Babynov	Pommette	NA	Babies food	Vegetables and pasta	From 12 months	NA	Not provided						
S272	Babynov	Pommette	NA	Babies food	Basque chicken with vegetables	From 18 months	NA	Not provided						
S274	Hipp UK Ltd	Hipp	Hipp Organic	Creamed porridge breakfast	Oats with whole milk	From 6 months onwards	NA	Yes	Glass jar	1 290 CFA	SS0 1	N A		
S275	Hipp UK Ltd	Hipp	Hipp Organic	Mixed Vegetables with Pasta	Pasta italienne with ham	From 7 months onwards	NA	Yes						
S295	Materna Operations	BéBé (Baby)	NA	Vegetables puree	Pumpkin, carrots and potatoes	From 6 months	NA	No	Plastic tub*2 with cardboard	1 850 CFA	SS0 4	N		

									sleeve				
S296	Materna Operations	BéBé (Baby)	NA	Lunch meal with pieces	Carrots and Beef	From 12 months	NA	No	Plastic tub	1 250 CFA	SS0 4	N	
S297	Materna Operations	BéBé (Baby)	NA	Lunch meal with pieces	Vegetables, rice and Colin Alaska	From 18 months	NA	No	Plastic tub	1 250 CFA	SS0 4	N	

A1.3 SNACKS / FINGER FOODS

S276	H.J. Heinz Co. Ltd.	Heinz	Farley's	Rusks	Original	4-6 months onwards	All ages	No	Box	2 090 CFA	SS0 1	N A	
S277	H.J. Heinz Co. Ltd.	Heinz	Farley's	Rusks	Reduced sugar	4-6 months onwards	All ages	No	Box	2 090 CFA	SS0 1	N A	
S278	Nestle (France)	P'tit Biscuit (little biscuit)	NA	NA	NA	From 12 months	NA	No	Box	2 790 CFA	SS0 1	N A	

A1.4 GRAVY / SOUP

S279	Bledina. A company of Danone group.	Bledina	Blédiner (Blediner)	Complete meal suitable for children (Complete soup of evening)	Vegetable and wheat semolina	From 8 months	NA	No					
------	-------------------------------------	---------	---------------------	--	------------------------------	---------------	----	----	--	--	--	--	--

A2. FRESH / FROZEN FOOD

None

B. BEVERAGES

B1. TEA / JUICE / WATER

S280	Bledina. A company of Danone group.	Bledina	Mini-biberons (Mini-bottles)	Fruit drink suitable for children	4 seasons cocktail	From 6 months	NA	No	Glass bottle*4 with cardboard sleeve	2 690 CFA	SS0 1	N A	
S291	Bledina. A company of Danone group.	Bledina	Mini-biberons (Mini-bottles)	Fruit drink suitable for children	Apricot & pear	From 4/6 months	NA	No	Glass bottle*4 with cardboard sleeve	2 690 CFA	SS0 1	N	
S281	Nestle (France)	P'tite Boisson (little drink)	NA	NA	Apple/Peach	From 4/6 months	NA	Not provided	Glass bottle	1 190 CFA	SS0 1	N A	

S282	Nestle (France)	P'tite Boisson (little drink)	NA	NA	Apple/ Rapsberry	From 6 months	NA	Not provided	Glass bottle	1 190 CFA	SS0 1	N A		
S283	Cow & Gate	Cow & Gate	NA	NA	Apple & Blackcurrant	From 12 months onwards	NA	Not provided	Glass bottle	790 CFA	SS0 1	N A		
S284	Société industrielle agro-alimentaire (INDUSTRIAL FOOD COMPANY)	Kirene	NA	Natural mineral water	NA	NA	NA	Not provided	Plastic bottle	200 CFA	SS0 1	N A		

B2. MILKSHAKE POWDER

None

C. LIPID NUTRIENT SUPPLEMENTS (LNS)

None

D. MICRO-NUTRIENT POWDERS (MNP)

None

3. COMMERCIALY PRODUCED FOODS (CPF) for general family consumption that are commonly fed to children under the age of 2 years

1. BISCUITS / COOKIES (sweet or savoury)

S301	La Biscuisen	Gouye-Gui(Baobab tree)	NA	Biscuits Poñse (Biscuits dipped in milk)	NA				Plastic flow wrap	50 CFA	SS1 5	N A		No
S302	Hi food for advanced food industries (Ulker)	Ulker	Biskrem	Cookies with cocoa cream filling	Cocoa				Foil flow wrap	250 CFA	SS0 5	N A		No

2. CAKE / SPONGE CAKE

S303	Gina SARL	Gina	NA	Cake	Vanilla				Plastic flow wrap cardboard inner	1 450 CFA	SS0 1	N A		No
------	-----------	------	----	------	---------	--	--	--	-----------------------------------	-----------	-------	-----	--	----

S304	Ülker Biskuvi Sanayi A.S.	Dankek	Rulo pasta (Rulo paste)	NA	Strawberry				Foil flow wrap with cardboard inner	1 200 CFA	SS06	N A		N o
------	---------------------------	--------	-------------------------	----	------------	--	--	--	-------------------------------------	-----------	------	--------	--	--------

3. CANDY / SWEETS / CHOCOLATES

S305	Confisen SARL Diamniadio	Bégué (Happines s)	Xeweul (Wealthy)	NA	Ginger				Plastic flow wrap	10 CFA	SS15	N A		N o
S306	Ülker Cikolata Sanayi A.S.	Metro	NA	Milk chocolate coated bar with caramel and nougat	NA				Foil flow wrap	100 CFA	SS20	N A		N o

4. CHIPS / CRISPS

S307	PCAS SUARL	Crax	Double Doole	Chips	Cheese				Foil flow wrap	50.00	SS01	N A		N o
S308	Pepsico France	Lay's			Nature (Natural)				Foil flow wrap	425.00	SS01	N A		N o

5. YOGHURT

S309	Saprolait	Crémor	NA	Flavoured yoghurt	Strawberry				Plastic tub	250 CFA	SS01	N A		N o
S310	Danone	Activia	NA	NA	Vanilla				Plastic tub	625 CFA	SS01	N A		N o

6. SODA / CARBONATED COOL DRINKS

S311	Soboa	Top	NA	NA	Orange				Plastic bottle	190 CFA	SS01	N A		N o
S312	Pepsico Inc.	Pepsi	NA	NA	NA				Can	490 CFA	SS01	N A		N o

7. SWEETENED DRINKS (non-carbonated, In liquid or powder form e.g. fruit drinks, fruit juice)

S313	SIAD (Societe Industrielle Alimentaire et Divers) (Industrial Food Company)	Tampico	Citrus Punch	NA	Orange/Tangerine/ Lemon				Foil pouch with nozzle	100 CFA	SS01	N A		N o
------	---	---------	--------------	----	-------------------------	--	--	--	------------------------	---------	------	--------	--	--------

	and Others)													
S314	Binzagr	Sun Top	NA	NA	Orange				Tetra brik	125 CFA	SS0 1	N A		N o

8. OTHER - Country Specific CPF

S315	Mamelles jaboot SA	Jaboot (Family)	NA	The Yoghurt with Cereals	Thiakri (millet cereals)				Plastic tub	300 CFA	SS0 1	N A		N o
S316	La vivrière sénégal (Senegal Food)	Soungouf (Millet Flour)	Wiiw	Farine de mil Souna (Souna millet flour)	NA				Plastic flow wrap	390 CFA	SS0 2	N A		N o
S317	La vivrière sénégal (Senegal Food)	Farine de Maïs (Corn Flour)	Wiiw	Farine de Maïs (Corn Flour)	NA				Plastic flow wrap	390 CFA	SS0 2	N A		N o
S318	La laiterie du berger (Herdsmen's dairy industry)	Dolima (Give me more)	Thiakry (millet cereals)	Based on real milk collection and sweet (delicious) cereals from Senegal	NA				Plastic flow wrap	300 CFA	SS0 1	N A		N o
S319	La laiterie du berger (Herdsmen's dairy industry)	Dolima (Give me more)	NA	From collection milk from Senegal Soow (curd milk)	Vanilla				Plastic flow wrap	275 CFA	SS0 1	N A		N o
S320	La Laitière Mamelles Jaboot (The Milkmaid Breasts Jaboot)	Jaboot (Family)	NA	The Yoghurt	Vanilla	NA	Jaboot (Family) Mamelle (Breasts)		Plastic flow wrap	275 CFA	SS0 1	N A		N o
S321	Sotrapal	Ardo	NA	Flavoured drinking yogurt	Coconut, Pineapple				Plastic bottle	200 CFA	SS0 1	N A		N o
S322	Sotrapal	Ardo	NA	Milk curd	Vanilla				Plastic flow wrap	250 CFA	SS0 1	N A		N o

ENDS/

8.3 APPENDIX C:

LETTER OF REQUEST TO STORE MANAGER

TO WHOM IT MAY CONCERN

Re: REQUEST for permission to conduct observations for a study on foods for infants and young children

Helen Keller International (HKI) is conducting a research project that is gathering information on the promotion of foods consumed by infants and young children in four countries, including *[Insert name of country]*. The data gathered will be provided to relevant stakeholders to guide the development of evidence based policies and programs and so contribute towards improved global child health.

The study will involve the following:

- One variant of each of the following categories of products, available in *[insert relevant city/metropolis name]*, will be purchased from leading retailers/wholesalers, including your store:
 - Breast-milk substitutes e.g. Infant formulas, follow-up formulas, and toddler milks.
 - Complementary foods e.g. baby cereals/porridges, pureed food, snacks, teas and juices.
 - Snack foods.
- The information contained on the label will be captured and be compared to national and international best practice labeling guidance.
- Any point-of-sale promotions (such as product launches, special displays, sales, shelf tags, issuing of pamphlets etc.) for any of these products will be noted.

Permission required

The research aims to purchase as many foods for infants and young children as possible in *[Insert name of city/metropolis]*.

In order to do this, the research team would like to purchase some of these products from your store. In addition, we would like to request permission to take photographs of any relevant point-of-sale promotions of the above-mentioned products taking place in your store.

The information gathered will not be reported by store, and will not be used to assess your store in any way – it will only gather the information on the labels of the food products purchased and point-of-sale promotions of these foods.

If you have any questions please feel free to call:

[Insert relevant names and phone numbers of HKI country staff]

Thank you in advance for your assistance.

Yours Sincerely,

[Insert relevant name of HKI country coordinator]

/ENDS

8.4 APPENDIX D:

LABELING PRACTICES CHECKLIST FOR COMMERCIALY PRODUCED COMPLEMENTARY FOODS

No.	Labeling practice questions:	Answers:	Criteria for choosing answers:
1	Is the product label written in the appropriate language(s) of the country in which the product is sold?	Yes	All label information is written in Khmer.
		Partial	Some (not all) label information is written in Khmer.
		No	No label information is written in Khmer.
2	Does the insert contain any required label information that is NOT present on the label?	Yes	The insert includes required label information that is NOT provided on the label .
		No	Information provided in the insert is: (a) Required label information that is <u>also provided on the product label</u> ; and/or (b) Non-required label information.
		NA	No insert
3	Does the product label specify a recommended age of introduction that is less than 6 months of age?	Yes	Recommended age of introduction is less than 6 months of age (180 days / the 7th month of life).
		No	Recommended age of introduction is 6 months of age (180 days / the 7th month of life) or later.
		NA	The label does not specify an appropriate / recommended age of introduction.
4	Does the product label give instructions indicating how to feed the product to infants younger than six months?	Yes	
		No	
5	Does the product label include phrases such as 'from the start'; 'for the whole family' or 'first stage'?	Yes	The product label uses words or phrases that may, directly or indirectly, indicate that the product is suitable for use from birth; for infants younger than 6 months; for all infants; for the whole family including infants younger than 6 months; + No 'age of intro' / An 'Age of intro' < 6 months
		Partial	The product label uses words or phrases that may, directly or indirectly, indicate that the product is suitable for use from birth; for infants younger than 6 months; for all infants; for the whole family including infants younger than 6 months; + An 'Age of intro' that is equal to or > 6 months
		No	The product label doesn't include any such words/phrases.
6	Does the product label include the following messages:		
6.1	An appropriate/recommended age for use of the product that is six months (180 days) or more.	Yes	Recommended age of introduction is from 6 months of age (180 days / the 7th month of life) or later.
		No	(1) Recommended age of introduction is before 6 months of age (180 days / the 7th month of life); OR (2) No age of introduction is specified.
6.2.1	The importance of exclusive breastfeeding for the first six months of life;	Yes	A message including <u>all three</u> of the following concepts: (a) exclusive; (b) breastfeeding; (c) first 6 months.
		No	No message
		Partial	A message including one or two of the three concepts: (a) exclusive; (b) breastfeeding; (c) first 6 months.
6.2.2	Is a recommendation regarding exclusive breastfeeding for the first six months of life weakened by a message regarding feeding practices for infants and young children?	Yes	A message is provided regarding feeding practices for infants and young children that contradicts, undermines, or offers an alternative to or implies an exception to the recommendation to exclusively breastfeed for the first six months of life.
		No	The recommendation to exclusively breastfeed for the first six months of life is not weakened by messages provided regarding feeding practices for infants and young children.
		NA	The answer to Question 6.2.2 is "No".

No.	Labeling practice questions:	Answers:	Criteria for choosing answers:
6.3.1	The importance of the addition of complementary foods from six months of age with continued breastfeeding up to two years or beyond;	Yes	A message including <u>all three</u> of the following concepts: (a) the addition of complementary foods from six months; (b) continued breastfeeding (after six months); (c) up to two years or beyond.
		Partial	A message including <u>one or two</u> of the three concepts.
		No	No message
6.3.2	Is a recommendation regarding complementary feeding weakened by a message regarding feeding practices for infants and young children?	Yes	A message is provided regarding feeding practices for infants and young children that contradicts, undermines, or offers an alternative to or implies an exception to the complementary feeding recommendation.
		No ^a	The complementary feeding recommendation is not weakened by a message regarding feeding practices for infants and young children.
		NA	The answer to Question 6.3.1 is "No".
6.4	Instructions for safe and appropriate preparation and use.	Yes	Label provides <u>both</u> of the following: (a) preparation and usage instructions; (b) at least one safety message (preparation or use).
		Partial	Label provides <u>a) without b)</u> : (a) preparation and usage instructions; (b) at least one safety message (preparation or use)
		No	No instructions.
6.5	A recommendation to feed the product with a spoon. NOTE: Select 'Not applicable' for Tea / Juice / Water / Milkshake powder AND Snacks / Finger Foods (excluding rusks that are used to make porridges)	Yes	Recommendation to feed the product with a spoon.
		Partial	A picture of a spoon is used on the label.
		No	No recommendation (pictorial or text).
		NA	
6.6	A proposed daily ration/serving. (Or recommended number of servings per day and serving)?	Yes	Label provides <u>both</u> of the following: (a) a proposed daily ration (even if calculated) / recommended number of servings per day; AND (b) serving size.
		Partial	Label provides <u>one</u> of the following: (a) a proposed daily ration/recommended number of servings per day; OR (b) serving size.
		No	No proposed daily ration/recommended number of servings per day nor serving size
6.7	Instructions for safe and appropriate storage?	Yes	Label provides instructions for storage.
		No	No storage instructions
6.8	Ingredients list?	Yes	
		No	
6.9	The nutrition composition/analysis of the product?	Yes	
		No	
6.10	Batch number?	Yes	
		No	
6.11	Best before date?	Yes	
		No	
7	Does the product label recommend feeding the product in a bottle?	Yes	The product label recommends/gives instructions for how to feed the product in a bottle.
		No	The product label makes no mention of bottle feeding.
8	Does the product label show an image of a feeding bottle?	Yes	
		No	
9	Does the product label recommend feeding the product in a soft or semi-soft form? Select 'Not Applicable' for all categories of products	Yes	Recommendation to feed the product in a soft or semi-soft or semi-solid or thick form (using these words).
		Partial	(1) No recommendation but uses an image of the product heaped on a spoon . (2) No recommendation but uses the words soft or semi-soft or semi-solid or thick to describe the product.

No.	Labeling practice questions:	Answers:	Criteria for choosing answers:
	except Cereal/Porridge. Applies to rusks that are used to make porridges.	No	(1) No recommendation nor images as described above. (2) Recommendations to feed the product in a liquid form.
		NA	For the following category of products: Gravy / Soup Mix; Tea / Juice / Water / Milkshake powder; Homogenised / Pureed food; Frozen / Fresh food; Snacks / Finger foods. Applies to rusks that are used to make porridges.
10	Does the product label recommend feeding the product in a liquid form? Select 'Not Applicable' for Gravy / Soup Mix; Tea / Juice / Water / Milkshake Powder.	Yes	Recommendation to feed the product in a liquid form.
		Partial	No recommendation but uses an image of the product pouring off the spoon.
		No	No recommendation or image
		NA	For the following category of products: Gravy / Soup Mix; Tea / Juice / Water / Milkshake powder
11	Does the daily ration (or a recommended serving size combined with a recommended frequency of feeds per day) included on the product label exceed the recommended energy intake from complementary foods for a breastfed child provided below?		For products where an age of introduction is not provided, answer the question for all age categories.
11.1	6 - 8.9 months : 837 kJ/day (200 Kcal/day)	Yes	Greater than
		No	Less than
		Insufficient Information	No daily ration (nor a recommended serving size nor Energy content) provided.
		NA	Product not recommended for this age group (age of introduction from 9 months or older).
11.2	9 - 11.9 months : 1,255 kJ/day (300 Kcal/day)	Yes	Greater than
		No	Less than
		Insufficient Information	No daily ration (nor a recommended serving size nor Energy content) provided
		NA	Product not recommended for this age group (age of introduction from 12 months or older).
11.3	12 - 23.9 months : 2301 kJ/day (550 Kcal)	Yes	Greater than or equal to
		No	Less than
		Insufficient Information	No daily ration (nor a recommended serving size nor Energy content) provided
		NA	Product not recommended for this age group (age of introduction from 2 years or older).
12	Does the product label include a stipulated warning?	Yes	Warnings stating the health hazards/potential risks of inappropriate preparation, use and storage or advising against certain practices (preparation, use or storage).
		No	None
13	Does the product label include images of babies appearing to be older than six months of age?	Yes	<p>Pictures of babies showing achievement of physical or developmental milestones clearly reached after six months of age:</p> <ul style="list-style-type: none"> (a) Standing with assistance; (b) Hands-and-knees crawling; (c) Walking with assistance; (d) Standing alone; (e) Walking alone; (f) 2 teeth; (g) More than 2 teeth. (h) Peddling a tricycle (i) Running (j) Holding objects such as a spoon/cup and self-feeding (k) Kicking a ball (l) Standing on tip toes <p>NB: If the label carries multiple images of children, ALL of the images have to qualify for one of the milestones (a) to (l) above before the answer 'YES' can be selected.</p>

No.	Labeling practice questions:	Answers:	Criteria for choosing answers:
		Unclear	Pictures of babies showing 'Milestones: Other / Unclear'. NB: If the label carries multiple images of children, select unclear if none of the images qualify for a 'No' answer, and at least one qualifies for an 'unclear' answer.
		No	(1) Pictures of infants/young children showing physical or developmental milestones commonly associated with infants 0 to 6 months of age such as: (a) 1 tooth; (b) Holding a toy and shaking it; (c) Lying down; (d) Lying on stomach and pushing up to elbows; (e) No teeth; (f) Reclining; (g) Sitting with support; (h) Sitting without support; (2) Head shot of infant (including baby in mothers arms) with no physical or developmental milestones reached after 6 months displayed. (3) Heavily stylized image of a baby with no physical or developmental milestones reached after 6 months displayed. NB: If the label carries multiple images of babies, even if only one of the images displays an infant that fulfils points (1), (2) or (3) above, select NO.
		NA	No images of infants/young children on the label
13.1	Does the product label include an image/ images of baby animals displaying physical or developmental milestones commonly associated with infants younger than six months of age?	Yes	Picture of a baby animal (e.g. a bear) displaying physical or developmental milestones commonly associated with infants younger than six months of age: Lying down; Lying on stomach and pushing up to elbows; Reclining; Sitting with support; Sitting without support.
		No	Any other image of a baby animal.
		NA	No image of a baby animal on the label.
14	In the case of manufacturers that produce both breast-milk substitutes and complementary foods, is the product labeled in a way that also promotes the company's infant or follow up formula by using similar: ① Color schemes or designs ② Names ③ Slogans, mascots or other symbols as used for their infant formula or follow up formula brands?	Yes	Similarities in one or more of the listed elements.
		No	None of the listed similarities
		NA	Company doesn't sell infant formula/follow-up formula/breast-milk substitutes in the country.
14.1	In the case of manufacturers that produce both breast-milk substitutes and complementary foods, is the product labeled in a way that also promotes the company's breast-milk substitutes (e.g. infant or follow-up formula) by including pack-shots of such products on the label and/or directly referring to the company's IF/FUF/GUM? (e.g. to prepare the cereal with the manufacturers FUF)	Yes	Product contains front-of-pack shots of the manufacturers BMS. Product contains preparation instructions / infant feeding messages / claims that refer to the manufacturers BMS (IF/FUF/GUM)
		No	
		NA	Company doesn't sell breast-milk substitutes (e.g. infant formula or /follow-up formula)/BMS in the country.
14.2	In the case of manufacturers that produce both breast-milk substitutes and complementary foods, is there an invitation on the label to make contact (direct or indirect) with the company's marketing	Yes	E.g. "Contact our nutrition experts" or a web link to a company sponsored baby club or IYCF information/ education service. Does not include the provision of company contact details for the purpose of reporting product defects or quality issues. Quick response (QR) code & website are always considered an invitation to contact; needs to be checked with other label content.

No.	Labeling practice questions:	Answers:	Criteria for choosing answers:
	personnel?	No	A customer care line, email address and postal address (without any other wording such as 'contact out nutrition experts') is considered to be company contact details for the purpose of reporting product defects or quality issues.
		NA	Company doesn't sell infant formula/follow-up formula/breast-milk substitutes in the country.
15	Does the product label make any nutrient content claims?	Yes	
		No	
16	Does the product label make any nutrient comparative claims?	Yes	
		No	
17	Does the product label make any nutrient function/other function claims?	Yes	
		No	
18	Does the product label make any reduction of disease risk claims?	Yes	
		No	

/ENDS

8.5 APPENDIX E:

LABELING PRACTICES CHECKLIST FOR COMMERCIALY PRODUCED FOODS FOR GENERAL CONSUMPTION COMMONLY FED TO CHILDREN UNDER THE AGE OF TWO YEARS

No.	Labeling practice questions:	Answers:	Criteria for choosing answers:
1	Does the product label specify a recommended age/age range for use that is 24 months or older?	Yes	The label specifies a recommended age/age range for use that is 24 months or older; OR the label specifies that the product is not suitable for children under 24 months of age.
		No*	
2	Does the product label include phrases such as “from the start”, “for the whole family” or “first stage”?	Yes*	The product label uses phrases that may indicate that the product is suitable: for use from birth; for infants or children younger than 24 months; for the whole family (including infants and young children).
		No	
3	Does the product label contain any words or a product description that indicate that it is suitable for a child?	Yes*	The label contains (a) words used to describe a child (e.g. baby; toddler; child; children; kid; kidz etc.); (b) words indicating that the product is intended for a child or a child’s party/religious festival (e.g. school; lunchbox; “Hey Moms!”, “Barbie’s pinktastic play time cupcake mix”; chocolate eggs for “Easter Egg hunts” etc.); AND/OR phrases pertaining to developmental stages of children (e.g. “finger food”; “for teethers” etc.).
		No	
4	Does the product label show an image of babies or children? (that appear to be under 2 years old)	Yes*	There is a photograph, drawing or any other graphic representation of a baby or a child.
		No	
5	Does the product label recommend feeding the product from a feeding bottle?	Yes*	The product label recommends/gives instructions for how to feed the product in a bottle.
		No	The product label makes no mention of bottle feeding.
6	Does the product label show an image of a feeding bottle?	Yes*	The product label contains an image (photograph/drawing/graphic representation) of a baby feeding bottle.
		No	
7	Does the product label show an image of a real person, such as a celebrity or sport’s star, that has appeal to children?	Yes*	E.g. Hannah Montana, famous soccer player, wrestler, etc.
		No	The product label does not contain an image of a real person known to have appeal to children OR the product label does contain a photo of a real person, but it is not someone with known appeal to children (e.g. a politician, health professional or a chef endorsing a product).
8	Does the product label show an image of a cartoon character or fictional movie character that has appeal to children?	Yes*	The product label shows an image of a cartoon character (e.g. Mickey Mouse, Disney characters, Dora the Explorer, Scooby-Doo, etc.) AND/OR a fictional movie character (e.g. Shrek, Spiderman) that has known appeal to children.
		No	
9	Does the product label show an image of a brand mascot that has specific appeal to children?	Yes*	E.g. Kellogg’s Frosties’ Tony the Tiger, Simba the lion, Nik Nak man, Oros man, Nesquik bunny.
		No	
10	Does the product label contain any representation of fantasy or adventure themes that has appeal to children?	Yes*	E.g. “Unreal world” on Manhattan Gums; “Exotic fruit” flavored ice on Paddle Pop label; “Let the Hunt Begin” on packaging of an Easter Egg; “Rock your world with a starburst of extra delicious, cheesy, moon, star and planet chips” on the Cosmix sweet milk cheese flavor packet.
		No	
11	Does the product label contain information about or an image of a free gift, toy or collectible item with appeal to children?	Yes*	E.g. free stickers, figurines, trading cards – that may or may not be in a set or part of a greater collection; Kinder joy chocolate egg with toy inside.
		Partial	
		No	
12	Does the product label show an image of a toy?	Yes	E.g. a plane, car, teddy bear, balloons, space ship, dinosaurs, bright balls toy animals on the Zoo biscuits packaging, soccer ball on Frostie’s box.
		No*	

No.	Labeling practice questions:	Answers:	Criteria for choosing answers:
13	Are any colors, shapes or designs used on the product label that has particular appeal to children?	Yes*	There are bright colors or shapes (such as circles, triangles, etc.) on the product label that would have particular appeal to children (e.g. the blue, red and yellow circles on Flings packaging).
		No	
14	Does the product label contain or refer to a competition, voucher or game with appeal to children?	Yes*	E.g. puzzles, crosswords, join the dots, SMS or go to a website to enter a competition, voucher for a toy store etc. (including tokens, discounts, promotions)
		No	
15	Does the product label contain a joke, rhyme or short story with appeal to children?	Yes*	E.g. Manhattan's (sweet packet) gum baby sweets with a story about Kylie the Kangaroo on the back panel; Anything implying humor.
		No	
16	Does the product packaging have a particular shape, or does the product label show that the food contained has a particular shape, that has appeal to children?	Yes*	E.g. a cool drink/sweetened beverage that is packaged in a prism-shaped tetrapak (such as Jabba sippy orange drink) or Mickey Mouse head shaped packaging, chips that are dinosaur-shaped, mickey-mouse shaped biscuits / cakes, biscuits with animals on them or animal shaped biscuits.
		No	
17	Does the product have a physical appearance, texture or any other novelty (not identified from any other questions) that would have specific appeal to children?	Yes*	E.g. Flings on the back label states that "Flings are so amazingly light and melty."
		No	
18	Does the product label indicate a flavor that would specifically appeal to children?	Yes*	E.g. marshmallow, bubblegum, cream soda, chocolate potion, strawberry whizz etc.
		No	The product label does not indicate a flavor OR it indicates a flavor (chocolate, vanilla, strawberry) that could appeal to adults and children.
19	Are there any emotive claims (e.g. implying "fun") or statements on the product label that are directed towards children or their caregivers?	Yes*	The product label contains a claim regarding "fun" (e.g. "Bursting with Fun") AND/OR there is information on the product label that implies that a parent who purchases the product is a better, more intelligent, more caring or more generous than a parent who does not (e.g. "we understand that you only want the best for your children..."). E.g: Special, exciting, surprise, your favorite.
		No	
20	Does the product label indicate that the product is portioned in, for example, "mini" or "bite size" portions?	Yes*	E.g. "mini" cheddars/oreos, "bite size" chocolates, "snack bites", "baby" etc.
		No	
21	Does the product label indicate that the product can be adapted to be suitable for a child?	Yes*	E.g. rusks: "mash with milk for young children".
		No	
22	Does any information on the product label imply that a balanced and varied diet cannot provide adequate nutrients to growing children?	Yes*	E.g. "Because parents lead such busy lifestyles, it is difficult to ensure that your child's diet contains all the nutrients they need to grow. Give your child x product daily to ensure that their nutrient needs are met."
		No	
23	Does the product label include warnings that are specifically intended for children?	Yes*	Warnings stating the health hazards/potential risks of inappropriate preparation, use or storage, or advising against certain practices (preparation, use or storage) specifically if used for a young child (e.g. choking hazard, "Mom, don't allow your children to roast marshmallows unsupervised" on the marshmallows label, don't allow consumption unsupervised, etc.).
		Partial	
		No	None of the listed similarities appear on the packaging.
		NA	

No.	Labeling practice questions:	Answers:	Criteria for choosing answers:
24	Is the product labeled in a way that also promotes the company's breast-milk substitutes or complementary foods by using similar (a) Color schemes or designs, (b) Names, (c) Slogans, mascots, logos or other symbols, as used for breast-milk substitutes/complementary food brands?	Yes	There are similarities in one or more of the listed elements.
		NA	The company doesn't sell breast-milk substitutes or complementary foods in this country.
		No	
25	Does the product label include a portion / serving size?	Yes	
		No	
26	Does the product label provide nutrition information as a percentage RDA/NRV/GDA for children younger than 2 years of age?	Yes	
		No	The product label provides nutrition information with a % RDA for children >4yrs (e.g. Fanta Pineapple)
27	Does the product label make any nutrient content claims?	Yes*	E.g. "free from trans fats"; "a source of B vitamins & iron".
		No	
28	Does the product label make any nutrient comparative claims?	Yes*	
		No	
29	Does the product label make any nutrient function/other function claims?	Yes*	E.g. "Amazing B vitamins thiamine, riboflavin and niacin help release the energy in foods".
		No	
30	Does the product label make any reduction of disease risk claims?	Yes*	
		No	
31	Does the product label make any other claims (excluding nutrition/health claims) that imply suitability for a child?	Yes*	E.g. "easy to digest for small tummies".
		No	
32	Is the product label written in the appropriate language(s) of the country in which the product is sold?	Yes	
		No	
33	Does the product label include the following:		
33.1	Ingredients list?	Yes	
		No	
33.2	The nutrition composition/analysis of the product?	Yes	
		No	
33.3	Batch number?	Yes	
		No	
33.4	Best before date?	Yes	
		No	
35	Is there an invitation on the label to make contact (direct or indirect) with the company's marketing personnel?	Yes	
		No	
36	Country specific - Cambodia For sweetened condensed milk/skimmed milk/other similar products: Does the product label contain a clear, conspicuous warning that the product should not be used to feed IYC?	Yes	
		No	

No.	Labeling practice questions:	Answers:	Criteria for choosing answers:
37	Country specific - Nepal For sweetened condensed milk: Does the product label contain a clear and legible caution that it should not be used for infant feeding?	Yes	
		No	

8.6 APPENDIX F:

INSERTS DEFINITION

The Code (WHO 1981) states that “Inserts giving additional information about the product and its proper use, subject to the above conditions, may be included in the package or retail unit.” The conditions referred to are regarding information that must be provided on the product label. In the spirit of the Code, the Draft Guide recommendations (Table 1) were interpreted to mean that an insert containing additional information may be included in the package or retail unit on condition that the information required to be on the product label is not found only in the insert. The Draft Guide recommendations are not interpreted as checking that the required label information is present on the label (dealt with by Questions 4, 7, 12 and 13). As such, the wording of the question was adjusted from the original text to more clearly deal with the issue of prime interest, being whether the insert contains any required label information that is not present on the label.

For the purposes of this report, “required label information” was defined as including:

1. Age of introduction;
2. Message regarding the importance of exclusive breastfeeding for the first six months followed by the addition of complementary foods with continued breastfeeding for two years and beyond; preparation/use instructions;
3. Storage instructions;
4. Daily ration (or serving size and frequency of feeds);
5. Warnings;
6. Ingredients list;
7. Nutrition information;
8. Batch number; and
9. Best before date. Although not stipulated as required label information by the Draft Guide, the last four items listed are required for breast-milk substitutes by the Code (WHO 1981). Thus it is felt that, should this information be provided for a complementary food product, it too should be found on the label and not only in the insert.

8.7 APPENDIX G:

MACRO-AND MICRONUTRIENT NUTRIENT RECOMMENDATIONS

Macro-and micronutrient nutrient recommendations			
Age group	6-8 months	9 – 11 months	12 – 23 months
Energy (kcal) ^a	200	300	550
CHO (g) ^b	18 – 23	26 - 34	48 - 62
Fat (g) ^c	10 - 12	15 - 18	28 – 34
PUFA (g) ^c	<3	<5	<9
LA (g) ^c	0.7 – 1.0	1.0 – 1.5	1.8 – 2.8
ALA (g) ^c	0.08 – 0.13	0.13 – 0.20	0.24 – 0.37
Protein 2 (g) ^d	8.9	8.4	8.8
Weight (kg) ^e	7.9	8.8	10.3
Sodium (mg) ^f		350	
Sugar (g) ^g		<5	
Vitamin A (µg) ^h		400	
Calcium (mg) ^h	400	400	500
Iron (mg) ^h	9	9	6
Zinc (mg) ^h	4.1	4.1	4.8

^aPan American Health Organisations (PAHO), World health organization (WHO). Guiding principles for complementary feeding the breastfed child.

http://www.who.int/nutrition/publications/guiding_principles_comfeeding_breastfed.pdf

^bRecommendation of 35-45% of energy <http://www.fao.org/docrep/w8079E/w8079e00.htm>

^cRecommendation for total fat: 45 – 55% of energy ; PUFA; 6-24 months: <15% of total E; LA 6; – 24 months: 3.0 – 4.5% of total E; ALA; 6 – 24 months: 0.4 – 0.6% of total E
FAO/WHO. 2010. Fats and fatty acids in human nutrition: Report of an expert consultation.
<http://www.fao.org/docrep/013/i1953e/i1953e00.pdf>

^dWHO/FAO/UNU. 2007. Protein and amino acid requirements in human nutrition. Report of joint WHO/FAO/UNU Expert consultation. http://whqlibdoc.who.int/trs/WHO_TRS_935_eng.pdf

^eThe weight for age according to the WHO growth standards was used, an average between the weight of boy and girls was used.

http://www.who.int/childgrowth/standards/cht_wfa_boys_p_0_2.pdf

http://www.who.int/childgrowth/standards/chts_wfa_girls_p/en/index.html

^fWHO Guideline Sodium Intake for Adults and Children:

- Children 2 to 5 years the maximum level of 2 g/d should be adjusted downward adjusted on energy requirements of children relative to adults. Specifically states that this guideline does not cover children birth to 24 months
- The 1998 WHO report on Complementary Feeding of Young Children in Developing Countries: a Review of the Current Scientific Evidence recommends .35 g for infants < 24 months of age.

^gPAHO in a technical document Recommendations from a Pan American Health Organization Expert Consultation on the Marketing of Food and Non-Alcoholic Beverages to Children in the Americas recommends that foods with total sugars: ≤ 5.0 gr / 100 gr of solid food or ≤ 2.5 gr / 100 ml of beverage should not be marketed to children. These guidelines are not specific to young children < 24 months of age.
http://www.paho.org/saludyescuelas/index.php?option=com_k2&view=item&id=225:recommendations-on-the-marketing-of-food-and-non-alcoholic-beverages-to-children&Itemid=337&lang=en .

^hFAO (Food and Agriculture Organization of the United Nations)/WHO (World Health Assembly). 2001. Human Vitamin and mineral requirements. Report of a joint FAO/WHO expert consultation Bangkok, Thailand. <ftp://ftp.fao.org/docrep/fao/004/y2809e/y2809e00.pdf>

8.8 APPENDIX H:

CLAIMS PROVIDED ON LABELS OF COMMERCIALY PRODUCED COMPLEMENTARY FOOD PRODUCTS IN SENEGAL

Table 8-1 Nutrient content claims used on commercially produced complementary food labels (n=77).

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
Iron	25	32	COMBIFER: IRON + VITAMINS. Rich in Iron and 8 vitamins. Iron and vitamins: [Product name] cereals in a feeding bottle of child milk bring 75% of daily needs in iron to contribute to baby's body defences, and essential vitamins for its development.	COMBIFER: FER + VITAMINES Riche en Fer et 8 vitamines Du fer et des vitamines: les céréales [nom du produit] dans un biberon de lait infantile apportent 75% des besoins journaliers en fer pour participer aux défenses de l'organisme de bébé, et des vitamines essentielles à son développement.
Vitamins	23	30	[Product name] contains cocoa and appropriate sugar quantity, 20% of cereals, iron and selected vitamins. 12 vitamins. All fresh fruit vitamins	[Nom du produit] contient du cacao et du sucre en quantité adaptée, 20% de céréales, du fer et des vitamines sélectionnées. 12 vitamines. Toutes les vitamines des fruits frais.
Vitamin C	19	25	100% Fruits & Vitamin C 40% of daily vitamin C intakes.	100% Fruits & Vitamine C 40% des apports journaliers en vitamine C
Salt/Sodium	18	23	LOW SODIUM Limited salt*/The right dose of salt* * According to the regulation.	PAUVRE EN SODIUM. Une teneur limitée en sel*/La juste dose de sel* *Conformément à la réglementation
Sugar	17	22	Without added sugars* * Contains naturally present sugars. This product contains already sugar, useless to add it again.	Sans sucre ajouté* *Contient des sucres naturellement présents. Ce produit contient déjà du sucre, inutile d'en rajouter.
Calcium	14	18	Source of iron and calcium. 1 CUP = 27% OF CALCIUM INTAKES. AT MINIMUM PER CUP. Developed by our nutritionists, up to 3 years child feeding specialists, the [Product name] creams are: source of calcium to promote the building of bone capital.	Source de fer et calcium. 1 COUPELLE = 27% DES APPORTS EN CALCIUM. AU MINIMUM PAR COUPELLE Elaborées par nos nutritionnistes, spécialistes de l'alimentation des bébés jusqu'à 3 ans, les crèmes desserts [nom du produit] sont: source de calcium pour favoriser la construction du capital

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
			<p>WHAT ARE THE BENEFITS OF CHILD MILK? Child milk will notably contribute to baby's needs in iron and essential fat acids found in great quantity only in cow milk.</p> <p>[MANUFACTURER NAME] ANSWER: [Manufacturer name / Product name] cups are made of child milk (without vitamins A and D) that can also help to cover the specific needs of babies and thus come to complete the 500 ml of child milk.</p> <p>1 CUP = 45 ml CHILD MILK* = 18% DAILY NEEDS IN CALCIUM AT MINIMUM PER CUP. *Without vitamins A and D.</p>	<p>osseux. QUELS SONT LES BENEFICES DU LAIT INFANTILE? Le lait infantile va notamment contribuer aux besoins de bébé en fer et acides gras essentiels présents en plus grande quantité que dans le lait de vache. LA REPONSE [LE NOM DU FABRICANT] Les coupelles [nom du produit] sont à base de lait infantile (sans vitamines A et D) pouvant également participer à couvrir les besoins spécifiques des bébés, et ainsi venir compléter les 500 ml de lait infantile.</p> <p>1 COUPELLE = 45ml LAIT INFANTILE* = 18% DES BESOINS JOURNALIERES EN CALCIUM AU MINIMUM PAR COUPELLE. *Sans vitamines A et D.</p>
Essential Fatty Acids/Omega-3/DHA	12	16	<p>Contains essential fatty acids (LA and ALA). This jar stands for 1 complete meal adapted to the nutritional needs of baby and contains vegetable oils that contribute to its brain development.* *Thanks to the alpha-linolenic acid</p>	<p>Contient tous les acides gras essentiels (LA et ALA). Ce pot représente 1 plat complet adapté aux besoins de bébé et contient des huiles végétales qui contribuent à son développement cérébral.* *Grâce à l'acide linoléique</p>
Protein (animal/vegetable)	12	16	<p>Rich in Proteins, Vitamins, Minerals. It contains high quality in animal and vegetable proteins and carbohydrate. The right dose of proteins* *According to the regulation.</p>	<p>Riche en Protéines. Vitamines. Minéraux. Il possède les qualités supérieures en protéines animales et végétales et hydrate de carbone. La juste de protéines* *Conformément à la réglementation.</p>
Vitamins and minerals	12	16	<p>Preparation in instant powder for cocoa drink with cereals, vitamins, and minerals. FORTIFIED with Vitamins & Minerals. [Product name] contains natural vitamins and minerals which contribute</p>	<p>Préparation en poudre instantanée pour boisson cacao aux céréales, vitamines et minéraux. ENRICHIE en Vitamines & Minéraux. [Nom du produit] contient plusieurs oligoéléments naturels qui contribuent à</p>

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
			to a better resistance of the organism.	une meilleure résistance de l'organisme.
Vitamin A	11	14	Source of 9 vitamins* & iron. * A, D, C, B1, B2, B6, B12, PP, B9	Source de 9 vitamines* et fer * A, D, C, B1, B2, B6, B12, PP, B9
Zinc	10	13	Iron. Zinc. Iodine. Calcium. Vitamins. Prebiotics.	Fer. Zinc. Iode. Calcium. Vitamines. Prebiotiques.
Other	8	10	With nutrients: of calcium, of vitamins, of iron and essential saturated fat acids.	Avec des nutriments: du calcium, des vitamines, du fer et des acides gras essentiels.
B Vitamins	7	9	Rich in Iron and 8 vitamins. Vitamins: E, C, B1, PP, B6, folic acid, biotin and B5.	Riche en Fer et 8 vitamines Vitamines: E, C, B1 PP, B6, acide folique, biotine et B5.
Carbohydrate	7	9	Rich in cereals: For their intake in complex carbohydrates Complex carbohydrates that contribute to society.	Riche en céréales : Pour leur apport en glucides complexes. Des glucides complexes qui contribuent à la société.
Vitamin B1	7	9	Provides vitamins** **B1, B2, PP, B6	Apportent des vitamines** **B1, B2, PP, B6
Bifidus BL	6	8	[Product name] contains Bifidus BL and Immunonutrients which help strengthen your baby's natural defences day by day.	[Nom du produit] contiennent du Bifidus BL et des immunonutriments qui aident à renforcer les défenses naturelles de votre bébé jour après jour.
Vitamin D	6	8	110 ml OF CHILD MILK** **Without vitamins A and D.	110 ml DE LAIT INFANTILE** **Sans vitamines A et D
Lactose	5	6	WITHOUT LACTOSE.	SANS LACTOSE
Vitamin B6	5	6	Provides vitamins** **B1, B2, PP, B6	Apportent des vitamines** **B1, B2, PP, B6
Combifer	4	5	COMBIFER IRON + VITAMINS.	COMBIFER FER + VITAMINES
Folic Acid	3	4	Rich in Iron and 8 vitamins. Vitamins: E, C, B1, PP, B6, folic acid, biotin and B5. Iron.	Riche en Fer et 8 vitamines Vitamines : E, C, B1 PP, B6, acide folique, biotine et B5. Iron.
Minerals	3	4	Drinking [Product name] is providing your body with essential minerals to maintain health and eliminate working life exhaustion. Through the deep rocks of Diass plain, [Product name] water gets slowly fortified with numerous essential minerals.	Boire [nom du produit], c'est apporter à votre corps des minéraux essentiels pour se maintenir en bonne santé et éliminer la fatigue de la vie active. A travers les roches profondes du plateau de Diass, l'eau de [nom du produit] s'est lentement enrichie de nombreux minéraux essentiels.
Energy	2	3	Full [of] energy. A complete breakfast for your baby: 225 ml of child milk per brick and the appropriate dose of cereals to cover 100% energy needs for	Un petit déjeuner complet pour votre bébé: 225 ml de lait infantile par brique et la juste dose de céréales pour couvrir 100% des besoins énergétiques du petit

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
			breakfast.	déjeuner.
Fibre	2	3	Naturally rich in fibers	Naturellement riches en fibres
Iodine	2	3	Iron. Zinc. Iodine. Calcium. Vitamins. Prebiotics.	Fer. Zinc. Iode. Calcium. Vitamines. Prebiotiques.
Phosphorus	2	3	+ IRON, CALCIUM & PHOSPHOROUS.	+ FER. CALCIUM. PHOSPHORE.
Prebiotics	2	3	[Product name] is an easy to digest cereal containing high quality milk proteins, prebiotics, vitamins and minerals.	[Nom du produit] est une céréale facile à digère qui contient des protéines de lait de grande qualité, ainsi que des prebiotiques, des vitamines et des minéraux.
Vitamin E	2	3	To get close to fresh fruits, [Manufacturer name] makes sure that vitamins most specific to fresh fruits are found in its [Product name] cups, in appropriate quality: vitamin C, as well as vitamins B1, B2, PP, PP, B5, B6, B9 and E.	Pour se rapprocher des fruits frais, [le nom du fabricant] s'assure que les vitamines les plus caractéristiques des fruits frais sont présentes dans ses coupelles [nom du produit], en qualité adaptée: la vitamine C, ainsi que les vitamines B1, B2, PP, PP, B5, B6, B9 et E.
Magnesium	1	1	[PRODUCT NAME] is rich in food fibers, in micronutrients (Calcium, Magnesium, Iron) and also in vitamins (B1, B2, B3).	FORZA est riche en fibres alimentaires, en oligoéléments (Calcium, Magnésium, Fer) et aussi en vitamines (B1, B2, B3).
Micronutrients	1	1	[PRODUCT NAME] is rich in food fibers, in micronutrients (Calcium, Magnesium, Iron) and also in vitamins (B1, B2, B3).	FORZA est riche en fibres alimentaires, en oligoéléments (Calcium, Magnésium, Fer) et aussi en vitamines (B1, B2, B3).
Vitamin B3	1	1		
Starch	1	1	Complete dinner (mauve) = vegetables + starches + child milk* *without Vitamins A & D	Plat complet du soir (mauve) = légumes + féculents + lait infantile**Sans vitamines A et D

Table 8-2 Nutrient Function/Other function/Implied health claim on the labels of commercially produced complementary foods (n=77).

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
Growth	20	30	Besides, it provides energy and essential nutrients for a healthy growth and development of children from 6 months. For an harmonious growth: To follow its development, make your child discover our [Brand name] range from biological agriculture whose lavish recipes are perfectly adapted to its needs.	Il fournit l'énergie et les nutriments essentiels à la croissance et développement des enfants à partir de 6 mois. Pour poursuivre son éveil, faites découvrir à votre enfant notre gamme Picot issue de l'agriculture biologique, dont les recettes généreuses sont parfaitement adaptées à ses besoins.
Development	13	20	Iron & Zinc: Key minerals that actively participate in the healthy growth and development of your baby	Fer & Zinc: Minéraux des qui participant activement à la croissance et au développement sains de votre bébé.
Iron function	13	20	IRON: Contributes to brain development	FER: Participe au développement cérébral.
Palate/Taste development	13	20	They ideally accompany [Manufacturer GUM] milk in food diversification and enable baby to get initiated gradually to the subtle taste flavor of cocoa. [Product name] has been carefully formulated to meet your baby's growing energy and protein needs and to initiate him with the good taste of fruits.	Ils accompagnent idéalement le lait [Le nom du fabricant lai de croissance], lors de la diversification alimentaire et permettent à bébé de s'initier progressivement à la saveur subtile de cacao. [Nom du produit] a été soigneusement élaboré pour couvrir les besoins croissants en énergie et en protéines de votre bébé et pour l'initier au bon goût de fruits.
Benefit/ beneficial (including important/essential)	10	15	Each serving of [Product name] provides essential nutrients baby needs to support his healthy growth and development, concentrated in a serving size ideal for his stomach.	Chaque portion de céréales infantiles [le nom du fabricant] apporte des nutriments essentiels à la croissance et au développement de bébé, tout en étant adaptée à son estomac.
Easy to digest	9	14	CHE: Easy to Digest [Product name] is easy to digest and contains essential proteins, vitamins and minerals.	CHE: Facile à digérer [Nom du produit] – Blé est facile à digérer et contient les protéines essentielles, des vitamines et des sels minéraux.
Calcium function	9	14	CALCIUM: Contributes to bone growth.	CALCIUM: Participe à la croissance osseuse

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
Immunity	9	14	Immunonutrients: Iron, Zinc, Vitamin A & C [Product name] contains Bifidus BL and Immunonutrients which help strengthen your baby's natural defences day by day.	Immunonutriments: Fer, Zinc, Vitamines A & C Les céréales infantiles [le nom du fabricant] contiennent du Bifidus BL et des immunonutriments qui aident à renforcer les défenses naturelles de votre bébé jour après jour.
Brain/Mental	8	12	This jar stands for a complete meal adapted to baby's needs and contains vegetable oils which contribute to its brain development.** **Thanks to linolenic acid.	Ce pot représente 1 plat complet adapté aux besoins de bébé et contient des huiles végétales qui contribuent à son développement cérébral.** **Grâce à l'acide linoléique.
Vitamins and minerals function	8	12	[Product name] is rich: it contains 11 vitamins and 9 minerals which contribute to a better resistance of the organism.	[Nom du produit] est riche avec 11 vitamines et 9 minéraux qui contribuent à une meilleure résistance de l'organisme.
Balanced	7	11	Contributes to a yummy and balanced breakfast thanks to its chocolate taste and its cereal intake. It is the combination of ingredients that makes [Product name] a healthy and balanced nutritional product.	Participe à un petit déjeuner gourmand et équilibré grâce à son goût de chocolat et à son apport en céréales. La parfaite combinaison d'ingrédients de [le nom du fabricant] céréales lactées en fait est un aliment sain et un produit nutritionnellement équilibre pour votre bébé.
Complete/All-in-one	7	11	A [Manufacturer GUM] feeding bottle accompanied with [Product name] cereals ensures a complete and adapted breakfast* to start the day and to endeavor. [Product name] cereals enable to start well the day thanks to a complete breakfast and because while growing up, babies' needs evolve and child milk alone will no longer be enough.	Un biberon [de le nom du fabricant lait de croissance] accompagné des Céréales [nom du produit] assure à bébé un petit déjeuner complet* et adapté pour bien démarrer la journée et se dépenser. Les céréales [nom du produit] permettent de bien démarrer la journée grâce à un petit déjeuner complet et parce qu'en grandissant les besoins des bébés évoluent et que le lait infantile seul ne suffira plus.
Cross-promotion using claims on other products	7	11	[Manufacturer name] provides you with: [Product range; 3 products provided]/ [Product name] with cocoa yummy flakes, prepared from cereals and cocoa, are adapted to your baby's needs.	[Le nom du fabricant] vous propose: [Gamme de produits; 3 produits fournis] Les flocons gourmands [Nom du produit], préparés à base de céréales et de cacao, sont adaptés aux besoins de votre bébé.

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
Vitamin C function	7	11	Vitamin C: Contributes to the vitality [IMMUNITY] and energy of the body. Promotes the Iron assimilation.	Vitamine C: Participe à la vitalité et au tonus de l'organisme. Favorise l'assimilation du fer.
Nourish	7	11	Nourish and protect day by day	Nourrit et protégé jour après jour
Nutrition/Nutritious	7	11	[PRODUCT NAME] has a highly nutritious value, as it contains milk, 9 vitamins and iron. It's delicious taste and its nutritive richness make of it an extra meal (breakfast, snack, dessert) notably for pregnant women, or in menstruation, convalescent people, sportsmen and the elderly. [Manufacturer name] has created [Product name], a nutritious and tasty porridge for the weaning period - in which the first solid foods are introduced.	[Nom du produit] est très nutritive car il contient du lait 9 vitamines et du fer. Son goût délicieux et sa richesse nutritive en font également un repas d'appoint (petit déjeuner, goûter, dessert) notamment pour les femmes enceintes, ou en menstrues, les convalescents, les sportifs et les personnes du troisième âge. [Le nom du fabricant] a développé [nom du produit] céréales lactées, une bouillie nutritive, au goût agréable et adaptée à la période de sevrage.
Acceptance of table food/texture	6	9	They also enable to awaken it smoothly to the pleasure of new flavors and to accustom it to new textures gradually.	Elles permettent aussi de l'éveiller en douceur au plaisir de nouvelles saveurs et de l'habituer progressivement à de nouvelles textures.
Vitamin A function	6	9	Vitamin A: Promotes the development of a healthy skin and intestinal barrier.	Vitamine A: Stimule le développement d'une peau saine et de la barrière intestinale.
Zinc function	6	9	Iron & Zinc: Key minerals that actively participate in the healthy growth and development of your baby.	Fer & Zinc: Minéraux des qui participant activement à la croissance et au développement sains de votre bébé.
Muscle/tissue	6	9	Vitamin C: A highly efficient antioxidant required for the growth and repair of tissues.	Vitamine C: Un antioxydant hautement efficace nécessaire à la croissance et à la réparation des tissus.
Bones	5	8	Developed by our nutritionists, up to 3 years child feeding specialists, the [Product name] creams are: source of calcium to promote the building of bone capital.	Elaborées par nos nutritionnistes, spécialistes de l'alimentation des bébés jusqu'à 3 ans, les crèmes desserts [nom du produit] sont: source de calcium pour favoriser la construction du capital osseux.
Carbohydrates (including sugar)	5	8	Small pasta that contains complex carbohydrates for	Des petites pâtes qui contiennent des glucides

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
function			a good society. In addition to breast or baby milk, which must still be the basic infant diet, [Product name] are easy to digest and rich in growth-promoting nutrients: protein, complex carbohydrates and as many vitamins and minerals as for [Manufacturer's FUF].	complexes pour une bonne société. En complément du lait maternel ou infantile qui doit rester la base de son alimentation, elles sont un aliment facile à digérer et riche en nutriments qui participent à sa croissance: des protéines, des glucides complexes et autant de vitamines et de minéraux que dans les laits de suite [le nom du fabricant].
Essential Fatty Acids function	5	8	Contain Essential Fat Acids, for baby's brain development.	Contiennent des Acides Gras Essentiels, pour le développement cérébral de votre bébé.
Fat (including saturated fatty acids, monounsaturated fats, vegetable oils, etc.) function	5	8	ENERGY AND BALANCE: Energy value, Proteins, Lipids, Carbohydrates, Food fibers, Vitamin B1, Vitamin B2, Vitamin B6, Pantothenic acid, Potassium, Sodium.	ENERGIE ET EQUILIBRE: Valeur énergétique, Protéines, Lipides, Hydrates de carbone, Fibres alimentaires, Vitamine B1, Vitamine B2, Vitamine B6, Acide pantothénique, Potassium, Sodium
Healthy appetite	5	8	[Manufacturer name] wishes a good appetite to your baby!	[Le nom du fabricant] souhaite un bon appétit à votre bébé!
Name: Brand is a nutrient function claim	5	8	Nutrilon; Nutrilac; Nutribon	
Probiotic function	5	8	With Bifidus BL and Immunonutrients: Bifidus BL is a probiotic similar to those found in the digestive system of breastfed babies.	Avec Bifidus BL et des Immunonutriments: Bifidus BL est une bactérie similaire à celles naturellement présentes dans l'intestin des bébés allaités.
Energy function	4	6	ENERGY AND BALANCE: Energy value, Proteins, Lipids, Carbohydrates, Food fibers, Vitamin B1, Vitamin B2, Vitamin B6, Pantothenic acid, Potassium, Sodium.	ENERGIE ET EQUILIBRE: Valeur énergétique, Protéines, Lipides, Hydrates de carbone, Fibres alimentaires, Vitamine B1, Vitamine B2, Vitamine B6, Acide pantothénique, Potassium, Sodium
Other	3	6	Feeding your baby is more than just about nutrients. It is one of those special ways you as a mother can bond with you child.	Nourrir votre bébé est plus qu'un apport en nutriments. C'est l'une des voies privilégiées pour créer un lien affectif en tant que mère avec votre enfant.
Digestive health/ Intestinal flora	3	5	Bifidus BL has been clinically proven to help keep your baby's intestinal	Bifidus BL aide à maintenir la flore intestinale de votre bébé saine.

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
			flora healthy.	
B Vitamins (including B vitamins not captured elsewhere) function	3	5	Folic acid (B9): Necessary for the building and renewal of cells. Biotin (B8) and Vitamin B5: Helps the body to use the energy contained in foods.	Acide folique (B9): Nécessaire à la construction et au renouvellement des tissus Biotine (B8) and B5: Aide l'organisme à utiliser l'énergie contenue dans les aliments.
Sodium/Salt function	3	5	Limited salt in order to enhance the taste while giving good food habits.	Teneur limitée en sel, afin de relever le goût tout en donnant de bonnes habitudes alimentaires.
B Vitamins (including B vitamins not captured elsewhere) function	3	5	Vitamin B1, Niacin & B6: Helps the body to use the energy contained in foods.	B1, PP, B6: Aide l'organisme à utiliser l'énergie contenue dans les aliments.
Vitamin E function	3	5	Vitamin E: Contributes to the upkeep and proper functioning of the body cells.	E: Contribue au maintien et au bon fonctionnement des cellules de l'organisme
Goodness/Good	3	5	Goodness of cereals: Cereals are the ideal foundation of a healthy complementary feeding diet.	Bienfaits des céréales: Les céréales sont le fondement d'une alimentation complémentaire équilibrée.
Name: Sub brand is a nutrient function claim	3	5	Croissance (Growth); Diastase (Amylase)	
Protect	3	5	Nourish and protect day by day.	Nourrit et protégé jour après jour
Skin	3	5	Vitamin A: Promotes the development of a healthy skin and intestinal barrier.	Vitamine A: Stimule le développement d'une peau saine
Copper function	2	3	RESISTANCE AND VITALITY: Vitamin C; Folic acid; Iron; Calcium; Phosphorus; Magnesium; Copper	RESISTANCE ET VITALITE: Vitamine C, Acide folique, Fer, Calcium, Phosphore, Magnésium, Cuivre
Dietary Fibre function	2	3	ENERGY AND BALANCE: Energy value, Proteins, Lipids, Carbohydrates, Food fibers, Vitamin B1, Vitamin B2, Vitamin B6, Pantothenic acid, Potassium, Sodium;	ENERGIE ET EQUILIBRE: Valeur énergétique, Protéines, Lipides, Hydrates de carbone, Fibres alimentaires, Vitamine B1, Vitamine B2, Vitamine B6, Acide pantothénique, Potassium, Sodium
Iodine function	2	3	GROWTH AND BUILDING: Vitamin A, Vitamin E, Zinc, Iodine.	CROISSANCE ET CONSTRUCTION: Vitamine A, Vitamine E, Zinc, Iode
Magnesium function	2	3	RESISTANCE AND VITALITY: Vitamin C;	RESISTANCE ET VITALITE: Vitamine C,
Phosphorous	2	3	Folic acid; Iron; Calcium;	Acide folique, Fer, Calcium,

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
function			Phosphorus; Magnesium; Copper	Phosphore, Magnésium, Cuivre
Good nights/happy dreams	2	3	They help baby to spend a good night thanks to: - an adapted milk intake which helps to cover the needs in calcium, iron and AGE, mainly provided by child milk - semolina which contains complex carbohydrates for a good society - steamed vegetables [Product does not contain vegetables!!]	Ils aident bébé à passer une bonne nuit grâce à: - un apport lacté adapté qui participe à la couverture des besoins en calcium, fer et AGE principalement apportés par le lait infantile, - de la semoule qui contient des glucides complexes pour une bonne société, - des légumes cuits à la vapeur.
Health	2	3	[Product name]: healthy flour, pre-cooked enabling to combat anemia and all sorts of nutritional shortage, thanks to its high energy value and its richness in proteins, minerals and vitamins.	[Mon du produit]: est une farine saine, précuite permettant de lutter contre l'anémie et toute autre carence nutritionnelle, grâce à sa haute valeur énergétique et sa richesse en protéines, sels minéraux et vitamines.
Best for babies/Best start/Better for	1	2	As a mother, you want to give your baby the best start. Feeding your baby is more than just about nutrients. It is one of those special ways you as a mother can bond with you child.	En tant que mère, vous voulez donner à votre bébé un bon départ dans la vie. C'est l'une des voies privilégiées pour créer un lien affectif en tant que mère avec votre enfant.
Potassium function	1	2	ENERGY AND BALANCE: Energy value, Proteins, Lipids, Carbohydrates, Food fibers, Vitamin B1, Vitamin B2, Vitamin B6, Pantothenic acid, Potassium, Sodium	ENERGIE ET EQUILIBRE: Valeur énergétique, Protéines, Lipides, Hydrates de carbone, Fibres alimentaires, Vitamine B1, Vitamine B2, Vitamine B6, Acide pantothénique, Potassium, Sodium
Vitamin D function	1	2	GROWTH AND BUILDING: Vitamin A, Vitamin D Vitamin E, Zinc, Iodine	CROISSANCE ET CONSTRUCTION: Vitamine A, Vitamine E, Zinc, Iode
Vitamins function	1	2	Iron and vitamins: [Product name] cereals in a feeding bottle of child milk bring 75% of daily needs in iron to contribute to baby's body defenses, and essential vitamins for its development.	Du fer et des vitamines: les céréales [nom du produit] dans un biberon de lait infantile apportent 75% des besoins journaliers en fer pour participer aux défenses de l'organisme de bébé, et des vitamines essentielles à son développement.
Iron absorption	1	2	Vitamin C: Contributes to the vitality [IMMUNITY]	Vitamine C: Participe à la vitalité et au tonus de

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
			and energy of the body. Promotes the Iron assimilation.	l'organisme. Favorise l'assimilation du fer
Satisfied	1	2	Varied & adapted recipes for baby's pleasure.	Recettes variées & adaptées pour faire plaisir à bébé.
Transforming food to energy	1	2	Biotin and Vitamin B5: Helps the body to use the energy contained in foods.	Biotine (B8) & B5: Aide l'organisme à utiliser l'énergie contenue dans les aliments.

Table 8-3 Non-nutrition claims on labels of commercially produced complementary foods (n=73).

Non-nutrition claims	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
Allergens	61	84	Contains gluten. May contain traces of soya.	Contient du gluten. Peut contenir des traces de soja.
Additives	42	55	Without coloring agent, without artificial aroma, without added preservatives.	Sans colorant, sans arôme artificiel, sans conservateurs ajoutés
Ingredient	34	44	90% OF CHILD MILK [PRODUCT NAME] MULTIGRAIN INFANT CEREAL WITH VITAMINS AND MINERALS Rich in rice (40%) Melting small pieces.	90% de lait infantile. [NOM DU PRODUIT] CEREALE INFANTILE DE MULTICEREALES AVEC DES VITAMINES ET MINERAUX. Riche en riz (40%). Petits morceaux fondants.
Certification: Safety/Quality	23	30	[Product name] is to ensure giving purees of fruits from cultivations that respect the norms of child feeding, according to the regulation. - Without preservative* - Without coloring agent* *According to the regulation	[Nom du produit] c'est l'assurance de donner des purées de fruits issus de cultures respectant les normes de l'alimentation infantile, conformément à la réglementation. - Sans conservateurs* - Sans colorants* *Conformément à la réglementation
Quality	17	22	Commitment Quality: [Text provided] Product manufactured in Rhône-Alpes since 1906.	Engagement Qualité: [texte fourni] Produit fabriqué en Rhône-Alpes depuis 1906
Taste: Sweet/good/yummy	16	21	Its simple recipe: 100 % cereals. Its sweet taste.	Sa recette simple: 100 % céréales. Son gout doux.
Fruit juice/fruit (y)	13	17	100% Fruits & Vitamin C. Fruits mixture. I discover: red and exotic fruits. Yellow fruits. Nutrition Expertise: With our small jars, you make baby discover the real taste of fruits and thus enable it to build every day its food directory (repertoire).	100% Fruits & vitamine C. Mélanges de fruits. Je découvre: les fruits rouges et exotiques. Fruits jaunes. Expertise Nutrition : Avec nos petits pots, vous faites découvrir à bébé le vrai goût des fruits et lui permettez ainsi de construire chaque jour son répertoire alimentaire.
Specially prepared	13	17	Specially designed for breakfast from 3-6 years.	Spécialement conçu pour le petit déjeuner dès 3-6 ans.
Texture	13	17	Its creamy texture. With a velvety texture: A cream touch for a sweeter taste.	Sa texture onctueuse. Avec une texture veloutée: Une touche de crème pour un goût plus doux.
Other	10	13	On this product, [Manufacturer name] ensures: A 100% recyclable box Complex carbohydrates	Sur ce produit, [le nom du fabricant] vous garantit: Une boîte 100% recyclable. Des glucides complexes qui contribuent à la société.

Non-nutrition claims	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
			that contribute to society.	
Recipe	9	12	Varied and yummy recipes to please baby.	Recettes variées en gourmandes pour faire plaisir à bébé.
Convenient	7	9	[Product name] Pod at the service of parents: 1. Convenient: You can take it to wherever. It slides easily into baby's bag. 2. Easy and fast: An added pod to some lukewarm child milk is enough and the feeding bottle is ready in a wink.	[Nom du produit] au service des parents: 1. Pratique: on peut la transporter partout. Elle se glisse facilement dans le sac de bébé. 2. Facile et rapide: il suffit d'une Dosette ajoutée à du lait infantile tiède et le biberon est prêt en un clin d'œil.
Packaging	7	9	Thus, thanks to its manufacturing process and its conditioning under protective atmosphere, [Manufacturer name] ensures for baby an irreproachable quality.	Ainsi, grâce à son procédé de fabrication et son conditionnement sous atmosphère protectrice, [le nom du fabricant] offre à bébé l'assurance d'une qualité irréprochable.
Certification: Religious	6	8	Halal symbol	Symbole halal
Discovery	5	6	[Product range], it's a range of complete meals developed by the chef and [manufacturer name] nutritionists to accompany step by step baby in its discovery of tastes and meet its specific nutritional needs.	[Gamme de produits], c'est une gamme de plats complets élaborés par le chef cuisinier et les nutritionnistes de [le nom du fabricant] pour accompagner pas à pas bébé dans sa découverte des goûts et répondre à ses besoins nutritionnels spécifiques
Fresh	5	6	All fresh fruit vitamins: Fruits contain vitamins naturally. To get close to fresh fruits, [Manufacturer name] makes sure that vitamins most specific to fresh fruits are found in its [Product name] cups, in appropriate quality.	Toutes les vitamines des fruits frais: Les fruits contiennent naturellement des vitamines. Pour se rapprocher des fruits frais, [le nom du fabricant] s'assure que les vitamines les plus caractéristiques des fruits frais sont présentes dans ses coupelles [nom du produit], en qualité adaptée
Natural	5	6	[PRODUCT NAME] is a natural food without additives, nor coloring agent, nor preservative elements.	[NOM DU PRODUIT] est un aliment naturel sans additifs, ni colorant, ni éléments conservateurs.
Treasures of benefits	4	5	Treasures of benefits	Trésors de bienfaits
Origin	4	5	On this product, [Manufacturer name] ensures: A 100% French origin wheat.	Sur ce produit, [le nom du fabricant] vous garantit: Un blé 100% d'origine française.

Non-nutrition claims	Number of labels	Percentage of labels	Example text from labels	
			Translated English text	Original French text
Preparation: steaming			They help baby to spend a good night thanks to: steamed vegetables	Ils aident bébé à passer une bonne nuit grâce à: Des légumes cuits à la vapeur
Brand name	2	3	Hipp Organic; BlediFruit Douceur (Sweetness)	
Original	2	3	Original tastes.	Goûts originaux.
Public health messages	2	3	DID YOU KNOW IT? A child needs 500 ml of child milk a day until 3 years. WHAT ARE THE BENEFITS OF CHILD MILK? Child milk will notably contribute to baby's needs in iron and essential fat acids found in great quantity only in cow milk.	LE SAVIEZ-VOUS? Un enfant a besoin de 500 ml de lait infantile par jours jusqu'à 3 ans. QUELS SONT LES BENEFICES DU LAIT INFANTILE? Le lait infantile va notamment contribuer aux besoins de bébé en fer et acides gras essentiels présents en plus grande quantité que dans le lait de vache.
Branded food group information	2	3	Nutri-pass baby	
Bisphenol A (BPA)	1	1	Packaging WITHOUT BISPHENOL A.	Emballage SANS BISPHENOL A.
Certification: Agricultural	1	1	CERTIFIED ABB. BIOLOGICAL	CERTIFIE ABB AGRICULTURE
Organic	1	1	AGRICULTURE (i.e. organic)	BIOLOGIQUE.
Protein sources	1	1	Moreover, child milk is less rich in proteins.	De plus le lait infantile est moins riche en protéines.
Pure	1	1	[PRODUCT NAME] SPRING MICROBIOLOGICALLY PURE.	SOURCE DE [NOM DU PRODUIT] MICROBIOLOGIQUEMENT PURE.

8.9 APPENDIX I:

CLAIMS PROVIDED ON LABELS OF COMMERCIALY PRODUCED FOOD PRODUCTS IN SENEGAL

Table 0-1 Non-nutrition claims on the labels of commercially produced foods for general consumption commonly fed to children under the age of two years.

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
Fresh	3	38	Enjoy [product name] extra soft Cake with fresh eggs, born from its legendary expertise.	Déguster le Cake extra moelleux aux œufs frais de [nom du produit], née de son légendaire savoir-faire.
Quality	3	38	The quality yoghurt Our products quality is a priority.	Le lait caille qualité. La qualité de nos produits est une priorité.
Additives	2	25	These [Product name]'s chips are made by potatoes selected among the best and have neither artificial coloring agent nor preservative.	Ces chips [nom du produit] sont élaborés à partir de pommes de terre sélectionnées parmi les meilleures et sont sans colorant artificiel ni conservateur.
Natural	2	25	POTATO CHIPS NATURAL TASTE Refreshing drink with natural extracts	CHIPS DE POMMES DE TERRE GOUT NATURE. Boisson rafraichissante aux extraits naturels.
Allergens	1	13	ALLERGEN STATEMENT: CONTAINS SOY PRODUCT AND EGG PRODUCT. MAY CONTAIN TRACES OF WHEAT GLUTEN, PEANUTS, WALNUTS, ALMONDS, PISTACHIOS AND HAZELNUTS.	AVERTISSEMENT D'ALLERGENE: CONTIENT PRODUITS DE SOJA ET OVOPRODUITS, PEUT CONTENIR DES TRACES DE GLUTEN DE BLE, CACAHUETE, NOIX, AMANDE, PISTACHE ET NOISETTE.
Faultless product	1	13	A quality manufacturing: [Product name] respects (follows) a strict process, which gives the chips exceptional taste and crisp.	Une fabrication de qualité [nom du produit] respecte un processus rigoureux, qui assure aux chips un goût et un croustillant exceptionnels.
Fruit juice/ fruit(y)	1	13	Fruity freshness in every sip.	[No French text provided.]
Packaging	1	13	A protective bag: A multilayer packaging under protective atmosphere makes an unchanged pleasure last longer.	Un sachet protecteur : Un emballage multicouche sous atmosphère protectrice garantit un plaisir intact plus longtemps.
Real / authentic	1	13	[Product name] is an authentic yoghurt which needs to be kept cool.	[Nom du produit] est un vrai yoghurt qui doit être conservé au frais.

Claims	Number of labels	Percentage of labels	Translated English text	Original French text
Cross-promotion	1	13	Diversify the pleasures! Discover other [product name] flavors to share: [10 examples of other flavors provided]	Variez les plaisirs! Découvrez d'autres saveurs [nom du produit] à partager: [10 exemples d'autres saveurs prévus]

/ENDS