

**Question for written answer E-003174/2016  
to the Commission**  
Rule 130  
**Bart Staes (Verts/ALE)**

Subject: Calorie labels showing equivalent activity levels

Obesity is one of the greatest health challenges of our time. Labels showing calorie count are therefore necessary to bring about a change in behaviour. However, there are signs that the current method of displaying this information is inadequate. A study in the UK, for example, showed that 44% of those questioned found current information confusing. For this reason it is important to keep a critical mind about the way in which we provide consumers with information.

To achieve changes in consumer behaviour, the information must be displayed simply. That being so, we wonder if the Commission sees opportunities in the proposal by the British Medical Council to develop labelling that shows the amount of physical activity equivalent to a given number of calories.

In our view, this type of labelling is understandable, and differs from current labelling systems in that it encourages consumers to engage in healthy activity.

Will the Commission investigate the effectiveness of the current method of labelling?

Will the Commission carry out a study on the potential benefits and shortcomings of the system proposed by the British Medical Council?

If the current system of labelling is shown to be inadequate to bring about changes in behaviour, is the Commission prepared to consider this labelling proposal?