

THE EVALUATION OF INFORMATION ON POTATO, VEGETABLE AND WHOLEGRAIN SNACKS PACKAGING

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Abstract

Snacks are appetizers, which are part of menu in social events, they are also widely consumed snacks between meals. Society becomes more knowledgeable regarding product quality indicators and their impact on health, that's why overall concern for health can lead to also healthier food choices. Product packaging and information displayed on it makes a great impact on both providing information for consumers and fulfilling role of advertisement. According European Union (EU) Regulation No 1169/2011 (25.10.2011) producers must indicate product ingredients, nutritional and energy values, information about allergens and nutrition claims. It is not mandatory to show information about fiber, but information regarding fiber is essential in order to calculate energy value. The aim of this research was to analyze the information shown on labels of different snacks available in Latvian market.

Salty snacks are typically associated with potato crisps, as well as vegetable chips, also corn and wholegrain snacks, there is also segment of nuts, but in this research it was not analyzed. The product information were collected in 2017 (22 different samples) and in 2019 (27 different samples) available in supermarkets and shops, both in rural and urban areas of Latvia. All the descriptive texts and symbols on packaging were registered, including product information (name, brand and size), nutrients, energy value, guideline daily amount as well as other indicators of the product specified by the producer. There was analyzed nutritional information (nutritional labelling and claims) and it was compared between different samples by using descriptive methods.

In 2019 research was discovered that 2 producers have implemented changes according to existing trend of healthiness and upgraded their products with lower salt and fat content. In 2019 were also observed entry of new companies in snack segment compared to 2017, which offer bigger variety of vegetable crisps made from carrots, beetroots and summer squashes. This research shows that average amount of salt per 100 g in 2017 was 1.9 g but in 2019 1.7 g with decrease of 10%.

Research showed that there is increased displayed information about healthy aspect of snacks by 10% on its packaging compared to 2017.

Key words: *Salty snacks, Nutritional labeling, Potato and vegetable crisps.*