

# THE COLORS OF MILK LABELS - PEOPLE KNOW WHAT THEY MEAN?

Bojan Matijević<sup>1\*</sup>, Mirela Mabić<sup>2</sup>

<sup>1</sup>Karlovac University of Applied Sciences, Trg J. J. Strossmayera 9, 47000 Karlovac, Croatia

<sup>2</sup>Faculty of Economics, University of Mostar, Matice hrvatske bb, 88000 Mostar, BiH

\*e-mail: bojan.matijevic@vuka.hr

## Abstract

Milk is a source of calcium, vitamin D and protein that the body needs to nourish the muscles and cells. Many people drink different types of milk due to health restrictions (high cholesterol, obesity, heart disease, etc.) or because they are watching their diet and trying to eat more healthy and unprocessed foods. The food industry labels the different types of milk by color to make it easy to recognize. Most nutrition labels on milk include calorie, fat, protein and calcium content, and the milk is also separated by the color of the lid. This makes it easier for consumer to identify which milk they want to buy and helps reassure them that they're getting exactly what they want.

Questionnaire contained questions about the type and packaging of the milk that is most often consumed as well as a set of claims about the relationship of color packaging of milk and milk content and importance of color packaging for consumers. The results are expressed through absolute and relative frequencies, mean and standard deviation.

Most of the respondents know that there are various colors of packaging milk, but only a few of them connects color packaging and milk composition (% of fat in milk, etc). The majority believes that the packaging of the product can be use for quick and short presentation of the composition of the product.

These results and the trend towards health that emphasizes the importance of nutrition for the maintenance of health and for their contribution in the treatment of some diseases, require more intensive informing and education of consumers about the importance of products' packaging and its importance in everyday shopping.

**Key words:** *Color, Milk labels, The colors of milk labels, Diet, Diet habits.*