

CLITRAVI

CENTRE DE LIAISON DES
INDUSTRIES TRANSFORMATRICES DE VIANDES DE L'U.E.
LIAISON CENTRE FOR THE
MEAT PROCESSING INDUSTRY IN THE E.U.

CLITRAVI view on portion sizes

Agreed (sector-wide) portion sizes are developed **only** for products **which are not pre-portioned**.

When products are pre-portioned, it is up to the manufacturer to define the portion that is clearly evident from the packaging. The weight of the portion is indicated.

Examples: "1 slice (9g)", "1 piece (15g)", "1 pack (50g)" or multiples thereof, such as "3 slices (27g)" or "2 pieces (30g)", regardless pre-portion are pre-packed individually.

When products are not pre-portioned, the following **minimum portion sizes** apply:

- meat preparations¹ as sandwich filling = 25g
- processed meat products as sandwich filling = 25g
- meat as meal component = 100g (*prepared*)
- meat preparations as meal component = 100g (*prepared*)
- processed meat products as meal component = 100g

RATIONALE

¹ Unprocessed (raw) meat is normally not eaten as sandwich filling, and therefore it is not included. Otherwise the minimum portion size of 25g applies.

The use of a minimum portion is the result of a compromise among CLITRAVI's members and is preferred above a "standard" portion for the following reasons:

- If nutritional information (GDA's f. ex.) is expressed per portion, the number of portions needs to be stated on the packaging. This may pose the problem in case the number of portions is not an integer part of the total quantity labeled.

For example: for a meat product weighing 110g, it is impracticable to label 3.67 portions of a pre-set standard portion of for example 30g. It is more recognizable and therefore preferable to label 4 portions (i.e. 27.5g each), provided the minimum portion size of 25 is respected.

- Consumers do not eat nor count fractions of products; they eat for example whole, half or one third of a product.

For example: for a meat product weighing 65g, it is impracticable to label the nutritional information contained in 1 standard portion of for example 30g. It is more recognizable and therefore preferable to express this information per half a sausage (i.e. 32.5g), provided the minimum portion size of 25g is respected.

- Reducing portion sizes is a tool to reduce the intake. Standard portion does not give an incentive to reduce. Minimum portions do.
- Minimum portions accommodate the different "eating habits" and allow the flexibility of eating at least one portion a day. Meat and meat products -in fact- are basic food consumed at different eating occasions and often more than one time in a day².
- The minimum portions of 25g and 100g take into account the lower end of the actual consumption throughout the EU and national -international dietary recommendations for meat-based products as sandwich filling and meal components, respectively.
- Portions above the minimum portion size are always possible if dietary habits or recommendations differ in certain countries.

² From breakfast (bacon/sausages) to snack or lunch (as sandwich filling for example), from aperitifs to dinner (as appetizer or starter for example).

- Portions below the minimum portion size are to be avoided for reason of credibility and correct consumer information.

The portion should be completed by its weight, in particular if the portion is not readily identifiable.