

Arla Brand Nutrition Criteria

Product Category	Energy ¹	Nutrients to limit				Nutrients to secure			
		Sodium	Saturated fats ²	Trans-fats ³	Added sugars	Milk Protein ⁴	Calcium	Fruit, nuts vegetables, and legumes	Fiber and wholegrain
	Kcal/portion ¹	mg/100g	g/100g	g/100g	g/100g	g/100g	mg/100g		
Plain milk, milk powders, and plain yogurt, kefir etc.	<8%DV	≤60	≤2.6	0	0	≥ 3	≥110		
Fat filled milk and growing up milk (36-72 mo.)	<8%DV	≤60	≤2.6	0	≤1	≥ 2.5	≥90		
Flavoured filled milk drinks	<8%DV	≤80	≤2.6	0	≤6.25	≥ 1.25	≥45		
Yoghurt with more fruit than added sugar ⁵	<9%DV	≤80	≤2.6	0	≤7.5	≥3 ⁶	≥100 ⁶	Whole fruit ⁷ higher than added sugar.	Encouraged
Fruit & flavoured milks and yoghurts	<9%DV	≤80	≤2.6	0	≤6.25	≥3 ⁶	≥100 ⁶	Encouraged	Encouraged
Hard cheese, adults	<5%DV	≤800	≤15	0	0	≥22	≥600		
Hard cheese, children 3-12 y	<5%DV	≤560	≤15	0	0	≥16	≥400		
Soft cheeses, adults	<5%DV	≤960	≤15	0	0	≥10	≥240	Encouraged	Encouraged
Soft cheeses, children 3-12 y	<5%DV	≤480	≤8	0	≤5	≥10	≥60	Encouraged	Encouraged

1. Energy is only indirectly regulated by Arla Nutrition Criteria through the balance between fat and protein as well as limits on sugar. When Energy is expressed as %DV (Daily Value) this refers to 2000 kcal for adults and 1700 kcal for children from 3-12 years of age.

2. Saturated fat limits are calculated from the typical content of saturated fat in cow's milk. Arla nutrition criteria regulate the fat to not exceed the proportion to protein as in natural cow's milk.

3. Excludes the natural content of trans fatty acids from milk. Arla strictly excludes use of industrially produced trans-fat.

4. Milk protein must be at least in the proportion to fat as in natural cow's milk.
5. Special yogurts with a high content of acidic fruits and berries may require more sugar added to balance the taste. Arla allow more sugar in these products to support an increased intake of whole fruit.
6. The milk protein and calcium contents are for the dairy part of the product – ignoring the fruit content.
7. Juice and juice concentrates does not count as fruit. Arla support use of whole fruit and vegetables. They may be peeled, chopped or pureed, but not juiced as this removes nutritious components such as fibre.

