



Nutrition and physical activity from childhood to old age

The European food and drink manufacturers' perspective and contributions

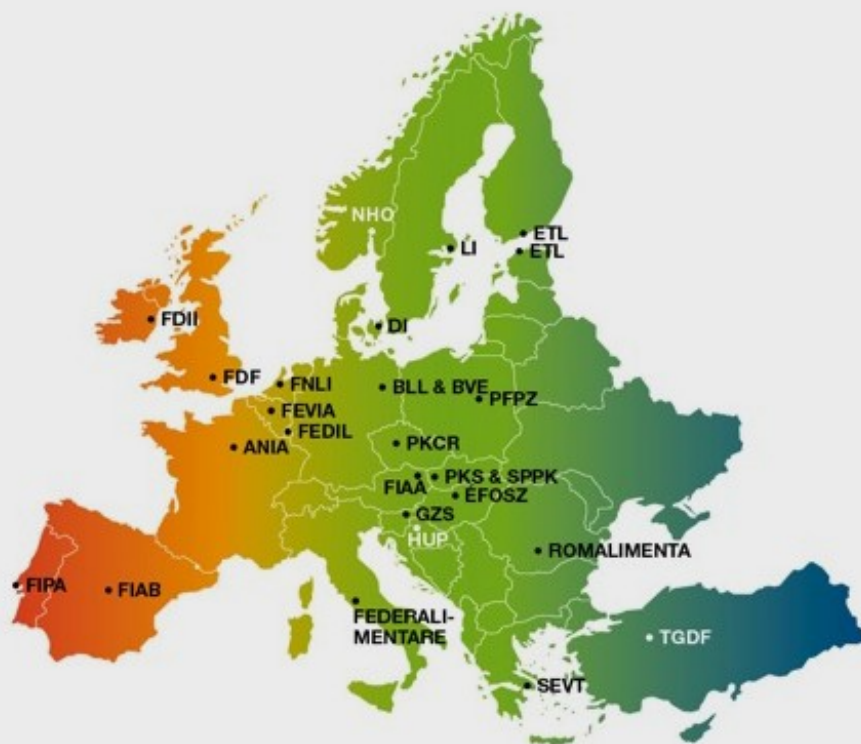
Dirk JACOBS

Deputy Director General

Director Consumer Information, Diet and Health

**Hellenic Presidency Conference on Nutrition and Physical Activity
Athens, 25-26 February 2014**

FoodDrinkEurope Membership



1. National Federations (26 incl. 3 observers)
2. European Sector Associations (25)
3. Companies (17)

Key Facts and Figures of the European food and drink industry (2011)

Turnover

€1,017 billion
(↑6.8% compared to 2010)

Largest manufacturing sector
in the EU (14.9%)

Employment

4.25 million people
(Stable compared to 2010)

Leading employer in the EU manufacturing
sector (15.0%)

SMEs

49.3% of food and drink turnover

63.4% of food and drink employment

External Trade

Exports €76.2 billion
(↑16.6% compared to 2010)

Imports €63.0 billion
(↑13.5% compared to 2010)

Trade balance €13.2 billion
Net exporter of food and drink products

Number of companies¹

287,000

Fragmented industry

Value added

(% of EU GVA²)

1.9%

Consumption

(% of household expenditure)

14.5%

EU market share of global exports

16.5% (20.5% in 2002)

Shrinking share in world markets

R&D

(% of food and drink industry turnover)

0.53%³

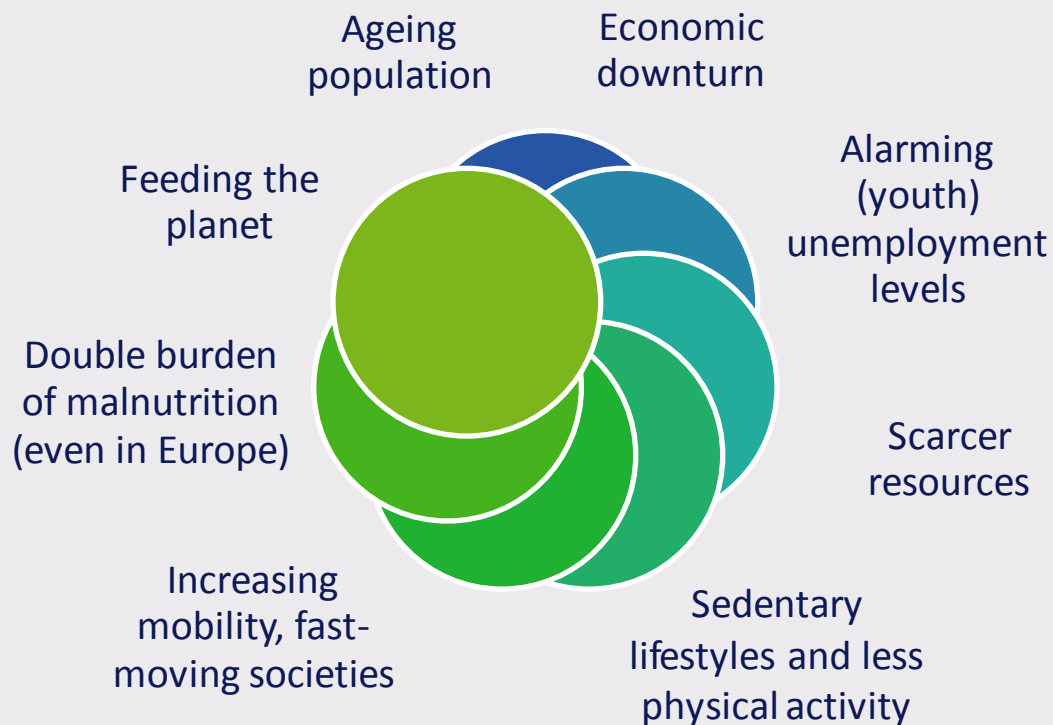
Sources: Eurostat, UN COMTRADE, OECD

(1) 2010 data

(2) For definition, see page 25

(3) 2009 data

The context food companies are operating in...



Industry's role in improving public health

- The European food and drink industry recognizes that it has an important role to play in contributing to improving public health from childhood to old age
- A multi-factorial issue requiring action by a wide variety of different stakeholders
- The evaluation report of the EU Strategy on Nutrition, Overweight and Obesity related issues stresses the importance of partnerships
- Action being undertaken at various levels:
 - Global: e.g. Consumer Goods Forum (CGF) Resolutions, International Food and Beverage Alliance (IFBA)
 - European: EU Platform for Action on Diet, Physical Activity and Health
 - National: National stakeholder platforms and public-private partnership agreements (e.g. UK Responsibility Deal, Spanish NAOS Strategy, etc.)
 - Local: Local community-based public-private partnerships (e.g. EPODE in France, JOGG in the Netherlands, VIASANO in Belgium, ȘI EU in Romania)

European action: the EU Platform

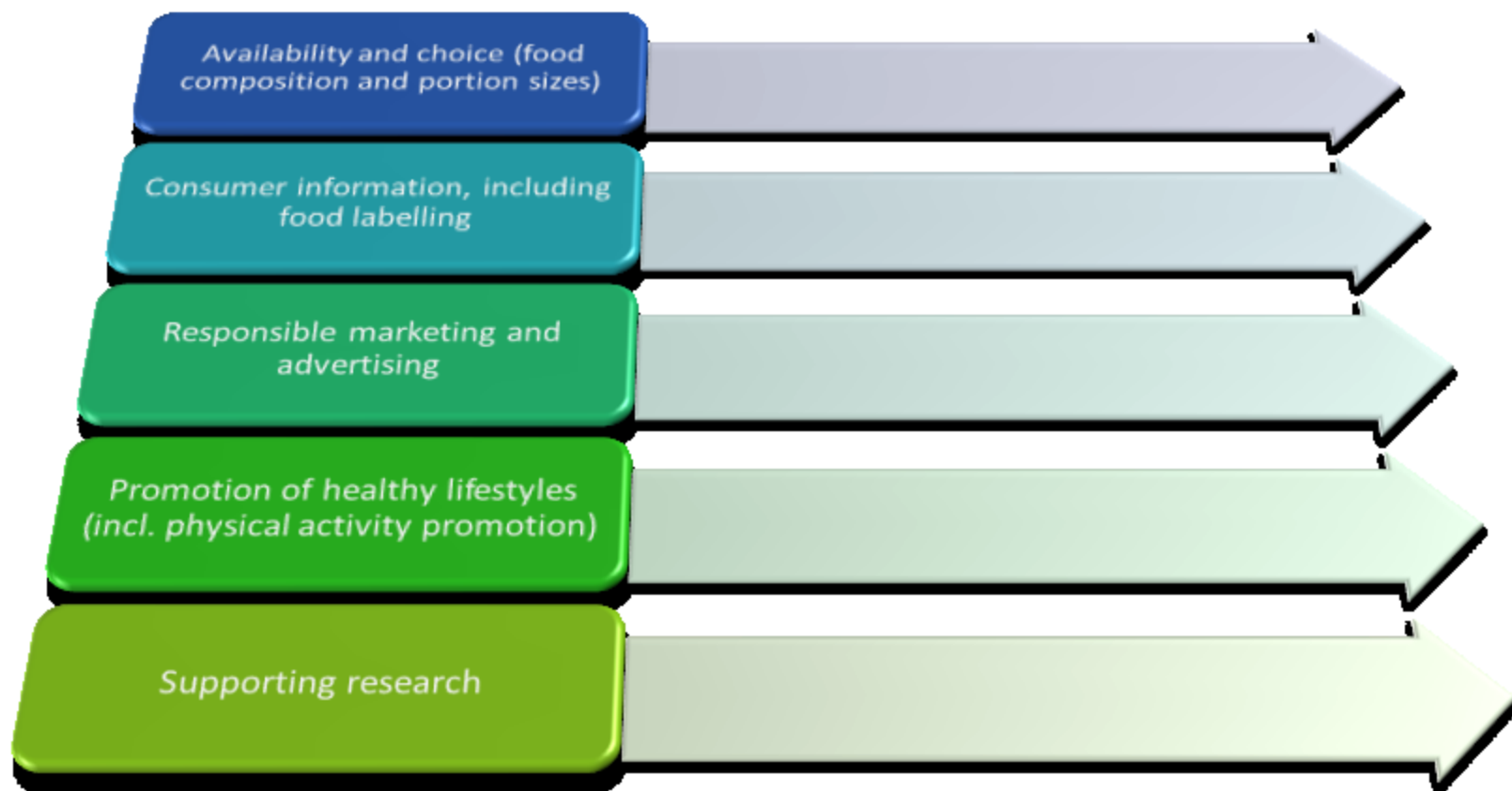


EU Platform on Diet,
Physical Activity and Health

- EU Platform launched in March 2005; FoodDrinkEurope (then CIAA) as a **founding member**
- Overall aim: to improve public health nutrition, promote healthy lifestyles and fight the increasing public health threat posed by obesity and other non-communicable diseases across Europe
- In 2013, **FoodDrinkEurope and its members contributed almost half of all commitments**
- The evaluation report recognized that the **Platform has delivered relevant and recognisable results**, but that monitoring and reporting can be improved

FoodDrinkEurope commitments

5 Key areas of action:



Food Composition and Portion Sizes

- FoodDrinkEurope **largest contributor in terms of voluntary commitments on food reformulation** to the EU Platform (12 out of 20 commitments in 2013)
- Overall quantified and comparable data for 8 commitments for the year 2011 provides an illustrative snapshot of the impact:
 - **993 tons of salt** reduced
 - **355 tons of saturated fat** reduced
 - **938 tons of sugars** reduced
- **Fortification** (addition of essential nutrients to foods) to be considered too – under the legal framework of Regulation (EC) 1925/2006
- Not only focus on reformulation but also **product innovation** (e.g. offering new product versions; different formulations for certain product ranges, etc.)

Food Composition and Portion Sizes

- **Main challenges of food reformulation/innovation:**
 - Consumer acceptance
 - Technological challenges
 - Food safety (preservation and shelf-life)
 - Legislative constraints
 - Progress performed
 - Monitoring
- Offering a **wider variety of portion sizes and portion reduction**, thereby offering choice and availability
 - FoodDrinkEurope Guidance on Portion Communication

Food Composition and Portion Sizes

Example: European Snacks Association (ESA) commitment in the area of product development and choice

A quantitative survey performed throughout 2013, for which nearly 1 million tonnes of products were reported (approximately 76% of the EU total), showed that in 2012:

- about **one third (by tonnes)** of all products were reformulated with **reduced sodium/salt**;
- about **two thirds (by tonnes)** of all products were reformulated with **reduced saturated fat**.

Example: Unilever commitment on product reformulation and innovation

By 2020, Unilever will double the proportion of its portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines.

- 80% of Unilever's Foods and Refreshment portfolio by volume met **salt levels equivalent to 5g per day** by end Sept 2012;
- At the end of 2012, 92% of Unilever's leading spreads by volume contained **no more than 33% saturated fat and 15% of essential fatty acids** recommended by international dietary guidelines.
- By Sept 2012, 100% of Unilever's portfolio by volume did **not contain trans fats originating from partially hydrogenated vegetable oil**.
- At the end of 2012, 81% of children's ice creams contained **110 kilocalories or fewer per portion**. By 2014, 100% of Unilever's children's ice cream will meet this target.

Example: Nestle commitment on innovation and renovation

As part of its broader reformulation activities, Nestlé is committed to ensure that by the end of 2014, all its children's products will meet nutritional criteria based on recommendations from recognised health organisations. Non-compliant products have been identified and will have to be reformulated.

Examples of reformulated products in 2012/2013:

- Culinary products: figures available for 2012 show a **3.7% salt reduction** in relevant products in Europe
- Ice-cream: at the end of 2013, 76,1% of Nestlé's children portfolio in Europe was **below 110 kcal per portion**
- Confectionery products: As of September 2012, **a serving does not exceed 170 calories for a new product launched on the European market**

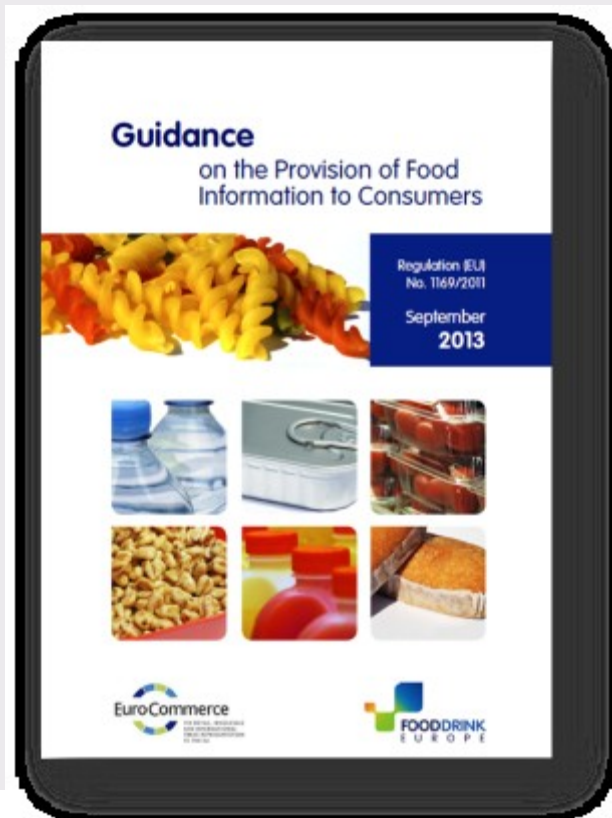
Consumer Information (incl. food labelling)

- Need for **simple, factual, objective, meaningful and consistent nutrition information** enabling consumers to make informed choices
- For the first time ever, Regulation (EU) 1169/2011 will introduce mandatory nutrition labelling → supported by the EU industry
- In addition, already back in 2005, FoodDrinkEurope introduced and promoted voluntary, fact-based **front-of-pack nutrition labelling through the development of Guideline Daily Amounts (GDA)*** as a commitment under the EU Platform
 - Applied by many (small and large) manufacturers and retailers in all EU Member States and in many other parts of the world
 - An analysis of FoodDrinkEurope membership compliance with front-of-pack GDA labelling for 2012 indicated **high levels of compliance ranging from 50%-100%** of eligible products
 - Concept has been recognized in Regulation (EU) 1169/2011



* "Reference Intakes" (RI)

Consumer Information (incl. food labelling)



- In 2012, **FoodDrinkEurope renewed its commitment on GDAs*** under the EU Platform, taking into account the legislative changes as required by the EU Regulation on the provision of food information to consumers
- Guidelines on how to implement this new regulatory framework in detail have been developed jointly by FoodDrinkEurope and EuroCommerce
- Indeed, one of the objectives of the renewed commitment is to further **enhance consistency** of front-of-pack GDA labelling

* "Reference Intakes" (RI)

Responsible Marketing and Advertising

- Context: effect of advertising within the public health debate – industry responding positively
- Voluntary codes of conduct:
 - National self-regulatory frameworks (e.g. the Belgian Pledge)
 - Industry-wide self-regulatory code (e.g. ICC Framework for Responsible Food and Beverage Marketing Communications)
 - EU Pledge
- National and regional regulatory frameworks in line with the EU Audiovisual Media Services Directive 2010/13/EU
- Compliance with Regulation 1924/2006/EC on nutrition and health claims

Responsible Marketing and Advertising

Example: EU Pledge

- Industry initiative to change food and beverage advertising to children in the EU
- Launched in 2007 by 11 major multinational companies, membership now includes **20 leading companies which represent 80% of the EU food and beverage advertising market coverage**
 - Commitment covers TV, print, third-party internet and company-owned websites
- On 1 January 2012, the Pledge further enhanced commitments:
 - Extension of commitment to cover **company-owned websites**
 - **Stricter definition** of advertising to children (from a 50% audience threshold to a 35% threshold [share of under-12s in the audience])
- **EU Pledge Common Nutrition Criteria** will apply as of the end of 2014. These are deemed at least equivalent to the criteria developed in the UK by the Food Standard Agency and underpinning the Ofcom rules on food advertising to children
- Evaluation: **substantial reduction in children's exposure to advertising** for products that do not fulfill 'better-for-you' criteria through children's programmes (>35% <12 audiences): -83% in 2013. Over all markets monitored in the past 5 years the average is -82%



Responsible Marketing and Advertising

Example: UNESDA commitments on marketing and advertising to children

- UNESDA, representing the European soft drinks industry, has committed to act responsibly in schools across the EU28 which includes:
 1. **Not to offer its products for sale in primary schools;**
 2. **In secondary schools, to ensure a full range of drinks** (water, no-cal soft drinks, juice, etc.) is available and presented in non-branded vending machines.
 3. **To involve parents and educators in the choice of beverages available.**

Monitored in 2006 and 2010 by third party consultancy PwC.

- UNESDA has also committed to **not advertise to children under 12 years of age across the EU28**. The commitment covers **TV, print, online, social media, cinemas as well as company and brand websites**. The commitment was monitored in 2006, 2010 and in 2012 by independent third party consultancy Xtreme Information.

Commitment	Compliance level
No advertising to children under 12	95-100%
No sales in primary schools	95%
Ensure full range of beverages is available in secondary schools	84%
Respect the commercial-free character – unbranded vending machines	88%
Involve parents and educators in choice of beverages	83%

Promoting Healthy Lifestyles

- Education, including lifestyle modification, and promotion of physical activity are key elements that support efforts to address public health
- Whilst not being its core activity, industry can be a constructive and responsible partner, e.g. through “Health in the Workplace” programmes and public-private partnerships with clear rules of engagement



Promoting Healthy Lifestyles

Example: Kellogg commitment on Breakfast Clubs

- Programme **started in the UK** over 15 years ago and has since **expanded to other countries** in Europe (DE, IE, SE, BE, FR, ES, EL, IT)
- Working with **local partners**, e.g. ContinYou (a learning charity in UK), the German School Sports Foundation, the Red Cross in Sweden
- Focus on establishing clubs in **disadvantaged areas**, where there is a clear need to provide breakfast and a healthy start to the day for children
- Kellogg provides the **funding** to start up new breakfast clubs or keep existing ones going; it is up to the local partner to run the clubs and the management of the club to select the foods on offer
- Training and on-going support to ensure clubs are sustainable over the longer term
- In 2013, **2.75 million breakfasts** were provided through the programme

Example: Ferrero commitment on Kinder+Sport

- Kinder+Sport is designed to promote active lifestyles by encouraging dynamic play and sports in young generations and inspiring them to become involved in daily physical exercise
- Involves **more than 12 million boys and girls** all over the world, **18 different sport disciplines**
- Cooperation with **22 Sport Federations and Associations**. Partnered with **4 Olympic Committees** and **ISF** (International School Sport Federation)
- Monitoring in 2013 showed not only a geographical expansion, but also a quality improvement of the project, e.g.:
 - €6 million invested
 - New “Village” research aims to study how physical activity contributes to the overall development of the individual
 - Continuous monitoring Kinder+Sport-Fipav with the Institute of Sports Medicine of Turin
 - New rules of engagement

Supporting Research



- The **European Technology Platform (ETP) Food for Life** was created in 2005 under the auspices of FoodDrinkEurope, addressing innovation in the agri-food sector including research targeted at the development of **new processes, products and tools that improve health, well-being and longevity**.

Research priority areas identified:

- optimal development, wellness and ageing
 - intestinal health and immune functions; and
 - weight management and obesity
- FoodDrinkEurope is participating in the EU-funded **NU-AGE project**, which investigates the impact and the role of the whole diet to counteract age-related disease and functional decline. It also engages in the **Joint Programming Initiative (JPI) “A Healthy Diet for a Healthy Life”**.

NU-AGE



Conclusions

- European food and drink industry recognizes that it plays an important role in health prevention, alongside and in co-operation with other actors
- Continued support for EU Platform for Action on Diet, Physical Activity and Health and national stakeholder platforms as a catalyst for further action
- Community-based approach needed involving different disciplines and partnerships
- FoodDrinkEurope will further encourage initiatives to promote more balanced diets and healthier lifestyles, from childhood to old age

Thank you for your attention!



www.fooddrinkeurope.eu