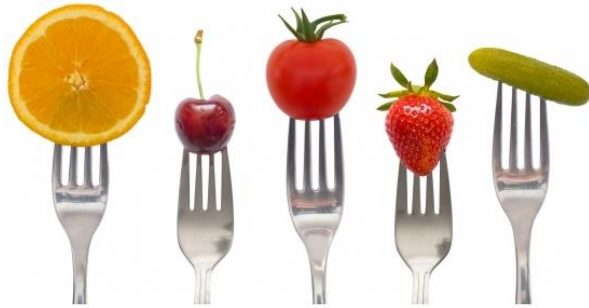


1



High Level Group Nutrition meeting

The Belgian situation

Laurence Doughan
DG Animal, Plant and FOOD

23 November 2016



Belgian situation

Main urging public health problems:

- Prevalence of overweight and obesity is growing (one Belgian on two is concerned)
- Type-2 diabetes is growing (500 000 people)
- Hypertension is growing (2 million people at risk)
- 30% of deaths are linked to a cardiovascular disease

→ Creation of our Federal Nutrition and Health Plan in 2006



Our most recent food survey shows

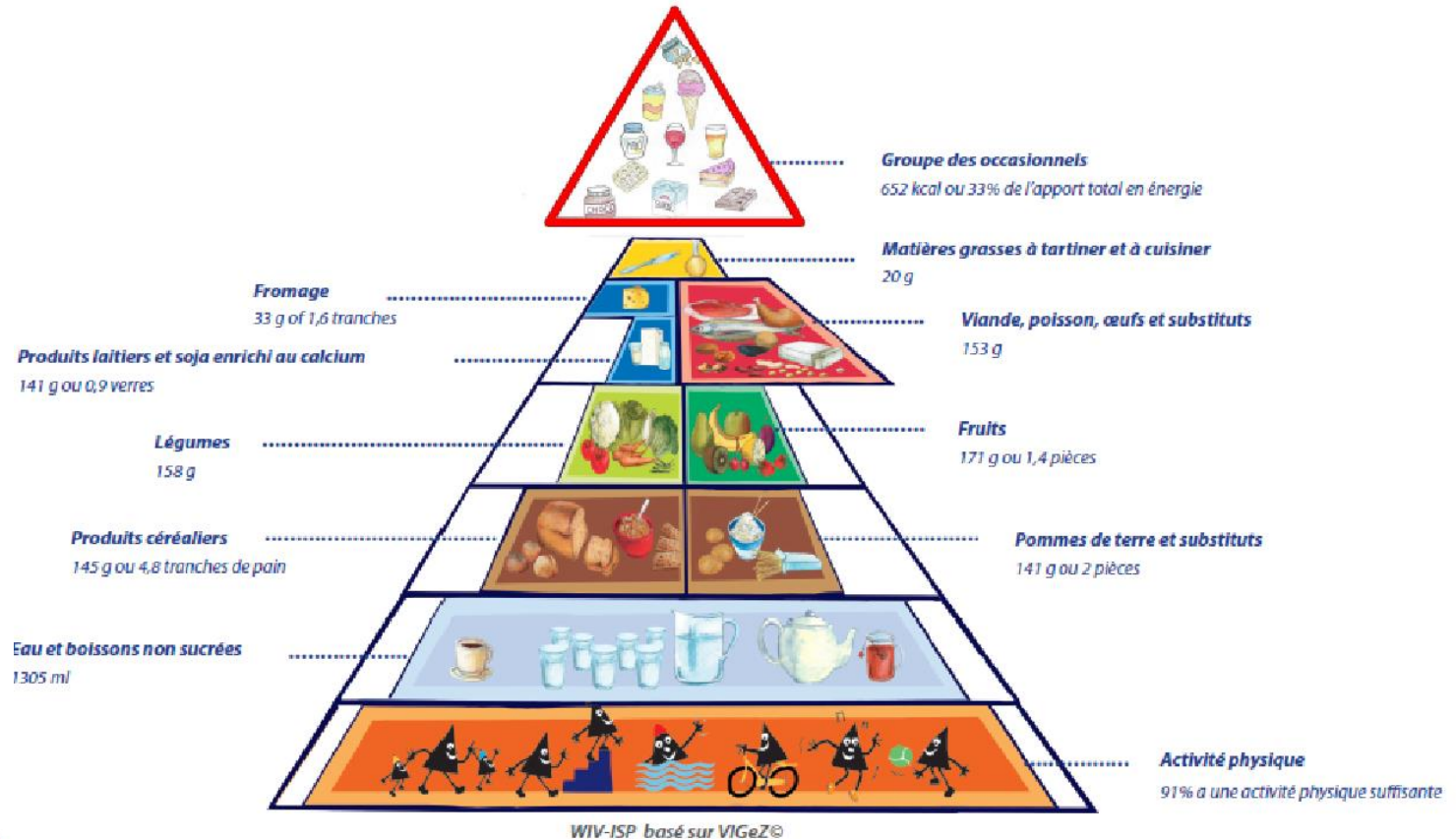
3200 people, 3 to 64 years old, 2014.

- 45% of our population have a BMI >25 - 29% are overweight and 16% are obese
- 55% of our population (10 - 64 years old) have a ratio waist/height \geq to 0.5 which is highly correlated to a higher risk to develop diseases linked to abdominal obesity
- 33% of the total energy intake of our adult population is consumed in the top of the food pyramid (salty and sugary snacks, confectioneries, ice-cream, sodas, alcohol...)



Our unbalanced Food Pyramid (18 to 64 years old)

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Our reformulation strategy

On salt :

- Creation of a working group on salt reduction at the Ministry with the food sector, retailers, restaurants, caterers, frituristes, consumers organizations, academics in 2007
- A 2-years process of negotiations to achieve salt reduction in each food category and business.
- Signature of a common agreement in May 2009 with the Federal Health Minister
- Results : - 10% of salt consumption in 2014



Our reformulation strategy

On energy :

- Creation of a working group on energy reduction (added sugars and fats, portion sizes) at the Ministry with the food sector, retailers, restaurants, caterers, frituristes, consumers organization, academics in 2012
- A 4-years process of negotiations to achieve energy reduction in each food category and business.
- Signature of a common agreement in June 2016 with the Federal Health Minister, the food industry and retailers
- Expected results : - 5 % of energy consumption by the end of 2017 compared to 2012.



WORKING TOGETHER TOWARDS A BALANCED DIET

With the Convention for a Balanced Diet, Belgian food companies, retailers, restaurant franchises, collective kitchens and the Belgian government are joining forces to help consumers adopt a healthier and more balanced diet. These specific commitments across the food sector make Belgium a European forerunner.

WHAT HAS ALREADY BEEN ACHIEVED IN BELGIUM TODAY?

SALT INTAKE

-10%

TRANS FATS

100% of
1%

% of the energy intake in line with the recommendations of the Belgian Superior Health Council

- working on the nutritional composition of the food products, portion size and/or consumer awareness
- responsible marketing: Belgian advertising code & Belgian Pledge (children <12 years)
- Training, research and development of products
- expanding product range and offer

WHAT'S ON THE TABLE TODAY?

-5%

contribute to a **REDUCTION OF ENERGY INTAKE**

and/or focus on a more extensive **OPTIMISATION OF THE NUTRITIONAL COMPOSITION**

SOFT DRINKS

-5% average sugar content

CHOCOLATE PRODUCTS

-2.5% saturated fats

PLANT-BASED DRINKS

-4% sugars

DAIRY PRODUCTS

-3% added sugars

BREAKFAST CEREALS

-4% sugars

+5% fibres

+8.5% wholegrain cereals

BISCUITS

-3% saturated fats

MARGARINES, ICE CREAM, SUGAR, CHOCOLATE AND BISCUITS, BAKERY PRODUCTS, POTATO PRODUCTS, SNACKS AND NUTS



Various initiatives with regard to the composition of products, the portion size and/or consumer awareness

SAUCES, VEGGIES, MEAT PRODUCTS, READY MEALS

AUTUMN 2016



Develop commitment through joint working groups (brands and private labels)

WHICH PRODUCT CATEGORIES HAVE ALREADY DEFINED SPECIFIC TARGETS FOR 2017 - 2020?

SOFT DRINKS

ADDITIONAL -5% so in total **-10%** of the average sugar content

DAIRY PRODUCTS

ADDITIONAL -5% so in total **-8%** of the average sugar content

AFTER EVALUATION 2017 & 2018*

Potential commitment until 2020

* For the sectors of FROVA, part 1 of the commitment covers the period from **1st January 2012** until 31 December 2016. For the sectors of COMGOS, part 1 of the commitment covers the period from **1st January 2012** until 31 December 2017.

WHAT IS THE ROLE OF THE GOVERNMENT?

- Monitoring
- A global food and health action plan
- Information and awareness
- Optimisation of the legal framework
- Support scheme for research
- A more fiscally attractive R&D



BOISSONS RAFRAÎCHISSANTES

-5%

de la teneur
moyenne en sucres
▶ **-10%** pour 2020

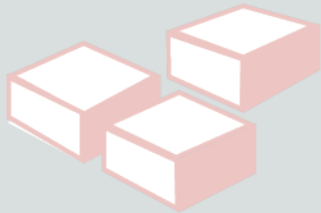


PRODUITS LAITIERS

-3%

de sucres ajoutés
▶ **-8%** pour 2020

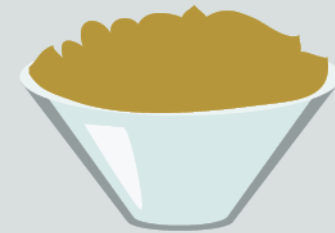
CÉRÉALES PETIT DÉJEUNER



-4%
de sucres



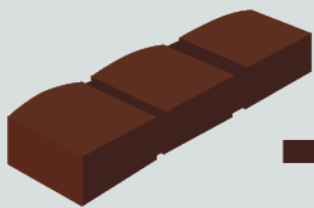
+5%
de fibres



+8,5%
de céréales
complètes

BOISSONS VÉGÉTALES ET À BASE DE SOJA

PRODUITS À BASE DE CHOCOLAT



-2,5%

de graisses saturées



-4%
de sucres

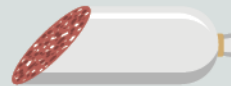
BISCUITERIE



-3%

de graisses saturées

SAUCES, NECTARS, PRODUITS TRANSFORMÉS À BASE DE VIANDE, PLATS PRÉPARÉS



Vers l'automne 2016, **préparer un accord**
via les groupes de travail communs
(marques propres/marques de distributeurs)

Our reformulation strategy

Monitoring of the energy reduction strategy:

Main data sources:

- Data from our most recent food survey 2014
- Reporting from food industry and retailers of the nutritional content and market share of products between 2012 and 2017
- Results of the laboratory analysis made by the NUBEL association www.internubel.be for major food categories

Method:

- The probabilistic methods of the University of GENT to model the health effects of our reformulation efforts (I.Sioen, 2008)



Our reformulation strategy

Monitoring of the energy reduction strategy:

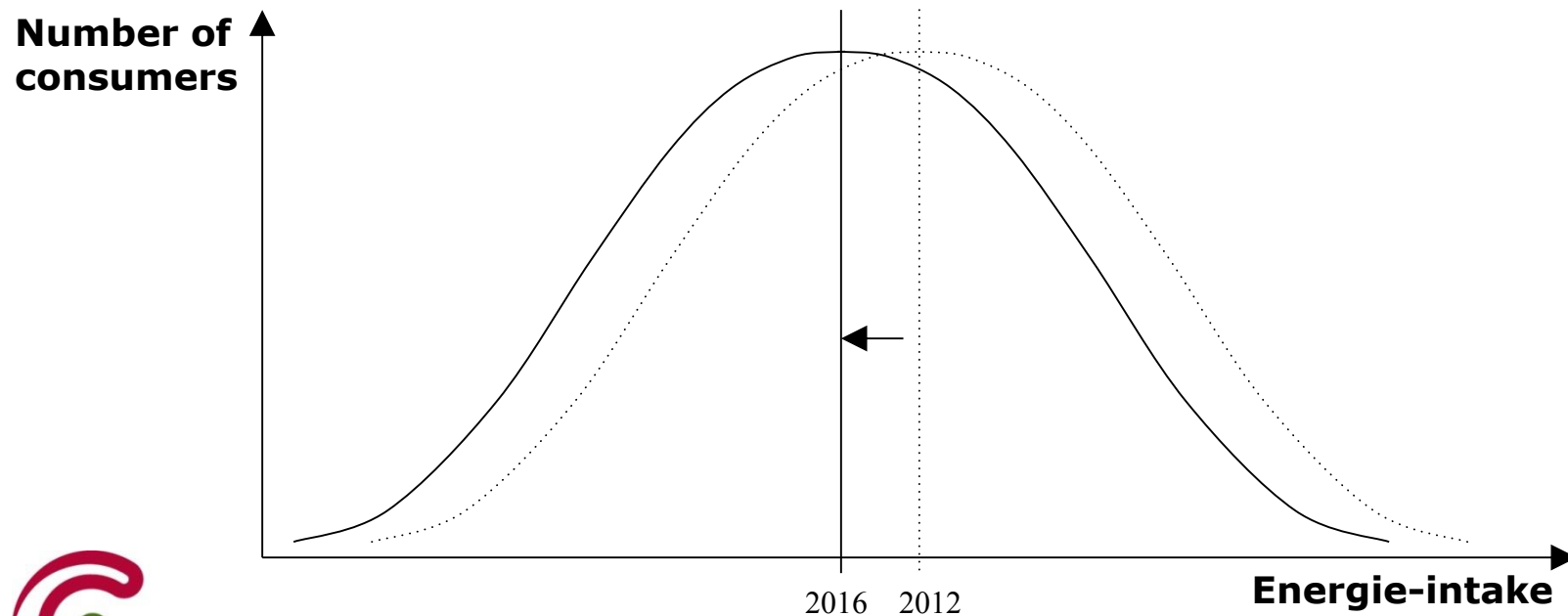
Noms des Set	Nombre de produits 2009	Valeurs sucres totaux 2009	Nombre de produits 2016	Valeurs analysées 2016
Yaourt, maigre 0% MG aux fruits	11	7,2	4	5,15
Yaourt, entier, aux fruits, Bifidus	10	12,6	2	11,6
Yaourt, entier, aux fruits	35	15,9	4	11,8
Yaourt, entier, aux céréales	5	12,4	2	10,5
Yaourt, maigre, nature	13	6,5	1	4,3
Yaourt, maigre, 0%	3	4	1	4,8
Yaourt, entier, nature	9	5,4	1	4
Yaourt, maigre, aux fruits sucré	15	15,3	2	11,75



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Health win

**Reduction of energy intake
31.12.2016 – 01.01.2012**



Flemish Community initiative

The VIGeZ (the Flemish Institute for Health promotion) and Disney Benelux go together for movement :

the "Boogie Woogie", a campaign that wants to move toddlers.

Mickey Mouse, Donald Duck, Princess Sofia and other favorite Disney characters will inspire children between 3 and 6 years to get off the couch and move together on the basis of a series of videos that will be broadcast on the TV channel Disney Junior in Belgium (French and Dutch).

<https://woogieboogie.be/fr/telechargements/>



