



Food product improvement

priority of the NL Presidency

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Dutch EU presidency team Food Product Improvement

Ministry of Health, Welfare and Sport

Joint meeting with the EU Platform, 6 april 2016



**EU
2016**

Making the healthy choice the easy choice





High level conference Food Product Improvement

Amsterdam 22-23
February 2016

[https://www.youtube.com/
watch?v=2pNwKgpMILw](https://www.youtube.com/watch?v=2pNwKgpMILw)





Roadmap for Action

The supporters of this Roadmap endorse the urgency to develop more concerted action to move step by step towards a healthier product offer by lowering levels of salt, saturated fats and added sugars (calories), and do so according to the following lines:

- I Work in close multi stakeholder collaboration at EU level on food product improvement:
- II Improve scientific basis, monitoring and data collection and sharing at EU level
- III Exchange best practices & facilitate implementation by companies

These agreements and actions should contribute to a healthier choice being more easily available in the EU by 31 December 2020.



This Roadmap for action on food product improvement is endorsed by:

The EU Member States and EFTA countries:

Austria	Lithuania
Belgium	Malta
Bulgaria	Netherlands
Croatia	Poland
Cyprus	Portugal
Denmark	Romania
Estonia	Slovakia
Finland	Slovenia
Germany	Spain
Hungary	Sweden
Ireland	Norway
Latvia	Switzerland

The food business operators:

EuroCommerce
FoodDrinkEurope
FoodServiceEurope
Serving Europe


The NGOs

European Chronic Disease Alliance
European Healthy Lifestyle Alliance
European Heart Network
European Kidney Health Alliance

Amsterdam, 22 February 2016
Dutch Presidency EU Conference
Food Product Improvement



Further Presidency plans

- Continue close cooperation with EC
 - Informal Council April 17,18
 - EPSCO Council June 17: Council Conclusions
 - AGRIFISH Council
 - Close coordination with trio-presidencies
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Concerted action at EU level

Support of the Commission

NGO's

Frameworks & Annexes

Commitment of private sector

High Level Group & Expert group on Reformulation

EU Platform

*Support of MS
+
National initiatives & experiences*

