



# Updates on National Food Reformulation Strategies



**Stephanie Bodenbach**

Joint Meeting of the High Level Group  
on Nutrition and Physical Activity and  
the Platform for Action on Diet,  
Physical Activity and Health

29 November 2011

## National Initiatives Context

- **27 replies** (out of 29)
- In some countries initiative is under preparation, discussion, still needs political endorsement
- Some countries continue with their established approach
- Few countries report other national priorities due to economic crisis
- Most national initiative part of broader program (21) (no: 3)
- Most countries have worked in area already before EU framework was approved (18), mostly since around '05-'10

## Selected Nutrients:

- **Saturated fat** 21
- **Energy intake** 19
- **Total fat** 18
- **Added sugars** 18
- **Trans fat** 17
- Total sugars 12
- Consumption frequency (selected consumers) 12
- Portion sizes (pack/serving size by ind./caterers) 11
- Portion sizes (selected by consumers) 10
  
- salt/Na 2, VitD 2, Fibre, Iron, Calcium, Folate, PUFA, MUFA, Food based dietary guidelines (fruit&vegs, wholegrain, fish...) focus on food, not on nutrients, overall improvement of product quality: fatty acids, ratio of protein sources, flour quality
  
- Some: will be set up



	Reformulation				P. size	Consumer awareness		
	total fat	Sat fat	Trans fat	Added sugars		Portion size	Consum. frequency	others
Dairy incl cheese	<b>X</b>	x		x			x	Na
Meat products	<b>X</b>	x					x	Na
Fat oils margarine	x	x	<b>X</b>				x	Na, fat
Breakfast cereals	x	x	x	x				Na, fat
Potato products		x	x					Na, fat
Ready meals	x	x	x	x				Na, fi, fat
School meals	<b>X</b>	<b>X</b>	x	<b>X</b>	x	x	x	Na, fi, fat
Fast foods (restaurants)	x	x	x	x		x	x	Na, fat
Sweet bakery			x				x	fat
Confectionary							x	fat
Savoury snacks			x				x	
Sugar sweetened beverages				x			x	

## 5 Key Elements

- Collect data on food consumption and major contributing food categories 21
- Actions to encourage industry/catering to reformulate food products/ work on portion sizes offered 20
- Actions to raise public awareness 20
- Monitoring & evaluation of actions and reformulation activities 16
- Setting of benchmarks 9  
identifying major food categories to focus action on (priorities) 7

## Baseline, Benchmarks

- **Baseline:** not decided, date of last or planned dietary survey, part in past, part in future...  
not homogenous!
- **Most countries did not set benchmarks: 20**

## Approach to Industry, Monitoring

- Direct agreements with industry sectors 8
- Direct agreements with individual companies 6
- Asking each industry sector to submit individual reduction plans 5
- Asking ind companies to submit specific reduction plans 2
  
- Monitoring content of foods, intake data 18
- Awareness consumers/behavioural change in consumers 12
- Monitoring portion sizes, consumption frequency 9
- Self reporting framework by industry 6



# Meeting of HLG Reformulation experts 29.9.2011

Participants: representatives from 21 MS, EFSA and WHO

Participants asked COM services to draft a short text:

- confirm choice of global approach covering all nutrients
- motto for discussions with industry "do the best you can" while respecting scientific evidence base (EFSA, MS authorities, WHO)
- action has to respond to necessity to reduce inequalities
- EFSA's role of as scientific reference point
- create virtual share point: facilitate access to MS materials
- Framework: prolong action up to 2020



# MS Debate: Examples of Specific Objectives

- **TFA** ↓ to 2 % of total fat (or 2g/100gfat)  
without ↑ of total sum of TFA + SFA
- **dairy products** (milk, fermented milk): actively promote  
low fat option ( $\leq 1.5\%$ ) + enhanced availability
- **other products** eg meat products:  
↑ availability of lower fat options
- **frying oils** benchmark for high quality
- **SFA** ↓ 5 - 10 % over next years (eg 4 years or 2020)



**THANK YOU !**

**This paper was produced for a meeting organized by Health & Consumers DG and represents the views of its author on the subject. These views have not been adopted or in any way approved by the Commission and should not be relied upon as a statement of the Commission's or Health & Consumers DG's views. The European Commission does not guarantee the accuracy of the data included in this paper, nor does it accept responsibility for any use made thereof.**