

Food and Drink Industry Initiatives on Diet, Physical Activity and Health



CIAA CONGRESS 2004

FOOD FUTURES
eating well, feeling good

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INTRODUCTION

Working together towards balanced diets and healthy lifestyles

Lifestyle factors, of which diet is only one, have a growing impact on the incidence of so-called 'affluence' diseases, such as obesity. Public awareness of this phenomenon is increasing.

For many years, food and drink industries have made nutrition and health a priority. Together with the authorities and other stakeholders, they take an active part in the promotion of balanced diets and healthy lifestyles. Nutrition and health is, and will continue to be, a major driving force behind innovation and product development.

The WHO Global Strategy on Diet, Physical Activity and Health, adopted by the World Health Assembly in May 2004, recognises the role played by the private sector, including the food and drink industry, and encourages the industry to continue pursuing these efforts.

This brochure illustrates the food and drink industry commitment to playing its part in seeking a common solution, and to communicating its concrete actions to support public health goals.

Produced for the 2004 Congress of the CIAA entitled 'Food Futures – Eating well, feeling good', this brochure does not aim to be an exhaustive review of the industry's activities in this area. Rather, it provides only a flavour of the wide range of policies and actions initiated and carried out by food and drink industries, including small and medium-sized companies, across Europe.

Solutions to the growing obesity problem are clearly going to involve efforts by a wide range of stakeholders. The food & drink industry will continue to play its part and welcomes the opportunity to work with others to help consumers throughout Europe to 'Eat Well and Feel Good'.

Promoting Healthy Lifestyles and Physical Activity Programmes



The food and drink industry has a long history of collaboration with public authorities, as individual companies or through their federations, to promote healthy eating and physical activity.

The promotion of healthy lifestyles is a priority of the food and drink industry and this is reflected in corporate policies. In tackling the serious issue of childhood obesity, the industry has funded research into ways of addressing childhood obesity levels and, together with public health associations, supported a range of family nutrition programmes that teach parents how to prevent childhood weight gain and obesity.

Internal guidelines have been restated or introduced, fostering corporate behaviour that is not only sensitive to concerns about healthy lifestyles, but actively promotes them. Companies have revised logos, corporate slogans and strategies to emphasise the importance of healthy lifestyles.

National healthy lifestyles programmes

AUSTRIA: Since 2004, the food and drink industry association (FIAA) has actively supported the 'Forum Ernährung Heute' (Forum Nutrition Today), a platform of top scientists that aims to communicate the best available science on nutrition and health to media, authorities and the general public.

BELGIUM: The Belgian Food and Drink Industry Association (FEVIA) has been invited by the Belgian Minister of Public Health to participate in the development and implementation of a national nutrition plan. FEVIA has also been involved through the Flemish Institute of Health in a programme launched by the Flemish government to promote healthy lifestyles with a focus on physical activity.

The industry's role in the prevention of obesity was at the centre of debates of a workshop held in March 2004. In June FEVIA brought all stakeholders together to discuss their shared responsibilities. FEVIA also supports the "Grappe de nutrition" initiative in Wallonia which seeks to make non-experts in companies more familiar with food and health issues. FEVIA has also opened a public section on its web site to provide information on healthy lifestyles and nutrition. FEVIA also played an active role in implementing an advertising code primarily designed to provide guidelines for food advertisement.

FINLAND: The food and drink industry has been involved for several years already in promoting healthy diets through information centres mainly funded by the food industry, including the Dairy Nutrition Centre, the Finnish Bread Information, the Meat Information, the Finnish Margarine Information Centre and the Finnish Fish Information Service. They provide material for nutrition and medical experts, schools, media and support public education and information campaigns.

FRANCE: In March 2004, the French Food and Drink Industry Association (ANIA) presented the 9-point Action Plan of the French food and drink industry on obesity prevention. This Action Plan includes three pillars. First, to better inform about nutrition and raise awareness amongst food industry professionals. ANIA developed a newsletter and special training programme dedicated to nutrition, to encourage company managers to integrate concern for nutrition within their products, their communications and the portions. The observance of self-regulatory rules on food advertising will be reinforced. Secondly, the Action Plan aims at improving consumer nutrition information and education through, for example, the publication of a guide to better understand nutrition labelling. It also aims to help economically less favoured people to adopt a healthy diet with a small budget. Thirdly, the French food industry will be looking for ways to launch effective prevention measures and will take an active part in the national obesity debate.

GERMANY: The German food sector (German Association for Food law and Food Science-BLL) together with a wide range of partners in society (parents associations, unions, pediatricians, national sports associations, insurance companies), including the federal government, have founded a cross-sector platform, set up in June 2004 for launching joint actions to promote healthy lifestyles initiatives. Around ten years ago, German food companies supported the setting up of 'Power Kids', a treatment programme in which obese 8-12 year old children learn how to decrease dietary fat intake and increase physical activity. The programme has been judged a success and is now used by a major health insurance company. Of approximately 22,000 children that participated in 2002, about 70% changed their dietary

and physical activity habits and lost 5 kg within the 12-week programme.

IRELAND: In September 2004, the Irish food and drink association (*FDII*) launched a 'Nutrition and Health Foundation' designed to promote good nutrition and healthy lifestyles to consumers. The Foundation aims to run several campaigns in 2005, including an initiative aimed at teaching schoolchildren about the importance of an active lifestyle and proper nutrition, and a broader campaign to educate consumers about understanding nutrition information on food labels.

ITALY: The Italian Food and Drink Industry federation has signed an agreement with the Ministry of Education to initiate a number of campaigns to promote healthy eating and behaviour in the younger generation. The first of these is due in the 2004-2005 school year and will focus on healthy diets and physical activity in schools.

THE NETHERLANDS: In April 2004, the Dutch Food and Drink Federation (*VAI*) submitted a policy document titled 'Combating Obesity' to the Dutch Health Minister with the objective of stimulating a sensible and varied diet and a healthy lifestyle. One component is the code of conduct for advertising and promotion of foodstuffs. The industry emphasised its willingness to help consumers make conscious choices, for example by showing the nutrition value on the label, and by offering 'diet' products and more variation in small-portion packs.

POLAND: The food and drink industry federation (*PFPZ*) has recently initiated a nationwide educational programme aimed at promoting healthy dietary habits and physical activity among children, "High Five for Fitness". This programme will also provide children with general information about food ingredients to enable them to understand nutrition labels and enable them to make a more conscious choice.

SPAIN: In Spain, the *Spanish Food and Drink Federation* (*FIAB*) has launched a Strategy on Diet, Physical Activity and Health including different types of activities. A scientific study on "Food sources of energy, total fats, saturated fats, sodium and trans fatty acids in the diet of the Spanish population" has been carried out to better understand the composition of the Spanish diet. *FIAB* has also reached an agreement with the most important consumer associations to develop different communication materials to promote a good diet and healthy lifestyles. *FIAB* also collaborates with the Spanish authorities in this field.

UK: Launched in 1996 by the *UK Food and Drink Federation* (*FDF*), 'Foodfitness' is a healthy lifestyle programme that promotes enjoyable healthy eating combined with increased physical activity. It aims to help prevent further increases in obesity levels within the UK population. In the on-going development of the programme, *FDF* has established strong working relationships with key organisations, including the *British Dietetic Association*, *MRC Human Nutrition Research*, and professors and nutritionists from leading universities in the UK. In February 2003, *FDF* introduced a new education programme promoting healthy lifestyle to all UK Primary schools. The 'Join the Activaters' programme enables teachers of 7-9 year old children to introduce science-based diet and lifestyle messages into their lessons. The CD ROM programme, linked to the national curriculum, has been endorsed by the *Department for Education and Skills* (*DFES*) Curriculum Online as an effective learning resource for teachers.

These national programmes are complemented by a wide range of initiatives supported by individual food and drink companies:

- **COCA-COLA** has long been supporting physical activity promotion programmes, stimulating all children to participate. For instance in Germany, an initiative called "1000 schools in motion" was developed with sport teaching professionals and the State Departments of Education and Cultural Affairs. Over 1.8 million schoolchildren and over 70 000 teachers have been involved in this programme since 1996. A more recent example is the 'Personal Best Challenge Park' programme in the UK, launched in 2003 and developed in partnership with the *Youth Sports Trust* and the *British Olympic*

Foundation. This uses secondary school break-times to encourage young people to participate in physical activity every day. Many more initiatives to promote physical activity are supported in France, Spain, Portugal, Ireland, Greece, Belgium and the Netherlands, as well as in Central and Eastern Europe. Moreover, for the fourth year in a row, Coca-Cola in Belgium is working with the *Olympic Health Foundation* to hold in-school education campaigns on healthy and active lifestyles. Approximately 90,000 children have already been involved to date.

some examples...

- **KELLOGG'S** has various programmes in place worldwide that specifically focus on diet, health and fitness. In the UK, Kellogg's has provided support to the Amateur Swimming Association since 1997. In Denmark, Nordisk Kellogg's has co-operated with the Danish School Sports Federation since 1995, to encourage Danish pupils to exercise and adopt healthy eating and living habits. In Belgium, Kellogg's has sponsored and executed for several years the National Breakfast Day in partnership with the Ministry of Health to inform consumers about the importance of breakfast for a healthy lifestyle. In Spain, Kellogg's financed the biggest dietary survey among young people ever done in this country. The results of the survey are now used as reference data by the Spanish Government. In France, in 1991, Kellogg's developed an education kit to encourage French pupils to have healthy eating habits and to exercise. This teaching tool is intended for small children (kindergarten and primary schools) and it is still today very popular among school teachers.
- In the UK **KRAFT FOODS** has launched its 'health4schools' initiative to promote healthy diets and active play to school children. The programme supports Breakfast Clubs to ensure that children, particularly in deprived areas, have access to a nutritious breakfast as well as providing resources and materials to schools to encourage children to grow and cook food and to learn about the importance of active play. In Belgium, KRAFT FOODS together with a key parents' association and other companies, is supporting a youth health project, 'A step for every bite'. Education packs that include information on balanced diet and healthy lifestyles are distributed in schools. In France the company is partnering with 'Doctissimo', a leading health and wellness website providing health and nutrition advice to consumers and also supports the French Federation of Food Banks in a major programme to raise awareness of nutrition and healthy eating amongst underprivileged people. And in Germany, Kraft Foods is working with a range of partners on programmes to promote physical activity amongst school children such as the 'Right exercise – Eat Right' initiative with the Deutsche Schulsport Stiftung.
- **NESTLÉ** supports a number of nutrition education initiatives in EU countries such as 'Make Space' in the UK, in cooperation with the *Institute of Youth Sport*. This programme aims to develop a network of 3000 out-of-school clubs, where teenagers, who do not normally participate in mainstream activities, can access a wide range of activities. In Austria, 'Nestlé Austria Schulläufe' was launched to promote physical activity, specifically running, among young people aged from 6 to 19 years old. Furthermore, the company has introduced a programme of nutrition training for school doctors in co-operation with the Austrian ministry for education. In Italy, Nestlé supports the publication of an independent nutrition magazine which is distributed to 300 000 consumers. Similar programmes are supported in Germany, Portugal, Switzerland, Hungary, Norway and Ireland. Since 1992, Nestlé has been a primary supporter of a community based programme which has demonstrated the ability to stop the increase in childhood obesity in Fleurbaix and Laventie, Northern France. This programme – "Together, Preventing Childhood Obesity" – will be extended to 10 additional French cities.
- Recognising that food poverty is a localised issue, **TATE & LYLE** has teamed up with the *UK Community Food Enterprise* in London, which runs mobile shops providing fresh fruit and vegetables at cost price. This project provides healthy diet and lifestyle options for residents who, due to poverty or other social issues, may have limited access to reasonably priced fresh food.
- **UNILEVER** either through its brands or Corporately has developed a number of diet and lifestyle initiatives. In Europe it has implemented a series of programmes for healthcare professionals and consumers on diet and heart health. In the UK, Unilever and the Department of Health fund the Intercollegiate College of Nutrition to train doctors and medical consultants in nutrition. In Austria, Unilever founded the initiative 'Veg can change your life!' together with the Ministry of Health and TV. It also held 'The Austrian Veg Day' in schools. Unilever has also sponsored a number of events that encourage physical activity and healthy living, including the Flora London Marathon and the Flora Women's 5km challenge. In Denmark it sponsored the Danish Handball Summer School for Kids.
- **MCDONALD'S** has developed a global programme to promote active, balanced lifestyles with consumers worldwide called 'Go Active!™'. This programme includes the sponsorship of major sports events; physical activity programmes at grassroots level; and an innovative website developed in partnership with the *International Olympic Committee*, www.goactive.com. This website encourages physical activity by providing information and tips on fitness and active lifestyles for consumers worldwide as well as a 'virtual trainer' fitness programme.



The promotion of healthy lifestyles is a priority of the food and drink industry and this is reflected in corporate policies

Healthy lifestyles at the centre of corporate strategies

- **CADBURY SCHWEPPE**s introduced the 'Get Active' campaign, which was set up in consultation with teachers and the UK Government with the aim of helping young people increase their levels of physical activity.
- In July 2003, **KRAFT FOODS** announced its 'Global Health & Wellness' initiative in which it committed to adapt the nutrient value of its portfolio, adjust its marketing practices and policies, provide consumers with more information on healthy diet and lifestyle choices and advocate for constructive public policy changes. A Worldwide Health & Wellness Advisory Council of recognised experts was established to help guide the company's actions.
- Since 2001, **COCA-COLA** has developed a policy to ensure the largest choice for consumers among a wide range of non-alcoholic beverages (soft drinks original, low and mid calorie and no calorie, but also juices, water, sport drinks, teas and many others) representing over 400 brands worldwide. COCA-COLA helps consumers to make an informed choice by providing accessible, relevant information about each product on pack and through other means of communication. The company also supports locally relevant programmes to encourage physical activity.
- **NESTLÉ** integrates several initiatives into its business that enable consumers to optimise their food choices throughout their day and at every stage of life. This is implemented in six strategic areas: Product innovation for health; Product renovation with emphasis on nutrition; Portion sizing options; Clear nutrition labelling and information; Responsible advertising and marketing practices; Education on Nutrition and Physical Activity. These six areas embody NESTLÉ's 1997 mission statement, which announced plans to reorient from a Food Company to a Nutrition Health and Wellness Company.





- **PEPSICO** initiated a global Health and Wellness programme in 2002, with core philosophies of providing nutritional variety and encouraging healthy lifestyle habits. The programme is underpinned by a Blue Ribbon Health and Wellness Advisory Board of distinguished experts in fields such as medicine, nutrition and fitness, which advises PepsiCo on improving existing products where needed and developing new ones, as well as on programmes to encourage healthy lifestyle habits. PepsiCo has taken various actions to reformulate and innovate following advice from the Board.
- In February 2004, **UNILEVER** announced a new mission statement and launched a new corporate logo. 'Bringing Vitality to Life' recognises the growing need for reconciling 'convenience' and 'indulgence' with healthy lifestyles. In order to support the new Vitality Mission Unilever has launched a nutrition enhancement programme which aims to build on previous work in this area. The programme will assess and enhance, where possible, the product composition of the food and beverage portfolio. Additionally the company will ensure that consumers are provided with accessible information either on pack or through carelines about the nutrition composition of products.
- In the modern restaurants' sector, **MCDONALD'S** announced, in March 2003, several worldwide initiatives to enhance menu choice, to promote healthy lifestyles, and to work with experts to provide expanded consumer information. The 'MCDONALD'S Global Advisory Council on Healthy Lifestyles' was created, comprising an independent group of the world's leading experts on nutrition and healthy lifestyles that help guide the company on activities that address the need for balanced, healthy lifestyles.



Providing a wide array of food products adapted to individuals' changing needs and demands



Over the past five years, the food and drink industry has taken significant steps to meet the evolving expectations of consumers, in relation to the composition of food and drink. Areas of particular involvement include the number of calories per product, and levels of fats (including *trans*-fats), sugars and salt.

Specifically, companies have taken steps to adapt the nutritional value of existing products, for instance by minimising *trans*-fats and by adding vitamins and minerals. Portfolios have been developed to provide new product ranges that encourage a healthy lifestyle and cater to diet-conscious consumers. These include low calorie versions of many branded products and, for example, products with lower salt levels.

Nutrition and health have become a major driving force for research and development within the industry. Working with health professionals, the industry has developed products that can contribute to reducing certain disease risks.

Pan-industry efforts at national level also concern food composition. In the UK, for instance, the *Food and Drink Federation (FDF)* has been engaged with the Government and the *Food Standards Agency* in a comprehensive salt reduction programme. By 2003, the UK industry had achieved a 22% reduction in salt in breakfast cereals, a 10% reduction for ambient soups and sauces and a 25% reduction in sliced bread. Building on these results, in February 2004, the *FDF* committed to further reductions in bread, processed meats, biscuits, cakes and savoury snacks.

A similar programme is being run in Ireland, where Food and Drink Industry Ireland (FDII) is collaborating with the *Food Safety Authority of Ireland* on implementing a salt reduction strategy in a number of processed food groups, including sliced bread, breakfast cereals and ambient soups and sauces.



- **COCA-COLA** For more than four years, Coca-Cola has been continuously expanding its range of mid, low and no calorie beverages ranging from soft drinks over low-calorie fruit-based drinks and sport drinks and waters, to waters and vitalizing drinks.
- **KELLOGG'S** has introduced a reduced-sugar version of 'Frosties', the UK fourth biggest selling cereal brand. It has also launched a prebiotic children's breakfast cereal to help optimise digestive health.
- **MASTERFOODS, NESTLÉ AND UNILEVER** have achieved substantial reductions in the level of *trans*-fatty acids in their products.
- **KRAFT FOODS** has a range of programmes to provide reduced fat, sugar and salt options across its portfolio.
- Nutrition has been integrated into **NESTLÉ's** business over many decades. Through its wide network of research and development centres, it has developed a wide range of innovative products and of foods with adapted nutritional content, such as cereals and milks for young children containing probiotics, prebiotics, and nutrient fortification, products with reduced calories, sugars and fats, low carbohydrate confectionery options, as well as a wide range of portion sizes.

some examples...



- Under its Health and Wellness programme, **PEPSICO** continues to place primary focus on innovation and providing nutritional variety across its portfolio – a portfolio that already includes nutritious products such as juices and oats, and a range of beverages and snacks with reduced sugar or fat content. Current major projects include the reduction of saturated fat and salt in PepsiCo's European snack range.
- **TATE & LYLE** is increasingly enhancing consumer choice through ingredients that enable fat reduction and the replacement of calorific sweeteners while maintaining great taste, delivering pleasing texture and ensuring recipe integrity.
- **UNILEVER** has made a major investment into nutrition research to enhance and improve product formulation, under its new 'Vitality' mission.
- **MCDONALD'S**, in consultation with independent nutrition experts, has reformulated its major menus, with further fresh food innovations to come, including the promotion of salads, water and fruits. The company has also launched a special menu for adults containing salad, water, a Stepometer and a walking brochure.



**Nutrition and health
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within the industry**

Consumer Information

Awareness of nutrition and of the impact of diet on health has become an increasingly important factor in consumers' food choices in recent years, and the industry recognises the importance of providing clear and accurate nutritional information.

The industry has taken a number of steps to achieve this objective, including the extended and improved use of nutrition labelling. Many food companies are implementing nutrition labelling on their products, on a voluntary basis.

Other consumer information tools, such as websites, help lines, in-store leaflets and brochures are increasingly used and the industry continues to cooperate with public authorities to devise strategies for improving consumer information.



- Since January 2003, **COCA-COLA** has voluntarily begun labelling its beverages range across Europe with information on the 4 parameters: energy, carbohydrates, proteins and fats.
- **KELLOGG'S** has a history for providing comprehensive nutrition information on its products. In the UK it is launching a new 'Calories in, Calories out' strategy which will guide all Kellogg's activities in innovation, advertising, packaging and promotion and will feature on most family and kids' brands by the end of 2004. The strategy is designed to encourage kids and mums to adopt a balanced approach to eating and exercise on the basis that calories you take in should equal those you expend.
- **KRAFT FOODS** has committed to providing nutrition labelling for all its products worldwide. In addition, the company provides practical printed and web-based materials about healthy eating for consumers and nutrition professionals.
- Since 1999 **NESTLÉ** has been informing its worldwide businesses of the importance of nutrition labelling. In 2003, the company made nutrition labelling mandatory across all product ranges in all countries. Nutrition information and information on how to incorporate the product into a healthy lifestyle is made available on pack, via consumer helplines, and on corporate and local internet sites.
- **PEPSICO** is currently implementing nutrition labelling on its products across Europe. In selected countries this includes additional on-pack information such as Guideline Daily Amounts and balanced diet messages to place products in a total diet context. Packs in some countries are used to convey messages in line with national Government campaigns, such as the "5-a-day" campaign for fruit and vegetables. In the UK, the Quaker division of PepsiCo has set up the Quaker Oats Health Institute, which provides information and advice on dietary and heart health lifestyle information to consumers and health professionals.
- **MCDONALD'S**, as well as providing detailed nutrition information via tray liners and brochures in restaurants, and on interactive websites, is promoting healthy lifestyles for kids. In the UK, educational advertisements have been developed, together with a nutritionist and specialists in children's commercials, to inform children about the need to eat a balanced diet and pursue an active lifestyle.

some examples...

At a European-wide level, the food industry sponsors the *European Food Information Council (EUFIC)*. The mission of *EUFIC* is to enhance public understanding of nutrition and food safety. It provides science-based information on these topics to various audiences using a variety of communication channels. For example, *EUFIC*'s multilingual website contains all *EUFIC* material and is a portal to other *EUFIC* websites. Coolfoodplanet promotes healthy eating and exercise habits to children and teenagers. In addition, *EUFIC* publishes brochures on healthy eating in association with health professional organisations.

In the context of its broader plan to combat obesity, the French Food and Drink Industry Association (ANIA) has taken the initiative to publish a guide to help consumers to better understand nutritional information on labels, with the aim of supporting them in their daily food choices. *Food and Drink Industry Ireland (FDII)* has also given a commitment to run a similar information campaign under their 'Nutrition and Health Foundation' initiative. Similarly, the Italian food industry association (*Federalimentare*) has included a commitment to clear and visible labelling of foods in its draft 'Programme for the Prevention of Obesity and Diabetes'.



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Responsible Advertising

Advertising messages are an important instrument for communicating with consumers and can play an essential role in promoting healthy lifestyles and balanced diets. The food industry recognises the need to promote moderate, rather than excessive, consumption and active, rather than sedentary, lifestyles.

The food industry has long shown its commitment to responsible advertising practices, primarily through adherence to the stringent codes of conduct that exist at global, regional and national levels.

These codes on advertising are under continual review by the global food and drink industry to ensure that its activities adapt to changing societal sensitivities and, in the case of the increasing incidence of obesity, that there is no undermining of balanced diets and healthy lifestyles.

The CIIA and the *Grocery Manufacturers of America (GMA)* have adopted a set of 'Principles of Food and Beverage Advertising'. Incorporation of these principles into national self-regulatory codes of conduct has already begun in a number of countries where similar provisions did not already exist, including Belgium, Finland, Denmark, Italy, Sweden, the Netherlands, Poland, the Czech Republic and Hungary. In France such principles have been in place since 2002 and specific principles for advertising to children have been in place since December 2003.

At a global level, the *International Chamber of Commerce (ICC)* has adopted a new 'Framework for Responsible Food and Beverage Advertising', which provides interpretive guidance for its own ICC Code of Advertising Practice for the industry.



The European Advertising Standards Alliance (EASA) Charter

On 25th June 2004 in Brussels, the European advertising industry – advertisers, agencies and the media – embarked on new era of self-regulation for the enlarged Single Market.

The advertising industry drew up a Charter, which sets out a best practice model for effective and sustainable self-regulation across Europe. This Charter was signed by the industry as a declaration of commitment to self-regulation best practice and was witnessed by the European Commission.

Media literacy

Since 2002, the industry has invested substantially in promoting children's understanding of advertising through the launch and funding of the media literacy programme, 'Media Smart'. This not-for-profit programme is aimed at children aged 6-11 years and provides educational materials that teach children to think critically about advertising in the context of their daily lives.

The programme is currently running successfully in the UK and has been endorsed by the UK Secretary of State for Culture, the Dutch Health Ministry and the European Commission. A rollout of Media Smart is planned in Belgium and Germany by the end of 2004 and is under discussion in France, Ireland, the Netherlands, Poland, Slovenia and Finland.

- Food and beverage companies that support Media Smart include **Cadbury Trebor Bassett**, **HJ Heinz Co Ltd**, **Kellogg's**, **Masterfoods**, **McDonald's**, **Procter & Gamble**, **Unilever** and **The Coca-Cola Company**.



**Advertising messages can play
an essential role in promoting
healthy lifestyles and balanced diets**

Encouraging Healthy Food Choices and Physical Activity in the Workplace

The food and drink industry also plays an important role as the employer of more than 4 million Europeans. The workplace is an important setting for the development of initiatives to promote healthy lifestyles and balanced nutrition.

The effect of these initiatives is multiplied when transmitted through families and friends. Many companies choose to take a proactive role in encouraging their employees to stay fit and eat well, providing them with exercise opportunities and information on maintaining a healthy lifestyle.



...
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some examples...

- **COCA-COLA** is providing employees with training on its product range and balanced lifestyles as well as sport and fitness infrastructures in the majority of its offices.
- **KRAFT FOODS** provides a range of training, workshops and communications for employees concerning nutrition and its health & wellness programme. 'Healthy living' weeks are also organised for office employees and the company supports a broad range of employee sporting activities across its locations.
- **NESTLÉ** has launched an internal campaign 'Le plaisir de l'équilibre', designed to help employees to make nutritious choices for their families. Nutrition training is offered to everyone by e-learning, and is incorporated into many of the courses held at the training centre. Publications on nutrition topics are issued regularly.
- **UNILEVER** is providing many of its employees with nutrition training. Additionally the occupational health teams have implemented a series of initiatives on nutrition and healthy living.
- Following consultations with the WHO, **MCDONALD'S** has promoted and distributed a health and nutrition guide created by independent nutritionists from France, the UK and Germany. All 265,000 employees in Europe have received the guide, which helps them to make choices that fit into a healthy balanced lifestyle.

Further information

For more information on other national and industry initiatives, please consult:

National federations and associations:

<http://www.dielebensmittel.at/>
<http://www.fevia.be>
<http://www.etl.fi>
<http://www.maitojaterveys.fi> (Finnish Dairy Nutrition Council)
<http://www.leipatiedotus.fi/> (The Finnish Bread Information)
<http://www.finfood.fi/liha/> (Meat Information)
<http://www.margariinitiedotus.fi/> (The Finnish Margarine Information Service)
<http://www.prokala.fi/> (The Finnish Fish Information Service)
<http://www.ania.net>
<http://www.bll-online.de>
<http://www.federalimentare.it>
<http://www.fdi.ie>
<http://www.pfpz.pl>
<http://www.fiab.es>
<http://www.vai-voeding.nl/>
<http://www.foodfitness.org.uk/>

Companies:

<http://www.cadburyschweppes.com>
<http://www.coca-cola.com>
<http://www.kelloggshealthzone.co.uk/>
<http://www.kraftfoods.com/>
<http://www.masterfoods.com>
<http://www.mcdonalds.com>
<http://www.nutrition.nestle.com/>
<http://www.pepsico.com/>
<http://www.tateandlyle.com>
http://www.unilever.com/environmentalsociety/health_nutrition/

Other

<http://www.eufic.org>
<http://www.wfanet.org>
<http://www.easa-alliance.org/>
<http://www.ernaehrung-und-bewegung.de>



Confédération des industries agro-alimentaires de l'UE
Confederation of the food and drink industries of the EU

www.ciaa.be