

CIAA Commitments to drive action within the framework of the EU Platform for action on Diet, Physical Activity and Health



EU Platform on Diet,
Physical Activity and Health

CIAA

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



Message from the President

CIAA supports the Commission's initiative to establish a European Platform for action on Diet, Physical Activity and Health as a forum for stakeholders to share best practice and develop action plans to tackle the increase of health problems and, in particular, of obesity.

There is a broad consensus that the causes of obesity and its related diseases are multifactorial (including genetic predisposition, diet, sedentary lifestyles, socio-economic factors, etc). In that context, it should be borne in mind that the prevalence rates differ and that certain risk groups are more exposed than others.

To be successful in improving public health, public policy interventions must be both evidence-based and scientifically sound, and must also involve all relevant stakeholders and public authorities in a coordinated, multi-pronged approach with special focus on risk groups.

The food and drink industries have a long history of collaboration with public authorities in the promotion of healthy eating and healthy lifestyles, not only through their trade associations, but also as individual companies. There are already many examples of initiatives by food companies and national and sectoral food and drink industry federations to promote good nutrition, physical activity and health. Examples of such partnerships and initiatives were presented in the CIAA "Baseline Activities" Report (May 2005).

CIAA recognises the current urgency of the obesity problem, and welcomes the Commission's initiative to convene an EU Platform which is open to a wide spectrum of

stakeholders willing to devise possible solutions across the board: tackling the issue will require multiple strategies and the sustained efforts of many sectors.

As the representative body for a very large and diverse industry, including national associations, sectors and companies, the role of CIAA is, above all, coordination. CIAA cannot make any individual commitment on behalf of its members, but rather can stimulate discussion and encourage action. Nevertheless, the "Baseline Activities" Report shows impressively that CIAA's members, companies, sectors and national federations throughout Europe are committed to working on the implementation of policies recommended by CIAA. The Commission's on-line database will help to bring together all relevant information and actions carried out by a wide variety of CIAA members.

Finally, it should be recognised that ultimate responsibility for individual health lies with the consumer him or herself and with parents, where children are concerned. All efforts to obtain a lasting success must therefore use targeted measures and activities to strengthen the skills and decision-making abilities of consumers, children and young people in particular, in favour of a healthy lifestyle.

A handwritten signature in black ink, which appears to read 'Jean Martin'.

*Jean Martin,
President*

Contribution of the food and drink industry

Several areas have been identified where the food and drink industries, working with other partners, will concentrate their efforts to undertake different actions:

- I. **Partnership**
- II. **Public education, healthy lifestyles and physical activity programmes**
- III. **Consumer information**
- IV. **Advertising and commercial communications**
- V. **Products and choice**
- VI. **Research**

I. **Partnership**

CIAA commits to working with other EU-based stakeholders, including public health authorities, healthcare, educational, governmental and other organisations to promote improved nutrition, healthy diets and physical activity.

As obesity is a multifactorial issue, CIAA has already proposed work on several **joint commitments** to promote healthy eating and physical activity, which could bring together all relevant players in common projects for action. To date, CIAA has put forward the following commitments for joint actions to concerned members of the EU Platform:

♦ To build on the successful experience of the Fleurbaix-Laventie programme in France, on which the **EPODE programme** is based, and to establish similar programmes throughout Europe. The French programme is one major initiative with community involvement, which has successfully – over a 13-year period – stemmed the growth in childhood obesity rates in two communities, whilst the obesity rates in neighbouring communities have more than doubled.

Another programme has been recently identified for promotion across Europe: the **Shape Up project**, a participatory project for the prevention of childhood obesity. “Shape Up” seeks to assess and influence the behaviours and social environmental conditions related to food, nutrition and physical exercise by designing and proposing real actions to promote the conditions for healthy habits and to prevent child obesity in a sustainable way. This project, involving direct participation of children, has recently received the support and financial contribution of the European Commission under a call for proposals under the Public Health Programme 2003-2008. (Subject further addressed under section II on “Public education, healthy lifestyles and physical activity programmes”).

♦ To work with other Platform stakeholders to design and promote implementation of a **healthy lifestyles public information and advertising campaign** aimed at raising the awareness of individuals, and children in particular, of the steps that can be taken to improve their diet and to increase physical activity levels. (This subject is further addressed under section IV on “Advertising and commercial communications”).

Furthermore, CIAA will explore the idea of conducting a **study of the diverse causes of obesity**, in cooperation with other stakeholders. (This subject is further addressed under section VI on “Research”).

II. Public education, healthy lifestyles and physical activity programmes

CIAA encourages its members to:

- ∞ Promote healthy lifestyle programmes in the community where feasible.
- ∞ Establish and promote healthy workplace schemes on diet and lifestyle, for example, making the work place less sedentary (e.g. “take the stairs” campaigns), increasing awareness of healthy eating, health surveillance, etc.
- ∞ Adopt comprehensive policies, strategies and initiatives to address healthy lifestyle issues.
- ∞ Encourage further product development in line with healthy lifestyle objectives.
- ∞ Establish scientific advisory councils to assist food and drink companies in tackling healthy lifestyle issues.
- ∞ Develop healthy lifestyle information programmes, which aim to reach out to consumers with positive messages informing them about the importance of, and encouraging, healthy eating, physical activity and, in general, healthy lifestyles. Such programmes should be undertaken in coordination with relevant stakeholders, particularly the education community.

CIAA will institutionally support the development of both “Together let’s prevent childhood obesity, EPODE” and “Shape UP” programmes at national level via collaboration among national food and drink industry associations, individual companies and other relevant stakeholders.

CIAA will explore the idea of creating national “Food Weeks” in different Member States to promote healthy eating and healthy lifestyles together with relevant players.

III. Consumer information

CIAA recommends to its members to:

- ∞ Provide responsible and helpful communication about their food and drink products, in order that the consumer can readily assess the role of a specific food product in the context of a balanced diet. If, in this context, CIAA members choose to provide consumers, where practical and meaningful, with clear and user-friendly nutrition labelling, such as Guideline Daily Amounts (GDAs), they can do so using the CIAA agreed scientific reference values.
- ∞ Increase the use of other consumer information tools, such as websites, helplines, in-store leaflets and brochures.
- ∞ Make efforts to raise awareness among consumers of the existence and usefulness of nutrition labelling and other more general nutritional information tools.
- ∞ Use science-based, truthful and not misleading nutrition and health claims
- ∞ Increase co-operation with public authorities in devising strategies to improve consumer understanding, and work with other stakeholders to ensure the availability of clear nutritional information.

CIAA will develop a common framework, suitable for further adaptation at national level, for an informative/educational brochure/package aimed at informing consumers on how to interpret/understand nutritional information and nutritional claims.

IV. Advertising and commercial communications

CIAA encourages its members to:

- ∞ Apply responsible advertising practices, through adherence to codes of conduct at global, regional or national level, supported by self-regulatory systems.
- ∞ Respond to public concerns and work with relevant partners on questions related to advertising and commercial communications to children.
- ∞ Implement the CIAA Food and Beverage Advertising Principles (adopted in February 2004 – attached) and the new CIAA Food and Beverage Product Marketing Communications Principles (adopted in October 2005 – attached), and to seek their incorporation into national self-regulatory codes of conduct as appropriate.

CIAA will encourage implementation of both its Principles for Food and Beverage Advertising and Product Marketing-Communications.

CIAA will collaborate with relevant stakeholders to promote a “Healthy Lifestyles Public Information and Advertising Campaign”, suitable for national adaptation and adoption.

CIAA will promote consumer research to improve the understanding of what kind of educational messages will best promote balanced diets and healthy lifestyles.

V. Products and choice

CIAA encourages its members to:

- ∞ continue to use existing scientific knowledge and technological expertise to offer and produce enjoyable, good tasting, nutritious, convenient foods which make it easier for consumers to make appropriate food choices and to follow a diet suitable for their individual lifestyles and physical activity levels.
- ∞ continue to increase the range of food products with different energy and nutrient content, and in different portion sizes, to help consumers to adjust their purchases to meet individual requirements.

VI. Research

Appropriate and balanced dietary habits are an important determinant for a healthy lifestyle. There is a need for greater understanding of the determinants that affect food choice. Eating behaviour is not determined solely by physiological or nutritional needs. There are other factors that influence food choices (economic determinants such as income, education, culture, attitudes or beliefs, etc). Food choice follows an extremely complex pattern, and interventions, therefore, need to be geared towards identified high-risk population groups taking into account the multiple factors influencing their decisions on food choice.

CIAA will explore the idea of involving relevant stakeholders in a study of the diverse causes related to obesity (socio-economic factors, family changes, etc) and on how best to promote effective interventions to help maintain appropriate and balanced eating habits and to influence consumer behaviour towards healthy eating.

The *European Technology Platform “Food for Life”*, reflecting innovation in the agro-food chain and being developed under the auspices of CIAA, was launched in July 2005.

CIAA will work on a Strategic Research Agenda to enable the development of innovative food products and process innovations that will make a major contribution to the well-being of European consumers. Close links will, therefore, be maintained with the *EU Action Platform on Diet, Physical Activity and Health*.

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In conclusion, CIAA welcomes the open and participative approach of the EU Platform. In submitting its commitments to the Platform, CIAA also looks forward to comments and reactions of other members and stakeholders, notably with regard to its proposals for joint actions.

CIAA commits to working with other members of the Platform and stakeholders in a spirit of constructive cooperation to promote a framework for effective action.

Principles of Food and Beverage Product Marketing Communications

Introduction

The CIAA recognises that nutrition and lifestyle-related health concerns are becoming serious problems, and that the increasing prevalence of obesity is a challenge for society. There is broad consensus that the causes of obesity and related diseases are multifactorial (ranging from genetic predisposition, to excess food intake, sedentary lifestyles, socio-economic factors, etc). Given this, the solutions need to be multifactorial, involving multiple approaches, and multiple stakeholders.

Public policy interventions need to be evidence-based, but often the evidence is not available. Although there is no scientific evidence of a link between advertising and marketing communications and the development of obesity, European food and beverage manufacturers are committed to adhere to principles of responsible consumer communication. In February 2004 the industry adopted a set of Food and Beverage Product Advertising Principles. The present extension of those Principles to cover the wider field of marketing communications reflects the industry's recognition of the need to ensure consistency across the whole range of its communications with customers/consumers.

A responsible approach to marketing communications as embodied in these Principles is essential to underpin the benefits that these communications bring to consumers, above all facilitating informed choice in a competitive market place.

The CIAA represents the largest industry sector in Europe. As such we also represent an enormous variety of interests – from local ingredient suppliers to multinational food manufacturers. As would be expected, gaining universal alignment on issues such as advertising and marketing is a complex exercise. While the European food and beverage industries are therefore pleased with the progress represented in this document, which has received the support of all CIAA members, it should also be noted that some companies have taken additional steps that reflect their individual circumstances. The CIAA takes the view that these steps demonstrate the constructive responsiveness of the food and beverage industry.

Objective of the Principles

The European food and beverage industry is not only responsible for producing safe products but also for the marketing communications about their products. Marketing communications are already heavily regulated in Europe through EU-wide legislation complemented by additional national regulations. Furthermore, self-regulatory code provisions provide an effective additional layer of accessible and affordable consumer protection. In addition, individual companies have also developed their own internal standards of marketing practice and communications.

The following principles are intended to be EU-wide guidelines, expressing a common approach at EU level, with two primary uses:

Firstly, they are intended as a recommendation to companies to guide the development, execution, placement and monitoring of their marketing communications.

Secondly, they are intended to be used in strengthening, where needed, national self-regulatory mechanisms regarding food and beverage marketing communications. European food and beverage manufacturers have supported and will continue to actively support self-regulatory organisations at the national level, and to adhere to standards set by such bodies. Self-regulatory organisations have been operating effectively in a number of countries for many years, based on core principles that can be found in these national self-regulatory systems. While they do not replace the standards set by each company, which are sometimes even more stringent, self-regulatory mechanisms provide a common framework and an open process, including review and enforcement procedures, to ensure that advertising adheres to standards established in each country. The industry encourages national self-regulatory organisations to consider these principles, incorporate them, where appropriate, into their own frameworks, and actively enforce them.

In these Principles, ‘Marketing Communications’ cover:

“Any paid marketing communication using the following vehicles: telephone, TV, radio, press, cinema, internet, DVD/CD-ROM, direct marketing, outdoor marketing, sales promotions, sponsorship.”¹

These principles also apply to any commercial activities undertaken in schools.

Furthermore, CIAA and its members commit to adhering to the European Vending Association’s best practice Guidelines on Vending (Annex 1).

For the purposes of these principles, marketing communications do not cover packaging and labelling, as these are already covered comprehensively by EU and national regulations. Nor do they cover non-marketing materials or statements to the media, government agencies or the public (e.g. annual reports).

¹ See attach Annex 2

General Principles applicable to Food and Beverage Marketing Communications

Truthfulness

1. All marketing communications should accurately represent all advertised/marketed material characteristics of the product - including size, and content, as well as nutrition and health benefits – and should not mislead consumers concerning any of those characteristics, or the intended use of the product.
2. Nutrition and health benefit claims should have a sound scientific basis.

Promotion of healthy lifestyles

3. Food and beverage marketing communications should not undermine, and where possible should encourage, the promotion of healthy, balanced diets.
4. Food and beverage marketing communications should not undermine, and where possible should encourage, a healthy, active lifestyle.
5. Food and beverage products that are not intended to be substitutes for meals should not be represented as such.
6. Where a food or beverage product is presented in the context of a meal, a reasonable variety of foods should be shown, in order to reflect generally accepted good dietary practice.

Moderation

7. Food and beverage marketing communications should not encourage or condone excessive consumption and portion sizes should be appropriate to the setting portrayed and the intended consumers.

Additional Principles for Food and Beverage Marketing Communications addressed to Children

The same principles which are applicable to food and beverage marketing communications in general also apply to communications directed at children. Whilst marketing communications can be a valuable source of information to children, companies should take into account the abilities and judgement that children at various stages of development can be expected to bring to the understanding of communications.

Truthfulness

1. Marketing communications should not mislead about potential benefits from the consumption of a product, such as status or popularity with peers, sports success, and intelligence.

Parental authority

2. Food and beverage marketing communications should not undermine the authority of parents and other appropriate adult role models.
3. Food and beverage marketing communications should not include any direct appeal to children to persuade their parents or other adults to buy products for them.

4. Marketing communications directed towards children should not create a sense of urgency, for example, by using the words "now" and "only".

Communication techniques

5. Advertising should be distinguished from TV programme content. Products derived from or associated with programme content primarily directed to children should not be advertised during or adjacent to that programme.
6. Broadcast or print media personalities (live or animated) should not be used to sell products, premiums or services in a way that obscures the distinction between programme or editorial content and commercial promotion. For example, commercials or advertisements featuring characters from programmes or publications primarily directed to children should not be adjacent to programmes or articles in which the same personality or character appears.
7. While fantasy, including animation, is appropriate in marketing communications with younger as well as older children, care should be taken not to exploit a child's imagination in a way that can encourage poor dietary habits and/or lifestyles.
8. In marketing communications likely to appeal to children, and featuring celebrities or broadcast or print media personalities (live or animated), particular care should be taken to ensure that the celebrity or broadcast/print media personality does not mislead about potential benefits from the consumption of a product, such as status or popularity with peers, sports success, and intelligence, nor encourage children to replace balanced meals with foods not intended as meal substitutes.

Annex 2: Definitions

Marketing Communications: as defined on page 2

Direct marketing²:

Comprises all communication activities with the intention of offering goods or services or transmitting commercial messages presented in any medium aimed at informing and/or soliciting a response from the addressee, as well as any service directly related thereto.

Sales promotions³:

Marketing devices and techniques that are used to make goods and services more attractive by providing some additional benefit whether in cash or in kind, or the expectation of such a benefit.

Sponsorship⁴:

Any commercial agreement by which a sponsor, for the mutual benefit of the sponsor and sponsored party, contractually provides financing or other support in order to establish an association between the sponsor's image, brands or products and a sponsorship property in return for rights to promote this association and/or for the granting of certain agreed direct or indirect benefits.

Child:

Because there is no definition of a “child” at EU level, for the purposes of these marketing principles “children” are defined in accordance with national regulatory and self-regulatory provisions, as applicable to marketing communications.

Celebrities and broadcast or print media personalities:

Widely acclaimed/honoured persons and personalities (including cartoon characters) and seen as role models to children and/or featured on children's programmes or the printed media. Equity brand characters (puppets, persons and characters), created by the advertiser, are not covered by this definition.

² International Chamber of Commerce (ICC) International Code of Direct Marketing

³ ICC International Code of Sales Promotion

⁴ ICC International Code on Sponsorship

Vending in Schools: a Matter of Choice

European Best Practice Guidance on Diet and Nutrition For the National Vending Industry Associations

Guidance on Diet and Nutrition - Minimum Requirements

Foreword

The EVA Best Practice Guidance represents the common ground of national associations, therefore taking into account various national situations. A number of National Associations have in fact their Code of Practice or Agreement with their government on vending in schools.

General principles

National Associations should refer to the European Best Practice Guidance on Diet and Nutrition as an initiative to promote a responsible attitude by vending operators regarding the contents of vending machines in schools and highlighting the need for a range of products to be available so as to meet a wide spectrum of consumer and dietary needs.

NA should recognize the health issues arising from the increase in overweight and obesity, especially in children and teenagers, mainly due to an imbalance between food intake and physical activity. They should also recognize the problems associated with high levels of fat, sugar and salt. NA therefore support the adoption of comprehensive strategies in the area of diet, physical activity and health. NA will also ensure that the senior management of their member companies are aware of the importance of complying with the provisions of this Guidance and of reporting on the measures taken to this end to the NA.

The Codes should emphasize the vending industry's willingness to be part of the solution and make a positive contribution to supporting government efforts. Any strategy adopted by authorities should fully reflect the complexity and multiplicity of the causes of the issue. It should also involve all interested parties, including the vending industry associations.

NA should emphasize the need to take broader measures at school level, such as nutritional education and promoting physical activity, as well as encouraging schools to make sure that parents fully understand the need for their educational message to be consistent with that which is conveyed within the school environment. Equally, NA should recommend that schools adopt a consistent approach in choosing the products on offer, regardless of the channel through which these are sold: canteen, tuck-shop, vending machines or other means.

Specific Points

Vending machine operators should engage in a dialogue with schools, and any relevant authority, to identify their specific needs and ensure that a balanced and wide variety of food and beverages are available within the school environment.

Vending is about choice. Therefore, operators should ensure that there is a wide range of options to select from:

Machine type: members of the EVA will always provide schools with the opportunity to choose an unbranded vending machine.

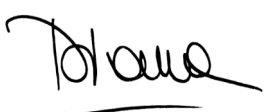
Accessibility: members of the EVA will inform schools of the technologies available to limit the accessibility of machines as applicable.

Product range and sizes: members of the EVA will offer a wide range of products from which schools can choose so as to meet a wide range of needs. Options shall include products lower/low in calories, sugar and fat. Members of the EVA will not make available to schools multi-packs (of other than bite-size products) or king-size products.

Primary Schools: Members of the EVA will not actively seek to place vending machines in elementary/primary schools, unless asked to by the school or relevant education authorities, where it would be recommended that they ensure that there is appropriate training and supervision in the use of the machine.

Compliance: National Associations of the EVA will be requested to report on their level of compliance every 6 months. This information will be available to the members of the EU Platform on Diet, Physical Activity and Health. This self-declaration system is aimed to measure progress in terms of compliance. Consequently, once an association has reached full compliance, they will no longer be expected to report.

Members of the EVA will market vending and vending-related products responsibly.



Catherine Piana
Director-General

A list of national associations and their website reference is available on the EVA Website under "EVA" "Members" "Full Members".

Document History

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The CIAA Principles of Food and Beverage Product Advertising

Food and beverage manufacturers are committed to adhere to principles of responsible consumer communication, above and beyond compliance with applicable laws and regulations. In addition to each company's own set of internal principles, manufacturers have supported and will continue to actively support advertising self-regulatory organisations at the national level, and to adhere to standards set by such bodies. Self-regulatory organisations have been operating effectively in a number of countries for many years, based on core principles that can be found in these national self-regulatory systems. While they do not replace the standards set by each company, which are sometimes even more stringent, self regulatory mechanisms provide a common framework and an open process, including review and enforcement procedures, to ensure that advertising adheres to standards established in each country.

Objective of the Principles

The following principles are intended to have two primary uses.

First, they are intended as a recommendation to companies to guide the development, execution, placement and monitoring of their advertisements.

Second, they are intended to be used in strengthening, where needed, national self-regulatory mechanisms regarding food and beverage advertising. While many countries have well developed advertising guidelines applicable to food and beverages, the industry encourages national self-regulatory organizations to consider these principles, incorporate them, where appropriate, into their own frameworks, and actively enforce them.

These principles are particularly important given the rising levels of obesity and chronic disease related to poor diets and lack of physical activity. Given the concern about rising obesity rates in children, special principles dealing with communications to children are included.

A person's weight and health are affected by a multiplicity of factors, including genetic predisposition, dietary habits, activity level, and food availability. Information gained from advertising can, for example, help consumers make informed choices about their diets. This is because advertising can help convey information to consumers with respect to nutritional benefits, balance, moderation and variety, in addition to taste and enjoyment in a healthy diet. These principles are intended to help advertising play such a role.

Public health is the responsibility of all stakeholders. The food and beverage industry is committed to playing its part by working with interested persons in empowering consumers to choose diets and levels of physical activity which can positively impact their health and well being. This will require multiple strategies, and the integrated efforts of manufacturers, retailers, public health officials, educators, dietary professionals, as well as many others.

Ultimately, what a person eats and how active a lifestyle is followed is a question of personal choice and individual responsibility. The food and beverage industry has committed itself to playing a positive role in helping consumers to make these choices with the benefit of advertising that adheres to sound fundamental principles.

Principles of Food and Beverage Product Advertising

General Principles in the Context of Food and Beverage Advertising

1. *Copy, sound, and visual presentation of food products should accurately represent all material characteristics advertised -- including size, and content, as well as nutrition and health benefits -- and should not mislead consumers concerning any of those characteristics.*
2. *Nutrition and health benefit claims should have a sound scientific basis.*
3. *Food and beverage advertisements should not encourage or condone excess consumption and portion sizes should be appropriate to the setting portrayed.*
4. *Where a food or drink product is presented in the context of a meal, a reasonable variety of foods should be shown, to reflect generally-accepted good dietary practice.*
5. *Food and beverage advertisements should not undermine the promotion of healthy, balanced diets.*
6. *Food and beverage advertisements should not undermine the promotion of a healthy, active lifestyle.*
7. *Food products not intended to be substitutes for meals should not be represented as such.*

Additional Principles for Food and Beverage Advertising to Children

The same principles which are applicable to general advertising also apply to advertising directed to children. Advertising is a valuable source of information to them as well, but advertisers must take into account the abilities and judgment that children at various stages of development can be expected to bring to the understanding of communications.

1. *Advertisements should not mislead about potential benefits from the consumption of a product.*
2. *Food product advertisements should not undermine the role of parents and other appropriate adult role models in providing valuable dietary guidance.*
3. *Advertisements should not include any direct appeal to children to persuade their parents or other adults to buy advertised products for them.*
4. *Advertisements directed toward children should not create a sense of urgency.*
5. *While fantasy, including animation, is appropriate in communication with younger as well as older children, care should be taken not to exploit a child's imagination in a way that can encourage poor dietary habits.*
6. *Products derived from or associated with TV program content primarily directed to children should not be advertised during or adjacent to that program.*
6. *Broadcast or print media personalities (live or animated) should not be used to sell products, premiums or services in a way that obscures the distinction between program or editorial content and commercial promotion. For example, commercials or advertisements featuring characters from programs or publications primarily directed to children's should not be adjacent to programs or articles in which the same personality or character appears.*

Annex to the CIAA Commitments – Members' initiatives update

Introduction

The food and drink industry's main activities in the field of diet, physical activity and health focus on five main areas, which form the backbone of the CIAA Commitments for 2006 to drive action within the framework of the EU Platform for action on diet, physical activity and health:

- I. Partnership with public authorities and relevant stakeholders**
- II. Public education, healthy lifestyles and physical activity programmes**
- III. Consumer information**
- IV. Advertising and commercial communications**
- V. Products and choice**

Major initiatives of the food and drink industry to date in these fields were already described in the CIAA 'Baseline Activities' Report submitted in May. Below is an updated version of the report highlighting in blue additional activities taken by CIAA members since May 2005.

CIAA will provide members of the EU Platform with regular updates on the progress of its members initiatives over the next year.

CIAA's member activities

This list is not intended to provide an exhaustive register of initiatives undertaken by the food and drink industries across the EU, but to highlight prominent examples of such initiatives. Further information is available from the individual federations and companies cited.

I. Partnership with Public health authorities and relevant stakeholders

- ∞ **The establishment of the German Platform on Nutrition and Physical Activity⁵**

The German Food and Drink Federation (covering the whole food chain) has been an active partner in the establishment of the German Platform on Nutrition and Physical Activity, launched in June last year. The central aim of the Platform's work is the prevention of overweight and obesity. The Platform unites social forces from very diverse fields, which have the mutual concern of promoting healthy lifestyles for children and young people.

⁵ www.ernaehrung-und-bewegung.de

∞ **The establishment of the Dutch Obesity Covenant⁶**

The Dutch food and drink federation together with the Minister for Public Health, Welfare and Sport and the Minister of Education, Culture and Science along with other relevant key players have established a cross-sectoral Platform to promote healthy lifestyles and physical activity. Launched in January 2005.

∞ **The Spanish Strategy for Nutrition, Physical Activity and Prevention of Obesity (NAOS)⁷**

The Spanish food and drink industry federation (FIAB) has actively participated in the formulation of the Spanish national *Strategy for Nutrition, Physical Activity, and the Prevention of Obesity* (NAOS), launched by the Minister of Health in February 2005. In the context of the NAOS Strategy, FIAB signed an Agreement with the Ministry of Health and Consumers Affairs (MISACO) in order to:

- ☐ Actively contribute to the efficient empowerment of the NAOS Strategy;
- ☐ Promote, divulge and support all activities and information campaigns concerning lifestyles, nutrition, physical activity and health carried out by MISACO;
- ☐ Improve consumer information (e.g. nutritional labelling, leaflets, guides, campaigns to help citizens to choose healthy diets and physical activity);
- ☐ Improve the quality of children's advertising;
- ☐ Improve product composition;
- ☐ Contribute to the establishment of a national Obesity Observatory.

∞ **The Irish Nutrition and Health Foundation⁸**

In January 2005, the Irish food and drink industry federation (FDII) established a Nutrition and Health Foundation along with government, key scientists and other relevant stakeholders. The Foundation aims to put science at its core in the promotion of healthy nutrition alongside a balanced lifestyle and physical activity. By bringing all relevant stakeholders to the table, the Foundation aims to be a key driver in bringing about the necessary changes in consumer behavior and attitudes to healthy lifestyles.

∞ **Proposal to establish an Obesity Round Table in Italy**

The industry has been discussing with the Government (Ministers of Education and Health) the establishment of a multi-stakeholder round table to identify and initiate common actions against obesity and related conditions.

⁶ www.minvws.nl

⁷ www.msc.es

⁸ <http://www.nutritionandhealth.ie>

∞ **Proposal to establish an Obesity Round Table in Hungary**

The Hungarian Federation of food industries launched the preparatory work and negotiations with intention to establish a Hungarian Platform on diet, physical activity and health.

∞ **Proposal to establish an Obesity Round Table in Portugal**

The Portuguese food industry federation is working on the establishment of a multi-stakeholders Platform on diet, physical activity and health.

∞ **The Danish Obesity Summit**

In March 2005, the Danish Food and Drink Federation (FI) participated in a ministerial Obesity Summit, which resulted in the launch of many new partnership initiatives to combat obesity. Furthermore, the FI has participated (since 2003) in a ministerial Think Tank with the final result of a report addressing fifty initiatives for new partnerships.

∞ **The Belgian Nutrition Action Plan**

The Belgian food industry along with several stakeholders, have been involved very closely on the drafting of the governmental action plan, which is expected by the beginning of 2006.

∞ **The National Programme for the prevention of overweight and obesity in the Slovak Republic**

The Food Chamber of Slovakia has agreed in close cooperation with the Ministry of Health on preparation and development of the National Programme for the prevention of overweight and obesity in the Slovak Republic.

II. Public education, healthy lifestyles and physical activity programmes

Many of the industry-sponsored programmes over the last decade have focussed on promoting nutrition education and physical activity among children. Many of these programmes have been launched as national industry initiatives. Here are some examples of recent activities.

National initiatives:

Austria:

Since 2004, the Austrian 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 the media, public authorities and the general public.

Belgium:

- ∞ The Belgian food and drink industry federation (FEVIA) has been involved through the Flemish Institute of Health in a programme launched by the Flemish government to promote healthy lifestyles amongst children. In 2003, the programme focussed on physical activity, while in 2004 it concentrated on eating habits. Further information: www.fevia.be
- ∞ FEVIA also supports the "**Cluster nutrition**" initiative in Wallonia, which seeks to make non-experts in companies more familiar with food and health issues.
- ∞ FEVIA Found together with the King Baudouin Foundation: it's a found for educational projects on nutrition, physical activity and healthy lifestyles for 6 to 18 year old persons in their community at local level (school, sport association, youth association, etc). The King Baudouin Foundation is a public benefit foundation with the mission of helping to improve people's living conditions, established in 1976. FEVIA will provide a budget for financing educational projects. The Kind Baudouin Foundation will take the role of an objective and neutral organization for the project organization. Two projects (one in Flanders and other in Wallonia) a year will be financed in this way. The call for projects will be launched by the end of 2005.

Denmark:

In March 2005, the Danish Food and Drink Federation (FI) held an **Obesity Summit**, which developed 13 obesity-prevention projects in Denmark. So far, three major projects have been launched with the participation of the FI. A follow-up Summit was held in August 2005.

Finland:

The Finnish food and drink industry has been involved for several years 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** on obesity prevention. This Action Plan includes three pillars. Firstly, to better inform about nutrition and raise awareness amongst food industry professionals. 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. Further information: www.ania.net

Germany:

Around ten years ago, German food companies helped to set up '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. Further information <http://www.powerkids.de>

Italy:

The Italian Food and Drink Industry federation (Federalimentare) 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, focusing on healthy diets and physical activity in schools, was launched in the 2004-2005 school year. Further information: www.federalimentare.it

Ireland:

In September 2005, the Irish Nutrition & Health Foundation launched an innovative programme designed to address health and wellbeing in the workplace. This programme, which has the ultimate goal of achieving behavioural change, is called the **Workplace Wellbeing Programme** (WWP). Created by leading international experts within their fields, the WWP is a sophisticated package that provides comprehensive wellbeing training to company representatives, which in turn will help them to motivate their colleagues to lead healthier and more active lifestyles. It covers both activity and nutrition modules, featuring a wide variety of initiatives that individuals can participate in according to their age, ability, interests or environment. This programme is currently being rolled out to Irish companies who wish to take the positive step of helping their employees to get in shape. For more information, visit www.nhfwellbeing.ie

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 Polish 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.

Slovakia:

In 2004, the Food Chamber of Slovakia started an education programme aimed at promoting healthy lifestyle, balanced diet and physical activity. They have recently begun cooperation with the Slovak TV to start an education healthy lifestyle advertising campaign

The Food Chamber organized this year the 1st Congress Food Trends Forum. Food Trends Forum has become a regular congress for the encouragement of healthy dietary habits and increase physical activity. Next congress will be in May 2006.

They are also planning to organise the workshop 'Healthy lifestyle, balanced diet and physical activity' during the year 2006 with the involvement of national authorities.

Spain:

FIAB (the Spanish Federation of the Food and Drink Industries) publishes several **guidelines and brochures** with basic nutritional information and tips, e.g.:

- a) Guide to help consumers to understand the nutritional labelling
- b) Leaflet "Suma Salud"
- c) Guide to promote a healthy consumption of salt/sodium
- d) 10 Advices of nutritional I+D for medium and small food companies

These guidelines and booklets are distributed by the Food Information Consortium (Consortio de Informacion Alimentaria) in which are represented Industry and Consumers Organizations. This information will also available on AESA internet site (<http://www.aesa.msc.es>) and on Fundación Industrias de Alimentación y Bebidas (<http://www.informacionconsumidor.com>)

Conference on Obesity (17/11/2005): this conference addressed to food companies with the aim to show how obesity issue should be taken into account.

UK:

Foodfitness: Launched in 1996, Foodfitness is a healthy lifestyle programme that promotes enjoyable healthy eating combined with increased physical activity. Healthy lifestyle messages, science-based information and practical advice are conveyed to children through the use of two cartoon families:

- The 'Activaters' are positive role models who enjoy a variety of foods and drinks and who welcome different ways to be active.
- The 'Dolittles' on the other hand avoid all types of physical activity and spend most of their time watching television or playing video games. Their diet is limited and unbalanced and they rarely eat fruit or vegetables.

Although focused on all consumer age groups, Foodfitness especially targets school-age children. *Join the Activaters* is currently being rolled out to all UK primary schools with supporting teachers' guidance. Programme materials have been developed for Key Stage Two and are likely to be incorporated into schools' Personal, Social and Health Education (PSHE) programmes.

Foodfitness is an independent programme that has been developed by the Food and Drink Federation. The 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. Further information: <http://www.foodfitness.org.uk>

Company initiatives:

Coca-Cola:

While Coca Cola has been associated for a long time with the sponsoring of sports, both at professional and grassroots levels, They intend to refocus their energy to promoting every-day, long-lasting physical activity programs, specifically aimed at youth and families. Participation in these activities will not require purchase of Coca Cola's products. They believe that through a sustained use of their local networks and their brand presence they can contribute in changing consumer attitudes related to sedentarism and in motivating them towards more sustainable, active lifestyles. Coca Cola believes this goes well beyond the fight against obesity, as physical activity is a key contributor to the health and well-being of individuals and societies, also promoting team spirit, fairness and self-improvement.

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 Departments of Education and Cultural Affairs of the *Laender*. Over 1,8 million schoolchildren and 73 000 teachers have been involved in this programme since 1996. In 1999, the project was awarded the International Sponsoring Award for its successful concept.
- ∞ In Belgium, Coca-Cola 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.
- ∞ In 2003, Coca-Cola UK launched the '**Personal Best Challenge Park**' programme, 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 Belgium, France, Greece, Ireland, Italy, Portugal, The Netherlands and Spain, as well as in Central and Eastern Europe.

Danone:

- ∞ In 2000, Danone launched the "**Danone Nations Cup**", an international football tournament held annually, in which 8 million children from more than 30 countries have already participated.
- ∞ In Belgium, the '**Bouge comme tu manges**' ['Move like you eat'] initiative is a nutrition and physical activity education for both parents and children (aimed at 6-8 year-olds).
- ∞ In France, the '**Together, let's control his body mass**' programme, run by the Danone Institute with the support of the French Paediatric Association, monitors the weight and the body mass of children, and has developed useful and practical tools for parents and paediatricians.

Ferrero:

Ferrero's action aims at promoting physical activities and sports by sponsoring ski, cycling, volleyball, basket, beach volley and football teams in several countries to demonstrate its ongoing commitment to communicate the importance of athletic pursuit. This activity takes place either involving athletes teams or supporting day by

day sport activities of kids and young people.. For example, Kinder sponsors the Italian National Volleyball teams (men and women) and promotes the diffusion of sport in schools through ad hoc programmes involving the majority of in schools (supporting Italian Basket federation) and athletic sports. In Germany support to sport is implemented via programmes such as “Fitte Schule” and “Sports Finder Day”.

Ongoing Kinder campaign in the UK (it will also be run **into 2006**) to promote swimming for kids under 16 yrs by providing free access to swimming pools throughout England, Scotland, Ireland, Wales. For more detailed information, consult the following website: www.splashaboutwithkinder.com.

Kellogg's:

Kellogg's has been committed to contribute to **consumer education** and will continue to invest considerable effort and resources in programmes communicating the importance of breakfast and partnering in the development of **nutrition education campaigns throughout 2006**:

Kellogg's has various programmes in place worldwide that specifically focus on diet, health and fitness. For examples:

- ∞ In the **UK**, Kellogg's has provided support to the Amateur Swimming Association since 1997. Nine million children have learned to swim so far through the Kellogg's sponsored scheme.
- ∞ In the **UK**, Kellogg's has been a partner for the annual **Weight Wise Campaign** organized by the British Dietetic Association for four years. One million kids each year participate in the **Football in the Community** activity
- ∞ In 2005 in the **UK**, Kellogg's took part in one of the biggest charity fundraising events of the year - **Kellogg's Corn Flakes Great Walk 2005** – in association with **Britain on the Move**.
- ∞ 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 **Spain**, Kellogg's financed the biggest dietary survey among young people ever done in the country. The results of the survey are now used as reference data by the Spanish Government.
- ∞ In 2005 in **Belgium**, Kellogg's developed a nutrition programme for school age children that was made available to schools to teach children the basis of nutrition and healthy living in a fun way.
- ∞ In **Sweden**, Kellogg's has most recently launched **healthy schools campaigns** in partnership with the Swedish Sports for All Association - Korpen. Kellogg's helps Korpen to market health activities at school and educates coaches, as part of the campaign.
- ∞ In its continuous effort to **promote informed debate**, Kellogg's has recently conducted a **Pan-European “Family Health Study”** to look at children's current attitudes, knowledge and behaviour with regard to diet, healthy eating and physical activities in the UK, Italy, France and Sweden.
- ∞ Kellogg's also sponsors a series of “Breakfast weeks” and “Schools breakfast clubs” initiatives around Europe to educate consumers about the importance of breakfast and healthy lifestyles

Kraft:

- ∞ **UK: health4schools** operates as a partnership between Kraft Foods, Gloucestershire County Council and Business in the Community. It supports participating schools with resources and funding to develop new opportunities for children to expand their knowledge, understanding and participation in activities that contribute to a healthy lifestyle and sense of wellness and helps schools work towards key Government health objectives and was designed to be replicated for use in other areas of the country.

In 2006: health4schools is entering its second year, (2005 -2006 school year) reaching 25 primary, secondary and special needs schools in Gloucestershire. A second year evaluation will be conducted. A website www.health4schools.org will be extended to include a new 'ideas and information' exchange area for participating schools. Plans to extend health4schools to other areas in the UK will be developed.

- ∞ **Germany:** Kraft Foods has worked with the Foundation of Sport at School represented by the Ministry of Education, Culture, Youth and Sports of the state of Baden Württemberg in developing teaching materials on nutrition and physical activity. The brochure was first launched in September 2004 and is designed for teachers and trainers educating teenagers between 12-18 years old. The brochure has been distributed nationally through the Ministry of Education and through various channels of the German school sport foundation.

In 2006: Building on the success of the program, Kraft will:

- partner with well-acknowledged authors approved by relevant Government and, NGOs, peb eV. (platform) & scientific authorities (German Nutrition Foundation, Universities) for the new development of teaching material for younger children in primary schools and kindergarten
- support distribution of material via selected channels (federal ministry of education, regional ministry of culture, federal platform, sport foundations etc.)
- Offer content to other Kraft Foods units in other EU-countries (Austria, Switzerland, Slovakia, Czech, Poland etc.

- ∞ **UK, Sweden and Italy** - Kraft has developed its Get Moving programme to promote a healthier lifestyle and increased physical activity among children aged 6-13. The children carry out a range of activities to measure and survey their diet and activity levels and are empowered to make changes that will lead to improvements. The programme is supported by a specialist facilitator, a toolkit of resources, and a grant to implement the changes.

The programme was developed with Learning Through Landscapes, the UK school grounds charity. 26 schools participated in the pilot programme (2004/5) in areas close to Kraft's operations in the UK - SW London, Banbury and Bridgend - and Sweden - Angered, Gavle and near Stockholm. The schools were identified by Kraft employees, focusing on primary school children as those who could initially benefit most from the programme, and covering a mix of socio-economic groups. Evaluation is currently being carried out to measure the benefits the programme has brought to these communities.

In 2006: A further 30 schools are participating in the second year (2005/6) in Sweden, Norway and Italy. A total of approximately 12,000 children and their families will benefit from the Get Moving programme in its first two years.

- ∞ **EU (25 Member States): Shape Up**
In 2006: Kraft Foods is committed to provide 600,000 Euros funding over three years to support the development and implementation of Shape Up. Shape Up will develop and test a framework to address the causes of child obesity, while providing practical, in-school activities where children investigate food, nutrition and physical activity. In addition to funding, Kraft will participate in the Shape Up program steering group and will provide nutrition and community relations expertise as well as sharing experiences, materials, and evaluation results from existing school/community programs.

Masterfoods:

Masterfoods is involved, through trade associations, with national Health & Nutrition platforms and, as a company, with physical activity initiatives and programmes in the major EU countries.

Nestlé:

Nestlé supports nutrition education and/or physical activity initiatives in every EU country.

- ∞ **Austria** / Nestlé launched Schulläufe in 2000 to promote physical activity in young people. Nestlé Austria also sponsors "Athletics light", an initiative of the Viennese School Authority promoting physical activity in young people.
- ∞ **Denmark** / Nutrition Education Programme. Nestlé provides support for sports events and gives grants for nutrition and physical activity. Overweight and obese children are encouraged to play sports and find healthy eating habits.
- ∞ **France** Fleurbaix Laventie, Ville Santé. Nestlé France has funded this program since it started in 1992. It uses nutritional education in the school curriculum to change dietary behaviour of children and their families. Nestlé also supports EPODE: (Ensemble, Prévenons l'Obésité Des Enfants) which extends the Fleurbaix Laventie model to 10 new French cities. EPODE will involve 300 schools, 48,000 children, 2,000 teachers and 450,000 inhabitants over the next 5 years.
- ∞ **Germany** / Nestlé supports a nutrition education programme with material for teachers and students, developed by the University of Dortmund.
- ∞ **Greece** / Nestlé sponsors the project 'Sports Nutrition Against Doping' with the Nutrition and Clinical Dietology Lab of Harokopeion University, Athens. Nestlé collaborates with the Municipal Childcare Stations of Athens to give lectures on better nutrition for children.
- ∞ **Hungary** / In 2002 Nestlé, with the National Association of Hungarian Dietetics joined the international initiative "NUTRIKID", a programme to improve the nutritional behaviour of children. 100'000 children in 1'400 elementary schools in Hungary are impacted.
- ∞ **Ireland** / Nestlé has partnered with the Irish Schools Athletics Association since 1963 and helps many young athletes forge their careers. In 2005, over 35,000 athletes will participate in 13 events nationwide.
- ∞ **Norway** / Nestlé supports a wide range of projects, within the field of nutrition and sport, in order to promote physical activity among children and youth.

- ∞ **Portugal** / In 2000, Nestlé and the Ministry of Education launched a Nutrition Program, named “Nestlé Apetece-me” (“I like it”). This nutrition education program for children (10-12 yrs) has been implemented in 67 schools.
- ∞ **Romania** / "Healthy Breakfast with Cereals" is an education campaign, endorsed by the Romanian Paediatric Society, about the importance of eating a healthy breakfast, especially for children.
- ∞ **Spain** / “Dialogues of Nestlé Nutrition”, a publication encouraging dialogue with the main nutrition professionals in Spain is edited by Nestlé Spain S.A
- ∞ **Sweden** / Nestlé is the main 2005 sponsor for 'Springtime', a local running event which encourages children to exercise more and enjoy a balanced lifestyle.
- ∞ **Switzerland** / Nestlé, the Nestlé Foundation Food Museum and the Swiss Society of Nutrition; supported by the Swiss Ministry of Health created 'Nutrikids', a popular nutrition education programme.
- ∞ **Turkey** / Nestlé and the Turkish Education Volunteers Foundation (TEGV) has developed 'Beslenebilirim' (Nutrition I can/Nutrition I know). This project aims to educate children on nutrition and help prevent nutrition related illnesses.
- ∞ **UK** / Exercise your Choice. This programme helps young people who do not normally participate in mainstream sports, to engage in activities such as dance and street sports. The scheme includes advice on nutrition for physical education.

Pepsi-Co:

In 2004, in the UK PepsiCo ran a successful ‘**Get Britain Walking**’ campaign to encourage people to get active and lead healthy lifestyles. It was backed by national TV advertising and supported with strong public relations featuring celebrities and public figures ‘getting walking’ along with ordinary people. The campaign also distributed more than 2 million Walk-o-Meters to households across the UK.

Tate & Lyle:

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 food options for residents who, due to poverty or other social issues, may have limited access to reasonably priced fresh food.

Unilever:

Under Becel/Flora/Fruit d’Or Unilever has implemented an extensive programmes for healthcare professionals and consumers on diet, lifestyle and heart health across Europe. For instance **in Sweden** Becel supports the Swedish Heart and Lung Foundation to raise awareness about cholesterol. The Swedish Heart and Lung Foundation are arranging seminars with the public in 5 different Swedish cities. And **in Belgium** Becel partners the Belgium Heart Foundation to organise a ‘a week of the heart’ which informs citizens and health professionals about the risk factors involved in heart health.

In 2004 **in UK** Flora set up a community based diet and lifestyle intervention programme called Flora Fit Street in inner city London in conjunction with the local community. The programme gives the opportunity for residents to choose a whole

range of activities and workshops on diet, health and physical activity from salsa dancing, tai chi through to cookery classes. Additionally the community was offered an initial health assessment after which they can receive lifestyle information and advice on diet, physical activity and smoking cessation. The programme is currently being evaluated.

In Austria Unilever founded the initiative 'Veg can change your life!' together with the Ministry of Health and a TV company. This involved a series of events in the community but particularly in schools where they held the 'Austrian Veg Day'.

Additionally **Unilever UK** have funded the **Intercollegiate Group of Nutrition** with the Department of Health to train doctors and medical consultants in nutrition. So far the IGN has run 19 courses at various medical schools throughout the UK. Additionally all core materials for the course such as slides and learning messages are available on CD room.

Unilever Belgium launched in 2005 the Unilever Health Institute Belgium, a multi-stakeholder platform promoting public health initiatives in nutrition & hygiene based on research, information & educational formation of a broad range of target groups. It is a non-profit, non-commercial organisation, that wants to bring concrete, science based initiatives & intervention programmes in nutrition & hygiene.

In Unilever Foods **Greece** they have undertaken a number of initiatives with schools from working with schools on children's' nutrition to sponsoring a Nutrition education room at a major Children's museum in Athens. The latter programme was set up in collaboration with nutritionists and educationalists.

Encouraging healthy food choices and physical activity at the workplace

- ∞ **Coca-Cola** is providing employees with training on balanced lifestyles as well as sport and fitness infrastructures in the majority of its offices.
- ∞ **Danone:** Since 1997, employees from all over the world have met up for football games and other sports as part of the *Danone World Cup*, which draws between 10,000 and 15,000 employees every two years.
- ∞ **Kraft Foods** recognises that its workplaces are communities that can do much to encourage appropriate eating behaviours and active lifestyles. Kraft business units work closely with employees to offer a range of activities that promote well-being such as 'better-for-you' choices in canteens, sport and activity classes, family activity days, health checks and a wide range of information.

In 2006: Kraft will launch a new interactive nutrition and healthy living e learning training course for employees in all countries.

- ∞ **Masterfoods:** as part of an ongoing programme among its workforce, Masterfoods in the UK is working with the British Heart Foundation on a two-year project to pilot new methods of promoting a healthy lifestyle to employees. The project is part of a UK Department of Health initiative.
- ∞ **Nestlé** has launched an internal campaign '*Le plaisir de l'équilibre*', designed to help employees make nutritious choices for their families. "Le Plaisir de l'Equilibre" offers balanced menus in the staff restaurant, leaflets on nutrition topics, information about physical activity and special conferences on health topics. Nutrition training is offered to everyone by e-learning, and is incorporated into courses held at the training centre. Publications on nutrition topics are issued regularly and widely disseminated.

- ∞ **PepsiCo** will seek to play their role in promoting healthy lifestyles by focusing initially on 15,000 employees in Europe. **Next year**, PepsiCo will roll-out a substantial internal "health & wellness" programme designed to encourage employees to get more active and to think more carefully about their daily diets. With the encouragement of senior management, a series of active lifestyle initiatives and information workshops on nutrition will be cascaded throughout the organisation in each place of work.
- ∞ **Unilever** has provided nutrition training sessions for many of its employees. Additionally the occupational health teams throughout Europe have implemented a series of initiatives on nutrition and healthy living for all employees. For instance in Unilever UK they run sessions each month on diet and health within the business. The activities range from cook schools to feeding the family to trying a new sport to learning how to relax to the pedometer challenge.

Sectoral initiatives

CEEREAL – European Breakfast Cereal Association:

CEEREAL will establish a "Breakfast Week" to promote the importance of breakfast and of a balanced diet.

III. Consumer information

Examples of initiatives whereby the industry has enhanced the level of consumer information on nutrition and health include the following:

National initiatives:

Denmark:

In April 2004, the Danish Food and Drink Federation (FI) adopted guidelines on nutrition in relation to product development, consumer information and health promotion. Since August 2004, FI has participated, in the Autumn of 2004, in a ministerial working group seeking to develop new ideas for clear nutrition labelling.

France:

The French food and drink industry association (ANIA) has launched a comprehensive brochure to help consumers understand nutrition information.

Spain:

- ∞ The Spanish industry is committed by the Agreement signed between FIAB and the Minister of Health in the framework of the National Obesity Prevention Strategy (NAOS) to provide full nutritional labelling (energy, protein, carbohydrates, and fat) across the board from July 2005.
- ∞ **Guide to help consumers to understand the nutritional labelling:** FIAB has designed, executed and distributed in coordination with the Consumer Information Consortium (a Consortium with six Spanish consumers associations which was promoted by FIAB eight years ago). The aim of this Guide is to give a clear and useful approach for consumers to understand nutrition information on labels and has the scientific support of the Universidad Complutense de Madrid (Nutrition Department).
- ∞ **Guide to promote a healthy consumption of salt/sodium:** FIAB is working, with the scientific support of Universidad Complutense de Madrid (Nutrition

Department), is working on the design and execution of a Guide, in coordination with the Consumer Information Consortium.

Belgium:

- ∞ FEVIA developed a website “alimentationinfo.org/voedingsinfo.org”. This website contains objective information about food for the consumer. It covers the aspects of the food chain, safety, quality, nutrition, health. It has 15000 visitors every month.
- ∞ NUBEL (Nutrition BELgium) is a food composition table: from 1985 onwards data was collected in Belgium from different sources including analytical values, data from the food industry, food distribution and data from the literature. These data were compiled into a food composition table and first published in 1992 by NUBEL vzw. NUBEL partners are the Federal Public Service – Health, Food Chain Safety and Environment General Directorate Animals, Plants and Foods, the Scientific Institute Public Health, the Belgian Federation of food industries and the Belgian Federation of distributing trades.

Slovakia:

The Food Chamber of Slovakia has created space for consumer nutrition information on its website www.potravinari.sk. This website informs public about recommended meals, food pyramid, FAQ, etc. Given information is regularly up to date in cooperation with the Food Research Institute and the Slovak Public Health Office.

Company initiatives:

Coca-Cola:

In line with the Platform's objective to enhance consistent and transparent nutrition label information, Coca Cola will provide front panel calorie information in their products, that are visible and meaningful to consumers (in line with outcomes of consumer research lead by EUFIC). Coca Cola will also provide, where possible/appropriate, calorie information per serving size. They will also start testing and introducing GDA-based information, in coordination with other companies, authorities and other stakeholders. Coca Cola is also committed to include enhanced product ingredient information in all their corporate websites.

Danone:

Danone has undertaken a gradual introduction of nutritional labels on all products. In 2004, in Europe, 100% of beverages, 65% of biscuits packs, nearly 100% on fresh dairy products packs bore nutritional information. In 2002, the Group instituted a validation procedure for all nutrition and health information communicated to the public.

Ferrero:

In order to help consumers to be better informed about the way they eat, Ferrero's labeling for Kinder products includes the indication of nutritional values per portion, as well as per 100 grams. Thanks to this nutritional information, the amount of calories provided per serving can be kept within 10% of the recommended daily intake and can remain within the limit of calories to be delivered in a '5 meals per day' scheme.

For 2006, Ferrero intends to provide GDAs (guidelines on daily amounts) referring to the energy content per portion on most of its Kinder products' multipacks (or at least where this is allowed by the size of the packaging).

Kellogg's:

Kellogg's is committed to helping consumers in making healthier choices and in providing them with nutritional information, including voluntary nutritional labeling on packaging which was introduced in Europe in 1940s.

Furthermore, to respond to consumer needs, Kellogg's implemented a simplified nutrition labeling scheme based on Guideline Daily Amounts (GDAs) in the UK in February 2005.

This simple nutritional counter shows total amounts of calories, fat, saturated fat, salt, calcium & iron, total sugars and fibre in a format that allows people to see exactly what is in a portion of cereal, and how this compares to guideline levels of different nutrients for the entire day.

The scheme is displayed prominently in a bar chart on all Kellogg's products (including snacks) in the UK, Republic of Ireland, Spain and Portugal and will be rolled out to all other **European markets throughout 2006**.

Masterfoods:

Has voluntarily implemented nutritional labelling worldwide.

Nestlé:

Nestlé has introduced the 'Compass' – labelling to provide consumers with better, more understandable nutrition information. The new labelling includes an indication of calories per serving on front of pack. GDAs (guideline daily amounts) of calories and fat per serving appear on back/side of pack. Nestlé labels will display nutritional information per serving and per 100g. Nutritional facts relating to specific ingredients contained within the product and their nutritional benefits, as well as how a serving of the product can play its part in a balanced diet, where relevant will also be part of the new labels.

Unilever:

Unilever will ensure that consumers are provided with accessible information about the nutrition composition of their products either on pack or through Carelines. Approximately 80% of Unilever product contain information on all 8 nutrients on pack. Additionally all nutrition and health claims within Unilever have to be first agreed by their scientific experts within Unilever Health Institute.

Kraft:

Since 2003 it is Kraft policy to provide nutrition labelling on its products (with a few exceptions) in all markets worldwide, even where it is not legally required.

By end of 2006:

Kraft will provide nutrition labelling on all packs except single ingredient products (e.g. pure coffee), where space is available.

On smaller packs the 'big 4' (energy, protein, carbohydrate and fat) information should be provided. Where space permits 'big 8' (Big 4 plus sodium, sugar, saturated fat and fibre) information should be provided.

In addition to the 'sodium' declaration, the 'salt equivalent' is to be given in countries where this is voluntarily required

Nutrition information is to be provided on a per 100g and a per serving basis

Where national Guideline Daily Amount (GDA's) targets have been agreed this information will be provided.

In addition Kraft will develop healthy living websites to provide consumers with practical information to help them make good nutrition and healthy lifestyle choices. Where possible these healthy living websites will be promoted on pack.

In 2006: France and Spain will develop websites following sites launched in the UK and Germany. Greece, Sweden and Italy will also develop dedicated healthy living sections on their existing websites.

PepsiCo:

PepsiCo will ensure that by the end of 2006 they are providing additional, new nutritional information on all their products (going well beyond legal requirements), together with the introduction of new on-pack labelling systems (e.g. some form of Guideline Daily Amounts) as well as balanced lifestyle/diet information, to enable consumers to use the nutritional information effectively.

Sectoral initiatives

CEEREAL – European Breakfast Cereal Association:

CEEREAL members will implement GDA information on their packs where feasible and relevant.

IV. Advertising and commercial communications

The CIAA Principles of Food and Beverage Product Advertising, adopted in February 2004(see Annex), formed the basis for the International Chamber of Commerce (ICC) *Framework for Responsible Food and Beverage Communications*, adopted by ICC in April 2004.

Adoption by the ICC allowed for the formal transposition of the Principles into national self-regulatory code provisions, a task overseen and driven in Europe by the European Advertising Standards Alliance (EASA) with the support of CIAA and its members. The transposition from Principles into national self-regulatory provisions is necessary to ensure effective enforcement, policing and monitoring.

Implementation at national level, by national federations, has been or will be completed by the end of 2005 in: Belgium, Denmark, Finland, France, Ireland, Italy, Spain, Sweden, and the UK. Through its collaboration with the World Federation of Advertisers (WFA) and EASA, CIAA will encourage its members to work with national self-regulatory organisations (SROs) to complete implementation in 23 out of 25 Member States by the end of 2006.

The provisions of the ICC Framework constitute a benchmark for national advertising codes in the field of food and beverage advertising: in some EU Member States, equivalent provisions were already in existence, while in others self-regulatory provisions go beyond the minimum requirements as laid out in the ICC Framework to address issues of specific cultural sensitivity.

In addition to these provisions in national codes of practice, several individual companies have adopted their own guidelines for responsible advertising and marketing, which go beyond industry-wide provisions. The most relevant examples of such company initiatives are outlined below.

Company initiatives

Coca-Cola:

Coca Cola is committed not to market to children under 12 and not to do business in primary schools. In secondary schools they are committed to providing full beverage choice (without price discrimination between regular and low/no-calorie versions) and to use the panels of their vending machines to promote physical activity, nutritional education and balanced lifestyles. Coca Cola intends to improve the practical definition of these policies and their application and to ensure a better monitoring of their implementation.

Danone:

In 2002, the Group instituted a validation procedure for all nutrition and health information communicated to the public.

Kellogg's:

Kellogg's has a long-standing commitment to advertising in a responsible manner. Through advertising, product packaging and educational materials, Kellogg's aims to provide advice on the importance of good nutrition and the role our products can play in helping consumers to achieve a balanced diet.

Kellogg's has a Global Marketing Code in place. It captures Kellogg's philosophy and practices which are enacted in every country Kellogg's markets its products. This is a "living tool" which is reviewed and updated where necessary on an on-going basis. Kellogg's support the role of self-regulation in promoting the highest ethical standards and safeguarding consumers' interests. Kellogg's also supports EASA Self-Regulation Charter to broaden and deepen advertising self-regulation in the enlarged Single Market.

Kellogg's increasingly advertises kids brands to mums and dedicates one third of the space on the back of kid and family brand packs to information that encourages a healthy lifestyle, including a balanced diet.

Kellogg's also continues to invest in media education programs around the role of advertising towards children, such as Media Smart in the UK, Belgium, the Netherlands and Germany. This media literacy programme is currently being extended to other European countries.

Kraft:

Kraft has developed policies which go beyond existing codes and regulations on marketing to children. For some time Kraft has committed not to advertise in TV / radio / press in programme airtime aimed at children under 6 years old; not to advertise or promote products in schools and it has established nutrition standards for school vending.

By end 2006: Kraft will be compliant with all aspects of an extension to this policy announced in 2005.

- Only products meeting Kraft's own 'Sensible Solution' nutrition standards (ie "better for you" nutrition criteria) can be advertised to children 6-12.
- Restrictions also apply to websites aimed at children under 12 years. By end of 2006 these can only show products meeting Kraft's own 'Sensible Solution' nutrition standards and healthy lifestyle advice must be included on the site.
- Kraft businesses are encouraged to include healthy lifestyle messages and activities in more of their promotions - especially for products consumed by children

Masterfoods:

In 2004, Masterfoods reinforced its commitment to responsible marketing practices by formulating a common global Marketing Code; this provides practical guidance to Masterfoods employees. It includes a commitment that communications will not encourage or condone excessive consumption nor undermine pursuit of a healthy, balanced diet and active lifestyle. It also confirms that Masterfoods recognises its responsibility to provide consumers with a variety of products, in different sizes, and to give clear information on the ingredients and nutrients they contain. Another of its provisions is the need for special care when commercial communications are likely to be of interest to children.

Masterfoods also has a common global Vending Code and is committed to working with schools to define appropriate distribution strategies. In 2005, the Smart Choice guide was developed for use with the education sector. There is a continuing programme to replace branded vending machines in schools with non-branded machines that display healthy lifestyle messages. Non-branded machines are available in all 17 countries of Europe where Masterfoods has vending machines in schools.

Nestlé:

In September 2003, Nestlé revised its Consumer Communication Principles. Stronger provisions have been introduced on: promoting moderate consumption; science-based health and nutrition claims, depiction of active lifestyles and portrayal of snacks v. meals. Principles specifically on responsible communication to children have been reinforced. When communicating foods to children, communications must be appropriate for the specific age range portrayed in the advertisement, they must not create a sense of urgency, nor undermine parental nor school authority. Distinctions must be clear between advertisements and programs. Further principles outline that Nestlé will encourage and preferably sponsor events that involve people – and especially growing children – in healthy, energetic pursuits and lifestyle, with Nutrition playing a positive role. Nestlé will create or make use of opportunities for nutritional education – including the role of regular exercise, a balanced diet, and moderation in food consumption.

Unilever:

Unilever has recently adopted global advertising and marketing principles that apply to their entire business portfolio and which ensure that they accurately represent their products, support science based claims and not undermine the promotion of healthy balanced diets or lifestyle. The principles also contain provisions for the marketing of foods and beverages to children that discourage misleading messages, pester power, the undermining of parental influence and the blurring of the boundary between promotion and content. The principles have been extensively shared throughout the company and Unilever external communication partners. They are being monitored and evaluated by Unilever legal department both locally and

regionally. Unilever has also committed to not directly marketing to children under the age of 6, except on the packaging.

In addition Unilever supports the adoption of international self-regulatory codes for all marketing and advertising of foods to promote best practice on an industry basis.

PepsiCo:

PepsiCo will endorse and implement new advertising and marketing guidelines proposed by - among others - the CIAA (European food and drink federation) as well as those recommended by their sector associations, notably UNESDA (for their beverage products) and ESA (for their snacks products). These guidelines will specifically address public concerns about the content of advertising, the specific nature of advertising to children as well as commercial activities in schools. Further, PepsiCo will actively participate in initiatives proposed by those associations concerning monitoring the implementation of the guidelines and measurement of their impact.

Ferrero:

In order to develop and promote children's understanding of advertising, Ferrero participates to Media Smart, a media literacy programme for school children that bring together industry, academics, parents, teachers and governments.

In 2006, Ferrero intends to extend its participation to Media Smart from Belgium to UK as well as to those countries where the launch and/or implementation of the programme is already taking place (Germany and the Netherlands) or is envisaged for the near future (Finland and Sweden).

V. Products and choice

Recent examples of significant initiatives on product composition and choice among major companies include:

Company initiatives

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, fruit-based and sport drinks to waters and revitalising drinks. They will continue to decrease the average number of calorie per serving in their product portfolio, by continuously expanding their product offer and particularly accelerating the growth and availability of low- and no-calorie products. They are also committed to helping consumers to choose the size serving most appropriate to their needs, namely by downsizing their cups in immediate consumption channels and by expanding their package size offering.

Danone:

- ∞ From 1998, introduction of nutritional guidelines for Taillefine/Vitalinea, Breakfast and Prince brands (expert consultation in 9 countries)
- ∞ 2001: optimizing the fatty acid profile by using rapeseed oil in Taillefine/Vitalinea brand
- ∞ 2004 - 2005: Taillefine/Vitalinea 0% fat dairies and biscuits lowered in fat (at least -25%) in several countries

- ∞ 2004: in 12 countries, Danonino recipes have been adapted to children's nutritional needs with specific vitamin or mineral fortification
- ∞ Baby foods: capping salt and sugar levels

Ferrero:

Ferrero's portions, namely those for Kinder chocolate, are tailored to children's consumption. The portion sizes used are very small and individually packaged in order to allow parents to be in full control of children's consumption. Moreover, Ferrero has worked to develop products characterized, inter alia, by low levels of Transfatty acids and salt.

In general, Ferrero is open to participating to EU and national initiatives aimed at reformulating food products in order to reduce the quantities of fat sugar and salt, to the extent that this is feasible from the point of view of technology, taste and costs. For example, Ferrero participates to the initiative launched in this field by the French Government (PNNS).

In particular, in view of a gradual elimination of trans fatty acids (TFAs), Ferrero intends to eliminate all hydrogenated fats contained in its products **by 2006**.

Kellogg's:

Kellogg's is committed to offer a range of nutritious products and continuously **provide consumer choice** in order to meet consumers' needs and tastes.

Kellogg's is also committed to **ongoing nutrient review programs**. Kellogg's continues to reduce levels of salt and sugar in its products and **to launch new formulas**. Only in 2005, we introduced a new 25% less salt recipe for Kellogg's Corn Flakes and launched Kashi from Kellogg's with no added salt, and no added sugar variant.

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.

Kraft Foods:

It is Kraft's policy to continuously review its existing products to identify and implement appropriate nutritional improvements. Kraft recognises that the nutritional value of products and the ingredients they contain is a matter of public health concern.

In 2006: Kraft will continue to make meaningful changes across a wide variety of products without sacrificing their safety, taste and quality. This is to be achieved by reducing the amount of calories, fat, especially saturated and trans fat, or sugar contained in a product, or by adding fruit, vegetables or fiber. Kraft will also continue to develop new products based on these criteria and will continue to provide a variety of portion-size options.

Masterfoods:

Masterfoods has reduced the trans-fatty acid content in all products globally to less than 0.5%. Following a salt reduction programme in 2003, which reduced the salt content of its soups and sauces by 10%, it is undertaking further reductions. New sugar-free products have been developed and 'king-size' confectionery bars have been redesigned into two or more pieces to facilitate sharing or consumption on more than one occasion.

Nestlé:

For many years Nestlé has been renovating products with the '60/40' policy. For key Nestlé products and all new product launches, this requires achieving 60% or a greater preference against respective competitors in a consumer taste test. In 2004, this practice was revised and expanded to include the nutritional aspects of their products. In addition to the consumer preference on taste, the revised practice required that all products should undergo a nutritional evaluation to ensure that any nutritional weaknesses are addressed and strengths are protected or enhanced to suit the consumer for whom the product is intended.

In a 2004 survey of new products in major markets 58% were reduced fat, 56% had lower calories, 25% reduced sugar, 11% reduced salt, and 15% reduced cholesterol. Some products were enriched with nutritious ingredients - calcium (22%), fibre (11%), vitamins, minerals or omega 3 or 6 fatty acids (27%), whey (5%) or extra fruit (8%).

Nestlé 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, nutrient fortification, products with reduced calories, sugars and fats, low carbohydrate confectionery options, as well as a wide range of portion sizes.

PepsiCo:

PepsiCo will significantly accelerate the roll-out of their range of healthier snacking options, beginning with a focus on renovating their primary potato crisps brands (i.e. Walkers and Lays). By the end of 2006, the vast majority of these products will be reformulated such that they will contain up to 70% less saturated fat. On the beverage side, PepsiCo will drive the majority of their total planned growth in 2006 through no sugar options (e.g. Pepsi Max) as well as their growing range of natural fruit drinks (e.g. Tropicana). In addition, PepsiCo will introduce several new Quaker oat-based products in 2006 aimed at making oats more accessible and convenient to consumers.

Tate & Lyle:

Changing lifestyles mean that consumers are challenging food manufacturers to increase the pace of innovation and reformulate and fortify their products. To assist in this process, Tate & Lyle is working with customers to create innovative food ingredient platforms that balance taste, health and nutrition. One way that food and beverage manufacturers are increasingly helping consumers reduce their intake of energy is by using SPLEND(r)⁹ Sucralose, which is made from sugar so it tastes like sugar but contains no calories. SPLEND(r) Sucralose is now approved in over 80 countries. The approval process in the European Union (EU) was completed in January 2005 when the provisions of the amended Sweeteners Directive came into effect in all member states. More than 4,000 products globally are now sweetened with SPLEND(r) Sucralose across a broad range of product categories.

Unilever:

In February 2004 Unilever announced a mission statement. ***'Bringing Vitality to Life'***. In order to support the Vitality mission Unilever has launched a nutrition enhancement programme, which builds on our long history in nutrition and improving the nutritional quality of our products. Unilever has currently reviewed over 13,000 retail food products across the world and over 3,000 foodservice products for the

⁹ SPLEND(r) is a trademark of McNeil Nutritionals, LLC

levels of trans fat, saturated fat, sodium and sugar. The Unilever Food and Health Institute has translated the dietary recommendations from the World Health Organisation and national authorities into benchmarks for individual foods. In 2005 and 2006 reformulation changes will eliminate 15,000 tons of trans fat, 10,000 tons of saturated fat, 2,000 tons of sodium and 10,000 tons of sugars. For instance, the UK business has reduced the levels of sodium in soups and sauces by at least 20%. All Unilever brands are now making some product reformulation changes under this programme.

Danone, Kraft, Masterfoods, Nestlé and Unilever:

Have achieved substantial reductions in the level of trans-fatty acids in their products.

Pan-industry efforts at national level have also been successful at addressing concerns about food composition. Notable example include:

UK:

The Food and Drink Federation has been engaged with the Government and the Food Standards Agency in a comprehensive **salt reduction programme**. Discussions are currently under way to tackle sugar and fat.

Sweden:

In 2003 the Swedish Food Federation published its **Healthy eating – basic principles regarding nutrition**. The principles represent the goals of the federation and its members regarding their contribution to good health, well-being and culinary pleasure. In 2004 some of these principles were identified in a separate document as the most important as regards the food industry contribution in helping to reverse the obesity trend. They include offering a large variety of products, to provide good product information and responsible advertising and to increase knowledge among consumers about the relationship between good health and life style, such as diet and physical activity. The food federation, the food retailers' federation and the hotel and restaurants association have together formed a reference group for healthy dietary habits. The group has formulated a set of mutual initiatives for better eating habits and improved health.

Belgium

The Flanders food/functionality forum is set up to promote and exchange knowledge between companies and scientific organizations with the goal to stimulate and promote innovation. The promotion of innovation is addressed in the following themes:

- fibres
- probiotics, probiotics and symbiotic
- composition of lipid acids (omega 3)
- reduction and/or substitution of fats
- reduction and/or substitution of sugar
- reduction of salt
- glycemic index

National Federations

Austria

FIAA – Fachverband Lebensmittelindustrie

Belgium

FEVIA – Fédération de l'Industrie Alimentaire /
Federatie Voedingsindustrie

Czech Republic

PKCR - Potravinářská Komora České Republiky

Denmark

FI – Foedevareindustrien

Estonia

ETL – Eesti Toiduainetööstuse Liit

Finland

ETL – Elintarviketeollisuusliitto

France

ANIA – Association Nationale des Industries Alimentaires

Germany

BLL – Bund für Lebensmittelrecht und
Lebensmittelkunde

BVE – Bundesvereinigung der Deutschen
Ernährungsindustrie

Greece

SEVT – Σύνδεσμος Ελληνικών Βιομηχανιών Τροφίμων /
Federation of Hellenic Food Industries

Hungary

EFO SZ – Élelmiszerfeldolgozók Országos Szövetsége

Ireland

FDII – Food & Drink Industry Ireland

Italy

FEDERALIMENTARE – Federazione Italiana dell'industria
Alimentare

Latvia

LPUF – Latvijas Pārtikas Uzņēmumu Federācija

Luxembourg

FIAL – Fédération des Industries Agro-alimentaires
Luxembourgeoises

Poland

PFPPZ – Polska Federacja Producentów Żywności

Portugal

FIPA – Federação das Indústrias Portuguesas Agro-ali-
mentares

Slovakia

UPZPPS – Unia podnikatel'ov a zamestnávateľ'ov
v potravinárskom priemysle na Slovensku

PKS - Potravinářská Komora Slovenska

Slovenia

GZS – Gospodarska Zbornica Slovenije

Spain

FIAB – Federación Española de Industria de la
Alimentación y Bebidas

Sweden

LI – Livsmedelsföretagen

The Netherlands

FNLI – Federatie Nederlandse Levensmiddelen Industrie

United Kingdom

FDF – Food & Drink Federation

Observers:

Norway

NBL – Næringsmiddelbedriftenes Landsforening

Romania

Romalimenta – Federatia Patronala din Industria
Alimentara

Sectors

Bakery

AIBI

Beer

THE BREWERS OF EUROPE

Bottled waters

EFBW

Breakfast cereal

CEEREAL

Broth & soup

FAIBP

Cereal flour

GAM

Chocolate, biscuits & confectionery

CAOBISCO

Dairy products

EDA

Dietetic products

IDACE

Fruit & vegetable juices

AIJN

Fruit & vegetable preserves

OEITFL

Ice cream

EUROGLACES

Intermediate products for bakery & confec- tionery

FEDIMA

Isoglucose

API

Margarine

IMACE

Non-alcoholic beverages

UNESDA

Oils

FEDIOL

Pasta

UNAFPA

Pet food

FEDIAF

Processed meat

CLITRAVI

Processed potatoes

UEITP

Salt

EUSALT

Sauce & condiment

FIC

Semolina

SEMOULIERS

Snacks

ESA

Soluble & roasted coffee

ECF

Spices

ESA

Starch

AAF

Sugar

CEFS

Tea & herbal infusions

EHIA/ETC

Vegetable proteins

EUVEPRO

Yeast

COFALEC

Major food and drink companies

ADM

BUNGE

CADBURY SCHWEPPE

CAMPBELL FRANCE HOLDING

CARGILL

COCA-COLA

DANONE

FERRERO

HEINEKEN

HEINZ

INBEV

KELLOGG'S

KRAFT FOODS

MASTERFOODS

NESTLE EUROPE

PEPSICO

PERNOD RICARD

PROCTER & GAMBLE

SARA LEE

SÜDZUCKER

TATE & LYLE

UNILEVER



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

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