PROMOTING BALANCED DIETS AND HEALTHY LIFESTYLES
EUROPE’S FOOD AND DRINK INDUSTRY IN ACTION
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- The Spanish Food and Drink Federation - FIAB
- The Union of European Beverages Associations - UNESDA
- Unilever
- United Biscuits

EUROPEAN COMMITTEE OF LARGE FOOD AND DRINK COMPANIES (LIAISON COMMITTEE)

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Some facts and figures about the food and drink industry in Europe

- Europe’s number one manufacturing industry
- 13% of total EU manufacturing production value
- 11% of jobs in manufacturing
- Dominated by small and medium sized enterprises: 99% of food companies have fewer than 250 employees
- More than 280,000 companies
- Purchases and transforms 70% of European agricultural raw material
- €836 billion in annual sales
- Around 3.8 million employees
- €48 billion a year in exports
Choices are a fact of life. Over the past hundred years our lives have changed. As a society, our eating habits have changed dramatically and we spend more time sitting at computers and in cars than riding our bikes and walking. Together with other factors, such as people’s cultural and economic environments, this has resulted in growing weight-related diseases and obesity levels for both adults and children and an increased cost to society.

Europe’s food and drink industry is committed to being part of the solution, as the numerous actions we have undertaken demonstrate. For years, we have been responding to changing consumer demands with increased choice, “lighter” products and smaller portion sizes, functional foods and improved product labelling. We have also been doing things that are less obvious: extensive research, public education, promotion of healthy lifestyles, partnerships with doctors, teachers, schools, public health officials and non-governmental organisations, and voluntary restrictions on advertising and marketing to children.

Since 2005, the EU Platform for Action on Diet, Physical Activity and Health has undoubtedly been a catalyst for additional and more urgent action, and CIAA in turn has been a catalyst for increased action by its members. Together, we are demonstrating that voluntary measures are a fast and effective tool to promote balanced diets and healthy lifestyles. The results are already evident, and this is only the beginning of changes in the way that food and drink companies do business—and in the way people in Europe eat, drink and live.

This brochure highlights just a few of the thousands of initiatives our members are taking forward across Europe today. It also highlights the need for grassroots partnerships by all stakeholders, including schools, public health authorities and others. CIAA is dedicating a section of its website to its commitments to the EU Platform for Action. For further information on individual commitments or to download a copy of this brochure, please visit: www.ciaa.eu/commitments

We hope that this brochure will provide “food for thought” and will inspire others to educate and innovate for the benefit of European consumers.

Jean Martin
CIAA President
Obesity and diet-related illnesses will be some of the European Union’s most serious health threats in the 21st century, affecting tens of millions of people. The rising prevalence of obesity among children and adolescents is of particular concern, because weight gained in younger years is harder to get rid of later in life and bad habits die hard.

Increasingly, this problem goes well beyond Europe. Worldwide, some 1.6 billion adults are overweight. The World Health Organization (WHO) predicts that in 2015 the number of overweight adults could increase to 2.3 billion.

There is a broad consensus that the causes of obesity and its related diseases are multi-factorial (including genetic predisposition, diet, sedentary lifestyles and socio-economic factors). Global public health experts agree that a multi-factorial problem demands a multi-factorial solution with contributions from all stakeholders.

The EU Platform brings together 32 industry associations, consumer groups, health NGOs and political leaders to take voluntary action to contain or reverse the rise in obesity and overweight in Europe, particularly among children. It was launched on 15 March 2005 by European Health Commissioner Markos Kyprianou.

Fast and effective, and without unduly restricting innovation and competitiveness, the Platform is a model for “better regulation.” It aims to address a multi-factorial issue through multi-factorial action on consumer information, including labelling, education and the promotion of healthy lifestyles and physical activity, marketing and advertising, product reformulation, improving healthy food options including portion sizes and monitoring of progress.

The Platform has been a catalyst for action among stakeholders concerned – and none more so than Europe’s food and drink industry.

**Official commitments to the EU Platform by member category**

For further information on Platform membership please consult the official Commission website at: http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/database/web/dsp_search.jsp
Both the EU Platform and CIAA have been catalysts for action and innovation in the areas of energy and nutrient content as well as portion and serving sizes. The results of this action are new, enhanced and reformulated products in a greater variety of serving sizes that make it easier for European citizens to make healthy dietary choices.

You have undoubtedly seen some of the results of food industry innovation in the supermarket or your own kitchen. New, low-sugar, low-fat and low-salt varieties of traditional foods are available, and many companies have virtually eliminated trans-fatty acids from their products.

But this is just the beginning. Product reformulation is not just about taking things out of food products—it is also about adding new ingredients and increasing the use of whole grains and fibres. The industry is continuing to use existing scientific knowledge and technological expertise to produce and offer enjoyable, good tasting, nutritious foods to make it easier for consumers to adjust their purchases to meet individual requirements.

ACTION ON PRODUCTS AND CHOICE

It is a challenge to change a product’s ingredients while maintaining the taste that consumers have come to love and expect. But the food industry is committed to meeting consumers’ tastes and needs as they evolve, and the examples shown in the following pages will give a sense of the depth and scale of the efforts undertaken to give everyone a wider range of products from which to choose those that best suit their lifestyle.

Percentage of major food companies products reformulated from 2005 to 2006*

* CIAA Corporate Members’ Survey, Autumn 2006.
UNESDA, the Union of European Beverages Associations, a founding member of the EU Platform, has committed to expand its product and package ranges across Europe to offer consumers increased opportunities to reduce their calorie intakes.

UNESDA has recently adopted CIAA's GDA-based nutrition labelling scheme. It is the first industry to adopt it as an entire sector and as a commitment to ensuring that consumers are informed about the beverages they buy. Roll out of the scheme is scheduled to start across Europe in the first half of 2007.

UNESDA has appointed independent auditors to monitor compliance with key performance indicators and it has been publicly ‘named and praised’ by Commissioner Kyprianou for the commitments made.

Among UNESDA’s commitments:

• Including labelling and nutrition information on-pack
• Providing low- and no-calorie product versions
• Providing a range of packaging sizes
• Offering a full variety of beverages in unbranded vending machines in secondary schools
• No advertising and no vending to children under twelve

First results of the audit published in March 2007 indicate impressive levels of compliance across Europe. Among the findings:

• Calorie content per litre has declined over the period
• 40% of the no- and low-calorie products on the European market have been introduced since 2000
• 66.9% of secondary schools offered a full range of drinks including water and fruit drinks
• 93.9% of primary schools were compliant and did not offer beverages for sale
• 69% of vending machines in secondary schools were unbranded and/or displayed health messages as opposed to product advertising
• 99.79% of television advertising by the signatories to the UNESDA commitments was compliant

www.unesda.org
One third of companies surveyed reformulated at least 50% of their products in 2005 and 2006. Half reformulated at least half of their total sales volume.

**CIAA CORPORATE MEMBERS’ SURVEY**

**CHARTS CHANGES**

In the autumn of 2006, eleven companies* representing approximately €61 billion in annual sales responded to a CIAA survey covering product reformulation and innovation, packaging and nutrition labelling.

Together, the companies reported that they had put more than 4,000 new product reformulations or innovations on the market over the past three years. These new or reformulated products represent on average nearly two-fifths of all the food and beverage products these companies sell to European consumers.

One third of companies reformulated at least 50% of their products in 2005 and 2006. Half reformulated at least half of their total sales volume.

Among specific examples of product reformulation:

- Cadbury Schweppes has greatly increased the number of low-fat products, through innovation, acquisition and many years of research: Cadbury Highlights milk chocolate bar with no added sugar, a reduced portion (35g vs. 49g) and only 60 calories per bar
- Coca-Cola has quadrupled the number of mid- or low-calorie drinks launched in 2006. Sales of “light” drinks are growing three times faster than regular drinks across Europe
- Sales in no-sugar Pepsi (Pepsi Max) exceed Pepsi regular in the Nordic markets
- Unilever has taken out over 7,000 tonnes of sugar, 3,000 tonnes of salt and over 37,000 tonnes of fat (30,000 tonnes of trans fats and 7,000 tons of saturated fats)
- Kraft’s Philadelphia Light and Extra Light, with only 11.5% and 5% fat, respectively, now outsell the regular versions in some countries and account for 60% of Philadelphia sales in the UK

*Cadbury Schweppes, Campbell, Coca-Cola, Groupe Danone, Kellogg, Kraft, Masterfoods, Nestle, PepsiCo, Tate & Lyle, and Unilever.
A TALE OF TWO FATS...

SATURATED FATS
Consumers are looking for more options in choosing foods with lower levels of saturated fats and food manufacturers are responding.

Examples:
• Between 1999 and 2006, LU has reduced saturated fats in its biscuits by 18% in France and by 15% in Belgium
• PepsiCo cut saturated fat levels in the majority of its main potato crisps brands (Lay's, Cheetos, Smiths, and Walkers products) by up to 70% in 2006
• In 2006, UB reduced saturated fat levels up to 50% in major brands such as Hula Hoops, Skips, NikNaks and Wheat Crunchies
• Since January 2007 Hula Hoops and Skips are cooked in 100% sunflower oil, resulting in a further 55% reduction in saturated fat (overall reduction of 80% since 2005)
• From March 2007 the McCoy’s range of products will have 30% less saturated fat and 50% reductions will be made in the Discos, Frisps & Roysters snack brands from May 2007
• All of Unilever’s Family Goodness soft tubs in Europe have been reformulated to a third of their original saturated fat content

TRANS-FATTY ACIDS
In the early 1990s, in line with scientific data, food companies began reformulating trans-fatty acids (TFAs) out of their product lines. Over the past several years, most companies have almost entirely eliminated TFAs from their ingredients.

Examples:
• By the end of 2007 Cadbury Schweppes will have met its target of removing TFAs to less than 0.5 grams per serving from its confectionery products across Europe
• Ferrero and Kellogg eliminated all hydrogenated fats (including TFAs) from their products in 2006
• LU has reduced TFAs to below 0.5 gram per 100 grams in 100% of its biscuits in Belgium and 97% of its biscuits in France, thanks to a reduction programme which began more than 10 years ago
• Since 2002 Masterfoods has reduced TFAs by an average of 72%. Total changes have resulted in a reduction of more than 6,500 tonnes of TFAs
• By the end of 2006, 98% of all Nestlé products are within the policy based on the references of WHO (less than 1% of energy as TFAs)
• Unilever’s total savoury portfolio of products in Europe is now virtually TFA free
While our bodies need some salt, some people can be salt-sensitive and therefore too much salt may cause problems. Many food and drink manufacturers are reacting by dramatically reducing the levels of sodium in their products.

**Examples:**
- Savoury snack manufacturers have responded quickly to changing consumer preferences with respect to salt, and many ranges of lower salt products are now available to allow consumers to make the choices best suited to their individual lifestyles. Today almost 60% of European savoury snack manufacturers have salt reduced products in their portfolio. This corresponds to more than 40% since the end of 2005.
- In the UK, sodium levels in bread have been reduced by around 25% since the late 1980s and recently by a further 5% in sliced bread.
- Knorr dry soups Europe have reduced sodium by an average of 10%.
- UK manufacturers of breakfast cereals achieved a 38% reduction in sodium between 1998 and 2006.
- In savoury snacks, sodium levels have been reduced significantly in the last ten years in the UK. Potato crisps are 25% lower in sodium.
- Since 2004, Nestlé has rolled out a programme resulting in a 30% salt reduction in its breakfast cereal products.
- Since 2003, manufacturers in the UK have achieved a 25% salt reduction in soups and a 29% reduction in meal sauces.
- Reductions of up to 40% and 20% have been achieved in some of the UK’s most popular brands of cakes and biscuits respectively.
The following examples show that even a small percentage reduction in fats, sugars and sodium can make a big difference on a global scale.

Research conducted by the Food and Drink Federation (FDF) in the UK reveals that £11 billion (€16.2 billion) worth of products have been reformulated to reduce levels of salt, fat or sugar – and that work continues.

• 100% of Nestlé’s breakfast cereal products have been reformulated to contain whole grain ranging from 5%-100%. This means 700 million extra servings of whole grain have been introduced into people’s diets, without changing eating habits

• Nestlé has reduced the amount of sugar in its global product portfolio by more than 200,000 tonnes between 2003 and 2006

• Sugar levels in European Lipton ready-to-drink teas have been reduced by 10%

• Unilever has reduced sugar by more than 40% in all its pro.activ mini-drinks and yoghurts

Research conducted by the Food and Drink Federation (FDF) in the UK reveals that £11 billion (€16.2 billion) worth of products have been reformulated to reduce levels of salt, fat or sugar – and that work continues.
Labels are the ‘identity cards’ for the food we purchase and consume. Among many other things, labels provide information on the ingredients and the nutrition information contained in food products. Consistent nutrition information is an important prerequisite for making an informed choice about the products we buy.

In order for consumers to make better informed decisions about diet and nutrition, they have to know what they are eating and drinking. In response to increased consumer demand for clearer, more thorough nutritional information, Europe’s food and drink manufacturers are providing it—not just on packaging labels but in food aisles, brochures and on the Internet.

The challenge is providing information that is simple enough to help consumers make informed purchasing decisions in stores and supermarkets fast while also responding to the needs of those who want more detailed information—and ideally to provide this in a way that is instantly recognisable across national boundaries and in different languages.

The examples on the following pages show that it is possible to provide both kinds of information simultaneously—and that CIAA is actively promoting improved nutrition labelling and nutrition education throughout Europe.
As a founding member of the Platform, CIAA was committed from the beginning to voluntary measures to improve the information provided to consumers on packages. One of its most ambitious commitments consisted in launching a common Nutrition Labelling Scheme that is recommended for use by the entire food and drink sectors across all 27 Member States of the European Union.

CIAA recommends that all its members use a common Nutrition Labelling Scheme that will be applied and monitored by member companies and federations on a voluntary, self-regulatory basis. Implementation of this improved labelling programme began in EU markets in 2006 and continues into 2007 and beyond.

In the words of CIAA President Jean Martin, “This labelling scheme, which is based on scientific Guideline Daily Amounts for major classes of nutrients, is a direct result of Commissioner Kyprianou’s Platform, and demonstrates the important catalyst function of industry associations such as CIAA in helping to combat obesity by translating public policy goals into concrete actions.”

This scheme provides consumers with front-of-pack, science-based labels on the energy content of different foods and drinks, empowering people to make better-informed decisions.
LEADING FOOD COMPANIES
INCREASE ON-PACK INFORMATION

Demonstrating the catalyst effect of CIAA among its members, in July 2006, just two weeks after the announcement of CIAA’s Nutrition Labelling Scheme, Coca-Cola, Groupe Danone, Kellogg, Kraft Foods, Nestlé, PepsiCo and Unilever announced they would begin implementing its recommendations immediately. The uptake of the labelling scheme has been fast with companies such as Masterfoods, Cadbury Schweppes, and the Campbell Soup Company joining the scheme recently.

These companies have voluntarily committed to putting the number of calories per serving on the front of pack of their branded products, along with the percentage these calories represent as a proportion of total recommended daily calorie consumption (Guideline Daily Amount – GDA).

In addition, each company has expanded the labelling on the back and/or front of their products to include GDAs per serving for energy, fat, salt, sugar and saturated fat. Each company also committed to monitoring and progress reporting.

These companies are encouraging other companies and sectors to adopt the nutrition labelling scheme across the whole of Europe to promote consistent information for consumers. CIAA’s scheme provides positive evidence of progress by the food and drink industry to address diet and health concerns as well as constructive input to the upcoming revision of EU Nutrition Labelling legislation.

This joint initiative reflects each company’s commitment to giving consumers information which is meaningful in helping them to make informed purchasing decisions. Nutritional information can be difficult to understand, and research suggests that this approach will be genuinely effective in getting complex information across in an easily understood way.
In the UK, 25 leading food manufacturing companies have pledged to apply the Guideline Daily Amount (GDA) food labelling scheme on front of pack. The scheme uses five icons: calories, sugars, fat, saturated fat and salt.

With five retailers also adopting the scheme, it is estimated that there are now 10,000 product lines in the market with this front of pack labelling.

GDAs are quite simply a powerful way of enabling consumers to better understand what is in their food. Consumers can make informed decisions about which foods fit better into their daily diet.

After less than one year in widespread use, 70% of UK consumers are aware of the new GDA front-of-pack labelling scheme, according to independent research from Millward Brown. The research was conducted between 23 October and 19 November 2006.

Respondents showed a high degree of satisfaction with the approach. Additional top line findings reveal that:

- 87% found the labels easy to understand
- 80% say the labels contain information that they would like to see on packaging
- 88% would like to see GDA labels on even more packs

In January 2007, 12 members of the UK Food and Drink Federation launched a £4 million (£5.9 million) advertising campaign that aims to help consumers make better-informed decisions about the food they eat. Called “know what’s going inside you,” the TV, online and print campaign explains how people can use GDA labels to assess the calories, sugars, fats, saturated fat and salt that are suggested for a balanced diet. This is just one strand of the overall 18-month campaign.

www.whatsinsideguide.com
COMPLEMENTARY LABELLING SCHEMES

In addition to the CIAA labelling scheme, some companies have also developed complementary schemes. Here are two examples:

BE TREATWISE INFORMS

Cadbury Schweppes and Masterfoods have developed Be Treatwise, the UK pilot of a global consumer education campaign.

Through a responsible consumption message on pack, it is designed to encourage people, especially parents, to understand more about nutritional guidelines, the nutritional content of specific products and to think about how treats such as chocolate and confectionery fit into their own and their children’s overall diet and lifestyles – it does so by visibly displaying Guideline Daily Amounts (GDAs) for individual nutrients that are contained in each bar.

CHOICES LOGO HELPS MAKE THE HEALTHY CHOICE THE EASY CHOICE

The Choices programme, initiated by Unilever in 2006, features the ‘Choices stamp’ on the front-of-pack of foods and beverages with limited amounts of trans-fats, saturated fats, sodium and sugars and thus are consistent with international dietary guidelines. The objective of the Choices Programme is to make it even easier for consumers to select healthy options for their foods and drinks. The stamp is in addition to detailed nutrition labelling on packaging.

The programme is shared with other food industry partners and is being rolled out gradually throughout the European Union.

Features of the Choices Programme:
- The Choices programme can be applied internationally and to all foods and drinks
- The programme is transparent about the benchmarks and criteria by which products qualify for the Choices logo
- An independent scientific committee of internationally-recognised food and nutrition scientists are advising on the benchmarks
- The Choices programme is now in place in six EU countries: Belgium, the Czech Republic, France, Greece, the Netherlands and Poland
Almost all savoury snack packs across Europe are now labelled for energy, protein, carbohydrates and fat ("Big 4") and about 70% of the industry - up from about 50% - labels the majority of its packs with 4 extra nutrients ("Big 8").

20% of the industry introduced nutrition labelling for the first time as a result of the EU Platform commitments made by the European Snacks Association (ESA) and its members.

In Denmark, KiMs is a major player in the field of crisps and snacks. From 2006, KiM’s has moved to “Big 8” nutrition labelling and provided more low fat crisp alternatives. It has also sponsored the children’s handball school of the Danish Handball Federation and refrained from advertising to children.

In the UK, United Biscuits (UB) has “Big 8” nutrients on over 90% of its consumer packs. Small consumer packs continue to have the “Big 4” nutrients.

UB has lifestyle messages on more than 70% of its packs since the end of 2006 and all new products in 2007 will have this messaging.

UB has launched a dedicated website to complement their consumer information initiatives.

www.kims.dk

www.123healthybalance.com
The food and drink industry has reviewed its marketing practices, particularly to children, and taken a number of steps to respond to consumer concerns. Action has focused on four key areas – self-imposed company restrictions, implementing codes of conduct to ensure responsible food and beverage marketing communications, strengthening industry-wide self-regulatory processes, and changing attitudes towards marketing communications through the promotion of media literacy.

The International Chamber of Commerce (ICC) launched The Framework for Responsible Food and Beverage Marketing Communication that set strict requirements for truth, honesty and fairness when developing advertising and marketing communications. Equally, national self-regulatory codes on food advertising are being strengthened beyond the ICC baseline in many European markets proportionately to national concerns and sensitivities around specific marketing techniques.

In addition to committing to new industry-wide standards, many food and beverage companies have developed their own advertising and marketing codes. These codes usually include detailed provisions on marketing to children. Major food and drink companies that have adopted and implemented such codes include Cadbury Schweppes, Coca-Cola, Groupe Danone, Kraft, Kellogg, Masterfoods, Nestlé, PepsiCo and Unilever. Together, these companies represent over €7.5 billion in global advertising spend.

CIAA encourages its members to apply responsible advertising practices through adherence to codes of conduct at global, regional and national level, supported by self-regulatory systems.
FOOD AND DRINK MANUFACTURERS REVISE MARKETING TO CHILDREN

Companies are actively rethinking and revising their approach to advertising and marketing directed at children. A few of many recent initiatives:

- In early 2007 Masterfoods committed to phasing out marketing food and confectionery – other than those in their “Better for you” range – to children younger than 12 by the end of the year, worldwide.
- UNESDA, the European Soft Drinks Associations has stopped marketing and advertising their products to children under 2 years of age since 2006.
- In 2006 Cadbury Schweppes strengthened its code restricting advertising to children under 12 years of age since 2006.
- Kraft has not advertised to children under 6 years of age for many years and only advertises its “better-for-you” products to children aged 6 to 11.

ICC ISSUES GLOBAL FRAMEWORK ON MARKETING COMMUNICATIONS

In October 2006, the International Chamber of Commerce (ICC) issued a new global framework that promotes high ethical standards for the marketing of food and beverages. The Framework for Responsible Food and Beverage Marketing Communications sets a minimum requirement for content across all forms of marketing communications, including the Internet for food marketers operating in all markets worldwide. With an expanded section on marketing to children, the Framework also supports the efforts of the European Union, the U.S. Federal Trade Commission and several other governments around the world in addressing the issue of childhood obesity.

The Framework contains a series of “guideposts” for food and beverage marketers, such as:

- Marketing communications must not encourage excess consumption
- Portion sizes must suit the occasion
- Health and nutrition claims must be backed by sound science
- Foods not intended as meal substitutes should not be presented as such
- Food and drink promotions must not undermine the importance of a healthy lifestyle
- Using fantasy and animation to market to children are acceptable, but must not mislead them about nutritional benefits
- Marketing should not lead a child to believe a product will make him or her more popular, smarter or more successful in school or in sports
- Sales promotions must present the conditions of a premium offer or contest in language a child can understand, spelling out the products that must be purchased to receive the offer, the terms of entry, the prizes and the chances of winning

The Framework provides important guidance for self-regulatory organisations, which play a leading role in industry oversight when tailoring these global standards to local customs.
In Spain, the Code of Self-Regulation for the Advertising of Food Products Aimed at Children, the PAOS Code, was signed on 9 June 2005 by the Ministry of Health and Consumers and the Food and Drink Industry Federation (Federación de Industrias de Alimentación y Bebidas, FIAB) and came into force on 15 September 2005.

To date, 35 companies representing 85% of TV advertising, have signed up to this Code. The PAOS Code has been developed in the Framework of the Spanish National Strategy for Nutrition, Physical Activity and Obesity Prevention (NAOS).

Companies that do not comply with the rules can be fined up to €180,000. All rulings are made public.

**The scope:**

In total, 808 advertisements and promotions have been evaluated under the PAOS Code rules.

**Three pillars:**

- Code rules
- Advertisements are controlled before and after airing by Autocontrol, an independent body
- Monitoring Commission (includes Government and Consumers’ Council representatives)

The PAOS Code does not replace current legislation but establishes a set of guidelines. The benefits include:

- A faster, more flexible and effective self-regulation system to promote responsible advertising
- A positive approach that helps companies monitor the messages aimed at minors
- A proactive and participative approach that fits within the philosophy of the NAOS Strategy

www.fiab.es/datos/1/PAOS_1676.pdf
MEDIA SMART TEACHES KIDS ABOUT ADS

Since 2002, industry has funded and supported Media Smart, a non-profit media literacy programme for school children aged 6 to 11, currently running in Belgium, Finland, Germany, the Netherlands, Sweden and the UK, and being developed in Hungary, Italy and Portugal. Media Smart develops and provides, free of charge, educational materials to primary schools that teach children to think critically about advertising in the context of their daily lives, and food and beverage advertising in particular.

It is the only programme in Europe to bring together industry, academics, parents, teachers and governments. It uses television broadcasts and in-class teaching materials to reach children, parents and teachers.

Endorsed by the UK Secretary of State for Culture, Media and Sport, the Dutch Health Ministry and the European Commission, Media Smart has taught more than one million schoolchildren to date – a rollout which is to be repeated in several more countries in the near future.

A recent piece of independent evaluation research conducted by the UK-based Institute of Education¹, shows that:

- Media Smart materials are effective at teaching children about advertising
- Nearly 91% of teachers thought the materials were excellent or good at successfully engaging students and nearly 88% of teachers found the materials well-designed and easy to use. A total of 85% of teachers rated the activities as excellent or good and over 83% of teachers found the materials excellent or very successful at teaching the language of advertising
- An overwhelming majority of teachers preferred to teach advertising literacy with commercial advertising examples, as opposed to the non-commercial materials also provided
- Children do have a considerable understanding of advertising but until now have had little opportunity to discuss the things that they do not understand with teachers

www.mediasmart.org.uk

¹ ‘Media Smart “Be Adwise: An Evaluation”, Professor David Buckingham, Dr. Rebekah Willett, Dr. Shakuntala Banaji, Dr. Susan Cranmer, Centre for the Study of Children, Youth and Media, Institute of Education, University of London, January 2007’
Throughout Europe, food and drink manufacturers are committed to promoting improved public education in the areas of diet, nutrition, physical activity and healthy lifestyles in general. The range of educational activities extends from the most basic—how different foods fit into a balanced diet—to advanced nutrition education for doctors.

CIAA has developed a set of best-practice guidelines for the development of healthy lifestyle programmes in order to maximise their success. Together with our members, we are focusing our attention in the places where it can have the greatest immediate impact.

In addition to externally oriented nutrition and physical activity education and promotion initiatives, several companies have developed programmes to encourage their employees to stay fit and eat well by providing them with exercise opportunities and information on maintaining a healthy lifestyle.

We are focusing our attention on the places where it can have the greatest immediate impact.
FOODFITNESS

The UK Food and Drink Federation runs a consumer information campaign on healthy lifestyles called FOODFITNESS. Established in 1996, it combines the promotion of enjoyable, healthy eating with increased moderate physical activity.

The five key messages of FOODFITNESS are simple, positive and non-judgemental. The initiative is based on the philosophy that a healthy lifestyle is fun, easily achievable and affordable. As part of this initiative, FDF launched a CD-ROM targeting primary school children called Join the Activaters. This is an interactive education programme for primary school children aged 7 to 9. Balancing a healthy diet and being more physically active are increasingly important for young children, and Join the Activaters uniquely combines these two elements into one programme.

www.jointheactivaters.org.uk

BON APPETIT LA SANTE IMPROVES EATING HABITS

BON APPETIT LA SANTE is an educational game developed by Danone in Belgium, in collaboration with teachers, paediatricians and nutritionists under the supervision of the Belgian Association of Paediatricians. The objective of the game is to teach schoolchildren the basic principles of a healthy diet.

Originally created in 2004, the game helps children to identify food families, and educates on the right food choices and habits. Each year, it is updated and sent for free to the schools that are interested.

Results:
- 98% of schools in Belgium are playing the game (4,300 schools are participating)
- Surveys show an increase of 23% in the number of children aware of a healthy diet
- 19% indicated that they eat more healthily after playing the game
- A survey conducted in 2005 showed that the daily consumption of fruit and vegetables increased by 12% after kids played the game

www.bonappetitlasante.be

APETECE-ME I FEEL LIKE... FEELING GOOD!

In 2000 Nestlé Portugal launched a 10-year nutrition education programme, Nestlé APETECE-ME - aimed at children aged 6 to 12. The programme promotes the idea that nutrition and physical activity can and should be associated with pleasure and feeling good. The main theme of the programme is teaching the importance of a balanced and varied diet coupled with physical activity.

This programme includes the development of educational material on different themes related to Food and Nutrition. The accompanying teachers’ kit includes the first Nutrition Manual published in Portugal, prepared in cooperation with “Sociedade Portuguesa de Ciências da Nutrição e Alimentação” – a Portuguese professional association for nutritionists. All materials have been evaluated by the Ministry of Education, the Faculty of Nutrition and Food Sciences of the University of Oporto, the Consumers’ Institute and a panel of school teachers.

First implemented in 67 pilot schools and endorsed by the Ministry of Education, it had reached more than 3,000 primary and secondary schools by 2006, including more than 13,000 teachers and 230,000 students. 96% of the teachers in the primary schools state that the APETECE-ME programme has contributed to a change in behaviour among the children, including increasing their knowledge of the importance of good eating habits.

Following on from the APETECE-ME programme, Nestlé Portugal launched the Nestlé Nutrition Prize, in cooperation with “Sociedade Portuguesa de Ciências da Nutrição e Alimentação” (SPCNA), in 2001.

www.community.nestle.com
“Fit am Ball - Der Schul-Cup von funny-frisch” (fit on the ball - the funny-frisch school cup) is Germany’s largest physical exercise development programme for the prevention of obesity in children and adolescents aged 8 to 12. This public-private partnership is organised by the German Sports University, Cologne, and is third-party financed by Intersnack, a German savoury snack manufacturer, in cooperation with the Central Marketing Association of the German Agricultural Industry (CMA).

The programme uses weekly sports clubs, lessons, in-school events and teaching materials to educate children about healthy eating and ways to get more physical exercise.

Since its start in 2003, approximately 35,000 children from over 1,000 German schools have participated. In 2007 the programme was extended to Austria.

“Fit am Ball” is evaluated by the German Sports University and the Johann Wolfgang Goethe University Frankfurt. They use quantitative and qualitative sociological methods to investigate the effectiveness of obesity prevention programmes on healthy eating and physical activity, to reach a new scientific understanding of the development, physical preconditions, cultural and socio-psychological effects of overweight and obesity during childhood and adolescence.

www.fitamball.de

NUTRITION TRAINING OF DOCTORS FOR THE ROYAL COLLEGE OF PATHOLOGISTS

A number of policy documents in the UK in the 1990s highlighted the lack of knowledge of doctors in the area of nutrition. The Intercollegiate Group (IGN) on nutrition was set up with representation from 11 royal medical colleges, to develop a training programme for established medical professionals in nutrition. Unilever helped to fund the programme. The IGN has since run 19 one-week courses at various medical schools throughout the UK.
KRAFT HELPS KIDS DEVELOP HEALTHY HABITS

Kraft Foods’ work in communities is focused on helping children develop lifelong healthy habits. It runs programmes in all countries in the EU, including actively supporting Shape Up, a three-year collaborative programme that aims to help address childhood obesity in cities in 25 European Member States.

In the UK, Kraft's Health 4 Schools programme is designed to improve children’s knowledge and shift behaviour concerning diet and active play.

Health 4 Schools educates 6 to 11 year-olds about growing food, planning and cooking healthy meals, appreciating the benefits of breakfast and regularly engaging in physical activity. The award-winning, sustainable programme is currently under way in 75 Gloucestershire schools, which each benefit from resources and funding totalling over €7,000. Other schools can pick up tips and best practice via the programme’s interactive website, and Kraft is in discussions about extending the programme to other areas of the UK.

Average results from schools participating in Phases 1 and 2:

- 96% have made plans to sustain activities
- 93.5% have seen a behavior change around healthy living
- 91.5% reported improved pupil awareness of healthy lifestyles

www.health4schools.org

ESTONIAN CONTEST PROMOTES HEALTHY CHOICES

Since 1994, the Association of Estonian Food Industry has organised an annual competition for “Best Food Product” to encourage the development of products contributing to balanced diet and healthy nutrition habits. Publicity surrounding the winning products, helps draw people’s attention to healthy food choices.

The winner of Estonia’s “Best Health Food” category in 2006 was Aura’s apple-sallowthorn nectar.

www.toiduliit.ee/mahlakas/
A healthy lifestyle depends on many factors, including appropriate and balanced dietary habits and regular exercise. Even just the food side of the equation is complex, depending on everything from income and education to culture and beliefs. A debate as seemingly simple as which nutrition label works best becomes difficult when compared across different countries, age groups and income classes.

Together with other stakeholders, Europe’s food and drink industry is contributing to a more complete understanding of these factors and ultimately better-informed public policy through rigorous scientific research focusing in particular on the identification of best practice with regard to reducing levels of obesity.

One finding that is already clear: there is no such thing as a “European diet.” People eat different foods in different countries, and even in different regions of the same country. They always have – and they always will. Recognising such differences helps policy makers, as well as food and drink manufacturers, better respond to European consumers’ individual needs.
Together with other stakeholders in the Platform, CIAA has contributed €80,000 to a joint research project to identify a best-practice communication strategy to motivate children and their parents to achieve healthy lifestyles.

Following quantitative and qualitative fieldwork in several countries in January and February 2007, preliminary findings revealed that mothers and children both saw a healthy lifestyle as a result of healthy diets and exercise, but had different ideas about achieving it:

- Both mothers and children regarded physical activity as something “fun” and important for a healthy lifestyle, but perceived it to be easier for children to practice than for their mothers.
- Children (incorrectly) perceive a healthy diet as being a choice between black-and-white extremes of foods that should and should not be eaten.
- Mothers, on the other hand, were more willing to eat foods perceived as being “healthy” such as vegetables and fish and nuts, but also admitted to not setting particularly good examples for their children.

Conducted by Family Research Dynamics, the research focuses on understanding how target groups perceive and respond to different messages that encourage them to adopt healthy lifestyles. It examines specific target group-driven messages and the contexts of delivery according to which messages and means best encourage behavioural change.

The findings show that some messages are completely lost on children, but are important for parents, while other messages can “sink in” with children if delivered in the right way through best-practice social marketing.

The results of this research will be used as a basis for educational campaigns across Europe.
**KEllOgg RECOGNISED FOR ITS SUPPORT OF RESEARCH INTO CHILDREN’S NUTRITION IN SPAIN**

In October 2006, Kellogg received an award from the Spanish Society of Communitarian Nutrition for the most outstanding continuous support to scientific research in the field of children and youth’s nutrition.

Obesity among young people represents a critical public health challenge but often suffers from inadequate information. The lack of obesity prevalence data in Spain prompted Kellogg to sponsor a two-year, six-volume study of the food habits and nutritional status of Spanish children and youth.

Developed in Spain by key professionals in nutrition, pediatrics and physiology, the study is one of the most ambitious studies of the health-related habits of Spanish children and youth and is being used as an important point of reference among both the scientific community and the public administration.

Among its findings: overweight and obesity affect 26.3% of Spain’s youth, but not equally. For example, boys, on average, are heavier than girls, and obesity is most prevalent among people with the lowest socio-economic and educational levels and among those who omitted or consumed a poor breakfast. The Canary Islands and Andalusia showed the highest prevalence of obesity and overweight, and the northeast region the lowest.

[www.kelloggs.es/nutricion](http://www.kelloggs.es/nutricion)
An ambitious new public-private partnership to strengthen innovation and competitiveness of the European food and drink sectors, in particular regarding nutritional benefits, the European Technology Platform “Food for Life” aims to achieve nothing less than improving people’s quality of life.

By promoting the development of innovative, novel and improved food products, the ETP Food for Life aims to add both “life to years” and “years to life” by studying the links between diet and brain activity, immune and intestinal functions and metabolic function. It will also seek to identify ways of ensuring food safety through up-front design and by the identification and promotion of best practices in sustainable food production.

So far, four companies (Nestlé, Kraft, Groupe Danone and Unilever) have invested €50,000 each in the “Food for Life” project.

What will the ETP Food for Life deliver?
- A platform for quicker and more effective, consumer-oriented food innovation
- A forum for ensuring an effective approach to integrating multiple disciplines for demonstrated consumer benefits
- Improved management of Europe’s knowledge infrastructure
- An enabling environment for pre-competitive research and competitive consortia
- Sustainable business models
- Education and training of persons in multiple disciplines
- Identification and exchange of best practices

http://etp.ciaa.eu

CIAA member companies are continuously investing in research related to products, choice and healthy lifestyles. Here are some more examples:
- Some CIAA members, including Groupe Danone, spend most of their R&D budget in enhancing the health and nutrition content of their products. Many others, including Masterfoods, Unilever and the Campbell Soup Company, spend more than 25% of R&D to improve health and nutrition content
- Many companies have doubled their R&D spending to improve the health and nutrition content of their foods over the last five years
- Tate & Lyle spends about 66% of its annual research budget on improving health and nutrition content
- Nestlé invested over € billion in R&D in 2006. 60% of this was spent on nutrition, health, and wellness
As manufacturers who employ 3.8 million and provide food for 490 million people in the European Union alone every day, food and drink companies, together with national federations and their member associations, are partners with society on multiple levels. Our employees are also consumers, and their families represent a broad cross-section of European society as a whole. Confronted with the spread of obesity and related health complications, we are working together with public authorities and other stakeholders to help reverse the trend.

Food and drink companies are working together with local and national governments to better understand the causes of obesity and share best practice in fighting it. Together with schools, dieticians and doctors, we in the food and drink industry are promoting nutrition education and physical activity. And as socially responsible companies, we are promoting healthy diets and healthy lifestyles among our own employees through in-house education programmes, gym memberships and sports sponsorship.

The most effective way to combat something as multifactorial as obesity, however, is to address it at all levels with consistent messages and actions. The EU Platform for Action, which brings together industry, public health authorities, national governments, non-governmental organisations, retailers, doctors and others, is one such example of partnership. But similar initiatives at national level are just as important, and are often supported by the same companies that support the EU Platform.

The initiatives described on the following pages represent just a sample of all that we are doing around Europe today.
In addition to the EU Platform for Action on Diet, Physical Activity and Health, a number of national platforms have been actively promoting healthy lifestyles in countries such as Austria, Germany, Hungary, Ireland, Italy, the Netherlands, Poland, Portugal and Spain. A multitude of national initiatives are continuing to develop in several other countries such as the Czech Republic and Greece. Like the EU Platform, national activities are as multi-faceted as the nature of obesity itself.

Examples:

In Hungary, the TÉT Platform sponsors an educational project developed by the Association of Dieticians. Aimed at children, it can also reach parents via lectures and school meetings. The project complements other programmes that help children understand the major elements of a healthy lifestyle, including balanced nutrition.

Ireland’s Nutrition and Health Foundation (NHF) runs a Workplace Wellbeing Programme, works with the Irish College of General Practitioners on a programme of Lifestyle Behaviour Change for General Practice and is completing a piece of substantial research on Consumer Motivation towards Healthier Lifestyles.

In the Netherlands, the Dutch Food and Drink Industry Federation FNLI signed the Covenant on Obesity (“Convenant Overgewicht”), which brings together national ministries, non-governmental organisations, food industry representatives and wellness professionals. Partners of the Obesity Covenant are implementing activities ranging from nutrition information, promotion of physical activity and lifestyle education both at work and at school. The Covenant partnership will run until 2010.

In Italy, the Italian Food and Drink Federation Federali-mentare and its member associations supported the proposal launched by the Minister of Health in 2006, to promote a national platform on diet and physical activity. Members have also voluntarily committed to displaying nutritional labelling in the form of “Big 4” nutrients and GDAs, and have undertaken actions to promote healthy diets, in partnership with the Ministry of Education, to both students and teachers.

In the Czech Republic, the Food and Drink Federation, together with national health authorities, has created a series of television and radio spots and programmes aimed at promoting healthy diets and lifestyles. One feature of the campaign is a competition in which participants monitor their own energy intake and expenditure.
EPODE HELPS PREVENT CHILDHOOD OBESITY

The EPODE Programme (from the French “Ensemble Prévenons l’Obésité Des Enfants”) in France aims to curb the progression of childhood obesity and implement a sustainable new culture of educating children and families on their lifestyles. Developed in France since January 2004, it is based on the FLVS experience which led to the stabilisation of childhood obesity in the two cities of Fleurbaix and Laventie, even as it doubled in the nearby control cities during the same period.

EPODE now involves more than 100 French cities (over 1 million people) and mobilises each and every citizen towards a healthier lifestyle.

The programme consists of concrete preventive initiatives – especially in the field of nutrition and physical activity – taken under the coordination and coaching of social marketing experts (Protéines) and with the help of local stakeholders, setting up prevention programmes at the hearth of the city network, under the control of a scientific committee. The entire community has rallied around a positive prevention strategy that focuses on more diversified, pleasant and balanced food and more physical activity in everyday life.

The success of EPODE – more than 1,000 activities have been implemented by the local stakeholders during the past year – has prompted plans to export the programme to other European countries struggling with childhood obesity. More pilot programmes have been recently or will soon be kicked off in Belgium, Spain (2006) Greece and Italy (2007).

This programme is a living example of a successful public-private partnership. It was initially made possible by the financial support of APS, Nestlé France and Fondation Internationale Carrefour in France, then joined by Ferrero, Fondation CNP and Fondation ISICA for the extension of the programme. In Spain it was supported by Nestlé Spain and Fondation Internationale Carrefour and in Belgium by Unilever Health Institute, Fondation Internationale Carrefour and Ferrero Belgium.

www.epode.fr
In Italy, together with national volleyball, basketball and athletics federations, Ferrero, with its Kinder brand, promotes sports activities among children and teenagers through a series of partnership agreements.

One project, called “1...2...3 Mini-Volley”, jointly developed with the Italian National Volleyball Federation, aims to stimulate the practice of this sport in more than 10,000 schools. It does so by distributing thousands of free volleyball kits including a new, innovative type of volleyball, designed and developed together with the University of Rome Tor Vergata.

Kinder also supports more than 500 national and local sport events each year, notably volleyball, basketball and athletics, reaching more than 20,000 Italian children in more than 100 cities.

Moreover, through its partnership with the National Olympic Committee and the Italian Ministry for Education, Ferrero organises youth games for children aged between 2 and 4 years. In 2006 these events took place in 11 locations and involved 4,000 children. In 2007 this will become a national project reaching 1.7 million children. Through this partnership student games are also organised which reach 600,000 kids aged between 16 and 18 years.

www.kinderpiusport.it
Kellogg supports the UK Amateur Swimming Association

Kellogg believes that good health is based around a balanced diet and the right amount of physical activity.

In the UK, Kellogg has announced a three-year, £3 million partnership with the Amateur Swimming Association to help thousands of people get active by swimming as a regular part of their lives.

Since 1998 Kellogg has sponsored the most successful awards scheme in British sport. More than nine million awards have been collected by children and adults all over the UK. Approximately 700,000 people are getting regular exercise each year in pursuit of these awards.

Over three years Kellogg’s Swim Active will enable more than 120,000 non-swimmers to get active in the pool by encouraging children and their families to swim regularly. This project has also attracted funding from the National Sports Foundation. Kellogg is sponsoring ten young swimmers, collectively known as Team Kellogg, to ensure that they have the best chance of succeeding on the world stage. The sponsorship will help pay for travel and coaching as well as helping to spread the word about the great health benefits of swimming.

Kellogg is also providing swimming activities for employees and working with the Amateur Swimming Association on developing new swimming awards.

www.britishswimming.org

Coca-Cola Launches “Change Tactic, Be Active”

In Greece, Coca-Cola launched “Change Tactic, Be Active“ (“Allakse Stasi Bes sti Drasi”), a pioneering educational programme placed within the National Platform for the Development of Social Responsibility and under the auspices of the Greek Ministry of Health and Social Welfare, as well as the International Foundation of Olympic and Sports Education. It is a 3-year educational programme which uses the Mediterranean Nutrition and Physical Activity pyramids as a key educational tool and includes a series of activities such as:

- TV educational campaign
- Experiential activation (The Neighbourhood of Action)
- Educational Programme for A-level students (aged 5 to 12)
- Internet Game promoting balanced nutrition and physical activity
- Puppet theatres being used to re-enact the campaign
- Sponsorship of academic research into the correlation between obesity and genetics
The Polish Federation of Food Industry (PFFI) is currently implementing a long-term educational initiative in Poland called “Keep Fit!” PFFI’s official partner is the Chief Sanitary Inspectorate. The programme is supported by the Ministries of Health, Education and Sport.

More than 300,000 children are currently participating in the programme, which is being implemented in 5,000 secondary schools. By the end of 2009, “Keep Fit!” will have reached more than 1 million children.

The main goal is to positively change the nutritional habits of young people and to promote an active lifestyle and a well-balanced diet, based on individual responsibility and freedom of choice.

The “Keep Fit!” programme emphasises that all physical activity (not only sports), has a positive effect on health and fitness.

The programme consists of educational materials for teachers on nutrition and physical activity, a student brochure, and a special programme web site. The educational pack also comes with a poster containing the nutrition pyramid.

The ability for teachers and students to use the course materials to create their own additional educational programmes is a unique feature of “Keep Fit!”.

www.trzymajforme.pl
CIAA MEMBERS

NATIONAL FEDERATIONS

AUSTRIA
FIAA – Fachverband Lebensmittelindustrie
www.dielebensmittel.at

BELGIUM
FEVIA - Fédération de l'Industrie Alimentaire / Federatie Voedingsindustrie
www.fevia.be

CZECH REPUBLIC
PK ČR - Potravinářská Komora České Republiky
www.foodnet.cz

DENMARK
FI - FødevareIndustrien
www.fi.dk

ESTONIA
ETL - Eesti Toiduainetööstuse Liit
www.toiduliiit.ee

FINLAND
ETL - Elintarvikeollisuusliitto
www.elt.fi

FRANCE
ANIA - Association Nationale des Industries Alimentaires
www.ania.net

GERMANY
BLL - Bund für Lebensmittelrecht und Lebensmittelkunde
www.bll.de
BVE - Bundesvereinigung der Deutschen Ernährungsindustrie
www.bve-online.de

GREECE
Σύνδεσμος Ελληνικών Βιομηχανιών Τροφίμων
www.sevt.gr

HUNGARY
ÉFOSZ - Élelmiszer-feldolgozók Országos Szövetsége
www.efosz.hu

IRELAND
FDII - Food & Drink Industry Ireland
www.fdii.ie

ITALY
FEDERALIMENTARE - Federazione Italiana dell'Industria Alimentare
www.federalimentare.it

LATVIA
LPUF - Latvijas Pārtikas Uzņēmumu Federācija
www.ipuf.lv

LUXEMBOURG
FEDIL - Fédération des Industries Agro-alimentaires Luxembourgeoises

POLAND
PFPZ - Polska Federacja Producentów Żywności
www.pfpz.pl

PORTUGAL
FIPA - Federação das Indústrias Portuguesas Agro-Alimentares
www.fipa.pt

SLOVAKIA
PKS - Potravinárska Komora Slovenska
www.potravinari.sk
UPZPPS - Unia Podnikatelov a Zamestnavatelov v Potravinarskom Priemysle na Slovensku

SLOVENIA
GZS - Gospodarska Zbornica Slovenije
www.gzs.si

SPAIN
FIAB - Federación Española de Industria de la Alimentación y Bebidas
www.fiab.es

SWEDEN
LI - Livsmedelsföretagen
www.li.se

THE NETHERLANDS
FNLI - Federatie Nederlandse Levensmiddelen Industrie
www.fnli.nl

UNITED KINGDOM
FDF - Food & Drink Federation
www.fdf.org.uk

OBSERVERS

NORWAY
NBL - Næringsmiddelbedriftenes Landsforening
www.nbl.no

ROMANIA
Romalimenta - Federatia Patronala Romana din Industria Alimentara
www.romalimenta.ro

TURKEY
TGDF - Türkiye Gıda ve İçecek Sanayii Derneği Federasyonu
www.gdf.org.tr
SECTORS

BAKERY
AIBI - International Federation of Plant Industrial Bakeries
www.aibi-online.org

BEER
THE BREWERS OF EUROPE
www.brewersofeurope.org

BOTTLED WATER
EFBW - European Federation of Bottled Water
www.efbw.org

BREAKFAST CEREAL
CEEREAL - European Breakfast Cereal Association
www.ceereal.eu

BROTH & SOUP
FAIBP - Federation of the Associations of the EU Broth and Soup Industries

CHOCOLATE, BISCUITS & CONFECTIONERY
CAOBISCO - Association of the Chocolate, Biscuit and Confectionery Industries of the EU
www.caobisco.com

DAIRY PRODUCTS
EDA - European Dairy Association
www.euromilk.org

DIETETIC PRODUCTS
IDACE - Association of the Food Industries for Particular Nutritional Uses of the EU
www.idace.org

FRUIT & VEGETABLE JUICES
AIJN - European Fruit Juice Association
www.aijn.org

FRUIT & VEGETABLE PRESERVES
OEITFL - Organisation of European Industries Transforming Fruit and Vegetables
www.oeitfl.org

ICE CREAM
EUROGLACES - European Ice Cream Association
www.euroglaces.eu

INTERMEDIATE PRODUCTS FOR BAKERY AND CONFECTIONARY
FEDIMA - European Federation of the Intermediate Products Industries for the Bakery and Confectionary Trades
www.fedima.org

ISOGLUCOSE
API - Association of Producers of Isoglucose of the EU

MARGARINE
IMACE - International Margarine Association of the Countries of Europe
www.imace.org

NON-ALCOHOLIC BEVERAGES
UNESDA - Union of European Beverages Associations
www.unesda.org

OILS
FEdition - The EU Oil and Proteinmeal Industry
www.fediol.be

PASTA
UNAFPA - Union of Organizations of Manufacturers of Pasta Products of the EU
www.unipi-pasta.org

PET FOOD
FEDIAP - The European Pet Food Industry
www.fediap.org

PROCESSED MEAT
CLITRAV - Liaison Centre for the Meat Processing Industry in the EU
www.clitravi.com

PROCESSED POTATOES
UEITP - European Association of Potato Processing Industries

SALT
EUSALT - European Salt Producers’ Association
www.eu-salt.com

SAUCES
FIC - Federation of the Condiment and Sauce Industries

SNACKS
ESA - European Snacks Association
www.esa.org.uk

SOLUBLE & ROASTED COFFEE
ECF - European Coffee Federation
www.ecf-coffee.org

SPICES
ESA - European Spice Association

STARCH
AAF - European Starch Industry Association
www.aaf.eu.org

SUGAR
CEFS - European Committee of Sugar Manufacturers
www.cefs.org

TEA & HERBAL INFUSIONS
EHIA - European Herbal Infusions Association
www.ehia-online.org
ETC - European Tea Committee
www.etc-online.org

VEGETABLE PROTEINS
EUVEPRO - European Vegetable Protein Federation
www.euvepro.org

YEAST
COFALEC - The Bakery Yeast Manufacturers Committee of the EU
www.cofalec.com
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- Kellogg's
- Kraft Foods
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- Nestlé Europe
- Pernod Ricard
- Procter & Gamble
- Südzucker
- Tate & Lyle

Visit these websites for more information:

- www.admworld.com
- www.bunge.com
- www.cadburyschweppes.com
- www.campbellsoup.com
- www.cargill.com
- www.cocacola.com
- www.ferrero.it
- www.danone.com
- www.heineken.com
- www.heinz.co.uk
- www.kelloggs.com
- www.kraft.com
- www.masterfoods.com
- www.nestle.com
- www.pepsico.com
- www.pernod-ricard.com
- www.pg.com
- www.suedzucker.de
- www.tateandlyle.com
- www.unilever.com