Promoting balanced diets and healthy lifestyles

EUROPE’S FOOD AND DRINK INDUSTRY IN ACTION

Second Edition
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If I ever had any doubts about the food and drink industry’s desire to address the issues inherent in this age of safe, plentiful, and varied foods, these were dispelled over the past five years, during which we have worked together to improve the healthy eating habits of Europe’s citizens.

Rising standards of living and booming information technologies have combined with an ever increasing choice of foodstuffs, to place millions of Europeans before a challenge their parents and grandparents could only dream of: how to deal with a surfeit of food, in an age where cars and machines have relieved us of physical drudgery?

This problem is a hugely complex one, and to address it, I called on the key partners in the battle to join forces to promote more balanced diets and physical activity to improve the health of European citizens. The result was the European Platform for Action on Diet, Physical Activity and Health, which is celebrating its fifth anniversary this April. The Platform is about just that: action. By making commitments to action under this process, we are seeking to tackle issues such as obesity, cardiovascular diseases and other non-communicable diseases head on – and, more importantly, we are making progress.

The EU Platform has, in my view, acted as an impetus for further collaboration between stakeholders, namely industry, European and national regulatory authorities, NGOs and others. Complex problems require complex solutions and obesity is certainly a test case of this. By succeeding in getting all interested parties around a table, we are seeing different sets of stakeholders stepping up their efforts to try and make a real difference in the areas where they can legitimately do so.

Since its inception, the Platform has largely extended its focus from actions undertaken by the food and drink industry to actions by other influential partners such as the sport and physical activity industry or the playground industry. This is undoubtedly the correct approach. Moreover, one thing is clear: the diet and lifestyle challenges facing Europeans today cannot be solved by one stakeholder alone. Here, I want to commend the food and drink industry for their dedication to the Platform. Over 40% of commitments made are from the CIAA (the EU food and drink industry’s representative organisation) and its members (which comprises national federations, companies and EU sector organisations).

The Platform’s success is undoubtedly due to the open, frank and collaborative atmosphere brought to the table by all its participants. As the effort continues, there is a legacy to be proud of. The progress made by all stakeholders in order to help tackle obesity and other non-communicable diseases, should serve as a basis upon which we must continue to build as the Platform enters its second half-decade. To do so, we need to develop a more effective and accurate way of monitoring progress made on the implementation of commitments. The challenges are obvious enough and I believe that together, we can go a long way in solving them.

Robert Madelin
Director General
DG Health and Consumers, European Commission
April 2010
Introduction

Dear Reader,

I am pleased to present the second edition of the CIAA’s ‘Promoting Balanced Diets and Healthy Lifestyles’ brochure, which shows how Europe’s food and drink manufacturers are helping to promote healthy lifestyles.

There is no doubt today that we live more and more sedentary lives. For far too many of us, physical work alone does not consume the calories it did for our parents. This means we all have to think about the importance of a ‘healthier lifestyle’ – but what might that mean, exactly?

For me, it means that we face choices about how we behave, what we eat and drink, and crucially, how we exercise. It is clear that changing behaviours can help to reduce chronic-disease risk – and when we face an ‘obesity epidemic’ and a simultaneous crisis of health funding, it is also clear that this has become a necessity.

That is why the activities outlined in this report are so important. Whatever you think about whether our industry is doing ‘enough’, this brochure surely demonstrates how responsible practices are now at the heart of our business models. Some of this is certainly ‘core business’: for example, providing information to consumers. We are delighted with the rollout of our voluntary CIAA-led nutrition labelling scheme, ‘Guideline Daily Amounts’ (GDAs), which has gained critical mass across Europe. As research makes clear, GDAs are reaching up to 70% application in some European markets1, and 100% of the products of a dozen large companies. This success story is continuing with many smaller operators also following suit.

Similarly, over 40% of manufacturers have reformulated or improved the nutritional content of their products between 2004 and 2007, and 20% more did so in 20082.

The industry’s involvement in the EU Platform for Action on Diet, Physical Activity and Health, created by the European Commission in 2005, has been of crucial importance, with manufacturers accounting for over 40% of commitments made under this process. As it’s name makes clear: the Platform is about action and has been an impetus for progress in many areas.

"While no silver bullet exists in tackling the complexities of individual diet and lifestyle-related issues, the Platform has led to a number of very good initiatives and driven participants to raise their game to consider the measurability and impact of efforts undertaken.”

1 FLABEL (Food Labelling to Advance Better Education for Life) 1st Work Package research, April 2009, http://www.focusbiz.co.uk/webinars/flabel/wp1
As well as reformulation and consumer information, we also pledged action in the field of responsible marketing. One such initiative by ten major companies accounting for 66% of food and drink advertising in the EU shows a 99% compliance rate. Our hope is that this and similar initiatives at a national level will continue to grow.

But the Platform has also helped us go further, into areas that have been traditionally considered beyond manufacturers’ scope: promoting physical activity and nutrition education.

Let’s be clear: the industry alone cannot solve societal problems of obesity or overweight caused by inactivity or poor nutrition. But we are committed to promoting healthier lifestyles among Europe’s citizens and support great ideas like the EPODE initiative. Having started in northern France 20 years ago, this has now spread across France, Belgium, Spain and Greece. It is based on community initiatives helping children understand the roles diet and lifestyle play in our daily lives, avoiding stigmatisation and instead helping children understand the implications of the many small food and exercise choices we make.

The Platform is celebrating its 5th anniversary this year and, as its progress is reviewed, we hope that this brochure provides a taste of the important contribution to its success made by our industry under the leadership of CIAA. It has been an interesting, if sometimes challenging, dialogue for all parties.

Unfortunately, no silver bullet exists to solve the lifestyle challenges we face. We have a long way to go to achieve the type of systemic change we need to create healthier communities in Europe – the ultimate end goal. But we all, as European citizens and customers, will ultimately benefit from such change and Europe’s manufacturers remain strongly committed to that effort.

Jesús Serafín Pérez
CIAA President
CONSUMER INFORMATION

Understanding food labelling

Encouraging Europeans to adapt healthier lifestyles is a major challenge affected by a whole variety of social, economic and cultural factors, ranging from the transport systems in our cities to the cultural norms that dictate the foods we eat.

In this complex mix, food literacy – understanding one’s nutritional needs – is crucial, and here the food and drink industry can play an important role. Consumers want clear and accurate labelling, to enable them to make informed dietary choices based on their lifestyle.

An example of nutrition labelling that is familiar to the vast majority of consumers is the back-of-pack nutrition table, which tells consumers the nutritional content of a product per 100gr or 100ml in a standardised way.

In addition, in 2006, CIAA members adopted the voluntary nutrition labelling ‘Guideline Daily Amounts’ (GDA) scheme, originally developed by the Institute of Grocery Distribution (IGD) in 1998. GDAs are a guide to how much energy and nutrients are present in a portion of a food or beverage and what each amount represents as a percentage of a person’s daily dietary needs.

Over the years, thousands of manufacturers and many major retailers have implemented the GDA scheme. The success of this voluntary scheme stems from the ease with which it can be applied across Europe’s extraordinarily varied food and drink industry, and its effectiveness in increasing consumer awareness of the calories, sugars, fat saturates and sodium/salt present in a portion of a product, both in absolute values and expressed as a percentage of a person’s daily dietary needs.

Nutrition labelling: A success story

Over the past few years, the GDA system has gained critical mass across Europe. Independent market research has shown that better-established forms of nutrition information on labels, such as GDAs, are widely recognised and understood by shoppers.

In Ireland, for example, over 84% of participants in a nationwide survey found it ‘very easy’ or ‘quite easy’ to use the scheme. A further 83% also said that they found the labels very useful. The success

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3 This was a commitment pledged by industry under the EU Platform for Action on Diet, Physical Activity and Health

4 [http://gda.ciaa.eu](http://gda.ciaa.eu)
5 [EUPIC 2008 pan-European consumer research on nutrition labelling (UK, France and Germany results only), http://www.focusbiz.co.uk/webinars/eufic/paneuropeanlabelfresearch/europe/](http://www.focusbiz.co.uk/webinars/eufic/paneuropeanlabelfresearch/europe/)
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story is similar in Poland, where nearly 500 food and drink manufacturers representing almost the entire food industry now use GDA labelling. An influential and wide-reaching education campaign, ‘Choose with GDA’ involved the support of all key stakeholders. As a result, today, over 77% of Poles are aware of GDAs.

In the UK, more than 85 companies of all sizes, including five retailers, have rolled out the GDA scheme on over 20,000 different product lines. It is estimated that the GDA scheme now features on more than 60% of food and drink products sold by UK retailers, making it the EU country with the highest penetration of the GDA scheme.7

Of course, much of the success for the EU-wide rollout of the scheme can be attributed to the backing it has received from Europe’s largest manufacturers. At the end of 2009, 100% of the eligible product portfolio marketed by a group of leading industry players8 featured GDA labelling.

Nevertheless, Europe’s food and drink industry is highly fragmented comprising some 310,000 companies, of which over 99% are small and medium sized (SMEs). These, too, have begun rolling out GDAs, with 58% of medium-sized and 34% of small companies saying they were using, or planning to use GDAs on their products in 2008.9

Today, several thousand brands sold in the EU carry GDA labels, representing an average of over 25% of the European market (see Figure 1 overleaf).

Independent EU-wide consumer research

Reviews of consumer research on nutrition labelling have identified a gap in scientific evidence about whether nutrition information on food labels exerts an effect on the food choices of consumers. In August 2008, a 3-year EU-funded research consortium, FLABEL (Food Labelling to Advance Better Education for Life)10 was set up, the objective of which is to understand how nutrition information on food labels affects dietary choices and consumer habits.

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7 FLABEL (Food Labelling to Advance Better Education for Life) 1st Work Package research, April 2009, http://www.focusbiz.co.uk/webinars/label/wp1
8 Coca-Cola, Groupe Danone, Ferrero, Kraft Foods, Mars, Metrogroup, Nestlé, OranginaSchweppes, PepsiCo, Kellogg Company and Unilever.
10 http://www.flabel.org
Following 6 months of research, in 28 countries (27 EU Members States and Turkey), more than 37,000 products were audited to determine the implementation of nutrition labelling in Europe. The first results, published in April 2009, painted an encouraging picture: GDAs are one of the most prevalent forms of front-of-pack nutrition information for consumers.

Moreover, nutrition information in general (e.g. nutrition table, health claims) was found on a large majority of products audited and its presence seems higher than previously reported. These findings provide a solid starting ground for subsequent studies on consumer understanding and use of different nutrition labelling formats.

Figure 1: FLABEL 1st Work Package research results: Penetration of GDA labelling across the EU-27 plus Turkey
GDA across 5 categories back of pack (BOP)/front of pack (FOP)

Portions: Understanding each helping

The GDA scheme provides factual, at-a-glance nutritional information for energy and other key nutrients expressed on a per portion basis.

Determining a portion is therefore a key aspect of a successful GDA scheme. Research shows that psychology plays an important role in determining what a portion is, and that the amount of any food a consumer eats before reporting a sense of satisfaction or fullness depends as much on the size as on the volume of food in the portion. Across cultures, consumers will tend to eat more if the portion is bigger.

Since consuming too much of anything will eventually lead to weight gain, industry can influence healthy choices by managing and communicating clear portion sizes. This helps consumers regulate and manage their calorie intake, making the odd indulgence a positive pleasure, not a guilty occasion.
Individual companies are dealing with this issue by introducing a greater range of portion sizes for their products, including smaller portion sizes. For example, Mars is implementing a portion size reduction programme called ‘Raising the Bar’\(^\text{11}\) within its chocolates portfolio in line with its Health and Nutrition Strategy, reducing the average calorie content per portion.

**Ireland gives portion sizes the thumbs up**

The Food Safety Authority of Ireland (FSAI) published a nationwide survey\(^\text{12}\) of consumers in December 2009, which found that 87% of those surveyed considered the nutrition table on a label to be ‘very’ or ‘fairly’ important and most would prefer to see nutrient values stated per portion rather than per 100g/ml.

This underpins the industry view that portion sizes are critical to improving consumer understanding. The voluntary GDA scheme is based on robust and realistic portion sizes set by each sector.

**Additional voluntary information**

Another labelling initiative, The Choices Programme features a single, front-of-pack stamp on food and beverage packages. It is designed to help consumers select healthy options within food categories and at the same time, stimulate product innovation within the food industry.

Products that carry the stamp contain limited amounts of saturated fat, trans fat, sodium and added sugar, based on internationally accepted dietary guidelines. The Choices Programme, in which Unilever is a founding partner, is a complementary and voluntary nutrition labelling scheme in addition to the GDA scheme to help people make informed choices.

In Europe alone, the Choices logo is visible in a number of European countries including Belgium, Germany, Poland, The Netherlands and France. The Programme is open to all sectors of the food industry and has more than 130 partners worldwide.

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\(^\text{11}\) http://www.mars.co.uk/United+Kingdom/en/Our+commitments/Health+and+nutrition/Raising+the+Bar.htm

\(^\text{12}\) www.fsa.ie/assets/0/86c/204/91b5ed6-565e-4ff9-850f-7015742da09.pdf
The European food and drink industry is constantly responding to consumer demands by providing a wide range of nutritious, safe and enjoyable food products which differ in energy and nutrient content and which should be considered in the context of a balanced diet. For this reason, one of the key CIAA commitments to the EU Platform for Action on Diet, Physical Activity and Health is to optimise the nutritional content when reformulating existing or innovating new products, whenever relevant and possible.

These efforts, while important, and as a result of significant levels of investment and expertise from the industry, must, however, be seen in a much broader context. The causes of chronic disease and obesity are multi-factorial and require a complex mix of solutions.

It would be a mistake to consider industry reformulation and innovation efforts as the ultimate solution to these problems. It is imperative to consider all factors, besides diet, which can have an impact, such as genetic predisposition, lifestyle, levels of physical activity and socio-economic factors. It is also important to stress that no single food is ‘bad’ for a consumer’s health when eaten in moderation and in line with their dietary needs.

Action by the food industry may represent only one possible way to support a healthier diet and will certainly not solve the obesity problem. In order to have a positive impact on public health, therefore, all relevant stakeholders must be involved, each playing its role and taking its responsibilities, in a concerted way if we are to achieve greater system-level change among communities and at a societal level at large.
Food and Drink Federation in the UK: Encouraging industry-wide innovation

UK consumers are increasingly consuming reformulated products. Market research in just five areas (dairy, baked goods, soft drinks, confectionery, and crisps and snacks), showed that healthy eating options are now worth around £7bn and retail sales of these ‘healthier’ options have been growing at twice the rate of the categories as a whole.

Spurred on by public authorities and the media, as well as the culmination of years-long R&D and innovation in the industry, the UK’s reformulation drive now encompasses companies of all sizes, from the largest multinational to the smallest private operators working across every type of product category.

Ireland: Reducing salt in soup

Project Sitric achievements 2010

-25% salt in the Dry Soup range
-16% salt in the Instant Soup range
-10.5% salt in the Dry Sauces and Meal Makers range
-13% salt in Wet Sauces

In response to a call from the country’s Scientific Advisory Committee on Nutrition in 2003 to cut average salt intake, Project Sitric, the Irish Soups and Sauces Association’s (ISSA) programme, has achieved its initial goal to cut salt by 10%.

Italy: Collective action achieves mass reformulation

The commercial risk attached to providing alternatives to specific nutrients is high. If products cannot maintain their original taste, manufacturers risk losing out to less scrupulous competitors.

In Italy, the Italian Association of Biscuits, Cake, Chocolate, Confectionery and Ice Cream Industries (AIDI) tackled this competitive issue by introducing a Platform for Voluntary Initiatives in the confectionery industry under the framework of the Ministry of Health’s ‘Gaining Health’ campaign.

This initiative, agreed in 2007, committed AIDI member companies to product reformulation by setting specific targets to reduce or eliminate trans-fatty acids derived from industrial food processing in fine bakery wares, confectionery and edible ices.

An ad hoc group representing 85% of merendine13 manufacturers reformulated their products in the context of the AIDI initiative. Within two years, they managed an impressive list of results. Portion sizes have been reduced by 20% and around 50% of all merendine products have undergone reformulation. Trans-fats have been fully eliminated and salt/sodium, fat, and saturated fat levels have been drastically reduced.

13 A small mid-morning and mid-afternoon snack named after a small sweet cake called a ‘merendina’.
Ülker: Reformulating across a number of product ranges

Another way to ensure wide reformulation is to deal with the issue at the level of base ingredients rather than on an individual brand basis. Ülker, one of Turkey’s largest food and drink groups, did just that by reformulating the oils and fats used across its product range. With 275 brands and 3560 SKUs available in 41 food categories, this was no easy task, so the path to reformulation meant going upstream to its fats and oils unit.

The company’s objective was to reduce the proportion of trans-fatty acids to less than 1g per 100 grams of fat. Ülker’s tub margarine brands have been trans-free since 1996, however, by 2008, saturated fats had also been reduced by 10%. Brick margarine brands, used for cooking, saw trans-fat content reduced from 14% to less than 1% by 2004, while across its range of industrial shortenings, Ülker had reduced trans-fat content from 8% to less than 1% by 2007.

The company’s cream fats, stock fats, chocolate cream fats, frying fats and all other all purpose fats are now also trans-free. Altogether, Ülker had reformulated 98% of its industrial products range by 2008. As a result, 14,900 tonnes of trans-fats have been removed from their products – the equivalent of 200 grams for every Turkish citizen.

Innovation on your plate

Unilever is also at the forefront of reformulation through innovation, with one recent milestone being the development of a technique for producing differently shaped crystallized fat particles which can then be used to produce margarines with less saturated fat than other similar products currently on the market. Another recent Unilever innovation has been the development of the use of citrus fibre in mayonnaise, which maintains taste and creaminess without the addition of extra calories or using starch.
General Mills: Bringing change to an established icon

When pursuing successful reformulation, being a large company can help. Research and development resources are larger allowing more exhaustive searches for alternatives.

Take the example of General Mills and its Jus-Rol brand of ready-to-bake pastry. Following a public commitment to support the World Health Organisation’s Global Strategy on Diet, Physical Activity and Health, the company set about a fundamental reformulation of a market leading product range that dated back to the 1950s. The objective: to make significant cuts in the pastry’s level of total and saturated fats that achieved or exceeded the UK Food Standards Agency’s Saturated Fat & Energy Intake reduction targets.

Jus-Rol’s R&D team was able to present alternatives that exceeded those targets without damaging the product’s well-loved texture, taste or baking qualities. Across Jus-Rol’s most popular products, total fat has been reduced by an average of 13%, saturated fat by 11%, and calories by 10%. That’s 1,514 tonnes of fat and 1,346 tonnes of saturated fat removed from British and Irish diets each year.

Off the menu in breakfast cereals

Kellogg’s salt reduction programme, which focuses on a wide range of its most popular cereals, saw a 38% reduction in sodium over the last decade, with salt content reduced in a further 26 products since 2005. The Special K brand now carries nearly 50% less sodium.

Cereal Partners Worldwide, a global joint venture of Nestlé and General Mills, pledged in December 2009, to reduce sugar levels in cereals favoured by children by an average of 20%. Reformulation will also be achieved using new technology developed at Cereal Partners’ new Worldwide Innovation Centre.

Mars: Meeting targets across a wide range of brands

Mars, a major producer of main meal products such as rice and sauces, has been working with the industry and the UK’s Food Standards Agency (FSA) for several years to reduce average salt consumption in Britain to 6g/day by 2010 while maintaining taste superiority and consumer acceptance for its products.

In total, ninety different products are involved in this programme, with over 60 of them already boasting salt values below recommended FSA levels. These include a number of items/products with salt reduction exceeding a quarter of the total salt content.

Mars’ reformulation programme remains ongoing: the company is on track to meet the FSA’s targets in 2010 for all main items/products not only in the UK but across all European markets. Meanwhile, further steps are been taken in the UK to prepare for the even more challenging FSA 2012 targets.

Hamburger light for dinner?

Montana Alimentari, a producer of cured meats and snacks, has introduced its ‘Montana Leggeri’ (Montana light) hamburger, based on a new recipe that reduced the fat content by over 50% from 19.3g per 100g to 9g per 100g.
Unilever: Making innovative headway

Basing its reformulation efforts on the developing global consensus that salt intake should be limited to 6g per day or less, Unilever has the ambition to reformulate its entire food portfolio to reach the 6g per day benchmark in 2010, and the 5g per day benchmark by 2015.

As a result, Unilever’s BECEL Multigrain wholemeal bread contains 40% less salt than regular wholemeal bread, while Knorr dry soups have reduced their sodium content by an average of 10%.

The company has also targeted other nutrients: its Family Goodness soft tub spreads brand now contains only 33% saturated fat or less and its entire European savoury portfolio is now virtually trans-fat free. Sugar is down by over 40% in all pro.activ mini-drinks and yoghurts, added sugars are down to between 15–20% across the range of children’s ice lollies in Europe, and by 10% in Lipton ready-to-drink teas.

Unilever’s reductions alone translate into:

-30,370 tonnes of trans-fats
-18,000 tonnes of saturated fats
-3,640 tonnes of sodium
-37,000 tonnes of sugar

Nestlé: Making nutrition the preferred choice

Healthy diets must be enjoyable to be sustained, so Nestlé is continuously investing in consumer preference and product innovation and renovation. In 2009, products worth CHF 16.8 billion were tested through the 60/40+ programme, which combines consumer taste preferences with a nutritional ‘plus’.

Driven by corporate policies, 7,252 products were renovated or reformulated by reducing components such as trans-fatty acids (TFAs), salt, sugar and saturated fats or increasing those such as whole grains, vegetables and calcium.

In 2009, 66% of the total food and drink sales volume was analysed against the Nestlé Nutritional Profiling System, a rigorous methodology based on public health recommendations including those of the World Health Organisation and the US Institute of Medicine. 71% met or exceeded the required standards and attained the Nestlé Nutritional Foundation status. Nestlé also sold CHF 5 billion of products with Branded Active Benefits – ingredients providing additional, scientifically proven health benefits.

The implementation of those polices resulted in the removal of:

-342,000 tonnes of trans-fats
-7,330 tonnes of sodium
-290,000 tonnes of sugar
from Nestlé products.
RESEARCH

Constant developments and improvements

Understanding consumer demands and their evolving needs is a constant challenge for the food and drink industry. The key to success is to make and supply products that consumers not only want and need, but also accept.

This involves a significant degree of innovation, because often it means reducing the content of flavour enhancers that have been part of our diet for many millennia. Research benefits individual companies and provides a source of competitive advantage – it also benefits entire product categories and sectors which is in consumers’ best interests.

There are a number of pan-European initiatives to encourage systematic research, of which the most famous is probably the European Technology Platform Food for Life programme established in 2005 under the auspices of the CIAA.

Food for Life: The European Technology Platform (ETP)

The aim of the ETP Food for Life is to address the broad demographic challenge facing Europe by delivering innovative, novel and improved food products that help improve peoples’ health, well-being and longevity. These products, together with recommended changes in dietary regimes and lifestyles, will have a positive impact on public health and overall quality of life (‘adding life to years’).

The availability of new foods that will assist the population to live a healthy and active life remains a major challenge especially, as knowledge of the differing responses of population groups to specific foods gathers pace. European food and drink industries have a major opportunity to develop foods that meet the specific needs of population groups (‘personalised nutrition’).

Three research priorities have been identified through the ETP project. They are:

- Optimal development, wellness and ageing;
- Intestinal health and immune functions; and
- Weight management and obesity.

These three priorities meet all of the criteria required to stimulate innovation, create new markets and meet important social and environmental goals. The European food chain sector is, therefore, ready and willing to address these grand challenges.

14 http://etp.ciaa.eu
The scale of these challenges mean that *Food for Life* is a truly multidisciplinary effort, and doctors, psychologists and market researchers in addition to academics (dieticians, nutritionists, food scientists) all work together to meet the following objectives:

- Develop food strategies that optimise human health and reduce the risk or onset of diet-related diseases;
- Provide consumers with the right type of food at the right time and in the right place; and
- Improve consumer confidence and trust in foods by communication and effective dialogue between food producers, governments and consumers to ensure effective strategies to encourage healthy lifestyles.

Thanks to the activities of *Food for Life*, the European Commission has raised the importance it attaches to food-related R&D. This is reflected in its budget for food industry-related R&D projects, which stands at €56.95 million for 2010.

This research will seek to understand more about the neurology of food choices and satiety, in particular addressing the following questions:

- What are the determinants of food choice and eating habits?
- How do the neurological pathways regulating hunger/satiety and gut behaviour work, and how can they be influenced?
- What is the role of diet in the prevention of functional decline in the elderly?

**Cases of Excellence**

**Food for Life France**

One example of excellence at the national level is the *Food for Life France*\(^ {15}\) initiative – the French platform has its own strategic research agenda that identifies 5 priority themes for an efficient and ambitious national policy in food R&D, including the study of consumer behaviour, food and health and achieving a sustainable system of food production.

*Food for Life France* is now nationally considered as a key stakeholder in the area of food research and provides the only representative structure used by the French Ministry in defining its national strategy for research and innovation.

**Belgium’s National Technology Platform WagrALIM**\(^ {16}\) gathers 80 companies, 37 scientific groups and several training organisations and partners in Wallonia. Five project calls have been launched leading to 14 ongoing research and innovation projects and 8 training projects. These 22 projects are 60% financed by public funding and fifty companies including 29 SMEs are involved.

Many practical results are forthcoming from this initiative (antioxidant organic chocolates, a prototype of biodegradable packaging, an assortment of food products naturally enriched in Omega-3 and healthy pork meat).

In order to promote the results, each year WagrALIM participates in activities in Europe and worldwide (Brazil, Canada, USA) as well as local activities such as round tables and training activities (12 TRUEFOOD workshops). WagrALIM also fosters partnerships between food companies: direct business, bulk buying of raw materials and exchange of best practices between companies.

A second mandate has been agreed for WagrALIM for 2010-2013.

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\(^{15}\) [www.ania-recherche.net](http://www.ania-recherche.net) – Section “Plateforme technologique”

\(^{16}\) [www.wagralim.be](http://www.wagralim.be)
With 15-20% of all children and adolescents in Denmark overweight, and approximately 4% suffering from severe obesity, the Danish Food and Drink Federation held a conference in 2005 with a view to developing a series of ideas to prevent obesity among children and adolescents in an interdisciplinary forum. One leading project born from this summit was Food+Lab, which aims at increasing awareness and knowledge of healthy food options in schools.

The focus of Food+Lab is to make it easy for all actors in the school food chain to improve the range and quality of school food. There have been no branding activities from companies participating in the project. Since its development, the Ministry for Agriculture, Food and Fisheries, NGOs, academia and high-level representatives from the food industry have become involved in the scheme.

Food+Lab also consists of an ambitious web-based resource that aims to link producers with schools and parents and will provide information for councils, teachers, parents and children on healthy eating habits. More information is available at: www.food-lab.nu

Physical activity under the magnifying glass

At the end of the day, it is individuals themselves who can choose whether or not to increase, or even introduce, physical activity into their daily routines. Despite this, the food and drink industry is striving, where appropriate, to support consumer development in this area.
It brings together top researchers from across Europe, with large multi-disciplinary resources working in an integrated way. Backed by a 34-member consortium, the plan has at its disposal world-class centres in diet and health studies in epidemiology, dietary genomics and food technology, coupled with €14.5 million in EU funding18.

Key objectives in this project include:

- The role of protein and the glycemic index19 in the diet and weight control;
- The role of genetic factors in the development of obesity; and
- The development of tools and diagnostics to better predict who will be successful in weight loss and maintenance thereafter.

"Integrating dietary, genetic, physiological and psychological/behavioural factors is the only way to better understand how to prevent and treat obesity" according to Professor Wim Saris, the co-ordinator of the Diogenes consortium.

As well as research, Diogenes is also charged with designing prototypes of new products and advisory regimes to help susceptible individuals avoid weight gain and re-gain. The project will also build links with marketeers to promote these solutions.

"The real target in this Diogenes research study is the prevention of weight regain after initial weight loss," according to Professor Arne Astrup, the co-ordinator of the 8-country dietary intervention study.

The first results from the Diogenes dietary intervention study show that increasing protein in the diet decreases weight regain after weight loss, whereas low glycemic index foods did not play any detectable role.

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17 http://www.diogenes-eu.org

18 Funding is provided by the Food Quality and Safety Priority of the EU’s Sixth Framework Programme for Research and Technological Development, managed by the Directorate-General for Research of the European Commission.

19 The glycemic index or GI describes this difference by ranking carbohydrates according to their effect on our blood glucose levels: http://www.glycemicindex.com/
In the context of the public health debate about obesity, the role of food and drink advertising has been subject to lengthy discussion. Industry has responded proactively to this dialogue.

The framework created in response to the issue of obesity has been designed to ensure that all advertising and marketing communications from food and drink manufacturers is legal, decent, honest and truthful. CIAA has encouraged its members to develop marketing communications, which support parents in their efforts to promote healthy lifestyles to their children. The framework aims to ensure that advertising to children is both responsible in terms of content and the products advertised.

A blueprint for effective marketing communications

The food and drink industry has developed a vision for an effective policy response to public health concerns relating to food advertising to children. This vision is based on the recognition that there is no one single instrument that can effectively address the various facets of the issue and that an integrated, multi-tiered approach is necessary. This approach seeks to maximise synergies between different regulatory and self-regulatory structures and layers of rules. Each layer requires an independent monitoring component in order to create accountability and engender trust among stakeholders.
1. National/regional regulatory frameworks

In Europe, these rules are set by the European Directive on Audiovisual Media Services. This establishes common quantitative and qualitative rules on advertising. The Directive serves essentially two purposes: to set clear fundamental rules that prevent misleading advertising, and secondly to recognise, facilitate and encourage self-regulatory systems as the prime vehicle with which to ensure advertising standards.

2. National self-regulatory frameworks

National self-regulatory frameworks complement, rather than substitute, the regulatory framework to ensure that marketing communications are legal, decent, honest and truthful. The European Commission’s EU Platform for Action on Diet, Physical Activity and Health\(^{20}\) launched a parallel advertising round table which sought to identify the indicators required for ensuring effective advertising self-regulation. The Platform brought together industry, public health and consumer groups under the auspices of the European Commission and the discussions led to a consensus model for effective advertising self-regulation\(^{21}\). This model has guided the European Advertising Standards Alliance’s (EASA) implementation of advertising self-regulation across the EU. The EASA Self-Regulatory Charter has seen strong progress since its adoption and a full summary of its successful application across Europe can be found at [www.easa-alliance.org](http://www.easa-alliance.org).

3. Industry-wide self-regulatory codes

With national regulatory and self-regulatory frameworks in place, there is a requirement to set down codes of conduct for marketing communications. Here, the industry takes its lead from the International Chamber of Commerce (ICC), which has promoted best practices and ethical standards to ensure responsible marketing communication.

The ‘Framework for Responsible Food and Beverage Marketing Communication’ was created by the ICC’s Commission on Marketing and Advertising in 2004\(^{22}\).

**Self-regulatory codes: Effective voluntary action**

The ICC framework is a foundation for the development of self-regulatory codes across Europe. It has had an impact beyond our continent’s shores, promoting Europe’s high ethical standards across the globe and is increasingly used by companies and national governments around the world to develop their own self-regulatory codes.

Many countries go beyond the minimum requirements set down by the ICC to respond to specific local sensitivities (see examples on next page).

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\(^{20}\) [http://ec.europa.eu/health/determinants/life_style/nutrition/platform/platform_en.htm](http://ec.europa.eu/health/determinants/life_style/nutrition/platform/platform_en.htm)


Denmark
Taking the ICC framework as their inspiration, a collaboration of leading associations in Denmark has established an informal cooperation called the Forum of Responsible Food Marketing Communication. For more information, visit: http://kodeksforfoedevarereklamer.dk

Germany
Again taking a lead from the ICC, the German Advertising Federation, the Zentralverband der deutschen Werbewirtschaft and its members have drawn up a code of conduct that sets out how commercial communication for foods and beverages should be carried out.

The code of conduct also sets out key principles to be observed when advertising to children. Generally, the code says, communications should make every possible effort to avoid exploiting the special confidence which children place in adults such as parents and teachers.

Furthermore, within the framework of the EU Platform for Diet, Physical Activity and Health, advertisers are also independently monitoring their compliance with the ICC and national codes of conduct (see Figures 2 and 3).

For further details on EU-wide code compliance results for food and drink advertising, visit: http://info.wfa.be/WFA_FoodCodeComplianceMonitoring_Sept09.pdf

4. The EU Pledge: Changing the way food is advertised to children
The EU Pledge on advertising to children evolved from industry’s commitment to support the EU Platform for Action on Diet, Physical Activity and Health, which concerns quantitative aspects of the industry blueprint for effective marketing communications.
The EU Pledge was initiated by a group of Europe’s largest and most influential food and beverage companies23, accounting for about two thirds of the industry’s entire advertising spend in Europe. The EU Pledge commits its signatories to:

- No advertising of products to children under 12 years, except for products which fulfil specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines. For the purpose of this initiative, ‘advertising to children under 12 years’ means advertising to media audiences with a minimum of 50% of children under 12 years.
- No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

Since the commitment was made, it requires independent and transparent third party monitoring. This was carried out in 2009 by Accenture Marketing Sciences and PricewaterhouseCoopers (see Figure 4). The detailed methodology and all results are available at www.eu-pledge.eu.

23 CIAA members: Coca-Cola, Danone, Ferrero, General Mills, Kellogg Company, Kraft Foods, Mars, Nestlé, Pepsico and Unilever. Burger King also participates in this initiative.

5. Best practice promotion through national Pledge Programmes

In order to extend the coverage of the EU Pledge, the industry has been working to mobilise support of additional companies at Member State level. Pledge signatories have a strong incentive to set up national Pledge Programmes to achieve a fair and level-playing field within responsible marketing communications.

To date, national Pledge Programmes have been launched in Portugal, Poland, Romania and Ireland, with talks underway in several other national markets.

Poland

The Polish Federation of Food Industry’s own national Pledge has been adopted in January 2010 by a number of companies which are members of the Polish Federation of Food Industry Union of Employers. The provisions of the pledge have been based on the principles of the EU Pledge (www.eu-pledge.eu), and contain general guidelines concerning the contents of advertisements targeted at children, which are based on a Polish advertising self-regulatory code and national and European legal provisions. The Pledge received approval from the members of the Board for Diet, Physical Activity and Health at the Ministry of Health.

Figure 4: EU Pledge change measurement

Since 2005, children’s exposure to TV advertising for products that do not meet nutritional criteria produced by EU Pledge member companies has dropped by:

- 93% in advertising for products that do not meet companies’ nutritional criteria in programmes with an audience composed of a majority of children.
- A 56% decline in advertising for these products overall, i.e. in all programmes on all channels at all times.

In the six markets monitored (France, Germany, Ireland, Italy, Poland and Spain) since 2005, for all EU Pledge member companies’ advertising across all products, this represents:

- 61% drop in programmes with a majority of children under 12 s in the audience.
- 30% drop overall, i.e. in all programmes on all channels in the six markets monitored.

EU Pledge compliance

- TV: 99.8%
- Print: virtually 100% (2 non-compliant ads found in 6 markets)
- Online: virtually 100% (1 non-compliant ad found)
- In-school communications: 93%
Portugal
Portugal has also based its national Pledge on the EU Pledge and on a set of 5 commitments made by the CEOs of eight of the biggest players in the industry. For more information, visit: www.fipa.pt/outsos/conteudo.php?tema=6.

Italy
The Italian Association of Soft Drinks Producers (ASSOBIBE) has also adopted a code of practice based on the ICC code to communicate responsibly, called Responsible Choice. This code encourages its members to responsibly oversee the development, execution, placement and monitoring of marketing practices with the aim to eradicate commercials targeted at children.

Ireland
In Ireland, eleven major food and beverage companies have signed up to Central Copy Clearance Ireland, a process that involves the pre-vetting of all advertising copy by independent experts. Under the scheme, only copy deemed appropriate is cleared for broadcast.

Funded by industry, the service has been very successful in promoting responsible and ethical advertising standards.

During a recent technical review process carried out by the Broadcast Commission of Ireland, it was found that there was not one single breach of the code during the first two years of its operation.

Media Smart: Teaching children advertising literacy

Media Smart, a non-profit media literacy programme launched in the UK and aimed at school children aged 6 to 11 years, is the only programme in Europe that brings together the resources of industry, the expertise of leading academics, and the advice of a government into one comprehensive national programme.

Developing young people’s understanding and constructive use of modern media is the key objective of the programme for Media Smart. Media Smart’s Expert Group consists of media literacy academics, educationalists, government officials and representatives of Ofcom, the UK’s independent advertising regulator. All teaching materials are written, reviewed and approved by these experts and use real advertising examples to teach core media literacy skills. They are made available free of charge to any primary school that requests them.
promoting balanced diets and healthy lifestyles
EUROPE’S FOOD AND DRINK INDUSTRY IN ACTION

“This has led to Media Smart becoming the leading media literacy programme in Europe... it stands alone as the only initiative in Europe that is endorsed by government and draws together industry resources and academic expertise into one comprehensive programme.”

UK government collective submission to the European Commission Consultation on Media literacy

Media Smart has been welcomed by teachers. Almost 90% of them stated, in a survey carried out by Media Smart, that they “wanted more materials about advertising for children”.

Media Smart’s strong take-up in the UK – where 10,000 or 40% of the country’s primary schools have requested materials – has led to the programme being replicated and rolled out elsewhere. To date, schools in Belgium, Finland, Germany, Hungary, the Netherlands, Portugal and Sweden have now signed up to the scheme resulting in over three million children across the EU using Media Smart materials.

Media Rakkers

The Netherlands

Media Rakkers, the media smart initiative from the Netherlands, is supported by 36 leading global companies, largely from the food and drink industry. Media companies, including Microsoft and Nintendo, have also shown support, as has the Dutch Ministry of Education and the European Union. The programme has developed two packages to disseminate information. Reklame Rakkers, an advertising literacy initiative, was launched in 2005. It was followed in 2006 by Media Makkers, which takes a more holistic approach to teaching media literacy.

Both initiatives are thriving. To date, Reklame Rakkers is reaching over 6,000 of the country’s 8,500 primary schools, while Media Rakkers is used in more than 4,500 schools.

Finally, in 2009 the Dutch Ministry of Education founded the Media Literacy Expertise Centre to stimulate co-operation between all organisations involved in Media Literacy projects and Media Rakkers was invited to be one of the founding partners.

Hungary

Media Smart’s success in Hungary has been dramatic. Over 910 schools and 1,695 teachers across the country have signed up since it started in March 2007. This means 30% of the country’s primary schools are taking part in the programme.

A complementary website, Mediatutor, has been set up and offers a range of resources to encourage Media Smart success (http://www.mediatudor.hu/rolunk.php).

The Netherlands

Media Rakkers

MediaRakkers

Media Smart

Hungary

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Media Rakkers

The Netherlands

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Hungary
The food and drink industry actively supports and often leads efforts to usher in a healthier world by stepping up its efforts in the field of product development, labelling, greater product choice and packaging size.

Education is a key element, however, in supporting the guidance consumers now given by industry on pack to make choices in line with their dietary needs and again, food and drink manufacturers have stepped up to the plate to help enable people to make informed choices, regardless of their age or circumstance.

**START HEALTHY**

It is commonly known that breakfast is one of, if not the most important meals of the day. Providing the best start in the morning is vital for getting the mind and body ready for the day ahead. It is especially important for children in helping maintain concentration during school time and enhancing learning. However everyday pressures and the morning rush often mean breakfast is neglected.

**Kellogg’s Breakfast Clubs: Serving 1 million breakfasts each year**

As one of the leading producers of breakfast cereal, Kellogg’s is working in partnership with ContiYou, a British charity which aims at opening up opportunities for learning that will help people change their lives, improving the well-being of individuals, families and communities. The company has done this in the following way:

- Over £1 million invested over the last 10 years to establish its Breakfast Club concept;
- The scheme has now been implemented in over 450 schools and community settings across the UK with no branding of Kellogg in the schools;
- The schools are free to run the programme as they wish – including the choice of breakfast.

These clubs ensure children make time for breakfast. Behaviour, punctuality and attendance of participating children often improves, while anecdotal evidence suggests that concentration levels throughout the morning are often higher and relationships between teachers and children are often better.

A National Breakfast Club Register has been created to also promote best practice and share resources, recognition for the work in this area is awarded at ‘The Breakfast Club Awards’ hosted annually.
promoting balanced diets and healthy lifestyles
EUROPE’S FOOD AND DRINK INDUSTRY IN ACTION

PepsiCo waves a wand for a Magic Breakfast

PepsiCo has been working with Magic Breakfast, a UK-based charity that establishes breakfast clubs within schools since 2009. By providing fresh juice and cereals, PepsiCo has been delivering ‘fuel for learning’ to underprivileged school children that need nutrition the most.

Since the project’s launch, the partnership has delivered healthy breakfasts to 60,000 children. Magic Breakfast currently supports 44 schools with the ambition to reach 140 by the end of 2009 and 250 by 2011 eventually touching 10,000 children every single day, or 2,000,000 breakfasts per year.

Engaging with the next generation

Engaging with children is vital to the healthy development of future generations. Providing education on the nutritional benefits of foods and the role that physical activity plays in supporting a balanced diet is integral to this progression.

Nestlé Healthy Kids Global Programme

The Nestlé Healthy Kids Global Programme was launched in April 2009. Its goal is to raise nutrition, health and wellness awareness of school children around the world. Nestlé intends to implement the Programme in all countries where it has direct operations by the end of 2011.

Examples of the Healthy Kids Programme in Europe include the following:

In Spain, Nestlé has developed the Nutritional Programme ‘¡A Comer Bien!’ in collaboration with the Fundación Española de la Nutrición and the Universidad Camilo José Cela. The programme supplies 10 year-old students, their parents and teachers with free studying material. In 2008 alone, 9 million newsletters and 650,000 e-magazines containing nutrition and health guidance were distributed to schools.

In Italy and Hungary, Nutrikid was also introduced. In Hungary, Nestlé worked in collaboration with the Hungarian Dietetic Association and since 2003, the programme has reached 2,700 primary schools and 200,000 children in the country. Meanwhile, in Italy, Nutrikid is endorsed by the NFI Centro Studi dell’Alimentazione and rolled out in partnership with the Giunti Progetti Educativi. In the school year 2009/2010, over 70,000 kids will benefit from the scheme.

Mars’ ‘Clever Naschen’ (= Smart Snacking) project

In Germany, Mars set up Clever Naschen to provide consumers with knowledge and tools to help them make wise decisions and responsible choices about the food and drinks they consume and the levels of physical activity in which they engage.
The Clever Naschen website (www.clever-naschen.de) focuses on three main themes: nutrition, exercise and health, and features useful information, ‘top tips’ based on scientific research and recommendations from experts on how to lead an active and balanced lifestyle. The site has initiated various activities, including the re-launch of the ‘Action Kids’ book series. Nine different regional guides featuring locations where children can enjoy physical activities integrate with a large on-line database of recommended activities for parents and their children. Mars has also funded an internal health and nutrition-training programme entitled The Clever Naschen-Ambassador for all Mars associates.

Mars’ dedication to promoting healthier lifestyles saw total expenditure for this initiative exceed €365,000, not including staff payroll costs in 2008.

KidsBox in kindergartens

In Denmark, the food and drink industry has teamed up with authorities and retailers to develop a toolbox – the KidsBox – to encourage children to adopt healthy lifestyle habits from an early age.

The KidsBox uses inspiring material to motivate children between 3 and 6 years old to adopt healthy habits including eating a healthy balance diet, drinking water, washing hands and incorporating daily exercise.

Polish Teenagers encouraged to ‘Keep fit!’

An educational programme to promote a balanced diet and physical activity among teenagers in Poland has seen great success since it started three years ago. The Keep fit! initiative is run at a national level by the Polish Federation of Food Industry (PFI) together with the provincial structures of the National Sanitary Inspection, local government offices, school heads, teachers and parents.

Keep fit! is a remarkably wide-reaching and diverse educational initiative developed to engage with Polish teenagers to adopt pro-health habits. The promotion of an active lifestyle and balanced diet, based on individual responsibility and free choice has enabled the programme to fully understand the target audience.

Keep fit! is operated on a project basis, each prepared by the pupils themselves – therefore each group of students prepares and implements a different project. Nearly 17,000 original educational projects were developed through an innovative teaching method based on the voluntary involvement of students, teachers, parents and local governments.

The Programme has had an outstanding response. Between 2006-2009, the Keep fit initiative has been rolled out in 6,463 primary and lower secondary schools, involving 2,200,000 students.

In June 2009, the PFI and Chief Sanitary Inspectorate together signed an agreement to commit to the implementation of a second edition of the Keep fit! programme, which will be carried out in the years 2009 to 2012.
GET ACTIVE

Understanding the role that physical activity plays in the balance between energy intake and expenditure is of crucial importance. Consumers can easily feel they make the right dietary choices, but if they consume too much and exercise too little, they will still put on weight.

Curbing obesity through European wide community work


The EPODE model is based on the involvement of the community for the community, to curb childhood obesity. It is part of a long-term programme and methodology that integrates the daily challenges and constrains of family life and incorporates a positive, step-by-step learning process on food and physical activity. EPODE is a behaviour-centred approach, with an educational philosophy promoting fun and the non-stigmatisation of any food or behaviour.

EPODE activities: An example

Following cooking and tasting sessions to promote healthy eating, children may be served a sweet treat. This provides a great lesson in discovering the diversity of foods and understanding that just because something is sweet it is not forbidden. Claire Laloyaux, the EPODE coordinator for St. Amand-les-Eaux and a number of other towns in northern France, explains that “the point is not to stigmatise foods,” rather, “It’s to do things in moderation.”

And she may be on the right lines, as some experts say that a community-based approach to fighting obesity is probably the most promising policy available. “What works is durable, long-lasting changes in habits,” says Monique Romon, a professor of medicine at Université Lille 2 and the lead researcher of the study on Fleurbaix and Laventie. “That’s why community action is so important.”*

* Wall Street Journal, 9 November 2009

EPODE has since been recruited to help administer its programme in more than 225 towns in France and 38 in Spain (THAO Salud Infantil Programme), 15 in Belgium (VIASANO Programme) and 5 in Greece (PAIDEIATROFI programme) are implementing the EPODE methodology across Europe.
Together with the European Commission, Nestlé, Mars and Ferrero also committed to support the European EPODE Network (EEN) project, from 2007 to 2010, which aims to facilitate the implementation of EPODE-like community-based intervention programmes across Europe. Involving four major European universities, the EEN project aims to enrich and document the pillars of the EPODE methodology. Four research groups have been established and have joined together over 75 participants from 51 different organisations during the last 12 months. Specific discussions with several European teams interested in deploying an EPODE-similar approach have started and the initiative has been widely presented in several European conferences such as the European Congress on Obesity held in May 2009 in Amsterdam.

**Ferrero promotes physical activity through Kinder + SPORT**

Ferrero’s has been helping to promote physical activity, especially among children, through its Kinder + SPORT project, which it has been running, with the help of the International School Sport Federation and local partners, since 2008. In Europe, this has seen the company sponsor skiing, cycling, volleyball, beach volleyball, basketball, football, sailing and athletics teams as well as working to support children’s sporting activities. In total, over 1.25 million children have been involved in various sports in 9 countries – Belgium, Luxembourg, Italy, Portugal, Spain, Germany, Poland, Czech Republic and Greece.

Kinder + SPORT was nominated as one of the 3 best CSR initiatives of 2009 for the promotion of sports by the Peace & Sports International Organisation (www.peace-sport.org/gb/awards2009_nomines.htm).

**Swimming with Kellogg: Getting young swimmers into the pool!**

In the UK, Kellogg has been supporting swimming projects for more than 25 years and recently committed to another three-year partnership worth £3 million with British Swimming and the Amateur Swimming Association (ASA).

Kellogg’s support comprises three main initiatives. ‘Swim Active’ is a scheme to get 50,000 reluctant swimmers in the water over the course of the next three years. The ‘Kellogg’s Swimtastic Awards’, celebrates success in the pool through a series of awards and certificates. The Kellogg’s ‘Swimtastic Awards’ aimed at amateur swimmers, recognise people of all ages and abilities who have achieved through the Kellogg’s ASA Awards Scheme.
Kellogg has also launched a partnership with the Swedish Swimming Association (SSF), aimed at encouraging fourth grade students to swim.

In 2009, the first year for this nationwide swimming competition called Bästa Fyran, 256 schools participated including over 300 mixed teams. Organised by local swimming clubs and culminating in 18 regional finals, the Stockholm final, the largest of these, sees a staggering 800 children compete in a stadium full of cheering classmates.

In addition to providing a swimming cap and diplomas for all participants, information on how to participate together with news and pictures from competitions held is provided via a website (www.bastafyran.se). A short leaflet has also been produced for pupils focusing on the importance of exercise, the joy of swimming and some tips on leading a healthy lifestyle. Kellogg also promotes the competition via its products.

health 4 schools

health 4 schools – a platform commitment between 2004-2008 – was developed by Kraft Foods in partnership with the UK’s Gloucestershire County Council and the County National Health Service to provide opportunities for pupils to engage in the elements of a healthy lifestyle. The programme focuses on 4 areas: active play/physical activity, breakfast, cooking, and gardening.

Over a four-year period, 100 schools in Gloucestershire have participated in the award-winning programme comprising 79 primary schools, 13 secondary schools, 6 special schools and 2 pupil referral units hosting about 24,000 pupils. In addition to expert support, staff training, a resource pack and website access, each school received financial and in-kind support of a value of £5,000.

No corporate or product branding is used in any of the programme’s materials, nor do Kraft Foods products appear in recipe suggestions, as Kraft Foods’ marketing policies strongly forbid in-school marketing anywhere in the world.

health 4 schools is now being developed further, building on the successful partnerships with

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25 Kraft Foods received a ‘Big Tick’ award from the UK-based Business in the Community in 2006 and was re-accredited in 2007 and 2008.
both schools and other key stakeholders. The new programme, called health 4 schools futures, continues to promote healthy lifestyle themes, whilst extending the focus to address issues of sustainability in line with the government’s sustainable schools strategy.

Evaluation Highlights 2008:
• 92% of schools reported that health 4 schools had improved pupils’ health living awareness;
• 76% of schools noted changes in behaviour such as willingness to try more foods, cooperative play, greater pupil participation and interaction;
• 72% of schools reported that health 4 schools had increased the range of active play equipment/opportunities available to pupils;
• 84% of schools included families in aspects of their health 4 schools programme.

Healthy Generation at www.ulker.com.tr
Ulker has launched a Healthy Generation campaign via its website to encourage the general public to be active and enjoy a well balanced diet, as well as to take care of their general lifestyles.

The website contains information on nutrition, lifestyle and physical activity and offers tips, tests and also provides interviews with experts. The aim is encourage a healthy generation by eating a well balanced diet and engaging in regular physical activity.

Nutritional guideline intakes as recommended by the Turkish Ministry of Health can also be found on this site.

“Pupils know a great deal about healthy lifestyles and are highly active participants in the local community… Pupils’ weekly cookery lessons and the high emphasis placed on sport enable them to have excellent knowledge of healthy lifestyles.”

Pillowell Primary
(Phase 1 school), Ofsted Report, June 2008
Children Run For Children

The annual event *Kinder laufen für Kinder* (Children Run for Children) benefits young athletes and their families, and raises money for ‘SOS Children’s Villages’, an international organisation that helps orphans or kids whose families face economic challenges.

During the campaign’s six-year history, 337,000 students have run over 1.8 million kilometres and raised over €3.24 million in donations.

Sponsored by Kraft Foods, the programme encompasses hundreds of smaller events running from late spring to early autumn, all encouraging exercise and healthy eating and all raising money for children in need across the globe.

Coca-Cola challenges 4 million Europeans to become active

Coca-Cola is working with youths and their families to become more active through its multifaceted Active Healthy Living initiative.

In 2009 alone, Coca-Cola’s schemes involved over 4 million people in a huge variety of events. One example is Mission Olympics, an ongoing partnership with the German Olympic Sports Confederation in which over 150 German cities competed for ‘Germany’s most active city’ award. This involved 871,000 of their citizens participating in almost 2 million events.

Coca-Cola is proud to be the world’s longest-standing sports sponsor. Its commitment to the FIFA World Cup runs until 2022 and to the Olympics until 2016.

Coca-Cola’s grassroots initiative, which promotes football, has had a huge uptake across Europe:

- Denmark: more than 25,000 matches and 350,000 participants since its launch;
- Spain: over 30,000 13-15 year olds were involved in the 2007-2008 Copa Coca-Cola;
- Great Britain: over 3,400 hours of football played in last season’s competition – equating to over 20 weeks of non stop football;
STAY HEALTHY

Nutrition and lifestyle education should not and must not only apply to children. Adults need to be made aware of the health implications of the food and drink they consume. For many food and drink manufacturers, this need for greater nutrition awareness among adults begins ‘at home’ with their own employees.

Fit for business at Unilever

‘Fit Business’ is a year-long occupational health pilot project at Unilever’s Leatherhead and Port Sunlight sites in the UK, which employ more than 2,000 people in total. Fit Business blends occupational health initiatives and Unilever brand campaigns to help improve the work-health balance of its people. These are aligned with quarterly government campaigns on saturated fat, physical activity, cardiovascular health and salt intake.

Features of the scheme include ‘lunch and learn’ sessions, with expert speakers offering advice on ways to improve health and well-being, different physical activity programmes throughout the year and GDA labelling on food served in staff restaurants.

The scheme’s effectiveness is being measured by the Institute of Public Policy Research, which will conduct online surveys with staff, as well as health checks for blood pressure, body fat and weight. These results will then be shared with the UK government and it is hoped the programme will highlight the growing importance of the workplace in improving people’s health.

The programme will be rolled out to other Unilever sites in the UK and Ireland in 2010.

The toolkit for healthy eating

With the health consequences of poor eating habits, such as skipping breakfast or lunch, alone believed to be costing UK employers a staggering £16.85 billion a year, the UK Food and Drink Federation’s leading members have led the way in developing workplace schemes that promote balanced diets and healthy lifestyles.

The result has been the ‘Healthy Eating Toolkit’, a practical guide that encourages a company to assess its position and resources and to prepare manageable steps to achieve measurable and positive changes in the eating habits of its workforce.

FDF has called on all businesses to make health and well-being a boardroom issue by 2011 and has asked each company to report on progress made within their business and in the wider community.
Unilever Heart Age Initiative

In June 2009, Unilever and the World Heart Federation launched Heart Age, a project designed to empower people to look after their heart health (www.heartagecalculator.com).

Heart Age is based on the well-established Framingham Risk Score, which measures standard risk factors for heart disease or stroke such as age, weight, gender, cholesterol, blood pressure and smoking. This Heart Age could be older, younger or the same as a person’s chronological age.

Heart Age allows users to sign up for a free 12-week diet and lifestyle plan designed to improve your heart health. The launch of Heart Age was supported by a marketing campaign running under Unilever’s Flora and Becel brands.

The programme was launched in the UK, Germany and the Netherlands. Spain, Brazil and Finland are expected to follow suit in 2010. Over 2 million people have taken the Heart Age test thus far. The programme aspires to convince 100 million people to take the Heart Age test by 2020, and lower the Heart Age of participants by an average of 3 years.

Belgium supports a Happy Body

The Belgian Food Industry Federation (FEVIA) has been working hard to get more Belgians involved in physical activity through its Happy Body Foundation, which it runs in association with the Belgian Olympic and Inter-federal Committee (BOIC) and Nutriments Belgique (NUBEL). Since its launch in 2007, Happy Body has developed three specific healthy lifestyle projects aimed at the entire Belgian population.
The first, Happy Body Coach, is an online, interactive tool that aims to help citizens develop a balanced lifestyle through nutrition and physical exercise. Happy Body Coach now has close to 12,000 registered users, more than 1 in 750 adults in Belgium, and evaluation after one year has indicated that the scheme was most effective for users with low or no intention to change their lifestyle, traditionally an audience that is hard to reach.

Happy Body’s partners have built on this success by launching two follow-up schemes: Happy Body Company, a simple entry-level toolkit which companies can use to assist in implementing a healthy policy on exercise and balanced eating to suit their needs; and the Happy Body Project Tool, an online interactive tool that enhances the quality of local health promotion projects. It provides users with progressive feedback on their own healthy lifestyle efforts.

**Denmark provides food for those in later life**

‘Food in Later Life’ aims to increase the accessibility of food products to the elderly.

A report by The Danish Commission on Health Promotion in summer 2009 stated that the average lifespan will rise by 3 years over the next decade. The report pointed out that diet is one of several factors affecting the well-being of elderly citizens.

In the light of this evolution, in October 2009 the Danish Food and Drink Federation decided to launch a project aimed at helping the elderly maintain their health and remain independent for longer by offering them a wider choice of appropriate meal options. This is crucial, since malnutrition is a common trend among the elderly.
# CIAA Members

## National Federations

<table>
<thead>
<tr>
<th>Country</th>
<th>Federation Name</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>FIAA – Fachverband Lebensmittelindustrie</td>
<td><a href="http://www.dielebensmittel.at">www.dielebensmittel.at</a></td>
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<td>France</td>
<td>ANIA – Association Nationale des Industries Alimentaires</td>
<td><a href="http://www.ania.net">www.ania.net</a></td>
</tr>
<tr>
<td>Germany</td>
<td>BLL – Bund für Lebensmittelrecht und Lebensmittelkunde</td>
<td><a href="http://www.bll.de">www.bll.de</a></td>
</tr>
<tr>
<td>Iceland</td>
<td>BVE – Bundesvereinigung der Deutschen Ernährungsindustrie</td>
<td><a href="http://www.bve-online.de">www.bve-online.de</a></td>
</tr>
<tr>
<td>Greece</td>
<td>Συνδέσμος Ελληνικών Βιομηχανιών Τροφίμων Federation of Hellenic Food Industries</td>
<td><a href="http://www.sevt.gr">www.sevt.gr</a></td>
</tr>
<tr>
<td>Hungary</td>
<td>ÉFOSZ – Élelmiszer-feldolgozók Országos Szövetsége</td>
<td><a href="http://www.efosz.hu">www.efosz.hu</a></td>
</tr>
<tr>
<td>Ireland</td>
<td>FDI – Food &amp; Drink Industry Ireland</td>
<td><a href="http://www.fdi.ie">www.fdi.ie</a></td>
</tr>
<tr>
<td>Italy</td>
<td>FEDERALIMENTARE – Federazione Italiana dell’Industria Alimentare</td>
<td><a href="http://www.federalimentare.it">www.federalimentare.it</a></td>
</tr>
<tr>
<td>Latvia</td>
<td>LPUF – Latvijas Pārtikas uzņēmumu federācija</td>
<td><a href="http://www.ipuf.lv">www.ipuf.lv</a></td>
</tr>
<tr>
<td>Luxembourg</td>
<td>FEDIL – Business Federation Luxembourg</td>
<td><a href="http://www.fedil.lu">http://www.fedil.lu</a></td>
</tr>
<tr>
<td>Poland</td>
<td>PFPZ – Polska Federacja Producentów Żywności Związek Pracodawców</td>
<td><a href="http://www.pfpz.pl">www.pfpz.pl</a></td>
</tr>
<tr>
<td>Portugal</td>
<td>FIPA – Federação dos Indústrias Portuguesas Agro-alimentares</td>
<td><a href="http://www.fipa.pt">www.fipa.pt</a></td>
</tr>
<tr>
<td>Romania</td>
<td>Romalimenta – Federatia Patronala din Industria Alimentara</td>
<td><a href="http://www.romalimenta.ro">www.romalimenta.ro</a></td>
</tr>
<tr>
<td>Slovakia</td>
<td>PKS – Potravinárska Komora Slovenska</td>
<td><a href="http://www.potravinari.sk">www.potravinari.sk</a></td>
</tr>
<tr>
<td>Slovenia</td>
<td>GZS – Zbornica kmetijskih in zivilskih podjetij</td>
<td><a href="http://www.gzs.si">www.gzs.si</a></td>
</tr>
<tr>
<td>Spain</td>
<td>FIAB – Federación Española de Industrias de la Alimentación y Bebidas</td>
<td><a href="http://www.fiab.es">www.fiab.es</a></td>
</tr>
<tr>
<td>Sweden</td>
<td>LI – Livsmedelsföretagen</td>
<td><a href="http://www.li.se">www.li.se</a></td>
</tr>
<tr>
<td>The Netherlands</td>
<td>FNLI – Federatie Nederlandse Levensmiddelen Industrie</td>
<td><a href="http://www.fnli.nl">www.fnli.nl</a></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>FDF – Food &amp; Drink Federation</td>
<td><a href="http://www.fdf.org.uk">www.fdf.org.uk</a></td>
</tr>
<tr>
<td>Croatia</td>
<td>HUP – Hrvatska Udruga Poslodavaca</td>
<td><a href="http://www.hup.com.hr">www.hup.com.hr</a></td>
</tr>
<tr>
<td>Norway</td>
<td>NHO – Mat og Drikke</td>
<td><a href="http://www.nhomd.no">www.nhomd.no</a></td>
</tr>
<tr>
<td>Turkey</td>
<td>GDF – Türkiye Gıda ve İçecek Sanayii Dernekleri Federasyonu</td>
<td><a href="http://www.gdf.org.tr">www.gdf.org.tr</a></td>
</tr>
</tbody>
</table>

Promoting balanced diets and healthy lifestyles

Europe’s Food and Drink Industry in Action
promoting balanced diets and healthy lifestyles
EUROPE’S FOOD AND DRINK INDUSTRY IN ACTION

Sectors

Bakery
AIBI – International Federation of Plant Bakeries
www.aibi-online.org

Beer
THE BREWERS OF EUROPE
www.brewersofeurope.org

Bottled Waters
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
http://www.aiibp-faibp.org/

Chocolate, Biscuits & Confectionery
CAOBISCO – Association of the Chocolate, Biscuit & Confectionery Industries of the EU
www.caobisco.com

Dairy Products
EDA – European Dairy Association
www.euromilk.org

Dietetic Products
IDACE – Association of Dietetic Food Industries of the EU
www.idace.org

Fruit & Vegetable Juices
AIJN – European Fruit Juice Association
www.aijn.org

Fruit & Vegetable Preserves
PROFEL – European Association of Fruit and Vegetable Processors
www.profel-europe.eu/

Ice Cream
EUROGLACES – European Ice Cream Association
www.euroglaces.eu

Intermediate Products for Bakery & Confectionery
FEDIMA – European Federation of the Intermediate Products Industries for the Bakery and Confectionery Trades
www.fedima.org

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

Pasta
UNAPPA – Union of Organisations of Manufacturers of Pasta Products
www.unipi-pasta.org

Pet Food
FEDIAF – The European Pet Food Industry
www.fediaf.org

Processed Meat
CLITRAVI – Liaison Centre for the Meat Processing Industries
www.clitravi.com

Processed Potatoes
EUPPA – European Association of Potato Processing Industries

Snacks
ESA – European Snacks Association
www.esa.org.uk

Soft Drinks
UNESDA – Union of European Beverages Association
www.unesda.org

Soluble & Roasted Coffee
ECF – European Coffee Federation
www.ecf-coffee.org

Spices
ESA – European Spice Association
www.esa-spices.org/

Sauce & Condiments
FIC – Federation of the Condiment and Sauce Industries
http://fic-europe.org

Spirits
CEPS – European Spirits Organisation
www.europeanspirits.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

Yeast
COFALEC – Confederation of EU Yeast producers
www.cofalec.com

Major food and drink companies

BARILLA GROUP
CADBURY
CAMPBELL EUROPE
CARGILL
COCA-COLA
DANONE
FERRERO GROUP

GENERAL MILLS INTERNATIONAL
HEINEKEN
HEINZ
KELLOGG’S
KRAFT FOODS
MARS
NESTLE EUROPE

PEPSICO
PROCTER & GAMBLE FOOD PRODUCTS
SÜDZUCKER
TATE & LYLE
UNILEVER
ÜLKER

As of January 2010
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