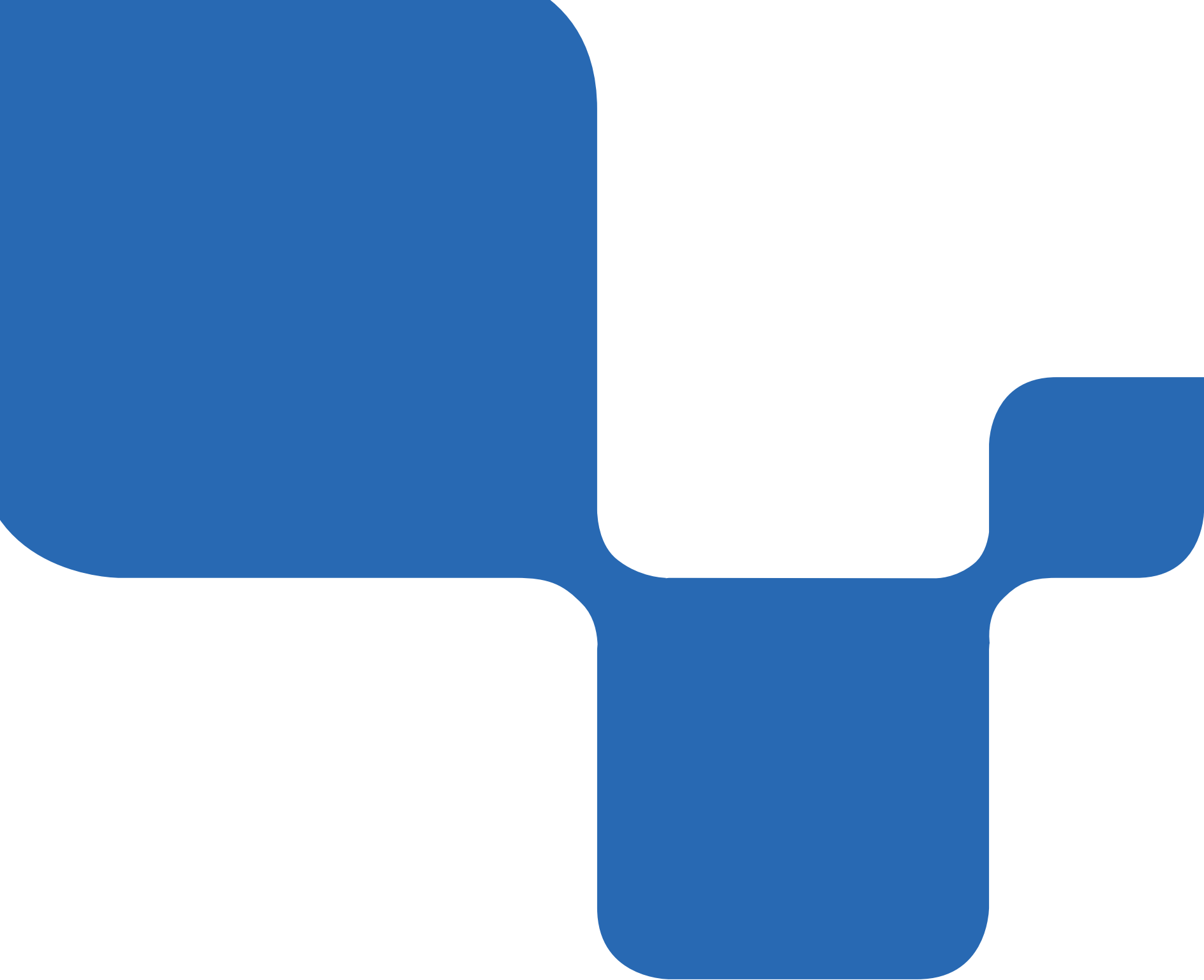


Balanced Diets & Healthy Lifestyles

FOOD AND DRINK
INDUSTRY INITIATIVES





Foreword



Mella Frewen,
Director General of FoodDrinkEurope

This year, the EU Platform for Action on Diet, Physical Activity and Health celebrates its 10th anniversary. The EU Platform is a European Commission-led forum which brings together EU-level groups of stakeholders, including industry, public health advocates, consumer groups, restaurants, doctors, academics, advertisers, physical activity groups, retailers, farmers, etc. The Platform focusses on concrete ways to improve public health of European citizens by voluntary actions and initiatives, called “commitments”.

Based on the firm recognition that the European food and drink industry has an important role to play in promoting more balanced diets and healthier lifestyles, FoodDrinkEurope was a founding member of the EU Platform and has played a leading role in its activities over the past decade.

In 2014, almost half of the 116 commitments made by Platform participants originated in FoodDrinkEurope and its members, ranging from smaller initiatives by local companies to global projects reaching millions of people, including more vulnerable groups such as children. It is obvious that, against the background of an ageing society, a healthy European population is not just a matter of social responsibility, it is also in the direct interest of a healthy and sustainable European food and drink sector!

The EU Platform has demonstrated its added value over the years through the delivery of concrete actions. For example, in 2005, FoodDrinkEurope developed a front-of-pack nutrition labelling system called “Guideline Daily Amounts” (GDA) and submitted this as a commitment to the Platform. This scheme, informing consumers about the nutritional content of products, has meanwhile been implemented on a voluntary basis by companies

on thousands of products that can be found on supermarket shelves across all 28 EU Member States, but also in many other parts of the world, including South-America and Asia. In 2011, the GDAs (now known as “Reference Intakes”) were formally embedded in the EU Regulation on food information to consumers.

The EU Platform has also worked as a catalyst for joint actions and collaboration, spurring stakeholders to engage in projects with partners with whom they might not have engaged otherwise. It has facilitated discussion among different stakeholders, each with its own views and roles, and created new partnerships, including community-based programmes at local levels that have been successful in bringing down childhood obesity levels. Also, in several EU countries, the EU Platform has triggered the establishment of similar national platforms, and even non-EU countries have shown interest in duplicating the model.

The cases in this brochure show the wide range of actions that are being undertaken by FoodDrinkEurope and its members at local, national, intra-EU, EU-wide or even global levels. Every action, every initiative is valuable in itself as it is a clear investment in nutrition, health, and prevention, which is more than ever relevant in times of increasing pressure on the sustainability of health systems and restricted government budgets.

FoodDrinkEurope is convinced that a multi-stakeholder approach is the strongest, most viable and efficient way to tackle today’s societal challenges related to health. More is required and the food and drink industry cannot do this on its own. We therefore invite our stakeholders to continue to work together with us to combat this, one of today’s biggest public challenges.

Product Formulation and Innovation

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 in the context of a balanced diet.

In fact, one of the key FoodDrinkEurope 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. The result is a greater choice of new, fortified and reformulated products in a greater variety of serving sizes that make it easier for European citizens to make healthy dietary choices.



Association of Cereal Food Manufacturers (ACFM)

Member of CEEREAL - European Breakfast Cereal Association

ACFM Sodium Reduction Programme

The ACFM is the association of the UK's leading breakfast cereal manufacturers, which includes Cereal Partners, Dailycer, Jordans (including Dorset Cereals), Kellogg's, Morning Foods, Quaker and Weetabix.

Members of the Association of Cereal Food Manufacturers (ACFM) started their journey to reduce salt in their branded products 16 years ago to respond to the UK Food Standards Agency's (FSA) call for voluntary salt reduction targets; these were developed in the context of a public health campaign to achieve the 6g daily intake target.

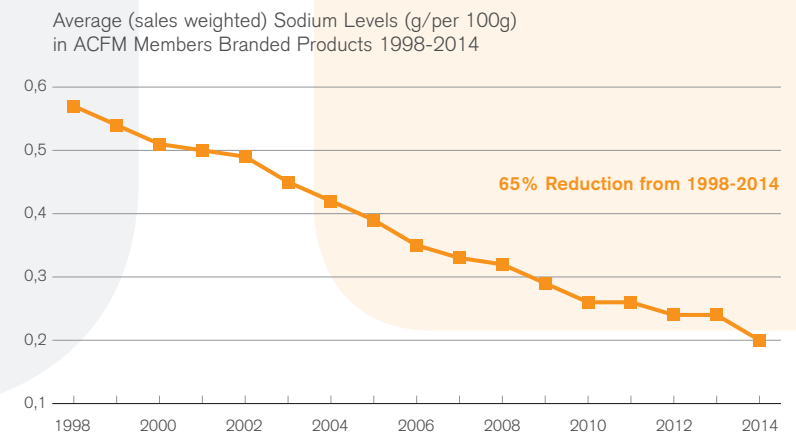
Since then, ACFM has been reporting their results – the average (sales weighted)

sodium levels in branded breakfast cereals – annually, based on a calculation methodology endorsed by FSA.

In 1998, ACFM members' average content of sodium per 100g was 0.576g. As of the end of 2014, on average, members' branded breakfast cereals contained 0.204g of sodium per 100g.

This represents a 65% reduction since 1998.

ACFM member companies will continue to engage directly with the authorities on their salt reformulation strategy and report on the progress made and will continue to report yearly on the sales weighted average figures.



Nutrition commitments within PNNS (National Nutrition and Health Programme)

In France, to improve the quality of food products, the Third government-led Public National Nutrition and Health Programme (PNNS3) called on the food industry to produce nutritionally better food.

A key aim is to increase consumption of fruit and vegetables and to limit the consumption of foods high in fat, sugar and salt by working with food processors, retailers and caterers so that nutritionally sound foods are widely available.

Since September 2005, work has been undertaken by the French Agriculture Minister with the entire food chain (manufacturers, retailers and consumers etc.) on carbohydrates (2007), fat (2009), salt (2013) and fibres (2014) to contribute to reach the objectives of the PNNS.

French food quality observatory – OQALI

The food quality observatory OQALI centralises nutritional data (composition, portion size, prices, labelling and claims), follows the evolution of the nutritional quality of food products marketed in France and monitors the actions taken by industry to fulfil their commitments.

OQALI was set up in 2008 as part of the French Nutrition and Health Programme

Concretely, manufacturers can sign a 'PNNS nutrition commitment' with the Health Minister to improve the nutritional quality of their products:

- 26 food companies signed a charter: St Hubert, Orangina-Schweppes, Unilever, Marie, Taillefine produits laitiers frais, Findus, Herta, Maggi, Davigel, P'tit Louis, Lesieur, Mc Cain, Fleury Michon, Henaff, Kellogg's, Nestlé céréales, La vache qui rit, Kiri, Uncle Ben's, Thiriet, Produits de diversification infantile Nestlé, Mars Chocolat etc.
- 3 French food sectors signed collective charters: the French manufacturers of compotes, jams and fruit in syrup (FIAC); the juices and nectars sector (UNIJUS); and the meat processing sector (FICT).

2006-2010 by the Agriculture, Health and Consumer Affairs ministers. It is managed both by the French Agency for Food, Environmental and Occupational Health & Safety (ANSES) and the French National Institute for Agricultural Research (INRA). ANIA is member of the Orientation Committee.

PNA collective commitments (National Food Programme)

The PNA is a French cross-ministerial, public-private programme led by the Minister of Agriculture. The PNA is based on partnership between private, local authorities and associations in France. It aims to promote and encourage the emergence of field actions, adapted to local needs and based on voluntary action.

Compared to the 'PNNS nutrition commitment' (now exclusively for individual companies), the 'collective commitments' will also focus on promoting sustainable production, processing or distribution.

To date, five major collective commitments have been signed:

- 'Blue-White-Heart' Association: 5,000 farmers have been working since 2000 to improve the nutritional quality of their products (eggs, meat, dairy products, flour, bread etc.) by increasing the amount of omega-3 fatty acids through animal feed;
- Bakery sector (CNBF, ANMF and CSFL): reducing the salt content in

French baguette (end of 2014, 80% of baguettes made with a maximum of 18g salt/kg flour).

- Herta: committed, by 2015, to increase the number of production units involved in nutritional improvements programmes (reduction of salt, fat) and products innovation with reduced salt and fat new standards. The nutritional improvements programmes were initiated in 2001;
- French soft drinks sector (SNBR): commitment to a 12% reduction of sugar levels within 10 years in the soft drinks sector in France;
- The processing meat sector (FICT): An average of a 5% salt reduction for the whole category and 5% fat reduction in 12 products (standard hams and selection, standard shoulders and 'upper choice', smoked sausage, sausage, blood sausage, pâté and duck mousse, pie, cooked sausage, sausage). The new standards will be included in 'the code of usage' of these 12 categories.

Italian Meat Manufacturers' Association (ASSICA)

Member of CLITRAVI - Liaison Centre for the Meat Processing Industry in the EU

Italian deli meats in a modern diet: update of nutritional values

Official data regarding the nutritional composition of Italian deli meats dates back to 1993. In 2010, ASSICA (Italian Meat Manufacturers' Association) decided to commission new analyses in order to give figures to the scientific community and to consumers regarding the continuous composition evolution of Italian deli meats.

In 2012, the new nutritional values from analyses by INRAN (Italian Research Institute on Food and Nutrition) and SSICA (Italian Experimental Station for the Food Preserving Industry) were officially presented. The results showed an important 'nutritional evolution' of the products, with particularly outstanding results:

- Less fats and more proteins: a further decrease in the lipid content in Italian deli meats and an optimisation of the composition quality, in particular in cooked ones, has been observed. For these products, the saturated fatty acids content has decreased by almost 40% and a better balance between saturated and unsaturated fats has been obtained. The latter passed from 30% to more than 60% of the total fat content. Furthermore, in parallel to the reduction of saturated fats, there has been a

decrease in the cholesterol content and an increase in proteins which are a source of less calories than fats;

- Less Salt: The salt content in Italian deli meats has sharply decreased, ranging from a minimum of around 4% to a more than 45% reduction, depending on the product;
- More Vitamins and Mineral salts: Italian deli meats generally include more vitamins and mineral salts necessary for the organism than before.

More information can be found in a booklet produced by ASSICA.



BLL - Bund für Lebensmittelrecht und Lebensmittelkunde (Germany)

Joint initiative of the German Food Sector and the Federal Ministry of Food and Agriculture concerning 'Guidelines to minimise trans fatty acids in food'

The food sector in Germany has already been successful in reducing trans fatty acids in many products during the last 20 years.

In 2010, a dialogue started between federations, the food sector and science representatives to further optimise this process. The joint initiative, which has finally been adopted in 2012, aims to continue the reduction in non-ruminant trans fatty acids to reduce increased intake levels, taking into account technological limitations.

Various branch organisations from the food sector and the Federal Ministry of Food and Agriculture developed and signed a framework guideline and various product guidelines to assist food manufacturers in the reduction of non-ruminant trans fatty acids.

Recent data show the success of the initiative: the German Federal Institute for Risk Assessment (BfR) declared one year ago that the trans-fatty acids consumption in Germany is currently not a relevant risk factor for the development of cardiovascular diseases. Most consumers in Germany consume less than 1% of their food energy as trans fatty acids.





CEREALIS (Portugal)

Member of FIPA - Federação das Indústrias Portuguesas Agro-Alimentares

Daisies with Vegetables

CEREALIS is a Portuguese food producer and milling company. In an effort to promote the daily consumption of vegetables in a simple and funny way with a single recipe, CEREALIS' brand Milaneza has launched an innovative product called "Daisies with Vegetables", which is rich in vegetables (including beet, pumpkin, spinach, tomatoes

and carrots) and has been enriched with vitamin D. As such, it contributes to addressing vitamin D deficiency in the Portuguese population. For this product, Milaneza received an Honorable Mention in the category of Product Innovation Category at the Portuguese Food and Nutrition Awards 2014.

THE COCA-COLA COMPANY

Expanding choice through sweeteners innovation

Since its approval for use in food & beverages in Europe in 2011, the Coca-Cola Company has introduced 30 beverages containing the naturally-sourced stevia leaf extract for brands such as Coca-Cola, Fanta, Sprite, Nestea, and Cappy in 26 EU Member States.

All of these beverages contain minimum 30% fewer calories due to the stevia extract partially replacing sugar. These new beverages are either replacing existing ones, as is the case for Nestea or Sprite Stevia, which in countries such as France, Poland, Greece, UK, Belgium, the Netherlands has replaced classic Sprite, or expanding the reduced-calorie options for brands as in the case of brand Coca-Cola. Coca-Cola Life, its first lower-calorie cola

sweetened from natural sources, has now been introduced in Great Britain, Germany, Belgium, France, Ireland, Luxemburg, Switzerland and The Netherlands. The roll-out of Coca-Cola Life in other markets is being explored.



Chambre Syndicale Française de la Levure (CSFL)

Member of COFALEC - Confederation of EU Yeast Producers

Salt reduction in bread making

The CSFL (Chambre Syndicale Française de la Levure) represents the French yeast producers. French bakers signed a collective agreement with the French government in order to improve the nutritional composition of bread, with the objective to reduce, by the end of 2014, the salt content in bread to 18g/kg of flour.

As partner of French bakers, the CSFL led two main actions:

- Training of sales representatives to the challenges of salt reduction;

- Creation and distribution of a flyer added to fresh yeast packs sold to bakers.

The flyer was sent in 3 waves to 32.000 French bakers, reminding and encouraging them to reach the objective of a salt content of 18g/kg of flour by the end of 2014. An evaluation on the current content of salt in bread is currently being conducted.



DANONE

Our on-going commitment to reduce sugar in young child formula

Danone Early Life Nutrition aims to reduce added sugar levels in all of its products, including Young Child Formula (Growing-up Milks).

75% of Danone's entire product range for infants and young children already contains no added sugar (sucrose). Furthermore, globally, the company decreased added sugar in its Young Child Formula from 12,600 tonnes in 2008 to 8,600 tonnes in 2014, i.e. a reduction of about one third.

In Europe alone, this decrease equates to a reduction of 6,500,000 teaspoons of sugar.

Globally, 90% of Danone's Young Child Formula has sugar levels that meet or exceed Danone's nutritional standards, which have been specifically developed to support the provision of optimal nutrition in the first 1,000 days. The company has the ambition to make this 100% by 2020.



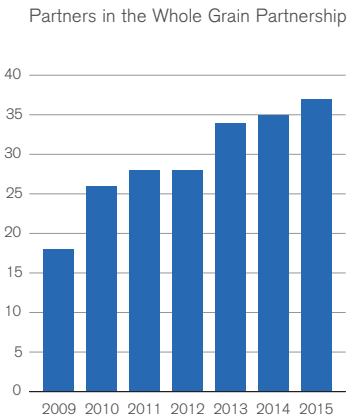
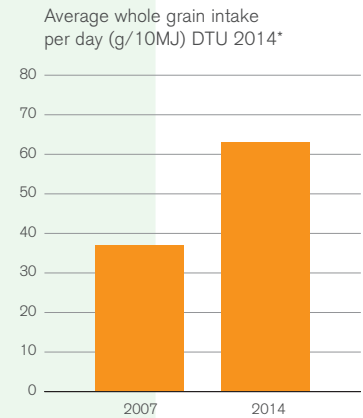
The Danish Whole Grain Partnership

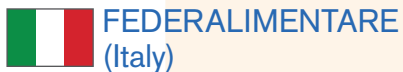
The Danish Whole Grain Partnership was established in 2008. Previous experiences from public private partnerships to increase vegetable and fruit consumption had proven successful, thus the decision to apply the partnership model to increase the intake of whole grain.

Founding partners of the partnership were the Danish Veterinary and Food Administration (government), health NGOs (the Danish Cancer Society, the Danish Diabetes Association, and others), the Confederation of the Danish Food and Drink Industry, bread manufacturers, cereals manufacturers, flour millers and retailers.

Over the years, the partnership has engaged in information and reformulation activities in line with a joint focused strategy. As a result, the intake of whole grain in the Danish population has increased from an average of 36 grams (2007) to 63 grams a day (2014) and the availability of whole grain products and knowledge of the health benefits of whole grain have increased. The results are motivating for the established partners and help attract new partners.

Moving ahead, the partnership will focus on the Danes having the lowest intake of whole grain and on engaging more non-partners in the attempt to reach the average population target of 75 grams of whole grain per day.





Product reformulation, innovation and portion control in Italy

As a result of a voluntary action by the Italian Food and Drink Industry, from 2005 onwards, the Italian food industry has placed on the market:

- over 4,000 new and/or reformulated products, which had ingredients whose excessive consumption is not recommended as part of a balanced and healthy diet (e.g. salt, sugar, fat). These
- ingredients have been gradually reduced or eliminated. This also includes new functional foods which entail beneficial properties for health;
- over 3,500 products where the unit quantity and the energy density has been reduced.



Salt reduction in Belgium

In 2009, the Belgian federation of producers (FEVIA) and distributors (COMEOS) of food products in Belgium, together with the Belgian Government, made a joint commitment to reduce the amount of salt intake by 10% before the end of 2012.

Monitoring figures of FEVIA, communicated in September 2013, indicate a reduction of 16% to 36% in meat products, 22% in bread, 17% in powdered soup, 15% to 29% in ready meals and 7.5 to 20% in cheese.

Whereas the period of the Agreement with the Belgian Government was from 2009 till 2012, the actions of the food companies are still ongoing.



Catalogue of actions to improve food composition

Since signing the National Strategy on Nutrition and Obesity Prevention (NAOS) in 2005, FIAB (the Spanish food and drink federation) has been actively encouraging companies and sectors to improve the composition of their products with respect to certain nutrients (sugars, fats, salt and energy).

A catalogue has been created with the actions taken from 2007 to 2011, including the following highlights:

- Over the past 7 years, 25% of the yoghurt market reduced fat content by 40%;
- In 61.4% of the total market volume for the chips category, the level of sodium has decreased by approximately 12%;
- Over 75% of the chips and snacks category use low-saturated oils such as olive oil, high-oleic sunflower or corn;
- 35% of the total market volume of the soups and creams category has reduced saturated fat by 85%;
- In recent years, reductions of trans fatty acids between 60-90% have been achieved in margarines used in bakery products and confectionery;
- In 55% of the total market volume of meat dishes, the amount of trans fats has been reduced by 75%;
- Several sectorial agreements have been signed with the Spanish Government to improve the composition of foods and beverages, such as the one signed by the Spanish Association of Snacks in 2015 for monitoring the reduction of salt content in snacks between 2015-2020.

The work on improving food composition continues and FIAB aims to update its catalogue for 2012-2015. FIAB is also a member of the Observatory for Nutrition and Obesity Study created by the Spanish Ministry of Health.

National Agreement on Food Product Reformulation

The FNLI (the Dutch food and drink federation) has signed an Agreement on Food Product Reformulation in January 2014, together with the Dutch retailers association CBL, the Dutch caterers association Veneca and the bar and

restaurant sector organisation KHN. The Dutch Minister of Public Health has also signed this Agreement.

The Agreement includes maximum levels for nutrients that impact a healthy diet (and where relevant energy density) within

the various product categories. These levels are agreed upon after extensive consultation with members of the signatories, thus establishing collectively maximum amounts at achievable levels for entire sectors. There is strong governmental involvement, embodied in an independent Scientific Advisory Committee appointed by the Minister of Health, which gives an opinion on the proposals for

maximum levels of these nutrients. The proposals are initiated by the food sector.

Companies – manufacturers for their branded products and retailers for their private label products – voluntarily commit to the standards set and publish their commitments on a joint website. The FNLI works closely with its members (companies and sector organisations) on these issues.

Short description of initiative/commitment	Year(s) the initiative/ commitment took place	Geographical scope	Input (resources put into your initiative/ commitment) – where possible	Output (what has been achieved) – where possible
Salt (sodium) reduction in canned vegetables across the board in retail.	2010-2012	The Netherlands	Many working hours by FNLI, CBL (retailers), Dutch Association for Processed Vegetables and Fruits, and – obviously – the producers of the products.	Reduction of 30% of salt content across the board in retail.
Salt reduction as well as saturated fat reduction in cold cuts	2013-2015	The Netherlands	Many working hours by FNLI, CBL (retailers) and – obviously – the producers of the products.	Planned reduction of 10% less salt in certain cold cuts and sausage, as well as 5% reduction in saturated fats in one category of cold cuts.
Salt reduction in soups and bouillons	2014-2016	The Netherlands	Many working hours by FNLI, CBL (retailers), Dutch Association of Soups Producers and – obviously – the producers of the products.	Planned maximum level of salt in soups of 375 mg per 100 ml of soup/.bouillon* by 2016.
Initiative by the bread sector (both industrial bakeries and artisanal bakers) to reduce salt in bread	2009-2014	The Netherlands	Many working hours	27% reduction of salt in all bread.
Initiative by the cheese sector (dairy) to reduce the level of salt in Gouda cheese (70% of all cheese production)	2008-2013	The Netherlands	Many working hours	Approx. 24% reduction in Gouda Cheese across the board (but – naturally starting off with the freshest cheeses).
Sugar (energy) reduction in certain dairy products	2015-2017	The Netherlands	Many working hours by FNLI, CBL (retailers), Dutch Dairy Association and – obviously – the producers of the products.	Planned reduction of on average 5% less added sugar (or 3% total sugar) in desserts and dairy drinks (excl. the basic variants) across the board.
Calorie reduction in soft drinks	2015-2020 (base is the situation January 2013)	The Netherlands	Many working hours by FNLI, CBL (retailers, Dutch Soft drinks Association) and – obviously – the producers of the products.	Planned reduction of Calories put onto the Dutch market through soft drinks by way of a combination of portion sizes reduction, marketing efforts and/or sugar reduction in the products concerned.
Planned action on dry snacks (potato crisps, salty biscuits, extruded snacks, etc.)	2015 and further (not yet determined)	The Netherlands	Many working hours by FNLI, CBL (retailers), individual companies, Dutch Association of Bakery Wares and – obviously – the producers of the products.	Planned reduction of salt in certain snacks and/or reduction of saturated fats in certain snacks.
Planned action on sugar content in processed vegetables and/or fruits	2015 and further (not yet determined)	The Netherlands	Many working hours by FNLI, CBL (retailers), Dutch Association for Processed Vegetables and Fruits, and – obviously – the producers of the products.	Plans to reduce (added) sugar content of certain processed vegetables and fruits.

GENERAL MILLS

Green Giant improved sodium content of its canned vegetables in Europe

Around the world, consumers eat an average of 9 to 12 grams of salt a day. Many health authorities recommend reducing this around to 6 grams a day.

Since 2009, General Mills and Green Giant have steadily cut the sodium in its product portfolio, leading to a reduction of salt content of its canned vegetables by 25%. This sodium reduction has already been implemented in 90% of Green Giant products, including sweet corn, artichokes and hearts of palm.

As consumers have historically have been sensitive to changes in product taste, a dedicated team of researchers has been established to reduce sodium in foods through gradual reductions, taking consumers' requirements into consideration. To maximise the impact on dietary intake, efforts are focused on the best-selling products. Nutrition standards are also applied to ensure that sodium levels are a key consideration when developing new products.



HKSCAN FINLAND (Finland)

Member of ETL - Elintarviketeollisuusliitto

The best pork in the world – Rapeseed pork

Rapeseed pork was launched in Finland in 2011 after four years of research. The idea was to improve the health image of pork which was considered fatty, unhealthy and difficult to prepare. By feeding pigs with rapeseed oil, the fat quality changes naturally: saturated fat is partly replaced by unsaturated fatty acids, especially omega 3 fatty acids. Because of the special feed, the fat composition of Rapeseed pork is according to the nutrition recommendation: maximum of one third is saturated fat.

The change in fatty acid composition made the Rapeseed pork juicier and tastier, both qualities the consumers wished for. Launches included wide varieties of both meat and meat products. It was estimated that Finns got over 100,000kg less saturated fat yearly thanks to Rapeseed pork. The Finnish National Institute for

Health and Welfare awarded the national Health Award 2012 to HKScan Finland for its work toward better heart health.

Rapeseed pork is a unique innovation. Pigs are fed on corn and protein which is grown near the farm. While the animals are considered the healthiest in the world, the product development continues, so that consumers can enjoy the best qualities of Rapeseed pork: health and great taste in the same package.



IMACE - International Margarine Association of the Countries of Europe

Margarines have never been so low in trans fatty acids than in 2014!

Margarine manufacturers are committed to improve the quality of their business-to-business (B2B) and retail products. In 1995, the very first IMACE Code of Conduct set a trans fat reduction target for its members. Following several updates, Member Companies' B2B products should now have a trans fatty acid content below 2% on fat basis .

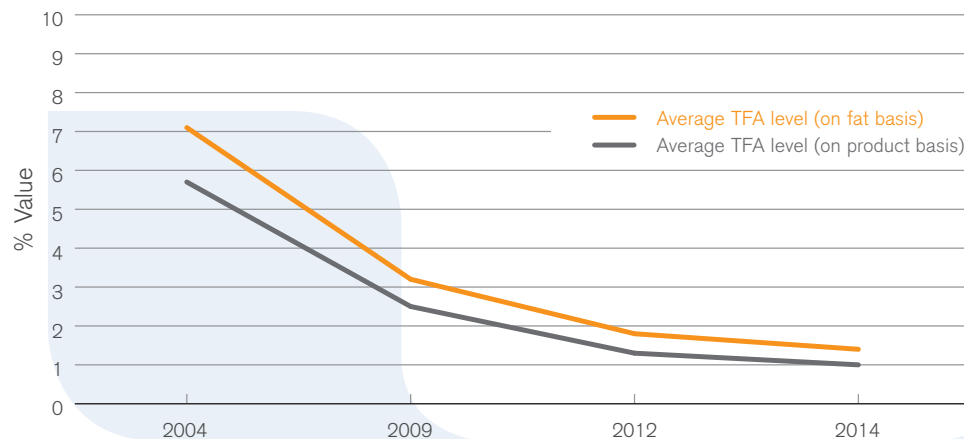
Retail margarines have already drastically reduced their level of trans fatty acids, with an intake which is now way below the recommended daily limit of 1% energy.

For B2B margarines, IMACE's recent yearly survey highlights the constant

reformulation efforts of the industry. Their total average trans fatty acids level on fat basis decreased from 7.1% in 2004 to 1.3% in 2014, in line with the IMACE Code of Practice. Furthermore, since 2004, the percentage of product tonnes of B2B margarines complying with IMACE's recommendations on a minimum level of trans fatty acids increased from 29% to 92.6%.

Margarine manufacturers keep improving the nutritional quality of their products while maintaining their technical performance.

Reduction of trans fatty acids (TFA) in B2B margarines



KELLOGG

Kellogg's Breakfast Food Beliefs

In early 2015, the Kellogg Company announced its "Global Breakfast Food Beliefs", which include commitments to continually develop better breakfast foods and encourage healthy and active lifestyles. Among these beliefs are specific targets for providing more beneficial nutrients, such as protein, fibre, key vitamins and minerals, and continuing to reduce sugar and salt in Kellogg's breakfast cereal portfolio in line with consumer acceptance.

In Europe, Kellogg has reduced the salt content of its breakfast cereals by over 50% in the last 15 years. Kellogg

continues to review its recipes to make further reductions when possible and in 2015, for example, Kellogg further reduced salt in its Kellogg Corn Flakes® brand. Through innovation and renovation, consumers are provided with reduced and lower sugar options, for example in the Special K® flakes which were relaunched in 2015 delivering not only reduced sugar but also an optimised bundle of micronutrients, fibre and wholegrain. In addition, all of Kellogg's children's cereals in Europe now contain vitamin D, in line with local regulations, which has many health benefits.

Kellogg's Global
Breakfast
Food **Beliefs**

MARS

Chocolate and confectionery products reformulation

As a key element of Mars Health and Nutrition Strategy, Mars' product renovation programme initiated in 2007 has as its main goal to continue improving the nutritional balance of key products in the snack food portfolio.

The recipes reformulation of Mars products will contribute to a lower energy intake by its consumers and as such contribute to their overall energy intake reduction and reduce the risk of calories overconsumption.

- From 2002, Mars has removed 97% of added trans fat. All products are below 0.5 g trans fat/100g of products and most of them are below 0.2g.
- In 2009, nougat bars (Mars, Snickers and Milky Way) have seen their saturated fat content reduced between 15 to 20% versus the previous recipes.

Salt reformulation in the food segment in Europe

Following the significant salt reduction achieved in the UK market as part of Mars' Commitment under the Responsibility Deal, whereby all products in the UK market were compliant with the 2012 FSA targets, as well as in the French (PNNS) and Swiss markets (Action Santé), the Mars Food segment consolidated its commitment to responsible salt/sodium content of its

- In 2011, Balisto biscuits bars have seen their saturated fat content reduced by 30%
- Mars had removed 3,000 tonnes of saturated fat from the European diet per year and replaced this with unsaturated fat (sunflower oil)
- At the end of 2012, a slight reduction of the fat content in the chocolate covering Snickers, Twix, Bounty and Balisto bars, lead to a total fat reduction of 1.7 billion less consumed calories across Europe.

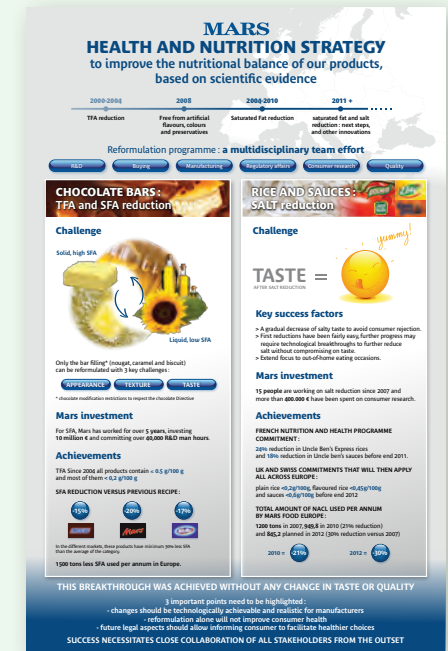
At the global level, Mars is committed to offering a range of product options, including sugar-free and low sugar options with the Wrigley gum portfolio. Mars will continue to educate consumers on the oral health benefits of chewing sugar-free gum.

European food product portfolio during 2014, without compromising the taste experience for the consumer.

After a multiple years' effort of reformulation, the focus has been on maintaining the reduced sodium targets in all the new development briefs covering all the categories of Mars' Food portfolio.

- Since end of 2013, 100% of the Uncle Ben's flavoured rice products have less than 0.45g salt per 100g; 100% of Uncle Ben's and Dolmio thick sauces are below 1,5g/100g; 100% of Uncle Ben's, Dolmio and Seeds of Change cooking thin sauces are below 0,83g salt/100g
- Since 2007 and until now, Mars Food removed 441tons of salt from its products sold in EU.

The significant reduction in salt will positively contribute to reduce the salt intake of the European consumer and will consequently reduce the risk of the diseases linked to high blood pressure.



McCAIN

Good food, simply made

Recognising that consumers want food that is convenient and nutritious, McCain Foods continuously invests in reformulation programmes and new product innovation.

Over the last decade, McCain's reformulation programme has seen a reduction of 23% added salt across its European portfolio and this is mirrored by a 22% reduction in the UK. Furthermore, between 2006 and 2012, McCain reduced saturated fat within its European and UK products by a total of 73%, through cooking products in sunflower oil.

Product innovation complements McCain's reformulation work, with recent launches such as Ready Baked Jackets in the UK and its chilled product range in France, offering consumers nutritionally balanced products that can be enjoyed by all.



NESTLÉ

Formulation and reformulation of Nestlé's products: salt reduction

Nestlé continuously invests in the innovation and renovation of its large portfolio of food and beverage products.

For all consumers, the company's aim is to assist with healthy ageing, from childhood through to adulthood. While recognising that ageing brings physical change, Nestlé wants to help consumers keep on or as close as possible to optimal nutrition and health through early, mature and late adult stages.

In 2013, Nestlé pledged to accelerate salt reduction across all of its savoury food products to help consumers achieve the sodium intake target recommended by the WHO and other international and national authorities.

Nestlé's entire product portfolio has been assessed against the Nestlé Nutritional Foundation sodium criteria, and the overall sodium reduction achievement was 4.7%.

The company is now looking into potential solutions for those products that do not currently meet the required standards.

A wide range of reduced-salt products have been re-launched in several countries, including:

- Maggi Spaghetti Bolognese 'Fix' in Germany (17% sodium reduction);
- Maggi Juicy Chicken Garlic and Maggi Juicy Chicken Paprika in Russia (respectively 12% and 19% sodium reduction);
- Maggi soup range in Austria (14.5% – 22.5% sodium reduction);
- Maggi Tomato Mozzarella soup in Germany (34% sodium reduction)

Nestlé undertakes similar reformulation efforts on sugar, saturated fats and trans fatty acids.



Reducing salt in Tomato Mozzarella Soup

We have cut the salt content of our Maggi Tomato Mozzarella Soup, sold in Germany, by 34%. Our challenge was to reduce salt without impacting on taste. Our research and development chefs overcame this challenge by selecting and optimising the best ingredients to rebalance the taste profile. At the same time, they were able to reduce sugar content by 36% and saturated fat by 53%. The new recipe achieved a consumer taste test win of 66/34, meaning 66% of people prefer it over our competitor's alternative. The product is due to be re-launched in June 2015.

PEPSICO

Sugar and fat content reduction

In line with the aim to provide consumers with healthier choices, PepsiCo has recently launched products with lower sugar and fat content in some markets.

For example, Walkers Pops contain half the fat of standard potato crisps and Trop50 orange juice contains 50% less sugar and 50% less calories than before. These product innovations have been well-received by consumers.

Products defined as healthier by the UK's OFCOM Nutrient Profile Model accounted for over 50% of PepsiCo's total UK sales volume in 2013. In addition, consumers recognised those efforts by voting Trop50 as Drink Product of the Year in the 2014 Survey of Product Innovation.





PK ČR - Potravinářská komora České republiky (Czech Republic)

Product reformulation in branded culinary dehydrated products

Product (re)formulation and innovation is undertaken by various members of the Czech Food and Drink Industry Federation (PK ČR). As an example, several company members – including Hügli Food and Vitana – pledged to reduce sodium content in branded culinary dehydrated products at least to the level of half of the recommended daily amount, i.e. 1.2 grams of sodium or less per serving in 2009.

From 2009 to 2014, the company Vitana progressively reduced the salt content to at least half the recommended daily amount (i.e. 1.2g of sodium) in all of its dehydrated branded products (i.e. more than 80 products), while in 8 products it also worked to reduce the salt content below

that level. Since 2009, Vitana has also launched alternative products with reduced salt content.

Hügli Food Limited announced success not only on the Czech market where Hügli Food managed to reduce the sodium content to the intended level; stronger “desalinating” was done also in products for the Hungarian market.

All companies reported improving consumer information and the establishment of a voluntary labelling nutritional information per one serving, including an indication of Reference Intakes for the packaging of branded products.

PROFEL - European Association of Fruit and Vegetable Processors

French producers of jams, compotes and fruits in syrup sign Charter of commitment to progress in nutrition

In 2008, the French producers of jams, compotes and fruits in syrup who are members of the French national Federation of Processed Foods (FIAC) signed a ‘Charter of commitment to progress in nutrition’ as part of the National Programme for Nutrition and Health (PNNS). The Charter consisted of 8 commitments

designed to achieve 3 main goals:

1. reduce the average sugar content in compotes, jams and fruits in syrup;
2. improve the information to the consumer; and

3. develop a common communication strategy to promote the quality of the products made of processed fruits.

The main goals were achieved by 2010:

1. The average sugar content of products containing processed fruits was reduced by 12% between 2006 and 2010. The production of low-sugar (and no added sugar) products increased and the producers saved 21 tonnes of sugar.
2. In addition, the consumer information

was improved by introducing a labelling system on the nutritional content which was implemented by 97% of the member companies of FIAC.

3. Finally, several communication programmes targeting health professionals and the public were implemented in order to raise awareness about the nutritional value of these products. A website (<http://avanttoutdufruit.com>) was also set up to inform the public.

Processed vegetables in jars and cans contain 30% less salt

In 2010, the members of the Dutch Association of Producers of Processed Fruit and Vegetables (VIGEF), in collaboration with Dutch supermarkets, decided to address the issue of salt levels in processed vegetables.

From 2010 to 2012, the members of VIGEF successfully managed to reduce the percentage of salt of their products by 30%. This means that in 2011, the key Dutch producers of processed vegetables were able to save 115.000kg of salt. This reduction of 30% is also in line with the recommendation made by the Dutch Institute for Public Health and the Environment (RIVM) to reduce the daily intake of salt by 1/3rd (from 9 grams to 6 grams of salt per day).

Thanks to this measure implemented by the members of VIGEF, peas, green beans and carrots in cans and jars now contain 30% less of salt compared to 2 years before. With this salt reduction, processed vegetables fit perfectly in the daily consumption patterns as healthy and convenient alternative for fresh vegetables.



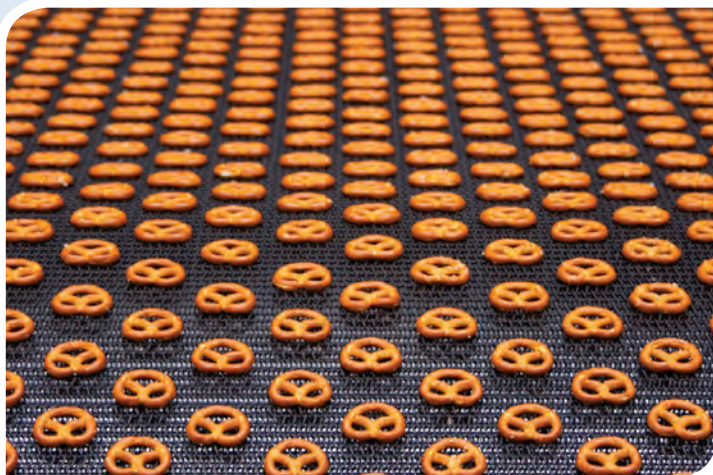
SEVT - Federation of Hellenic Food Industries (Greece)

Product reformulation in Greece

Following SEVT's endorsement of the development of the Code of Principles for Diet, Physical Activity and Health, in June 2005, the majority of SEVT's members have since placed on the market new and/or reformulated products with reduced nutrients of public health concern (e.g. salt, sugar, fat).

Salt reduction in Greece

SEVT also supports and encourages the Hellenic Food Authority's initiative to reduce salt consumption in the Greek population. In this regard, SEVT participates in advisory committees and informs the Greek food companies about the evolution of the campaign.



SFDF - SCOTTISH FOOD AND DRINK FEDERATION (Scotland)

The Scottish Food and Drink Federation's Reformulation Programme

Between 2011 and 2014, the Scottish Food and Drink Federation (SFDF) worked with around 50 small and medium-sized food producers, to help them improve the healthiness of their products through the Scottish Government funded Reformulation Programme.

SFDF's Industry Technical Manager provided free, hands-on technical support for companies to help them change their product recipes without compromising on taste. Four nutrition students from Robert Gordon University were given internships to help extend the reach of the programme.

The programme achieved many successes. For example, Skinner of Kippen, a family butcher, reduced the salt content of its steak pie gravy by 50%; family bakers SM Bayne & Co. reduced the portion size of their chocolate éclair product, which resulted in a 6% calorie reduction; and Maclean's Highland Bakery reduced the salt content of a number of its bread products by 20%.

Building on the programme, Reformulation for Health: Guidance for SMEs provides case studies to inspire other companies to improve the healthiness of their products. Importantly it also gives guidance for food and drink producers that want to find out how reformulation could help their customers as well as their business, alongside sign-posting to other sources of practical advice and information.



Reducing the salt content of sausage seasonings

The Scottish Food and Drink Federation's (SFDF) Reformulation Programme, funded by the Scottish Government, worked with four of the main seasoning companies in the UK, Dalesman, Dalziel, Kerry and Scobie & Junor, to create new lower salt seasonings for use by independent butchers.

The programme helped companies identify opportunities to reduce salt in their popular sausage seasoning ranges. Small batches of lower salt seasonings were produced and sent out to their butchery clients to trial. They were also tasted in-house and at trade events.



The companies were helped to reduce the salt content of various seasonings by between 20-35%. Through this work, all the small butchery clients that use these seasonings have an off the shelf way to meet the Scottish government salt targets in sausages.

Due to successful trials these seasoning ranges are now available for sale and the seasoning companies are working on increasing the uptake of these products. Derek Wynne, Scobie & Junor, commented, "We noticed how the reduction of salt in certain recipes altered the taste experience to make the herb and spice flavors more prominent. The opportunity to enhance these flavors while delivering a health benefit ... was a no brainer."

Traditional Scottish bakery reformulates top selling products for health

Aberdeen-based Chalmers Bakery, a small business with 12 shops and a local wholesale trade, reformulated several of its popular ranges through the Scottish Food and Drink Federation's (SFDF) Reformulation Programme funded by the Scottish Government.

With the help of a student placement the nutritional content of all top-selling products was reviewed to establish where reformulation could provide significant impact and a reformulation programme was put in place.

Reformulated products included reducing the sugar content of a shortbread base by 17% and reducing the fat and salt content of the pastry shells used for a number of the meat pies by 30% and 56%

respectively. Chalmers was also helped to create a new healthy vegetable pie which went on to win the Commitment to Healthy Eating Award at the Grampian Food Forum Innovation Awards in 2014.

Chalmers will continue to look for opportunities to improve the healthiness of their products and are keen to host more student placements in the future.

Pamela Chalmers from Chalmers Bakery said of the Programme, "We are delighted to have had the opportunity to work with SFDF's Reformulation Programme. We are always looking at opportunities to improve the healthiness of our recipes for our customers without losing the taste and consistency of our much loved products."



TATE & LYLE

Tate & Lyle invests in innovation

Food ingredient companies play a key role in helping food manufacturers reformulate products through the development and regulatory approval of innovative ingredients and by providing expertise to manufacturers.

For example, Tate & Lyle has invested in Innovation Centres across the globe, including one in the EU, and Applications Laboratories specifically to work alongside customers, and other stakeholders, to create innovative solutions and share its reformulation expertise by using an integrated, cross-functional and collaborative approach.

The range of facilities, depending on location, includes culinary centres for recipe development, sensory capabilities, various laboratories, analytical and consumer insight services and pilot plants. Such facilities can also be used for training purposes and have hosted visits from Government parties for educational purposes.

One example of how new ingredient innovation can make a difference are intense sweeteners, e.g. sucralose which was discovered in the UK. Since the first regulatory approval of sucralose, Tate & Lyle has produced sufficient to save up to 62.4 trillion calories.

UNESDA - Soft Drinks Europe

Product reformulation and innovation in the soft drinks sector

As part of UNESDA's commitments made to the EU Platform for Action on Diet, Physical Activity and Health in 2006 (which are applicable to all EU countries), signatories to the UNESDA commitments have pledged to introduce a greater

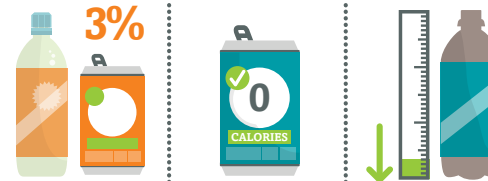
number of products with no and low calorie profiles. No and low-sugar varieties are widely available and account for up to 30% of sales in some EU markets.

Independent auditors, Canadean, have verified that from 2000-2013 the average

COMMITMENT: PROVIDE CHOICE AND AVAILABILITY

Signatories to the UNESDA commitments offer:

A full range of products including no and low calories varieties so that people can choose a product to suit their lifestyle and energy needs



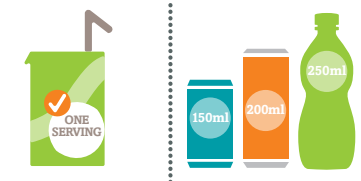
Soft drinks contribute just **3%** of daily calories in the average European diet

No and low sugar varieties are widely available and account for up to **30%** of sales in some EU markets*

Between 2000-2013 the average calories per 100ml of soft drinks has declined by **11.5%***

Source: FAO Statistics: national intake survey data

A range of packaging formats and sizes to suit every drinking occasion – including individual packs that provide just one serving



30 different single-serve packs are now available in a variety of recyclable packaging options including cans, PET and cartons*

Between 2000-2013 the availability of pack sizes smaller than 330ml increased by **150%***

*Source: Canadean

The impact of our actions has been to reduce calories across our products enabling consumers to choose from a range of products tailored to their lifestyle needs.

calories per 100ml of soft drinks declined by 11.5%. FAO statistics confirm that soft drinks contribute just 3% of daily calories to the average European diet.

The soft drinks industry continues to innovate and bring to the market new products with no or low sugar and calories.

*UNESDA is also active, among others, in the following areas promoting healthy lifestyles, consumer information, and responsible marketing and advertising as can be seen in the infographic.

UNILEVER

Better products through reformulation and innovations

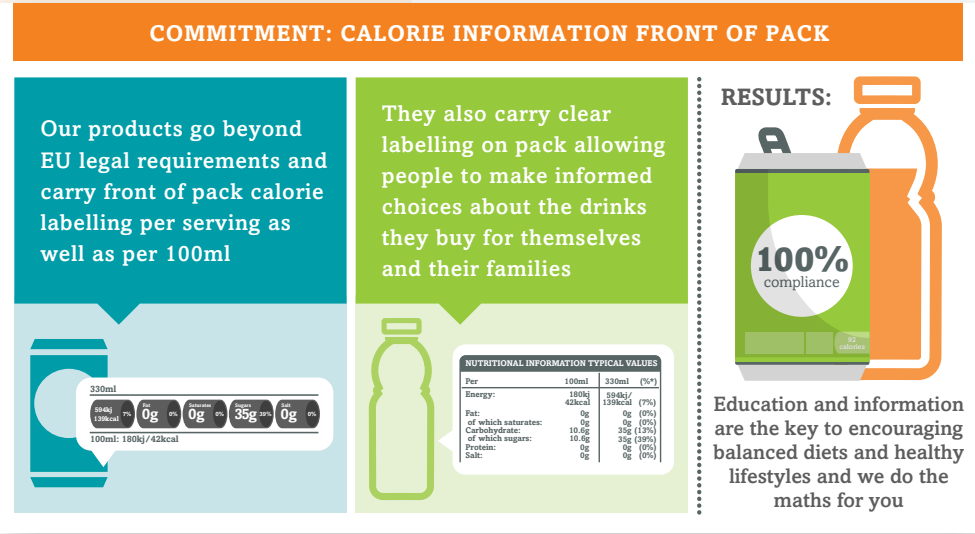
Over 1 billion people enjoy Unilever's foods and refreshment brands every day. Unilever recognises that with this comes responsibility, Unilever's commitment is to continually work to improve the taste and nutritional quality of its products.

The majority of Unilever's products meet, or are better than, benchmarks based on national nutritional recommendations. By 2020, Unilever pledges to double the proportion of its portfolio that meets the highest nutritional standards, based on globally recognised dietary guidelines.

Since 2003, Unilever has systematically reviewed its entire foods portfolio for their levels of trans fat, saturated fat, sodium,

sugars and calories. This has led to thousands of tonnes of these nutrients being eliminated from its portfolio.

In 2014, 33% of Unilever's total portfolio (by volume) met the highest nutritional standards. Having achieved its target that 100% of Unilever's children's ice creams contain fewer than 110 kilocalories per portion, Unilever now pledges that, by 2015, 80% of its packaged ice cream products globally will not exceed 250 kilocalories per portion. All nutrition improvements are conducted ensuring that consumers' expectations for taste and quality continue to be met.



Portions

A portion is the amount of a given food or drink reasonably expected to be consumed by an individual in a single consumption occasion. For instance, on different products you might see explanations such as, “each slice contains” on loaves of bread, or “per bar” on chocolate bars and “per X g portion” on a pack of breakfast cereals.

As most foods and drinks are not consumed in exact 100g/ml quantities, nutrition information per portion can be a meaningful tool for consumers to make informed choices, in addition to the information per 100g/ml.

FoodDrinkEurope has encouraged its sector members to develop harmonised approaches to meaningful portion sizes for their products. The section below illustrates some of these efforts by individual industry members.



ESA - European Snacks Association

Implementation of a portion rationale across the European savoury snacks sector

Savoury snack manufacturers are convinced that consumers should be enabled to easily identify reasonable and adequate portion sizes, in addition to providing nutrition information per 100g.

The European Snacks Association (ESA) has taken leadership on this issue and agreed on a single portion recommendation for savoury snacks and snacks nuts while ensuring that:

- Portions are compatible with existing dietary recommendations
- Portions reflect consumer behaviour

More specifically, since 2010 ESA recommends its members the use of a reference portion size of 30g for both savoury snacks and snack nuts, and encourages them to indicate the number of portions contained in bags for sharing.

ESA has verified high rates of compliance of the portion size rationale amongst its members through surveys launched in 2013 and 2014.



MARS

Mars Portion size reduction programme

Mars has been engaged in offering more product options including a greater variety of reduced and improved portions sizes since 2007.

Since 2013, Mars has ensured that reformulated Mars Inc. products on the European markets has less than 250 kcal per portion thanks to the new chocolate recipe and the portion size reduction of several single packs: Twix single has been reduced from 2x29g to 2x 25g, Milky Way from 21.9g to 21.5g and Snickers single bar from 57g to 51g. This resulted in a 14% calorie intake reduction for each Snickers or Twix bar consumption.

Mars continued to improve the portion sizes of its products in 2014. More specifically, the Snickers funsize was reduced by a total of 4% energy thanks to the reduction of peanuts (8.3%), fat in the nougat by 100% and fat in the caramel by 46%. Moreover, new portion sizes were launched for M&Ms Choco and M&Ms Peanut, achieving a reduction in the total weight of 62% and 56% respectively. Finally, mini size products available offer less than 99 calories.

At the global level, Mars is committed to increase the number of chocolate products that are less than 200 calories per pack.

NESTLÉ

Nestlé Portion Guidance™

Nestlé believes that packaged goods companies and food service establishments have a shared responsibility to act now to help consumers choose thoughtful portions.

That's why Nestlé committed, by 2015, to provide portion guidance on all children's and family products to encourage healthy portion consumption. By the end of 2014, it already offered specific portion guidance for an estimated 30.2% of their children's and family products portfolio, representing

CHF 26.5 billion in products sold in 2014.

Nestlé Portion Guidance™ is a voluntary and proactive initiative, based on dietary recommendations from around the world. This initiative is designed to help a re-framing of portion norms, particularly in energy-dense food and beverage categories where habitual servings have increased over time. It does not replace existing authoritative dietary recommendations, and instead helps to guide consumers towards more carefully

considered portions as part of a healthy, balanced diet.

Nestlé Portion Guidance™ is unique in that it is meant to engage consumers to consider healthier portions, right on the package, at point-of-sale and at the moment of use. It addresses a key challenge for consumers: helping to find balance through all their food and beverage decisions, by giving them guidance about variety, appropriate portions and frequency of consumption in a practical and considered way.



SEVT - Federation of Hellenic Food Industries (Greece)

SEVT portion size leaflet

SEVT has developed a leaflet to outline how portions, in the context of portion-based nutrition information, should be determined for foods and non-alcoholic drinks, based on three portion categories:

Category 1: Single portion packs;

Category 2: Multi portion packs (recognisable portion units); and

Category 3: Multi portion packs (other).



Research

Understanding consumer demands and their evolving needs is a constant challenge for the food and drink industry. Manufacturers strive to produce and supply products that consumers not only want and need but also accept, while taking into account Europe's rich cultural diversity.

Through constant research, development (R&D) and innovation, individual companies can address the ever-changing demands of their consumers for newer, more innovative and functional foods to suit their lifestyles. Research benefits companies and provides a source of competitive advantage, benefiting entire product categories and sectors which is in consumers' best interests.

Through rigorous scientific research, Europe's food and drink industry is contributing to a more complete understanding of nutrition and ultimately better-informed public policy.

European Technology Platform 'Food for Life'

The European Technology Platform (ETP) 'Food for Life' is an industry-led, public/private partnership encouraged by the European Commission to drive innovation and unite stakeholder communities within the food and drink sector. It was established in 2005 under the auspices of the European food industry and represents a unique opportunity for all stakeholders in the food chain to both increase their

competitive strength and to safeguard the continued well-being and welfare of consumers across Europe.

Using a series of scientific working groups drawn from industry, academia and research institutions, the ETP 'Food for Life' developed a Strategic Research Agenda (SRA) in 2007. This document is regularly updated in order to reflect the new societal frameworks and

challenges for the food industry and the policy developments. Consequently, a full revision resulted in a Strategic Research and Innovation Agenda (SRIA) launched in 2012. The last version of the SRIA published in 2014 follows a special focus on innovation and identifies 20 research priorities for the food sector, grouped under three headlines:

- Create opportunities for a sustainable and competitive agri-food industry,

- Deliver strategic solutions for safe foods and healthy diets for all;
- Promote informed consumer choices.



Joint Programming Initiative 'A Healthy Diet for a Healthy Life'

A joint programming of research of the participating Member and Associated States will contribute significantly to the construction of a fully operational European Research Area and strengthen leadership and competitiveness on the research activities in a specific field.

In particular, the Joint Programming Initiative 'A Healthy Diet for a Healthy Life' (JPI HDHL) aims to combat diet-related diseases and strengthen competitiveness of the food industry by integrating research in the food-, nutritional-, social- and health sciences to increase knowledge and deliver innovative concepts. FoodDrinkEurope is chairing its Stakeholder Advisory Board through the ETP 'Food for Life'.

The main interacting research areas identified by the JPI HDHL are:

- Determinants of diet and physical activity - understanding the most

effective ways for improving public health through interventions targeting healthy dietary and physical activity behaviours;

- Diet and food production - developing healthy, high-quality, safe and sustainable foods;
- Diet-related chronic diseases - preventing diet-related, chronic diseases and increasing the quality of life.

A key step in the implementation of the JPI HDHL is the establishment of Joint Actions in topics related to the aforementioned research areas. Some examples are 'DEDIPAC', 'Biomarkers in Nutrition and Health', 'ENPADASI', 'NutriCog', 'Intestinal Microbiomics', 'Food Processing for Health', and 'Malnutrition in the Elderly Knowledge Hub'.

CARGILL

SATIN – SATiety Innovation

SATIN – SATiety INnovation is a five year, €6 million EU-funded project which aims to develop new food products using the latest processing innovation techniques. Exploiting better understanding of the biological processes in the stomach and the brain that underpin what makes us feel 'full', the project will evaluate whether this approach is a viable weight management tool.

The SATIN consortium consists of seven SMEs (small and medium-sized enterprises), four major industry partners (including Cargill) and seven academic partners. The project is coordinated by the University of Liverpool.

In the first phase, the industry and SME partners developed novel food processing technologies combining optimised food structures and active ingredients to enhance satiation / satiety. The likely impact of these foods were assessed using in vitro modelling of the gastrointestinal (GI) tract using dynamic gut models and

automated screening assays comprising of GI chemosensory and hormone secretion pathways. In collaboration with the academic partners, the in vitro work has been validated in in vivo studies of biomarkers of appetite, including the effects of foods on gut microbiota.

In the second phase of SATIN, the academic partners will examine the effects of these individuals' foods in gold standard studies of appetite control and weight management. These studies will not only substantiate individual product health claims but also identify and characterise consumer benefits of satiety beyond weight management. Using foods from these studies and other products taken from the market, SATIN will then examine if a large scale intervention using a satiety based approach is an effective weight management strategy. Through these second phase studies SATIN hopes to inform the regulatory environment.

The MyNewGut Project

The MyNewGut ('Microbiome's influence on energy balance and brain development/ function put into action to tackle diet-related diseases and behaviour') project is a multidisciplinary research consortium to make findings from basic science useful for practical applications.

The MyNewGut project receives funding from the European Union's Seventh Framework Programme and will research how the human gut microbiota and its genome (microbiome) influence obesity, behavioural- and lifestyle-related disorders and vice versa. It also aims to identify

specific dietary strategies to improve the long-term health of the population.

The consortium is led by the Spanish National Research Council (CSIC). The project brings together 30 partners from 15 countries, including experts from the food industry (such as Cargill), omics-technologies and other scientific disciplines such as brain research, computational modelling, immunology, microbiology, physiology and nutrition from both EU and non-EU countries.

The general objectives of the project are to:

- Expand knowledge of the contribution of the human microbiome to nutrient metabolism and energy balance;

- Identify microbiome-related features that contribute to or predict obesity and associated disorders;
- Understand how the gut microbiome, under the influence of environmental factors, plays a role in the brain, metabolic and immune system development in early life and long-term health consequences;
- Provide proof-of-concepts of the disease risk reduction potential of dietary interventions with new food products and ingredients that target the gut microbiome, in humans.

The Project started in December 2013 and will last for 5 years.

CLITRAVI - Liaison Centre for the Meat Processing Industry in the EU

PHYTOME (Phytochemicals to reduce nitrite in meat products)

PHYTOME (Phytochemicals to reduce nitrite in meat products) is a major 3-year EU research Project supported by the European Commission Seventh Framework Programme. Project partners include meat processing SMEs, trade associations, research partners and a nutrition consultant.

Initiated in December 2012, the Project aims to develop innovative meat products in which the food additive nitrite has been replaced by natural compounds originating from fruits and vegetables. These biologically active compounds, also

referred to as phytochemicals, are known to contribute to improved gut health and are added to the meat as natural extracts.

The PHYTOME Project has developed new technologies to introduce the natural extracts during processing to different types of meat products, while ensuring good sensory quality and microbiological safety of the product. These technologies have been developed and optimised at laboratory scale and then applied by the SME partners in the project to produce the new type of products at industrial scale.

The health promoting effects of these new types of meat products and the response of the general public to these also is also being investigated.

CLYMBOL

CLYMBOL (Role of health-related claims and symbols in consumer behaviour) is a four year research project that will provide insights into consumer understanding and behaviour related to health information. This project is funded under the European Union's Seventh Framework Programme for research, technological development and demonstration.

The role of health claims and symbols in consumer behaviour will be measured based upon the latest developments in cognitive and behavioural science. The range of studies includes pan-European surveys, experiments in actual supermarkets and analysis of population data. CLYMBOL will also develop guidelines directed towards health claims and symbols.

The project aims to introduce the new products to the market in 2016 soon after its finalisation in November 2015.

The CLYMBOL consortium gathers 14 partners from 9 countries with expertise in various fields: cognitive consumer psychology, economics, marketing, nutrition and public health. A retailer is also part of the group, ensuring that the research can be carried out in real-life settings.

The project also relies on the involvement of stakeholders from various sectors (regulators, national authority, industry, consumers, healthcare providers and patients) to ensure results with high practical relevance. Stakeholder engagement has resulted in the creation of a Stakeholder Advisory Board (SAB) in which FoodDrinkEurope takes part. The SAB convenes annually and is provided with periodic progress updates.

DANONE

ISN - HYDRATION FOR KIDNEY HEALTH Initiative (H4KH)

Danone Nutricia Research and the International Society of Nephrology (ISN) have collaborated to create the HYDRATION FOR KIDNEY HEALTH Initiative to stimulate interest of both established and young researchers to explore the role of hydration in the prevention of kidney disease.

The objectives of the HYDRATION FOR KIDNEY HEALTH initiative are:

- To enhance awareness and knowledge of the effects of hydration on kidney health;
- To expand the level of scientific evidence on the effects of hydration on kidney health;
- To expand research capacity by supporting young investigators focusing on prevention of chronic kidney disease;
- To engage researchers in the development of transdisciplinary research networks;
- To create sustainable momentum in supporting research in the effect of hydration and kidney health.

The initiative was announced at the World Congress of Nephrology 2015 in Cape Town (South Africa), 13-17 March 2015. Applications to the HYDRATION FOR KIDNEY HEALTH (H4KH) programme will be open to applicants by July 2015 through the ISN website, from all disciplines relevant to kidney disease (clinical, health services and population health disciplines).

DSM

DSM supports EU project dedicated to healthy ageing

As the European population is aging rapidly, our society will increasingly depend on the productivity of the senior population and health care providers are challenged by the marked increase in age-related chronic diseases. To address this concern, effective, affordable, and well-tolerated strategies that prevent or delay chronic disease at older age and prolong healthy life expectancy are urgently needed.

Among the most promising strategies are vitamin D, marine omega-3 fatty acids and physical exercise. Vitamin D fortification and supplementation is particularly promising due to the EFSA approved health claim on vitamin D for reduced risk

of falling in elderly as well as successful national fortification strategies (Finland). Omega 3 has anti-inflammatory properties, and it is expected that health benefits are consolidated by regular exercise. Individual and combined effects of the three interventions however, have yet to be confirmed in a large clinical trial.

DO-HEALTH, supported by DSM and other partners, will close this knowledge gap in a large multi-centre clinical trial. The project started in December 2012 and has already recruited 2,158 seniors age 70+. DO-HEALTH will be ongoing until 2017.



ETL - Eesti Toiduainetööstuse Liit (Estonia)

Allergofood

The Estonian Food Industry Association is a partner in the Allergofood project, which is trying to determine allergens in food.

The aims and gain of the project are:

- To develop a method for the testing of allergens in food and food production equipment that caters for the needs of both the consumer and the manufacturer;
- To make allergen-free food easier to spot thanks to high-quality labelling;
- To identify the most common food allergens and the prevalence of food allergies in the Estonian population;
- To improve awareness among the general population and food manufacturers about food allergies;
- To develop common recommendations for the prevention of allergies.



FEVIA Fédération de l'Industrie Alimentaire/Federatie Voedingsindustrie (Belgium)

WAGRALIM and Flanders' FOOD

Wagralim and Flanders' FOOD are two competences poles / Centres of excellence for the Food Industry in Belgium. Both competence poles have already conducted several research projects on product reformulation.

Some examples of projects are:

- CaloRed- research on ice cream and dairy desserts with less calories;
- Claimmeat- fat and salt reduction in emulsified meat systems;
- Geramino- development and commercialisation of a novel functional food ingredient (hydrolysate of lactoserum) to limit the impact of muscular dystrophy linked with ageing;
- Capple- development of a novel natural ingredient that contains an extract of apples and lactates and efficiently contributes to weight control.



Livsmedelsföretagen - Swedish Food Federation (Sweden)

New technologies for salt reduction

The Swedish Federation is involved in a joint research project that aims to develop new technologies for salt reduction, without compromising food quality and food safety. The project, which is jointly funded by the government and food chain

companies, has started in 2015 and is expected to take place over a period of three years with an investment of up to 1 million euros. The project aims to contribute to reducing salt intake in the Swedish population.

Antidiabetic Food Centre - Excellence Centre in Research and Innovation

The Antidiabetic Food Centre (AFC) is a joint venture between Lund University, Region Skåne and eight Swedish industry partners. The AFC was established in 2007, with a total investment expected to exceed 22 million euros, funded by government and food companies together. The business concept is to prevent diabetes through innovative food concepts, by joint research and promotion of science-based business activities.

The research has resulted in several patents and businesses (cf. slides 10 and 12 in the presentation available here).

Government funding will end in 2017 but the Centre is now well established and will continue its activities.



NU-AGE

NU-AGE (New dietary strategies addressing the specific needs of the elderly population for healthy ageing in Europe) is a 5-year research project that intends to investigate nutrition as a modulator of age-related outcomes, funded under the European Union's Seventh Framework Programme for research, technological development and demonstration.

The specific objectives of NU-AGE are:

- to counteract the physical/cognitive decline by a whole diet intervention;
- to assess the effect of a 65+ food pyramid using biomarkers to identify the mechanisms responsible for the whole diet effect;
- to perform genetic and epigenetic studies to assess the role of individual variability in this effect;
- to conduct an integrative comprehensive analysis of the whole data set.

Based on the knowledge gained, elderly-tailored functional foods will be developed and the best ways to communicate dietary recommendations to those over 65 will be explored. NU-AGE will support EU strategies on nutritional recommendations, thus contributing to the implementation of legislation related to nutrition and health claims for the elderly in Europe.

NU-AGE is a multidisciplinary consortium consisting of 31 partners from 17 European countries. Involved are research institutes, food and biotech companies and associations of the European food and drink industry, including FoodDrinkEurope.



PK ČR - Potravinářská komora České republiky (Czech Republic)

The Czech Food and Drink Industry Federation (PK ČR) is involved in several international research projects, including the following specifically related to nutrition and health:

- NU-AGE ('New dietary strategies addressing the specific needs of elderly population for healthy ageing in Europe')

The 5-year NU-AGE project is focused on the designing of a new food pyramid for people over 65 years old. This is developed from food based dietary guidelines used in Europe, illustrating the proportions of different foods that should be included in a balanced diet.



SMART LIFE

- TeRiFiQ (Name of the project: Combining Technologies to achieve significant binary Reductions in Sodium, Fat and Sugar content in everyday foods)

TeRiFiQ aims to achieve significant binary reductions in sodium-fat and fat-sugar content of the most frequently consumed food products around Europe whilst at the same time ensuring the products' nutritional and sensorial qualities, safety and affordability for both industry and consumers. The targeted foods are bakery products, cheeses, meat products and ready-to-eat meals.



SEVT - Federation of Hellenic Food Industries (Greece)

Hellenic Technology Platform 'Food for Life'

SEVT has taken the initiative to establish the Hellenic Technology Platform 'Food for Life' in the context of the European one. The Hellenic Platform has produced the Position Paper where the research priorities of the Food sector have been identified in four main pillars:

- Nutrition & Health
- Food Safety
- Food Processing
- Food Chain Management

The Federation of Hellenic Food Industries is also involved in several international research projects, including the following specifically related to nutrition and health:

- NU-AGE ('New dietary strategies addressing the specific needs of elderly population for an healthy ageing in Europe').

The five year NU-AGE project is focused on the designing of a new food pyramid for people over 65 years old. This is developed from food based dietary guidelines used in Europe, illustrating the proportions of different foods that should be included in a balanced diet.

- VITASTEVE ('Design and Development of Low GI Foods based on sweetening compounds isolated from Stevia rebaudiana cultivated in China and enriched with vitamins A and D').

VITASTEVE is a 3-year Hellenic research project supported by the Hellenic OP 'Competitiveness and Entrepreneurship'. Initiated in October 2012, the project aims to develop and provide a quality assessment of an innovative, low cost, low glycaemic index / low glycaemic load, Stevia based product, enriched with Vitamins A and D designed especially to cover nutritional habits and needs in Greece and China.



Consumer Information

Clear and concise labelling provides consumers with nutritional information and enables them to make informed choices. These choices are made possible through a better understanding of how much of the energy and key nutrients exist in a portion and how much this represents in relation to the daily dietary intake of an average person.

Europe's food and drink manufacturers are therefore providing, amongst others, factual information about ingredients, nutritional value, allergens, beneficial health properties, etc. This is often provided 'on-pack' but increasingly also via alternative communication channels (e.g. dedicated websites, social media, smartphone applications).

Food and drink manufacturers support a wide range of initiatives and programmes that aim, amongst other things, at increasing the understanding of the role of nutrition, eating habits and recommended physical activity levels.

ANIA - Association Nationale des Industries Alimentaires (France)

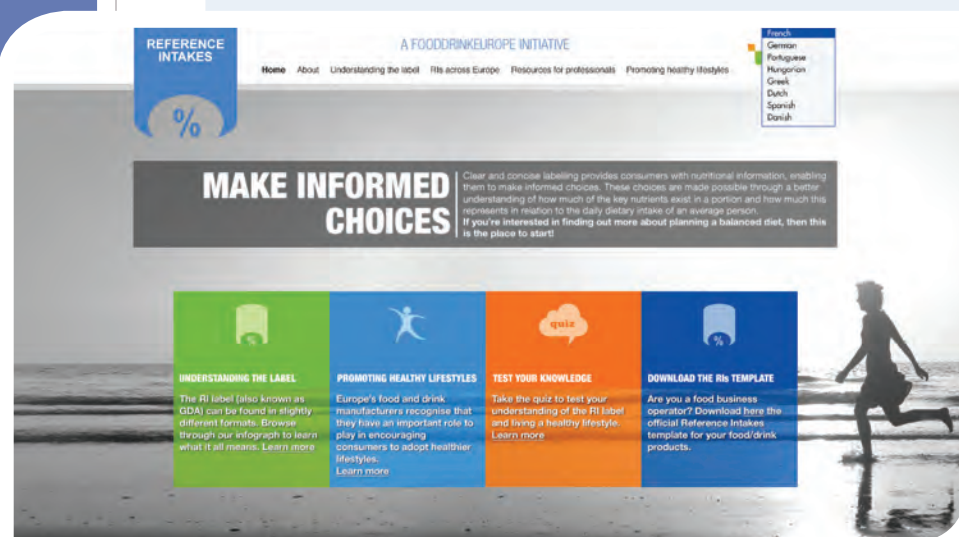
Animated sketch note video on nutrition declaration

In France, the French Association of the Food Industries (ANIA), made an animated sketch note video on the nutrition declaration. The video, which was financed by ANIA and endorsed by the French retail sector (FCD), was launched in December 2014.

The video presents in less than 3 minutes information about the harmonised nutrition declaration: Reference Intakes, currently displayed on more than 40% food products on the French market (source:

OOALI 2014); and key principles for a balanced diet and healthy lifestyle. The project particularly targets underserved populations.

As further actions for 2015, ANIA intends to design a toolbox of basic facts and practical guidelines for French NGOs working with local underserved populations. This toolbox will be built in collaboration with the main French humanitarian networks.





The German Food Federation initiatives in the field of food information – some examples

The German food sector provides a wealth of consumer information in the field of nutrition regarding for example food additives, food allergies, date of minimum durability and nutrition labelling:

- Food additives- a brochure on food additives explains the function, safety assessment and approval criteria of food additives. In addition to this, the brochure looks into fears about food additives;
- Food allergies - A Guide to Shopping- The brochure contains sound information on causes, diagnostic possibilities and how to deal with food allergies, compiled by experts;
- Ten questions and answers about the date of minimum durability- The flyer explains the most important issues regarding the date of minimum durability such as its meaning, how this is defined and whether a food can be consumed, once the sell-by date has expired;
- Understanding nutritional information- the leaflet helps consumers in understanding nutrition labelling. It also explains terms like calories, protein, carbohydrates and fat and the role of nutrients in the context of a balanced diet;

- Understanding labelling- The brochure, which is currently being revised, explains what kind of information is required by law on the package and which is voluntary. It also provides background



information on certain labelling elements, such as the list of ingredients, nutrition labelling and the date of minimum durability;

- Infographic 'The most important innovations of the food information

regulation'- The infographic describes very clearly the most important changes and innovations introduced in 2014 by the Food Information to Consumers Regulation.



Food industry for the consumers – act together for it

The Federation of Hungarian Food Industries (FHFI) has launched a new initiative 'Food industry for the consumers – act together for it', inviting food business operators in Hungary to submit commitments promoting a balanced diet and an active lifestyle. The initiative has received support from the Ministry of Agriculture and official bodies and organisations including Hungarian Dieticians' Association, the Hungarian Chamber of Agriculture, Advertising Self Regulatory Board, and University of Debrecen and Campden BRI Hungary.

The initiative that was launched in 2014, includes commitments in the following key areas of action:

1. We help our consumers to gradually get to the recommended levels of daily salt intake.

2. We help our consumers to consume the amount of calories that is appropriate to their age and physical activity.
3. We help our consumers to reach the level of internationally recommended saturated fat intake.
4. We are going to decrease the level of TFAs from hydrogenated vegetable oils to 1.5% before 31 Dec 2019 in 80% of our products.
5. We indicate the Reference Intake values on 75% of our prepacked products (on top of the requirements of the FIC Regulation).
6. We will advertise responsibly according to the EU Pledge.



7. We will include messages that promote an active lifestyle in our TV advertisements, on the labels of our products and through other means that can be linked to products.
8. We support and encourage programmes and initiatives that promote an active lifestyle.
9. Other commitments
10. Commitments from Federations

A new website was created for the Commitments, which provides up to date information on the proceedings of the whole initiative including Commitments made by food business operators, news on forthcoming and past events and an easy application form is also to be found for interested parties. Since the launch of the initiative, 25 companies and organisations joined; submitting a total of 75 commitments. Annual monitoring of individual commitments will be carried out from 2015.

ETL - Eesti Toiduainetööstuse Liit (Estonia)

The Estonian Food Industry Association regularly organises roundtables and seminars about the Food Information to Consumers Regulation with representatives from the Ministry of Agriculture and the Veterinary and Food Board, who are keeping the food industry up to date with all the regulatory measures.

Consumer information campaigns have been undertaken on:

- GDA labelling promotion campaign “GDA, a sign of your daily needs” (2009-2011)
- Food additives awareness raising campaign “Know your food”

- Estonian flag on Estonian products “Buy Estonian, support Estonian” to support Estonian producers.

For 21 years, the ETL has also organised a new product competition “Best Food Product of Estonia”. More than 2200 products from more than 200 companies have been submitted to the competition to date. The Best Food Product of Estonia 2015 is Gefilus Cappuccino-kefir by Valio Eesti AS.



FEVIA - Fédération de l'Industrie Alimentaire/Federatie Voedingsindustrie (Belgium)

NUBEL – Nutrients Belgium

NUBEL is a private-public non-profit initiative that gathers data on the nutritional composition of food products and makes them accessible to the public (consumers, authorities, stakeholders etc.).

As one of the founding and financing partners of the project, the Belgian Food Federation (FEVIA) is promoting the activities of NUBEL and encourages its members to transmit food composition data to be included in the NUBEL database.

As of today, 7,771 products have been included in the database, providing important information for a balanced diet

and a healthy lifestyle to the broad range of NUBEL's target groups, including consumers, schools, health professionals, industry and government. The data are also intended to be used in scientific studies and analyses.

While NUBEL has already reached a wide audience (the total number of individual users and secondary schools using the 2010 version was 3,807), the intention is to further increase its visibility, by developing a food planner for smartphones and tablets and by the launch of a distance selling project as well as other initiatives.

FDF - Food and Drink Federation (United Kingdom)

Food and drink labelling: a tool to encourage healthier eating

The Food and Drink Federation (FDF), representing the UK food and drink manufacturing industry, wanted to help health care professionals understand the changes being made to food labels, and equip them with information to help their patients.

To this end, an easy to use booklet was developed highlighting changes to the label, along with examples of how the labels can be used to help make healthier choices and simple-to-follow tips. It focused on the key areas of reference intakes: nutrition information, ingredients and allergen labelling as well as providing an overview of nutrition and health claims.

Positively welcomed by the UK authorities, the booklet has been downloaded more than 10,000 times while 12,000 free copies have been distributed by FDF. The booklet was nominated for Complete

Nutrition's annual CN Awards in the 'Resource of the Year' category in 2014.

Following on from this work, FDF launched a consumer facing website in December 2014, which receives approximately 20,000 hits a month. FDF will be looking to further disseminate this through work at health conferences throughout 2015.



FIAB - Federación Española de Industrias de la Alimentación y Bebidas (Spain)

Guidance documents related to consumer information

FIAB has created several brochures related to consumer information:

- GDA Brochure of Fundación Alimentum;
- FIAB Guidance on Regulation (EU) 1169/2011 on Food Information to Consumers (jointly with Retailers associations (ACES, ANGED, and ASEDAS))

The guidance is based primarily on the analysis and work done by the representative European organisations and provides information to food and drink manufacturers and retailers in Spain;

- FIAB Guidance on Consumer Information Requirements for Foods Delivered by Distance Selling

The document provides information on distance selling to provide further guidance to companies implementing the new EU Regulation 1169/2011 on food information to consumers;

- FIAB Guidance on Legibility of Food Information to Consumers

FIAB has produced guidelines on legibility of food labels in the context of the new EU Regulation 1169/2011 on food information, providing guidance to food and drink manufacturers.

FIPA - Federação das Indústrias Portuguesas Agro-Alimentares (Portugal)

Food information to Consumers – Application Guide to Regulation (EU) No 1169/2011 of 25 October 2011 on the provision of food information to consumers"

The Application Guide of FIPA and APED was published in October 2013 to provide guidance on the new food information requirements to all stakeholders, food business operators as well as authorities.

The Guide has been reviewed and validated by the Portuguese Directorate General of Food and Veterinary and by the Secretary of State for Food and Agrifood Research.

The document, which includes guidelines on different topics such as nutrition labelling, origin labelling and allergen labelling, will be reviewed in the course of 2015 to take into account new legislative measures which are being published in the field of food information.

FoodDrinkEurope

Reference Intakes (RI) commitment (formerly GDA)

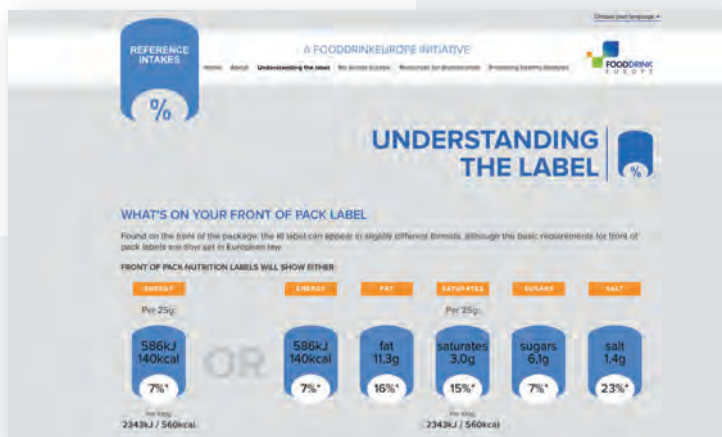
A major milestone demonstrating commitment to the EU Platform for Action on Diet, Physical Activity and Health was achieved in 2005 when FoodDrinkEurope and several of its members pioneered the concept of front of pack nutrition labelling through the then-called "Guideline Daily Amounts" (GDA).

The GDA scheme provides nutrition information on a per portion basis (in addition to that provided per 100g/ml in the nutrition declaration) and since its

launch, it has seen a large uptake not only by both large and small food and drink manufacturers but also by many retailers. The scheme, firstly launched in Europe, has been adopted in many other regions around the world, including Asia, Australia and North- and South-America. As a consequence, consumers have become very familiar with GDA icons.

In 2013, in view of the changing EU legislation, FoodDrinkEurope reaffirmed its commitment to encourage consistent and harmonised nutrition labelling on the front of pack of food and drink products with the introduction of "Reference Intakes" ("RI").

In partnership with other stakeholders including governments, food chain suppliers and NGOs, Europe's food and drink manufacturers continue to be active in promoting improved healthy eating choices for consumers.



Livsmedelsföretagen - Swedish Food Federation (Sweden)

Using and promoting official dietary guidelines in labelling and marketing of food products

New Swedish dietary guidelines providing simple messages and indications on healthy eating, were launched by the Swedish National Food Agency in April 2015.

The Agency has asked the food industry, retailers and the Swedish Nutrition Foundation (which is a non-profit organisation promoting practical implementation of nutrition research) to develop criteria for using these guidelines in labelling and marketing of individual food products.

The work on developing such criteria started in spring 2015 and will be finalised



before the end of the year. This exercise is expected to help raise awareness about the new dietary guidelines, stimulate innovation of healthy products, make healthy choices easier for consumers and thereby help improve food habits.

PFPZ - Polska Federacja Producentów Żywności Związek Pracodawców (Poland)

The Nutrition Labelling Voluntary Programme (RI, formerly GDA)

With the objective to improve consumer's awareness and understanding of nutritional information, since 2007 the Polish Food Federation (PFFI) has been implementing the Nutrition Labelling Voluntary Programme (RI, formerly GDA) in Poland.

RI are introduced to Polish Consumers with the support of the Chief Sanitary Inspectorate and the Polish Federation of Consumers in the context of a public-private partnership.

The initiatives taken so far include education to food manufacturers to help them introduce the RI system on their products' packages as well as the countrywide educational campaign "Choose with GDA" dedicated to consumers.

The Polish Federation is currently engaged to provide food manufacturers with information on the new legislative requirements applying to RI.

SEVT - Federation of Hellenic Food Industries (Greece)

Various leaflets and campaigns

In June 2006, SEVT adopted the proposal put forward by FoodDrinkEurope for a common Nutrition Labelling Scheme. SEVT has published relevant guidelines for the implementation of the GDAs labelling scheme by the Hellenic Food Industry and has produced relevant leaflets and campaigns to promote nutrition labelling, including:

- Leaflet on Food Labelling;
- TV campaign "Know what's going inside you at a glance" produced under the auspices of the Greek Consumers

Secretary General and approved by the Greek National Council for Radio and Television;

- Informative / educational booklet for the consumers 'Know what's going inside you at a glance';
- Newspapers and Magazines Campaign 'Know what's going inside you at a glance'.
- SEVT Nutrition Information on-line quiz for consumers 'Do you understand nutrition Labelling'.

THE BREWERS OF EUROPE

Equipping beer consumers with ingredients and nutrition information

Although alcoholic beverages are currently exempt from the EU obligation to list ingredients and nutrition values, Europe's brewers announced on 26 March 2015 a voluntary commitment to progressively equip consumers with this information across the EU.

The list of ingredients, plus the "Big 7" nutritional values (energy, fat, saturates, carbohydrates, sugars, proteins and salt), will be provided by brewers either on-label or online.

This commitment builds upon existing initiatives taken at company and national trade association level and will be rolled out in the coming years. The beer sector will monitor and report on the implementation on a regular basis, with the aim of ensuring consumers be fully, objectively and transparently informed about what they consume.



Responsible Marketing and Advertising

The European food and drink industry recognises the need to ensure that all advertising and marketing communications from food and drink manufacturers is legal, decent and truthful. To this end, FoodDrinkEurope has encouraged its members to develop marketing communications which support parents in their efforts to promote healthy lifestyles to their children, and which are both responsible in terms of content and the products advertised. Members are active in national self-regulatory pledges and adhering to national and regional regulatory frameworks in line with the Audiovisual Media Services Directive.



National self-regulatory codes

Examples of self-regulatory national codes demonstrating effective voluntary action



ANIA - Association Nationale des Industries Alimentaires (France)

Charter for promotion of better foods habits and promotion of physical activity on television for children

In February 2009, an important step was taken with the signing of a Charter to promote good eating habits on television with the French Minister of Health and Minister of Culture.

Among the resulting actions, ARPP (Professional Regulatory Authority for Advertising) published new ethical rules in September 2009 to ensure real consistency between representations and advertising messages broadcast by the authorities. The Charter was renewed on November 2013, for another five years. Meanwhile,

six ministries are now signatories (Health, Culture, Sports and Youth, Agriculture, Education and Overseas).

By signing this Charter, agro-food advertisers have pledged in 2014 to:

- Strengthen the responsible approach regarding the content of food advertising, including overseas territories;
- Fund on a regular basis short educational programmes tailored to young audiences to promote good behaviour of living, diet and physical activity.



BLL - Bund für Lebensmittelrecht und Lebensmittelkunde (Germany)

The German Advertising Standards Council / Code of Conduct on Commercial Communication for foods and beverages

In Germany, food advertising adheres to the rules of conduct of the German Advertising Standard Council, a self-regulatory framework for responsible marketing.

The German Advertising Standards Council is an institution of the 43 organisations of advertisers, the media, advertising agencies, the advertising professions and

research establishments represented by the German Advertising Federation (ZAW).

In addition to the German Advertising Standards Council's rules of conduct, in 2009, the German food sector together with the ZAW established specific common rules of conduct on commercial communication on food for the entire food sector, the media, and retailer and advertising agencies.

These comprehensive rules include the use of all communication tools, i.e. traditional

advertising as well as sponsorship or advertising in digital media and networks. The focus is in particular on vulnerable groups such as children. For example, commercial communication for foods and beverages must not contain direct demand messages for purchase or consumption addressed to children. Commercial communication for foods and beverages also must not contain messages that incite children to induce their parents, other adults or other children to purchase the advertised product.



Danish Forum of Responsible Food Marketing Communication

In Denmark, the Forum of Responsible Food Marketing Communication was established in 2008 to ensure that children are not exposed to marketing of products with a high content of sugar, fat or salt (HFSS).

Partners of the Forum are organisations covering the entire marketing chain, including manufactures, advertisers and retailers through the creative and media agencies to the media themselves, while the responsible authorities act as an observer.

The success of the Forum is based on trust and the joint commitment by all partners, who have been involved in defining the responsible marketing code and in ensuring compliance. They react to potential breaches and conduct surveys

to monitor advertising in children's media. In addition, the Danish Association of Communication and Creative Agencies provides guidance on the code to their membership.

As shown in the Report of the Status of the forum of responsible food marketing communication 2014, since the code was signed, advertising of HFSS products in children's media has almost disappeared. A total of 1,500 commercials aimed at children in Danish Commercial TV2 in 2007 has dropped to only eight in 2013. Monitoring of companies' websites, internet, social and print media reveal that no advertising for HFSS foods takes place.



The Estonian Food Industry Federation (ETL) has signed the following national self-regulatory pledges:

- Marketing to children – ETL has committed not to advertise HFSS

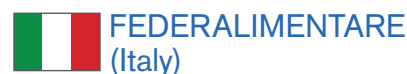
products during children TV shows.

- Energy drinks – ETL has committed not to sell energy drinks to children under 16 years and in schools.



The Finnish Food and Drink Industries' Federation has launched the principles of food marketing communications including principles of marketing for children based on

CIAA's principles in 2004. The federation has updated the principles in 2009 and 2014. There is high compliance to the principles among company members.



Marketing and advertising

The Italian food and drink industry encourages the adoption of responsible practices in advertising ("honest, fair and truthful") and promotes the dissemination and implementation of self-regulation codes of advertising, approved at national and international level, in order to:

- improve the quality of advertising directly to consumers;
- reduce the impact of commercial communication on the most vulnerable consumers, particularly children;

- provide specific information for consumers at risk as carriers of disease;
- eliminate the use of expressions that may mislead consumers about the possible health benefits of certain foods for health.



The self-regulatory code for advertising

In Belgium, members of the Belgian food and drink federation (FEVIA) are encouraged to follow the self-regulatory code for advertising to regulate food product marketing practice that was implemented in 2005. The Code applies to all advertising for food and drink in Belgium, with a specific section dedicated to marketing and advertising to children.

The correct application of this code is

controlled by the Jury for Ethical Practice in Advertising (JEP), the auto-disciplinary section of the advertising sector in Belgium, which is composed of advertisers, marketing bureaus, media and consumers.

Each year, the JEP publishes an evaluation report on its website. Year after year, the evaluation for the food industry is positive, illustrating the effectiveness of this voluntary initiative.



Code of self-regulation of the advertising of food products directed at minors, prevention of obesity and health (PAOS CODE)

In 2005, The Spanish Food and Drink Industry Federation (FIAB) has promoted the drafting of the present sector PAOS Code which provides a set of guidelines supporting responsible marketing and advertising communications of food products and beverages to minors.

The application of the standards in the Code takes into consideration the age of the audience of the specific advertisement and requires extra caution in advertisements directed at children under 12 years of age. FIAB has since amended the Code, in accordance with the

National Law 17/2011 on Food Safety and Nutrition (July 5), to include standards for companies for the development, execution and broadcasting of food products and beverages to Internet users under 15 years of age.

To date, there are 47 food business operators that have signed up to the Code, including food and drink industry (35), distribution (8), and food service (4), that represents more than 95% of the total audiovisual media advertising.



Revised Dutch Advertising Code for Food and Drink

The FNLI (Dutch Food and Drink Federation) is 'owner' and initiator of the Advertising Code for Food and Drink incorporated within the general System of Dutch Advertising Codes that is governed by a Self-Regulatory Organisation (SRO) in which advertisers, media (including publishers) and advertising agencies participate. The Dutch consumer association has one seat on the board and thus participates in the governance.

The FNLI proposed further restrictions on advertising to children in 2014. The proposal focused on restricting advertising to children aged 7-13 of products that meet specific Nutritional Criteria (mostly

similar to the EU Pledge criteria). The Code was accepted by the Board of the SRC (the SRO) in December 2014, and has been in force from January 1, 2015.

The next steps focus on enhancing full compliance to the new rules by food companies. The FNLI and the Dutch Union of Advertisers are organising a seminar for food marketers providing information and training. The FNLI will initiate full-fledged monitoring in July and August 2015 in order to report on the extent of compliance to the new rules in September.



Sector-led self-regulatory pledges

Examples of self-regulatory sector-led codes successfully implementing voluntary action

THE BREWERS OF EUROPE

Responsible beer advertising through self-regulation

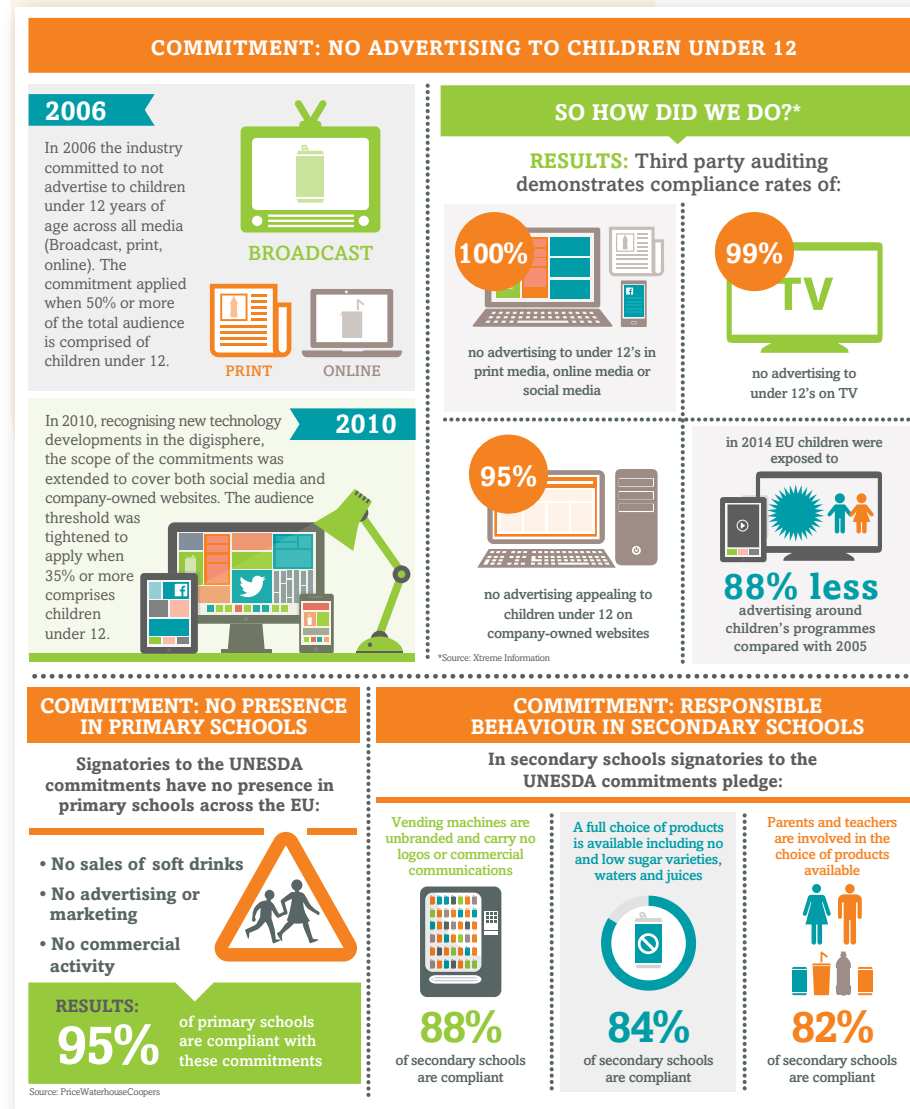
The Brewers of Europe's members have contributed to the development of comprehensive advertising self-regulation mechanisms based on 7 Operational Standards (code coverage, code compliance, complaints handling, speed of decision, sanctions, consumer awareness and own-initiative monitoring) whose aim is to ensure responsible beer advertising across Europe in all media.

The self-regulation scheme is based on the European Commission's Advertising Roundtable recommendations and implemented at national level through The Brewers of Europe's members with support from the European Advertising Standards Alliance and local SROs. The scheme ensures that beer advertising is done in a responsible way and prevents consumers from exposure to irresponsible commercial communications.

A monitoring report of the self-regulation scheme has been assured independently by KPMG Sustainability, further improving the existing mechanisms. The Brewers of Europe continues to step up its activities through the EU Beer Pledge and is a co-owner of the World Federation of Advertisers' Responsible Marketing Pact.



UNESDA – Soft Drinks Europe



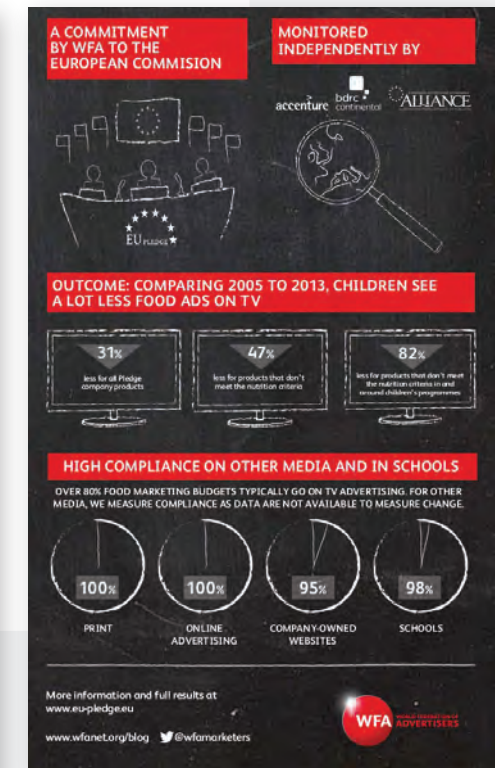
The EU Pledge: Changing the way food is advertised to children

The EU Pledge is a commitment by 21 leading food and beverage brand owners, who represent over 80% of food advertising spend in the EU, to change the way they market their products to children. They have committed not to advertise their products to children under 12, unless they meet robust common nutrition criteria. In addition, signatories have committed to carry out independent annual, third-party compliance monitoring of the EU Pledge. The 2014 report demonstrates that for the 6th consecutive year children in the EU under 12 are exposed to less advertising:

- They are exposed to 88% less advertisements for products not meeting the nutrition criteria around children's programmes;
- 52% less for products not meeting the criteria across all TV programming;
- Irrespective of the nutrition criteria, children see 42% less TV ads for all products marketed by these 21 companies compared to 2005.

On 24 November 2014, a set of enhanced EU Pledge commitments were announced, applicable as of the end of 2016, and they entail:

- Extension of scope- signatories will in addition to TV, print, third-party internet and company-owned websites also apply this commitment to radio, cinema, DVD/CD-ROM, direct marketing, product placement, interactive games, mobile and SMS marketing;
- Addressing the content of marketing communications- The new policy will ensure that where no reliable audience measurement data is available, advertisers consider the overall impression of the marketing communication.



Best Practice promotion through national pledge programmes

National pledges, reflecting the core of the EU Pledge, are set up in order to promote responsible marketing among local companies who do not operate on an EU level.



The Belgian Pledge

The Belgian Pledge is similar to the EU Pledge, following the same nutrient criteria for responsible food advertisement to children (up until 12 years), but is particularly intended for Belgian companies that are not necessarily active on a European scale. To date, 39 Belgian food and drink companies have joined the Belgian Pledge. These companies

represent 64% of the food and beverage advertising spend in Belgium.

At the end of 2013, the Belgian Pledge was independently monitored and the results were very positive: 96.5% compliance for elementary schools, 99.5% for television and 100% for internet. FEVIA is actively encouraging companies to become signatories to the Pledge.



Promotion of responsible marketing and advertising of foodstuffs for children

Since 2012, the Polish Federation of Food Industry (PFPZ) has successfully modified the Polish self-regulatory advertising code 'Code of Ethics in Advertising', to include an appendix 'Standards of Food Advertising targeting Children', that has been based on the principles of the EU Pledge. The Code, based on the EU Pledge principles, also includes a set of nutritional criteria that

have been endorsed by the National Food and Nutrition Institute.

In parallel, discussions were initiated with the key broadcasters (main television stations in Poland) relating to their accession to the self-regulation scheme based on the Code of Ethics in Advertising. The broadcasters proposed establishment of their own self-regulation system based however on the Nutritional Criteria. The

Code has since then also been endorsed by the Broadcasters and the National Broadcasting Council (KRRIT - Polish authority) and the Ministry of Health on 29 October 2014, resulting in commercial communication in Poland being the subject to the proposed rules as of January 2015.

It is estimated that following the enforcement of the self-regulatory code by the Broadcasters, the exposure of children

under the age of 12 on commercial communications of products which do not meet nutrition criteria should drop to zero. These figures indicate that applied both by broadcasters and advertisers, self-regulatory solutions bring measurable results in line with the provisions of the Audiovisual Media Services (AMS) Directive 2010/13 / EU.

In addition, sector pledges have also been set up reflecting the core of the EU Pledge.

ESA – European Snacks Association

Responsibility in advertising - European Snacks Association and the EU Pledge

Savoury snack manufacturers believe in the value of commercial communication and advertise their products for competitive reasons, abiding by European and national advertising regulation and codes. ESA members support responsible marketing communications initiatives and have endorsed guidelines on commercial communication and vending.

In 2010, all ESA board member companies - which cover the bulk of advertising expenditure in the European savoury snacks market - joined the EU Pledge, fulfilling the EU Pledge criteria for responsible advertising communication to children under the age of 12.

Results so far have been very positive, with ESA Pledge signatories performing very high rates of compliance since the association joined the EU Pledge. On TV advertising in 2014, almost 99% of the spots were compliant with the EU Pledge rules whereas this number goes up to 100% compliance for company-owned websites.



Company-led success stories

Many companies have developed their own set of guidelines for responsible food and beverage marketing which reflect the core of the EU Pledge and are implemented on a global level.

MARS

Mars marketing code

Mars Inc. launched the Mars Marketing Code in 2007, a global commitment not to market to children under 12 for all Mars food products (chocolate, confectionery, ice cream, gum and main meal products). Mars does not use nutrition criteria to guide its marketing across media channels. This Code was updated for the third time in 2014, and in doing so Mars Inc. has strengthened its commitment to responsible marketing practices. Mars Inc. will:

- Not undertake joint promotions with alcohol and tobacco products;
- Not enter partnerships between M&M's and Disney;
- Audit its compliance with the Code both internally and externally, and publish the results of the audit externally.

Mars also encourages the wider industry to follow this commitment through trade association discussions, promoting self-regulation as a viable alternative to regulation for marketing and advertising restrictions.



UNILEVER

Unilever's Responsible Marketing and Advertising Principles

Advertising food and drink products to children requires a highly responsible approach. In 2003, Unilever developed a set of Global Principles for Responsible Food and Beverage Marketing. In October 2014, the Principles were further updated.

These principles cover all marketing activities and communications, including product packaging/labelling and point of sale materials and the entail the following criteria:

- Advertising to children below 6 will be prohibited while all marketing communications directed at children between six and 12 years of age will meet Unilever's nutrition criteria;
- Licensed or non-licensed cartoon characters and celebrities appealing to children aged between 6 and 12 will only be used on and in association with products meeting Unilever's nutrition criteria;

- There will be no promotion of brands or products in primary schools, unless where specifically requested by, or agreed with the school administration. For example, Unilever may participate in campaigns for educational purposes. This will only apply to brands and products that fulfil Unilever's nutrition criteria.

Unilever remains committed to continue to drive industry-wide, voluntary initiatives (pledges), to advocate responsible marketing to children around the world.

Promoting Healthy Lifestyles

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, optimising portion sizes and providing easily accessible nutrition information.

FoodDrinkEurope members play a constructive role by supporting a wide range of initiatives to promote education, including lifestyle modification and physical activity promotion, often working in partnership with public authorities, public health professionals and other stakeholders – at the global, regional, national and community level.

Many FoodDrinkEurope members also offer workplace wellness programmes that provide a variety of plans and tools to help employees improve and sustain overall health and wellbeing.



ANIA - Association Nationale des Industries Alimentaires (France)

Cooking TV tutorial for young people “Alfridge Challenges”

ANIA has developed ‘Alfridge Challenges’ cooking TV tutorials for young people, to promote positive dietary and lifestyle habits among children and their families. This TV campaign, signed by ANIA, has been supported, validated and endorsed by UDA (French Federation of Advertisers), ARPP (French advertising self-regulatory organisation) and several ministries (culture, sport and youth, agriculture, health and national education)*. Nine episodes have been produced and broadcasted on all French TV channels, encouraging children from 8-12 years to



prepare balanced recipes and contributing to healthier eating habits.

*A “Food Charter” was signed by ANIA, the UDA, ARPP and different ministries (culture, sport and youth, agriculture, health and national education) in 2009 and renewed in 2013 for five years.

Alimentation and Insertion Programme (PAI)

ANIA supports the Alimentation and Insertion Programme (PAI) since its launch in 2003. The programme is a public private partnership commitment with the National Food Programme (PNA), the ministry of health, food aid associations and it is validated by the National Health and Nutrition Programme (PNNS).

The programme, which is renewed every year, has the dual objective of improving the health and nutritional status in malnourished populations while also addressing social inequalities.



The PAI is based on the development and distribution of educational and practical tools:

- An annual schedule with balanced recipes at low prices, nutrition tips and fun games to teach children to eat better. The calendars are delivered by volunteers and social workers to aid recipients.

- Posters, providing nutritional messages and suitable for people with reading difficulties, which are intended to be placed in local associations.

In 2015, more than 3 million calendars and nearly 450,000 posters were distributed to food aid associations.

BLL - Bund für Lebensmittelrecht und Lebensmittelkunde (Germany)

German Platform for Diet and Physical Activity (Plattform Ernährung und Bewegung e.V. peb)

The German “Platform for Diet and Physical Activity” (peb) brings together a variety of social forces which actively support the promotion of a balanced diet and physical activity as essential components of a healthy lifestyle. The central aim of peb is the prevention of overweight and obesity in children and young people. As a joint initiative of politics, science, the medical sector, NGOs and industry, peb forms a unique network in Europe with more than 100 members.

Several pilot projects have already been successfully conducted: ‘Regions with peb’, ‘peb and pebber’, ‘Lale: Obesity Prevention for Turkish children and adolescents’ and ‘Kindergarten Coaches’.

The latest pilot project is ‘Nine plus twelve: Healthy during pregnancy and first year of life’. This project aims to motivate families

to adopt a healthy lifestyle before or with the beginning of the pregnancy. With this unique approach, gynaecologists, midwives and paediatricians use the period of pregnancy and a child’s first year of life to implement a healthy lifestyle in families.

Consultations concentrating on diet and physical activity are supported by numerous information brochures and short films. To guarantee a consistent approach, the professional groups involved use the same messages and give the same recommendations. Initial interim results already show convincing project successes. In 2013, the pilot project was awarded with the Prevention Award by the German Obesity Society (DAG) and the Working Committee on Obesity in Children and Adolescents (AGA).

CARGILL

Cargill supports the Premiership Rugby’s Something to Chew On programme – Manchester, UK

Cargill supports the Premiership Rugby’s ‘Something to Chew On’ programme, an interactive project aimed at teaching 7-8 year olds about their own health and well-being with a rugby focus.

The project, which is rolled out in Manchester, UK, aims to improve children’s understanding of what constitutes healthy eating and a healthy diet, increase children’s understanding of food safety, increase children’s uptake of physical activity and raise awareness of the food competencies amongst teachers.

So far, in its first year of running, the project has reached 10 schools and over 250 children with nutritional and physical education lessons and has received

excellent feedback from these schools. In the future it is envisaged that the project can be rolled out to more schools and for teacher education so that they can continue to run the project in the schools that have already been reached.



Improving children’s understanding of healthy eating and nutrition in Hungary

Cargill has been supporting the Agricultural and Rural Youth Association’s (AGRYA) ‘Grow Your Own’ education programme in Hungary since 2013. The programme aims to educate children on how to grow and harvest their own vegetables and the importance of healthy eating and food awareness. Each participating school receives seeds for their students, a rain meter, a farming diary and partners with local young farmers who mentor the students as they learn to cultivate their crops.

Since the programme’s launch, over 60,000 children from 400 schools have followed the programme, learning how to grow and harvest their own vegetables while also understanding the importance of healthy and balanced nutrition.



CEREALIS (Portugal)

Member of FIPA - Federação das Indústrias Portuguesas Agro-Alimentares

Cerealis nutrition projects

In Portugal, one of the leading Portuguese food manufacturing companies, Cerealis Group, has been involved in a number of projects to promote balanced diets and healthy lifestyle:

- Cerealis nutrition program with Bagos D'Ouro Association: the Cerealis Group has supported the Bagos D'Ouro Association in a new, educational project about Food and Nutrition. The project consists on developing best practices for healthy eating, food management and basic cooking skills in the context of the family setting. It organizes sessions with a Nutritionist in schools where students can learn more about how to achieve a healthy and balanced diet.
- Cerealis Pasta Ebook: Milaneza (a brand of Cerealis Group) has partnered with the Portuguese Association of Nutritionists (APN), in launching the first e-book about Pasta. The e-book is available for free on APN's and Milaneza's websites. This scientific document is a supporting tool to all health and nutrition professionals, academic institutions, and the public in general.
- Nutrition training program for workers: Cerealis Group has initiated a Nutrition training program for the company's employees as part of the 2014 Training Plan. The training, which is provided by a Nutritionist, aims to increase the employees' knowledge and understanding of nutrition and food choices, encouraging healthier eating habits.

THE COCA-COLA COMPANY

Supporting physical activity opportunities for hard to reach populations

Through The Coca-Cola Foundation, Coca-Cola Europe is supporting the International Sport and Culture Association (ISCA)'s 'Now We Move Activation' project, which aims to implement an innovative approach to develop, recognize and upscale initiatives for hard-to-reach

populations. The project, which runs from 2014 to 2016, will develop and deliver a European Quality Mark for physical activity promotion initiatives for hard-to-reach physically inactive populations. The Quality Mark will be the culmination of a deliberate and intensive capacity building process

for 45 practices across Europe during the project's lifespan. It will also adapt and transfer 20 best practices to other contexts and work with researchers to distil key learnings for future use on such transferability and amplification/scale-up of practices.

Supporting community based programmes and initiatives to address childhood obesity

The OPEN project is co-funded by EPODE International Network (EIN) thanks to a grant from The Coca-Cola Foundation. It will see 13 community programmes and initiatives benefit from tailored support to extend their work to reduce childhood obesity by 2016. It aims to reach almost four million people across Europe, including 975,000 children and adolescents, with the goal of helping individuals and communities to achieve and sustain active, healthy lifestyles.

Over the next three years, the OPEN project will work with programmes and initiatives based in Belgium, Cyprus, Germany, Sweden, France, Greece, Malta, The Netherlands, Poland, Portugal, Romania, Slovakia and Spain.

This project is a joint commitment from ISCA and Coca-Cola Europe to the EU Platform for Action on Diet, Physical Activity and Health.



The Coca-Cola Company became the first founding partner of EIN when it was created in 2011. In Europe, The Coca-Cola Foundation supports the EIN by making a significant financial contribution to the running of its community programmes in countries such as France, the Netherlands, Italy, Greece, Poland, and Romania helping hundreds of thousands more families to benefit from interventions using the EPODE methodology.

DANONE

J'aime l'eau (I love water)

Danone partnered with the expert panel named Observatoire de l'eau, the CREDOC (Centre de Recherche pour l'Etude et l'Observation de conditions de Vie) to launch the 'J'aime l'eau' ('I Love Water') programme. This educational programme aimed to promote healthy

Mum, Dad, I prefer Water!

In 2009, the 'Mum, dad I prefer water' programme was introduced, an (non-branded) educational programme for parents and teachers promoting water as the healthiest beverage.

In just three years (2009-2011), the programme reached approximately 570 000 children and about 4 400 schools (kindergartens and primary schools). Compared to 2006, the intake of water among Polish children increased by 9% (from 13% to 22%) of total daily fluid intake in 2010. Growth came largely from an increase in bottled water consumption (+8%).

Eat Like A Champ

Danone UK (Dairy and Water) set itself a goal to develop an educational programme, Eat Like A Champ (ELAC) that has an impact on promoting healthy eating and drinking habits among English school children at three different levels. ELAC is

drinking behaviours in children (3-14 year olds). The programme, which was launched in 2012, was rolled out in France for a period of two years. After two years of implementation, the programme reached out to 500,000 children and 2,000 health care professionals.



The programme is still running in Poland and is being replicated in other countries in Europe and Latin America.

a six lesson plan and each week there's a focus on a specific topic including Nutrients and Water.

Not only is ELAC designed to be consistent with official nutritional guidance and the national curriculum, it

is also designed with children in mind. The lessons feature specially designed characters, incorporate special videos featuring Diversity (a popular dance troupe), as well as games and activities like food tastings and supermarket visits.

In terms of employee engagement, more than 50% of UK Danone employees volunteered of which 95% gave positive feedback on this activity in the 'Great

Danone Nations Cup

Danone Nations Cup has been in place since 2000, with the objective to make millions of children all over the world live their dream in an international football competition.

The World Final is held every year at legendary stadiums. For its 15th edition, the 32 national teams followed the footsteps of their idols and met in Brazil to defend their country colours on the pitch of the Arena Corinthians, opening stadium of the 2014 FIFA World Cup.

Breakfast Gives Power

In Poland, Danone with two other companies – Biedronka & Lubella, and the leading health institute, 'Mother and Child Institute' have come together in the Partnership for Health coalition to promote healthy nutrition and fight against malnutrition in children. The Partnership for Health launched the 'Breakfast Gives Power' programme in 2011. The objective is to raise awareness of the role of healthy nutrition and breakfast in

Place to Work' survey. The project has grown from 25 London schools in 2010 to almost 1,000 in 2013 and an independent scientific impact study has shown that the course has a positive impact on the eating patterns of the children who take part in it.

ELAC has won several awards including the Business 'In The Community Big Tick Award' in 2012.

This event aims to promote physical activity and unite children of the world around four main values which are the very essence of the sport: humanism, openness, proximity, and enthusiasm. The Danone Nations Cup is endorsed by FIFA, as well as by partners in the participating countries, such as the Ministry of Health, the Ministry of Youth and Sports, the Ministry of Education, and the local football federations.

children's nutrition within primary schools.

The content of the programme was co-built with the experts of Mother & Child Institute and it has further been endorsed by renowned national institutions, including the Ombudsman for Children and the Centre for Education Development. Breakfast Gives Power has had a significant reach with over 7,000 schools

having taken part in the programme and 1,181 media clippings were generated in the last year.

On November 7th, 2014 primary schools from the whole of Poland joined for the first time a nationwide attempt to beat the Guinness Record - 'Largest healthy breakfast cookery lesson – multiple venues' - where the children prepared a healthy breakfast. Organisers are waiting

Drink a Glass of Water

Danone joins forces with World Kidney Day (WKD) to increase awareness of kidney disease prevention.

Since 2010, World Kidney Day & Danone have been partners to promote kidney health. Both share the conviction that daily habits can play a significant role in the prevention of kidney disease. In 2013, WKD integrated healthy drinking habits in its 8 Golden Rules for prevention. During its 2014 edition, WKD proposed to popularise its campaign by using 'start your day with a glass of water' campaign.

for the official outcome of the attempt to beat the Guinness Record.

Partnerships working to further expand the impact of Breakfast Gives Power and to engage children and parents in new activities, such as, cooperating with parenting and culinary bloggers and involving a celebrity mother as programme ambassador.

Danone Water teams took the challenge and used the slogan to engage people.

In 2015, Danone is involved in eight countries, distributing more than 20,000 glasses of water, and disseminating WKD messages on social media through its water brands. The hashtag #glassofwater reached more than 2 million people.

Danone aims at engaging all its water brands, in all countries, to reach more people, and to specifically create awareness of kidney health amongst healthy people.

EFBW - European Federation of Bottled Waters

Promotion of water and hydration

EFBW and its members promote the benefits of hydration and the need to drink an adequate amount of water, irrespective of origin. Available data

suggests that Europeans are not meeting the EU recommendations for adequate daily water intake. Two major steps were taken in recent years with the adoption

of EFSA's Scientific Opinion on Dietary Reference Values for Water in 2012 and the authorisation of specific health claims for water by the Commission in 2012.

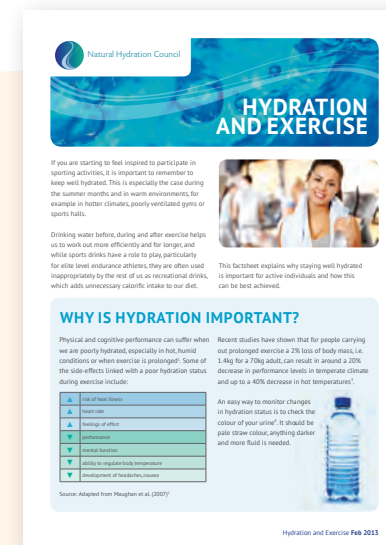
EFBW launched initiatives to inform relevant stakeholders on EFSA's recommendations and to explain the science supporting the health claims allowed for water and hydration. The main objective is to encourage national authorities to translate EFSA's Guidelines into national nutritional recommendations for water, as part of an overall effort to promote hydration and healthy lifestyles.

Dissemination of information by EFBW and national associations (through meetings with authorities and stakeholders, posting

'EPODE for the Promotion of Health Equity' (EPHE) project

The EPHE project, launched in 2012, analyses the added value of Community-Based Programmes, based on the EPODE model, for the reduction of socioeconomic inequalities in health-related diet and physical activity behaviours of families in seven European communities. The project involves seven Community-Based Programmes with the guidance of eight scientific partners to conduct its pilot life study.

The follow-up study consisted of 1,062 children aged six to eight years old and their parents, from different socioeconomic backgrounds. A self-reported



on websites, leading hydration campaigns etc.), helped increase awareness at the national level.

These preliminary findings showed that after the tailored community-based interventions, the low socio-economic groups improved their behaviours more than the high. This indicates that the community-based programmes following the EPODE model have the capacity to reach disadvantaged populations and improve their energy balance related behaviours through tailored interventions. In 2015, there will be the final evaluation assessing the sustainability of these preliminary findings over time.



The project has received funding from the European Union, in the framework of the Health Programme. The EPHE project is also co-funded by its historical private partners: Ferrero, Mars together with Danone. All of EPHE private partners have directly or indirectly committed to the EU Platform for Action on Diet, Physical Activity and Health.

ETL - Eesti Toiduainetööstuse Liit (Estonia)

Food composition and food habits awareness-raising campaigns in Estonia

The Estonian Food Industry Association (ETL) has been involved in a number of campaigns to raise the awareness of consumers with regard to food composition and food habits. These campaigns were based on partnership with food scientists, nutritionists, public figures and food industry specialists. Campaigns have been undertaken for the following food groups:

- Juice (2006, 2007, 2015)
- Pork meat (2010, 2011)
- Ice cream (2008, 2009, 2014, 2015)
- Wholegrain bread and bakery products (2014, 2015)
- Dark Chocolate (2012, 2013, 2014)
- Frozen fruit and vegetables (2014)
- Ready to eat meals (2013)
- Milk (2015)



FDII - Food and Drink Industry Ireland (Ireland)

National Workplace Wellbeing Day

Workplace Wellbeing Day is an initiative of Food and Drink Industry Ireland (FDII), part of Ibec, and is organised by the Irish Nutrition and Health Foundation, a multi-stake holder group that brings industry, government and health professionals together in a collaborative approach to reducing obesity in Ireland.

The aim of the programme is to improve employee health through promoting better physical activity and nutrition in the workplace. Ireland's first 'National Workplace Wellbeing Day' (27th March 2015) proved to be a success with hundreds of public and private sector organisations across the country supporting the initiative and with significant participation in the National Workplace wellbeing seminar. Activities included flash exercise mobs in heavy traffic areas in Dublin, four champion companies



demonstrating best practice in their sector and collaboration with campaign ambassadors from the sporting world.

There is now a plan to build on the momentum with further events until the end of the year and to start organising the 2016 campaign process aiming to embed the National Workplace Wellbeing Day as an annual event.

FEDERALIMENTARE (Italy)

Health promotion initiatives childhood oriented

Federalimentare (the Italian food and drink federation) has renewed its partnership with the Italian Ministry of Education signing an Official Agreement in 2012 in

which they affirmed the conviction, that food education, combined with adequate physical activity, represents the only way to prevent people becoming overweight

and obese. Educational tools have been identified in the agreement to achieve this objective.

The initiative also actively contributes to the overall goals of the EU Platform for action on Diet Physical Activity and Health,

Title: EXPO MILANO 2015

Federalimentare is promoting a six month long permanent Exhibition in Expo Milano 2015: 'Fab Food'. The factory of Italian taste is a journey revealing the present and future challenges of sustainable food. It is an emotional tour of the food chain which offers the visitors to Expo 2015 a unique experience combining creativity and scientific precision, Fab Food reaches out to a young audience with games and

in particular in promoting healthy lifestyles, and in fighting obesity: it represents an example of best practice for governments as a partnership between the public and private sector in a view of improving the welfare of the population.

activities. Divided into 10 sections, the visitors are encouraged to discover and learn all about Italian food culture and its related topics. It presents participants with an overview of global challenges of food safety and food security, and enables people to experience first-hand what it means to work daily to improve the nutritional status of the planet.

FERRERO

KINDER+SPORT

Ferrero has been helping to promote physical activity, especially among children, through its Kinder+Sport (K+S) project since 2013, a pillar of Ferrero Group Corporate Social Responsibility with a history of more than 20 years.

The project, which is endorsed by the Italian Ministry of Education, operates in partnership with the International School Sport Federation, three National Olympic Committees (CONI Italy, DOSB Germany, COC Croatia) and 40 Sports Federations



and Associations, ensuring quality, global dissemination, multidisciplinary approach and technical expertise.

In Europe Kinder+Sport has been active in 15 EU countries: Austria, Belgium, Croatia, Italy, France, Germany, Greece, Hungary, Poland, Portugal, Romania, Slovenia, Spain, Sweden, UK, while globally the

project also runs in Russia, Switzerland, Turkey and the Principality of Monaco.

In 2014, Kinder+Sport was able to 'move' more than two million children in Europe and by 2018 Kinder+Sport aims to reach 30 countries and to 'move' five million children per year.

FEVIA - Fédération de l'Industrie Alimentaire/ Federatie Voedingsindustrie (Belgium)

Fund for Food & Health

FEVIA Fund is a partnership with the King Baudouin Foundation created in 2006, which supports educational projects promoting nutrition, physical activity and a healthy way of living aimed at children between 6 and 18 years old, in their community (school, sport and youth associations).

The foundation has supported more than 100 projects since its launch. These include the 'A l'école de Bilstain, mangeons bien et bougeons malin !', a

project to educate students about the importance of a healthy diet and physical activity in a school in Bilstain, Belgium and the 'Healthy in movement', an organisation of a weekly veggie day by cooking together with the children as well as working together in the kitchen garden at a school in Alken, Belgium.

A significant annual financial contribution of €50,000 has been dedicated to the foundation since 2006.

JobfitKMO

In Flanders (Belgium), the Belgian food and drink industry association, FEVIA has participated in a regional project called JobfitKMO. The project, which was rolled out from 2012 to 2014, provided guidance to food companies, especially SMEs on how to implement a healthier lifestyle at the workplace.

In total 21 companies participated in the pilot project. The experiences of these companies have been evaluated and translated into practical tools available online for all companies in Flanders. With these tools, SMEs are able to set up an action plan to implement a healthier lifestyle in the workplace.

Nutritional Policy Charter

FEVIA, the Belgian Food and Drink Federation has a Nutritional Policy Charter encouraging its members to adopt a nutritional policy that is based on promotion of a healthy lifestyle. The Charter holds different commitments: development of products with a high nutritional value by supporting research and innovation; informing the consumer by making use of nutritional labeling, the internet and marketing communication; responsible

advertising (by adopting the FEVIA Code of Advertisement & the Belgian Pledge) and facilitating cooperation between all relevant stakeholders to tackle unhealthy lifestyles, lack of physical activity and obesity

Annual reports evaluating the commitments of the Nutritional Policy Charter can be found online. For the 2013 report, a fact sheet is also available in Dutch and French.



FIAB - Federación Española de Industrias de la Alimentación y Bebidas (Spain)

Public-private collaboration for the promotion of healthy lifestyles

In Spain, the Spanish food and drink industry association (FIAB) actively supports efforts to promote healthy lifestyles through a number of projects and public private partnerships.

- The organisation has contributed to the creation of a "MasterChef Cookbook for children" that was promoted by the Junior MasterChef cooking show broadcast on the Spanish public television. The publication provides a format for children to share their favourite recipes.
- FIAB has produced a 'Catalogue of activities in the area of food and health' (2011-2015), showcasing activities that food and drink companies and sectors

have undertaken in recent years.

- FIAB has also contributed to the development of a 'Guide on healthy lifestyles' (aimed at families) within the campaign 'Living in Health'. The guide acts as a stimulus for actions that impact directly on our lifestyles and to encourage a healthy development of social, family and work environments.
- FIAB partnered with Alimementum Foundation and since 2014 has created a specialised virtual space titled www.infoalimenta.com that covers all topics related to nutrition and health, focusing on improving life quality and social wellness. The initiative is also supported

by the Ministry of Agriculture, Food and Environment. The content of the website, which is available to the general public, is approved by a scientific advisory board consisting of academia, consumers, technology centres and government bodies.

Furthermore, FIAB has cooperated with the Spanish Ministry of Health and Consumer Affairs, the Spanish Consumer and Food Safety and Nutrition Agency (AECOSAN) and the General Directorate

of Public Health in developing the Strategy for Nutrition, Physical Activity and Prevention of Obesity (NAOs). The Strategy, developed in 2005, aims to promote a healthy diet and to foster physical activity, to invert the growing trend of obesity prevalence and thus to substantially reduce morbidity and mortality attributable to chronic diseases. These goals are achieved through the promotion of policies and plans of action aimed at improving eating habits and increasing physical activity in the population.



FNLI - Federatie Nederlandse Levensmiddelen Industrie (The Netherlands)

Health in the workplace

The Dutch Food and Drink Industry Federation (FNLI) initiated and has participated in the Dutch Covenant for a Healthy Weight since 2005. One of the sub-covenants concerned 'A healthy Workplace'. The main goal was to raise awareness of the importance of a healthy lifestyle at and around the workplace. It is based on the principle that employees are responsible for their own lifestyle and that employers can play a role by promoting and facilitating a healthy lifestyle.

This process of raising awareness continues together with a sharing of practical advice and best practices. The FNLI developed posters to hang in the workplace with tips (practical and easy to accomplish) for healthy diets as well as for casual physical activity at work to fulfil the goals for this specific part of the Covenant.

The posters are not only used by FNLI member companies, but by many other types of companies in many different sectors as well as by Non-Governmental Organisations.

Support of JOGG (Dutch version of EPODE)

FNLI has actively promoted and committed itself to the initiative of JOGG (Healthy weight for young people, the Dutch version of the French EPODE programme) for promoting healthy diets and physical activity among children and youngsters at the local (mostly city or town) level.

The programme has successfully achieved the initial goal of reaching out to at least 75 City Councils. FNLI was instrumental in this success, by promoting the programme among members (food business operators)

as well as brokering between individual companies and certain City Councils to agree on local public-private partnerships. Several local public-private partnerships have been created together with many companies and they now work together with (local) authorities and other companies to promote a healthy lifestyle. A number of FNLI member companies have shown commitment to the initiative and have become national partners of JOGG providing financial support to the central organisation.

KELLOGG

Kellogg's Breakfasts for Better Days™

In 2013, Kellogg's launched its global signature initiative "Breakfasts for Better Days™" with a pledge to donate 1 billion servings of cereal and snacks to those in need by the end of 2016. Through this programme, Kellogg continues to support and expand its breakfast programmes, maximise product donations and advocate for the important role breakfast plays in the diet. In Europe, over the past 2 years alone, Kellogg has donated more than €1.1 million through the Kellogg Company Fund to 264 community breakfast projects in 9 countries, providing 1.8 million breakfasts. Indeed, Kellogg's support for breakfast clubs dates back over 15 years and with one in three children in Europe missing out on breakfast at least one weekday every week, these



clubs provide them with a nutritious start to the day. In addition to clubs within the school environment, in 2014, Kellogg launched a new approach with pilots during the school holidays and in the wider community to provide continued nutritional support when school is not in session. Kellogg works with local partners and charities to deliver the programme. Whilst Kellogg supports and finances the clubs, it is up to the management to select the choice of breakfast products on offer appropriate to the local culture and context.

MARS

Mars Smart choice programme for vending in education (Belgium)

Dating from 2005, Mars' Smart Choice Programme is run mainly in secondary schools to promote a healthy and balanced lifestyle and encourages sports in students between 12 and 18 years of age. The programme informs and supports schools in raising awareness amongst students, in relation to nutrition, balanced diet, physical activity and a healthy lifestyle. It also encourages the schools to promote physical activity in addition to the curricular by setting up a reward system.

RENOVATION (reformulation and commitment to sustainability), which is the improvement of the nutritional composition of Mars products, on the one hand, and the sustainable sourcing of the raw materials, on the other hand.

INNOVATION here means providing more place in the Mars vending machines for alternative snacks to Mars and reducing the portion size of Mars products to below 250kcal per portion. No large packs, "plus" packs or promotions are allowed in Mars vending machines.

Bielice run in Poland

Mars has supported the project Youth Olympic Run from its very beginnings in 1994. One of its objectives is to educate and motivate disabled children to engage in physical activities as much as their abilities allow them and to act as a catalyst for helping members of the community join forces to bring positive developments in the area and also help build a sporting spirit amongst children. The Bielice Run, which promoted the Olympic spirit among youth, has a significant impact involving 3500 children and teenagers with at least 200 disabled children from the area of Sochaczew in Poland.





'Clever Naschen' and 'Lale' in Germany

In Germany, Mars set up 'Clever Naschen', a communication platform 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 offers families all over Germany information on nutrition and a healthy and active lifestyle. Moreover, specific activities are supported, in partnership with local government authorities to promote physical activity and obesity prevention in lower socio-economic and migration groups. For instance, in North

Rhine-Westphalia – in co-operation with the North Rhine-Westphalia Consumer Advice Centre – the initiative provides education to parents of Turkish descent about the benefits of an active and healthy lifestyle and helps them incorporate more physical activity and balanced nutrition into the everyday family life.

An external evaluation by the research institute (futureorg.de) showed that impact of the 'Lale' programme was significant, improving the nutrition and health knowledge and the physical activity levels of participating children and their parents.

Wrigley Oral Healthcare Programme

Wrigley's strong commitment to oral care around the world is evident through the Wrigley Oral Healthcare Programme (WOHP), which launched in Germany in 1989 and now operates in 47 countries. Through the programme, Wrigley partners with dentists and hygienists to help them improve their patients' oral healthcare routine through one extra simple and enjoyable step: chewing sugar-free gum after eating and drinking.

In Europe, the Wrigley Oral Healthcare Programme is a co-sponsor of the Platform for Better Oral Health in Europe, a joint initiative of the Association for Dental Education in Europe (ADEE), the

Council of European Chief Dental Officers (CECDO), the European Association of Dental Public Health (EADPH) and the European Dental Health Foundation (EDHF). The mission of the Platform is to promote oral health and the cost-effective prevention of oral diseases in Europe. It seeks a common European approach towards education, prevention and access to better oral health in Europe.

The Platform's vision for 2020 is to promote initiatives and share guidance that will help Europeans to improve their oral health, leading to better general health and overall quality of life.

NESTLÉ

Promote healthy diets and lifestyles, including physical activity

The Nestlé Healthy Kids Global Programme seeks to promote healthy eating and active lifestyles to help children to achieve and maintain a healthy body weight into adulthood.

Despite being a global programme, content is developed with local experts and tailored to local health and nutritional needs. In 2014, there were 77 Healthy Kids Programmes taking place around the world, with 294 partners, including Nongovernmental Organisations, nutrition institutes, national sport federations and local governments.

The majority of these programmes are endorsed by Ministries of Health, Education or Sports. At the end of 2014, Nestlé was actively working with 294 partners across 73 countries to deliver our Healthy Kids Global Programme. Sixty-seven out of a total of 77 Healthy Kids Programmes contain a physical activity component, for which the main partner is the IAAF. The activities have had an outstanding impact reaching out to 7.6 million children in 2014.

Healthy Kids programmes are based on multi-partnership approaches advocating for a whole-school approach, involving the curriculum, teaching, campus management and school culture, where nutrition and health are considered to be an important part of children's development.



PEPSICO

UK: Magic Breakfast initiative

Since 2009, PepsiCo has been donating nutritious breakfast to the Magic Breakfast charity, which provides free food to over 16,000 children in 430 schools. The charity targets schools where 35% or more of the children are eligible for Free School Meals, thereby helping those most in need. In 2013, PepsiCo provided 196,741 bowls of porridge and 92,430 litres of 100% fruit juice. By leveraging surplus stock, this was done while ensuring that waste levels were reduced and thus delivering environmental and financial sustainability.

A Magic Breakfast online poll, conducted in July 2014 and surveying 164 teachers, found that 81% of respondents believe children who attend Magic Breakfast clubs show improved attainment and attendance. Furthermore, the charity, supported by PepsiCo's Quaker and Tropicana brands, won the Prime Minister's Big Society Award in 2011 for its dedication to providing pupils in deprived communities with a healthy breakfast.



PFPZ - Polska Federacja Producentów Żywności Związek Pracodawców (Poland)

"Keep Fit!" programme in Poland

For the last 9 years, the Polish Federation of Food Industry (PFPZ), in conjunction with the Polish Chief Sanitary Inspectorate, has been running a major National "Keep fit!" Educational Programme intended to promote a balanced diet and physical activity amongst teenagers.

The "Keep fit!" programme has been closely adapted to meet the challenges posed by the current shortcomings in nutritional behaviour and levels of physical activity in Polish teenagers. The programme, which is based on a full partnership between public administration, scientists and a public sector, has had an outstanding response, reaching out to over 8000 schools and over 6 million students.

Monitoring the impact of the "Keep fit!" programme has shown that it has had a positive effect in changing the dietary habits and patterns of physical activity of children and adolescents; participants were more satisfied with their appearance, more frequently had five meals a day and more often consumed vegetables. In addition, 38% of participants declared they exercised regularly while 70% said they practiced sports recreationally.

In 2010, the programme was recognised by the European Commission as the best example of public-private partnership in Europe. Further extension of the programme's scope is being planned as well as the introduction of the new interactive communication tools.

PK ČR - Potravinářská komora České republiky (Czech Republic)

Playfully live healthily

This project aims to improve nutrition and physical activity habits amongst students leading to the prevention of overweight and obesity. It is aimed at fifth grade primary schools across the Czech Republic and it consists of a combination of theoretical

lessons and practical tasks. The project, which takes place for the duration of the academic year, has reached out to a total of 46,000 children over a period of eight years.

SETS - "I'm living healthy, too!"

In Romania, a national movement to promote healthy lifestyles among children and their families and to prevent childhood obesity has been a great success since it started in 2011. The SETS movement "I'm living healthy, too!" is run at national level by the Romanian Food and Drink Industry Federation (ROMALIMENTA) together with an alliance of 26 public and private partners including national ministries, sport federations, universities and medical associations.

The initiative has so far provided information about the benefits of a balanced nutrition, daily physical activity and sports to 116,340 pupils in the primary cycle from 252 schools in five cities, to 3,000 teachers and over 200,000 parents. Through the programme, over 500,000 free educational books, letters, informational kits on balanced nutrition and promoting physical activity and sports have been distributed to an estimated two million people, including school students up to the age of 12, teachers and parents.



Code of Principles for Diet, Physical Activity and Health

In June 2005, SEVT (the Greek food and drink federation) developed a Code of Principles for Diet, Physical Activity and Health, which has been fully endorsed by the Members of the Federation. The Code of Principles provide the following 6 commitments:

1. providing better information and education of food professionals in the field of nutrition,
2. providing consumer information through labelling,
3. providing products and choices,
4. promoting consumers' information and training on healthy lifestyles,
5. ensuring responsible advertising practices and
6. collaborating with social partners.

Pan-Hellenic research

SEVT in collaboration with the Agricultural University of Athens (Nutrition Department) has carried out a Pan-Hellenic research on children's' and teenagers' dietary habits

aiming to control and prevent children's obesity and to advice about healthy eating and lifestyles.

spiritsEUROPE

You are invited to drink responsibly. Do you know what it means?

Although awareness of the risks associated with alcohol misuse is high among European consumers, knowledge of what these risks mean in practice is much lower. In addition to numerous education and information activities to fight alcohol misuse, the spirits producers decided to engage in creating national websites where consumers can learn about alcohol-related issues such as

unit measures, recommended maximum drinking levels and the effects of harmful consumption patterns.

In 2008, spiritsEUROPE developed a European responsibility portal, acting as a gateway to redirect interested consumers to the national website of their choice, adapted to their country's culture and traditions. For consumers from countries

where such sites do not exist (only 3 out of 28 countries), the portal also compiles some basic information in English. A video and a quiz are available for consumers to test their knowledge.

The members of spiritsEUROPE have committed to promote the national or the European Portal to their customers through their brand communications. Today, there is an average of 10,000 unique visitors per month to the EU Portal of which 25% are referred directly by brands.



To meet consumer expectations, regular updates are made on the Portal and the last one was to supply information about calories to help consumers monitor their energy intake through alcohol beverages.

TATE & LYLE

Encouraging employees to be active and leading by example

All the Executive Committee members of Tate & Lyle have formed a team to take the Global Corporate Challenge 2015 to Get the World Moving and encourage teams of their employees to do the same.

The Global Corporate Challenge works with businesses all over the world to help improve wellbeing and health in the workplace.

THE BREWERS OF EUROPE

European Beer Pledge

Launched in the European Parliament in February 2012 the European Beer Pledge is a voluntary initiative by brewers to support EU Member States in reducing alcohol related harm. Brewers committed to taking concerted and measurable action to: (i) provide consumer information; (ii) ensure responsible advertising; and

(iii) address alcohol misuse, building on the brewers' position as the leading contributors of voluntary commitments to the European Alcohol and Health Forum.

The first and third pillars in particular contribute to the promotion of healthy lifestyles by increasing consumer

knowledge of beer and its responsible consumption and supporting campaigns against underage drinking, binge drinking and consumption during pregnancy.

The second year report, assured independently by KPMG Sustainability,

demonstrated that brewers, building on the numerous best practises, had continued to step up activities, numerically, geographically and in scope, under the Beer Pledge. A third year report, end 2015, will look back over the duration of the Pledge.

UNILEVER

Unilever's Global Employee Health Programme – Lamplighter

Unilever is committed through the Unilever Sustainable Living Plan to protect its employees from work-related hazards, as well as to promote their health so that they can enjoy fit and healthy lives, both at work and at home.

In order to address the top health risks the company has identified across its business - mental health; lifestyle factors (e.g. exercise, nutrition, smoking, obesity); chronic conditions (hypertension and diabetes); ergonomic factors (e.g. repetitive strain injury) – and has developed a global health and wellbeing framework. This is the Lamplighter programme, in which employees are individually coached on their exercise regime, nutrition and mental resilience. An initial check-up is followed by a six-monthly or annual visit where progress is monitored.

The challenge is to encourage employees to change their behaviour and sustain new habits, through regular exercise, better eating habits and managing pressure. It

has been shown that if the motivation is kept during the first six months, positive changes are likely to remain.

Results so far have been impressive; by the end of 2014, across the world there were 70 participating countries, with over 90,000 employees taking part in the Lamplighter scheme. In Europe, 16 countries and over 11,500 employees are participating and the programme will be further expanded.

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