



# FoodDrinkEurope Commitments to address diet and lifestyle challenges

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# FoodDrinkEurope Mission

Our mission is to **facilitate** the development of an environment in which all European food and drink companies, whatever their size, can meet the needs of **consumers** and society, while **competing** effectively for **sustainable growth**.

# FoodDrinkEurope Membership

## ■ National federations (26, including 3 observers)

- E.g.: FDF (UK), ANIA (FR), BLL (DE), FederAlimentare (IT), PFFI (PL), etc.
- Observers: Croatia (TUP), Norway (NHO), Turkey (TGDF)

## ■ EU level sector associations (25)

- E.g.: Breakfast cereals (CEEREAL), Chocolate, Biscuits and Confectionary (CAOBISCO), Spirit drinks (CEPS), Dairy products (EDA), Snacks (ESA), Soft drinks (UNESDA), etc.

## ■ Large companies (18)

- E.g.: Barilla, Coca-Cola, Cargill, Danone, Heineken, Kellogg, Mars, Nestlé, PepsiCo, Ülker, Unilever, etc.

# Key Facts & Figures

## Turnover

**€ 965 billion**  
(+3.2% compared to 2007)

Largest manufacturing sector in the EU (12.9%),  
ahead of the automobile and chemical industries

## Employment

**4.4 million people**  
(+0.8% compared to 2007)

Leading employer in the EU (13.5%),  
ahead of the fabricated metal,  
machinery & equipment industries

## SMEs<sup>1</sup>

**48.7%** of food and drink  
turnover

**63.0%** of food and drink  
employment

## External trade

**Exports € 58.2 billion**  
(+6.4% compared to 2007)

**Imports € 57.1 billion**  
(+8.4% compared to 2007)

**Trade balance € 1.1 billion**

Net exporter of food and drink products

## Number of companies

**310,000<sup>3</sup>**

Fragmented industry

## Value added

(% of EU GDP)

**2%**

Stable

## Consumption

(% of household expenditure)

**13%**

Slight increase

## EU market share of global export market

**17.5%** (24.6% in 1998)

Shrinking share of EU exports in global markets

## R&D

(% of food and drink output)

**0.37%<sup>2</sup>**

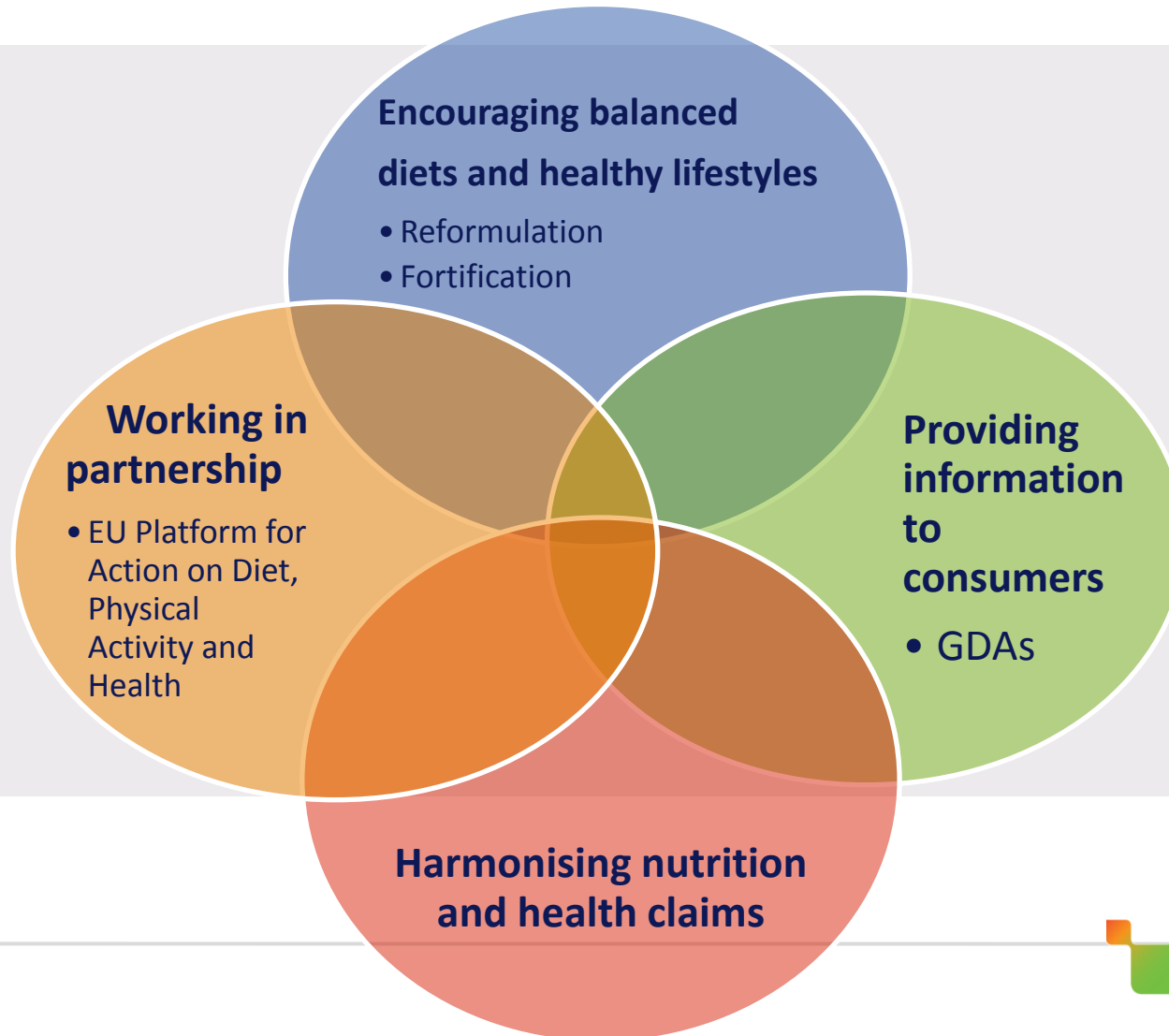
Insufficient R&D expenditure

(1) 2006 data

(2) EU-15 figure in 2006

(3) 2007 data

# FoodDrinkEurope – Nutrition & Health



# EU Platform for Action on Diet, Physical Activity and Health

- Obesity Round Table discussion began in July 2004
- EU Platform launched March 2005; FoodDrinkEurope was a founding member
- Overall aim: **Improve public health nutrition, promote healthy lifestyles and fight the increasing public health threat posed by obesity and other non-communicable diseases** across Europe
- In 2010, FoodDrinkEurope members were responsible for over 45% of all commitments pledged

# FoodDrinkEurope Commitments

## Six key areas for action:

1. Labelling/Consumer information
2. Reformulation/Innovation
3. Greater product choice and portion size
4. Responsible marketing communications
5. Encouraging physical activity
6. Advocacy and information exchange (renewed mandate)

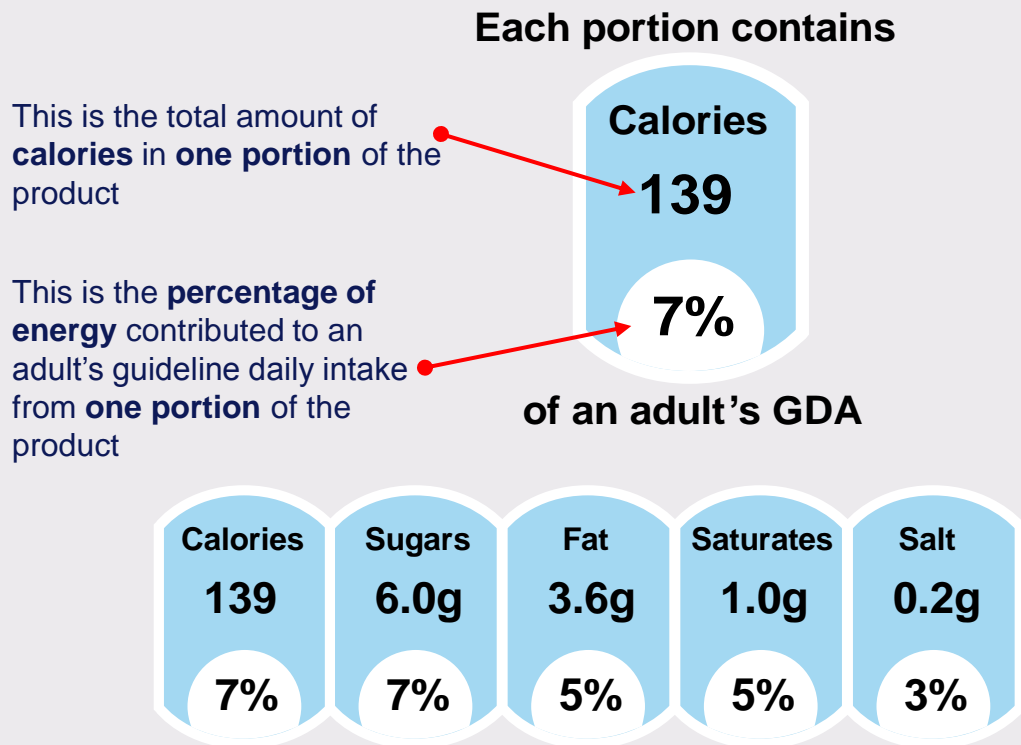
## Guideline Daily Amounts (GDAs): FoodDrinkEurope industry-wide scheme

- Baseline: provision of nutrition information = not new!
- Rollout of the voluntary **GDA** scheme: FoodDrinkEurope commitment under EU Platform in 2006
- GDAs provide additional, voluntary consumer information expressed in absolute values per portion as a % of the average GDA (2000Kcal = moderately active woman)
- Scientific based: Eurodiet project; EFSA Opinion (March 2009)



## GDAs: EU industry-wide scheme

GDAs are a guide to how much energy and nutrients are present in a **portion** of a food or drink.



- **Figure 1: Mandatory front-of-pack (FOP) GDA icon for energy (calories)**

- **Figure 2: Voluntary back-of-pack (BOP)\* GDAs per portion for a more detailed list of nutrients**

\*In addition to the mandatory provision of the list of 'Big 8' nutrients BOP per 100g/100ml

## **GDAs: A success story**

Since its adoption in 2006: the rollout of GDAs has gone from strength to strength:

- **FLABEL WP1: EU 27 + Turkey (37,000 products, 5 categories)**
  - Nutrition information – average 85% rollout
  - FOP information with GDAs (average 25% rollout; 63% BOP/FOP; 70% rollout in some markets (UK))
  
- **EUFIC pan-European survey (2008): 6 EU markets (DE, FR, HU, PL, SE, UK)**
  - 79% of respondents knew of the GDA scheme and were able to make correct product health inferences

# Reformulation/Innovation

## Why reformulate?

- Manufacturers are reformulating their products on a voluntary basis based on sound, accepted science about the benefits which it can bring to the consumer

## Results?

- Over four years, from 2004-2007, more than 40% of companies surveyed reformulated their products
- In 2008, despite the onset of the economic crisis, 20% of operators surveyed said that they continue to reformulate their products

Source: FoodDrinkEurope Survey of European Food and Beverage Manufacturers, 2008. Figures are based on a representative cross-sample of F&D manufacturers which are both CIAA members (direct and indirect) and non-CIAA member companies.

# Responsible marketing

**Context:** advertising within the public health debate – industry responding positively

## ➤ Voluntary codes of conduct

- National self-regulatory frameworks: Denmark, Germany, etc., *EASA Self-Regulatory Charter*.
- Industry-wide self-regulatory code : *ICC Framework for Responsible Food and Beverage Marketing Communications*
- *The EU Pledge* - state of play to date
  - National Pledge initiatives

# FoodDrinkEurope Commitment NU- Age

- FoodDrinkEurope pledged a new commitment in 2011 through its participation in the NU-AGE Project
- Overall aim to is to contribute to improved health and quality of life in the ageing population in Europe
- FoodDrinkEurope Task Leader Work Package 11: To identify features of the EU legislation on consumer information and health claims and to transfer tools to transmit NU-AGE relevant results to the food sector stakeholders and the EU policy authorities

## Evaluation of the EU Platform: Future directions

- **Strengthen ties with Member States and National Platforms**
- **Ensure more cross sectoral cooperation**
- **Focusing on content and relevance of the commitments**
- **Consider under-represented areas**