



EU Platform on Diet,
Physical Activity and Health



Overview of Commitments in the field of reformulation

Platform meeting February the 9th 2012

IBF Monitoring Team



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Objectives of the presentation:

- I. To review main issues in product reformulation policies
- II. To analyze commitments in the area of reformulation/ examples
- III. To identify steps that can be taken to increase effectiveness of commitments in reformulation



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I. Review of main issues in product reformulation



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Drivers of product reformulation

- Consumer demand
- Existence of governmental policies/guidelines related to product reformulation
- Scientific consensus
- Public opinion and media and legal pressure



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FSA- UK salt reduction strategy - case study

Turning point- salt became a competitive issue between companies (companies began to base their marketing strategies on the fact that their products had less salt)

Scientific consensus boosted Government/ FSA policy development/ implementation

Standardized procedures: targets, reporting, etc



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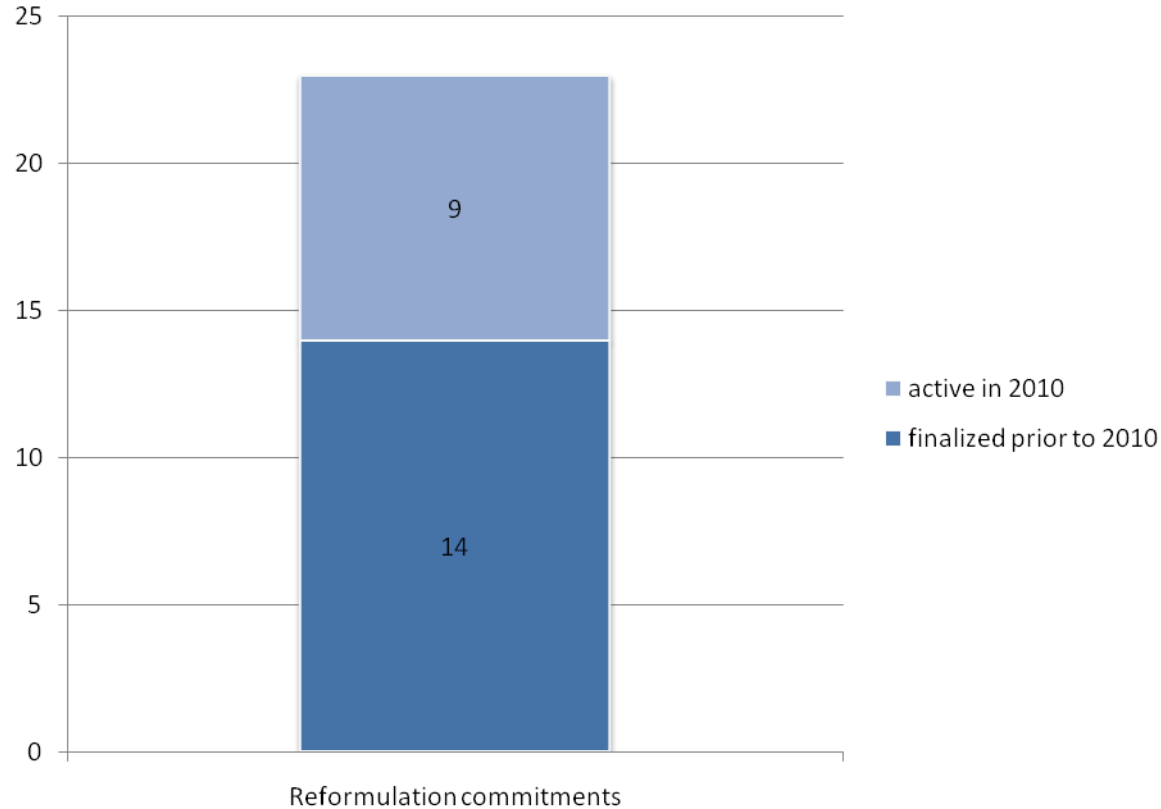


II. Commitments in the area of reformulation/ examples



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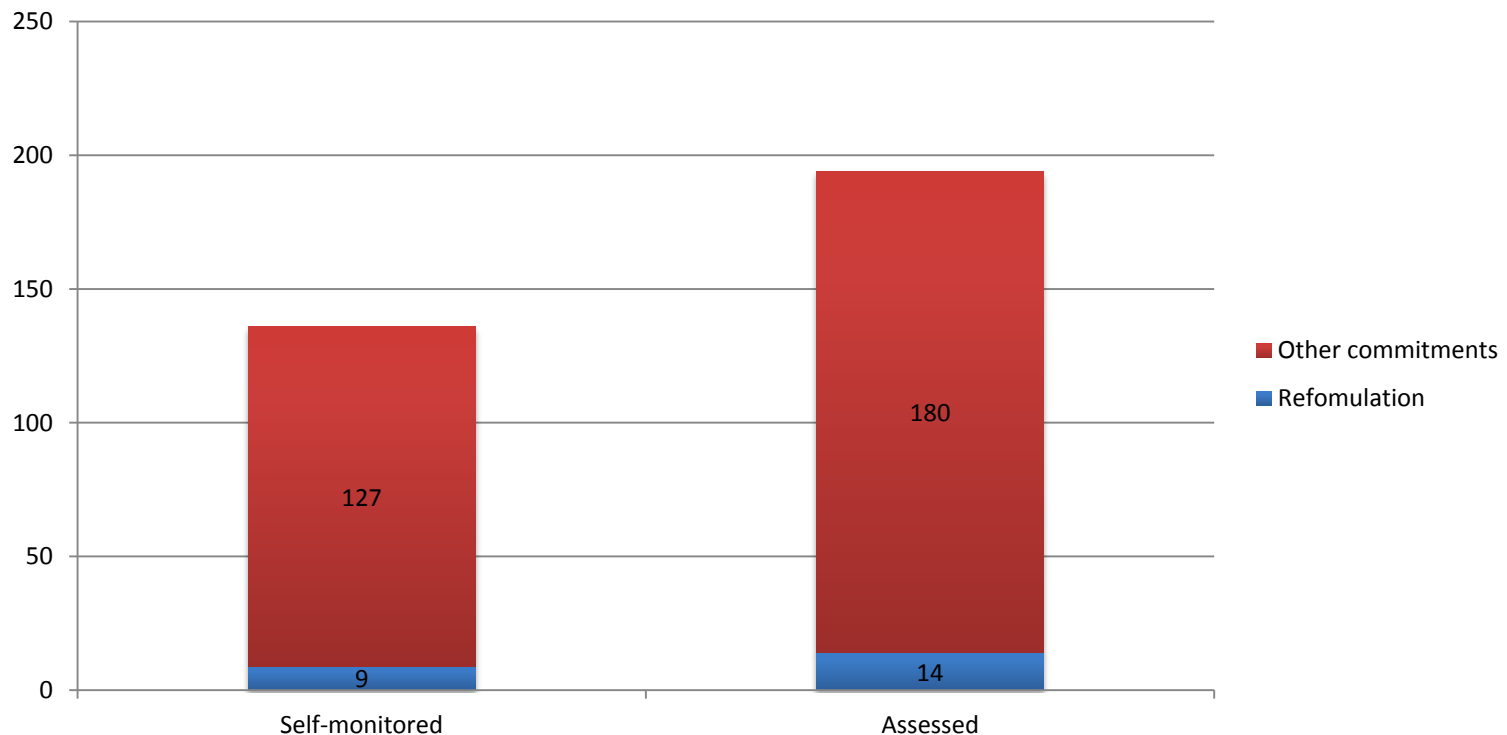
Self reported reformulation commitments 2005-2010





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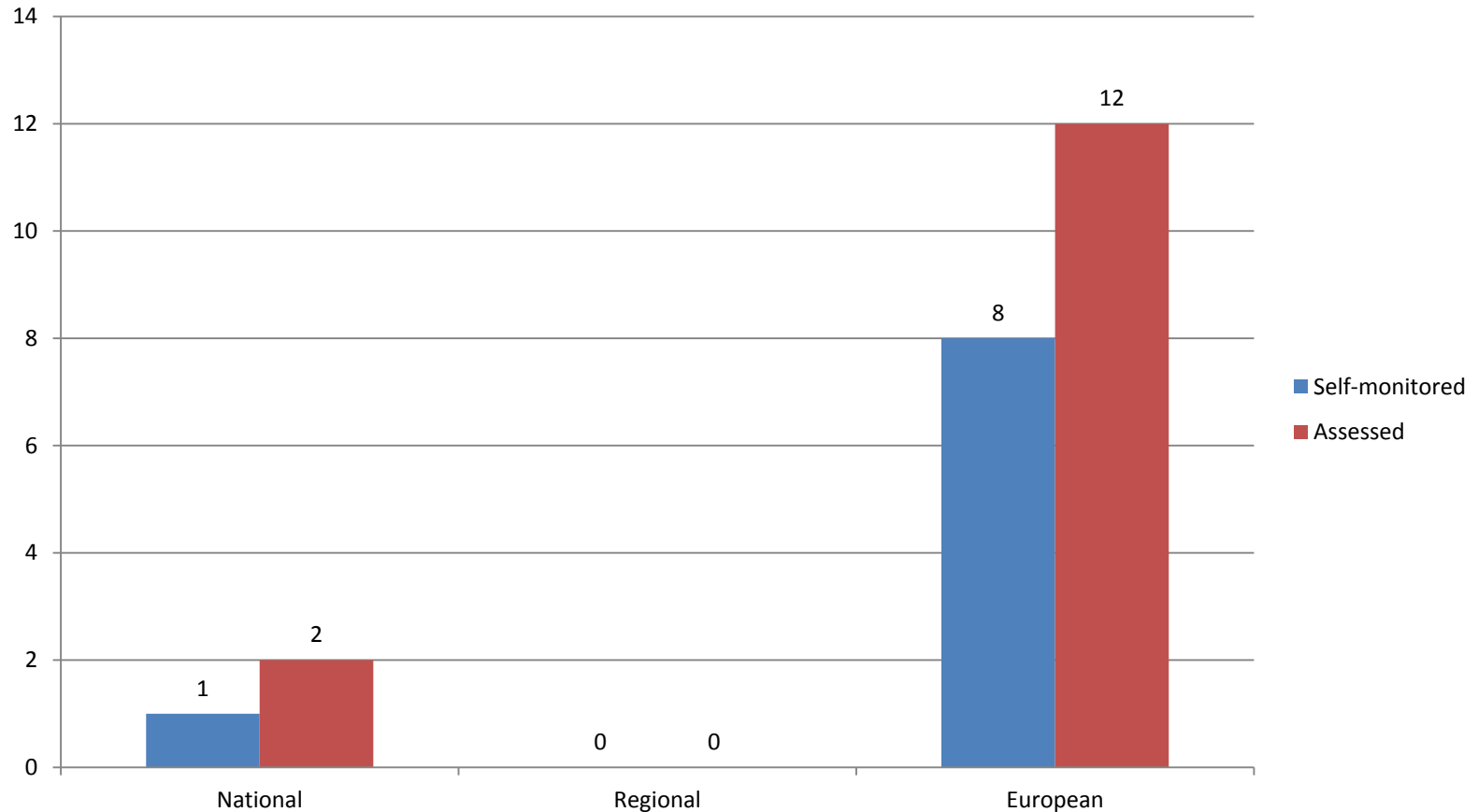
Proportion of reformulation within total number of commitments - 2010 (self-monitored / assessed)





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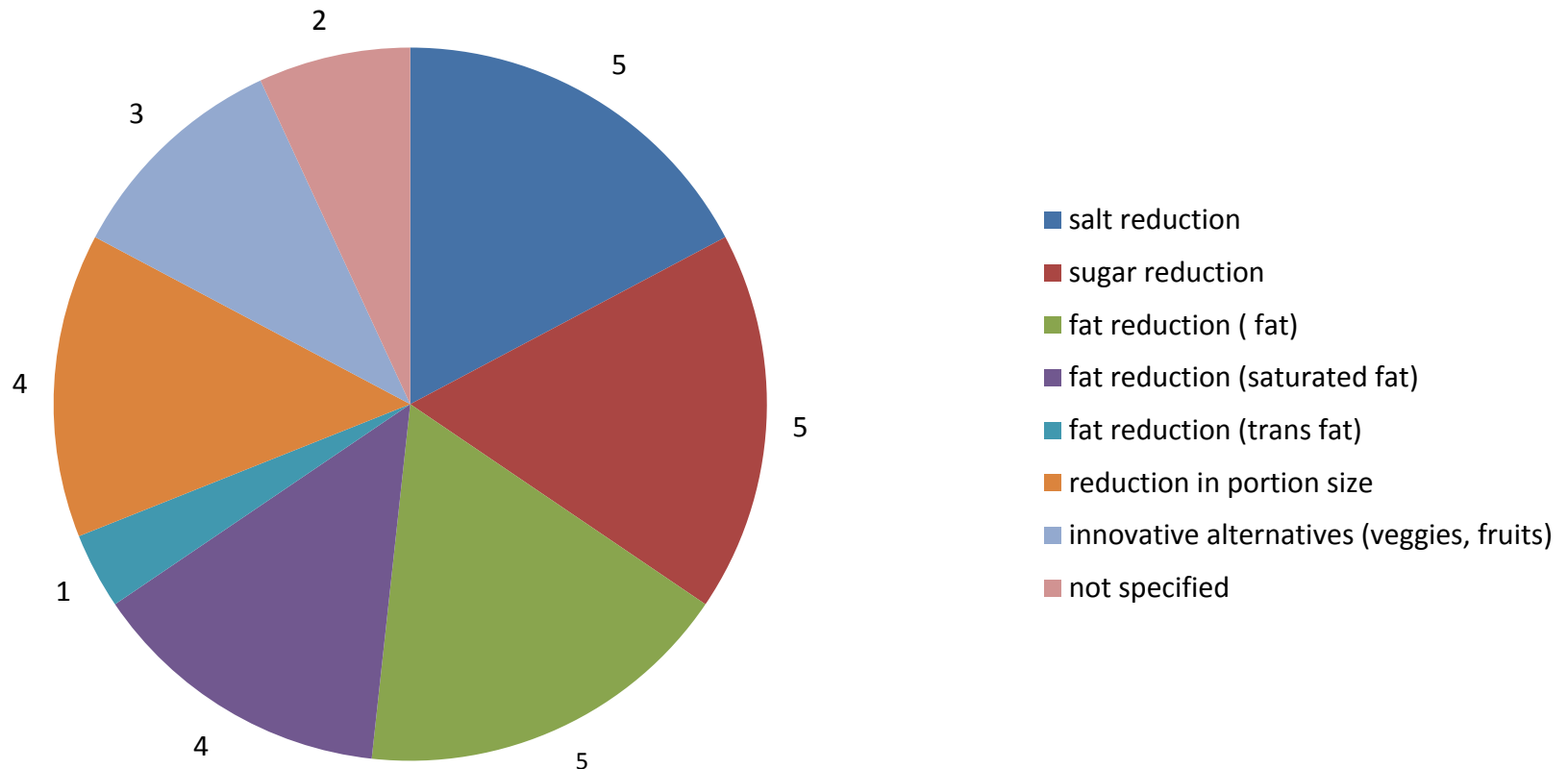
Reformulation commitments by geographical coverage - 2010





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Reformulation commitments by type of intervention - 2010



Examples - 1

535- Product Composition, EMRA

- Multi approach of product reformulation - fat, salt , sugar;
- Reports yearly overall quantities (i.e. salt or sugar quantities reduced) ;
- Long term approach, continuous engagement by constituent members.

Examples - 2

737, Healthy Diets and lifestyles, EuroCommerce:

- recorded as activity type – Marketing/Advertising;
- important reformulation/ product development component with “kids lines”, “Without salt” line, “Without fat” lines
- Long term approach;
- Wide geographical coverage (multinational).



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Example 3

505 FERCO General Nutrition Recommendations

- Accent on developing institutional capacity for the development and promotion of nutrition guidelines



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High Diversity in reporting of reformulation commitments 2006 - 2010

Most commitments report percentages of i.e. salt/ sugar reduction per product. Four of the reformulation commitments are providing overall quantified data regarding their activities:

1. **Commitment 1218:** 720.000 tons (294 products) of products were reduced in fat and/or sugar- 2010
2. **Commitment 1004:** 700 tons of saturated fats reduced in UK as well as 3000 tons of saturated fat in Europe 2010
3. **Commitment 1063:**
 - 183 tons of salt reduction (2006-2010)
 - 1314 tons of fat reduction (2008-2010)
 - 2229 tons of sugar reduction (2006-2010)
4. **Commitment 535:** 3 tons of salt reduction- 2010; 10 tons of sugar reduction – 2010.



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Budgets spent on reformulation commitments in 2010

are in total of : **15.589.000** EUR



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III. How can we contribute to
increase effectiveness of product
reformulation / decreasing of portion
sizes



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Increasing commitments effectiveness in the Reformulation field

1. Continue scientific research;
2. Monitoring of population intake levels, calories consumption
3. Increased acceptance/ pressure from informed consumers for new developed products
4. Increased organizational capacity within the industry to develop guidelines / monitor their implementation
5. Standardize reporting/ agree and use commonly agreed reporting procedure (i.e. overall quantities per year/ this would enable an appropriate output/ outcome measurement of the commitments).

The commitments contribution to the Strategy implementation

1. National initiatives have been agreed in the HLG: Salt framework and EU framework on other nutrients;
2. National initiatives under the new framework on selected nutrients will focus on saturated fat, trans fat, total fat, energy intake, added sugars, portion sizes and consumption frequency;
3. Support collaboration with MS;
4. Facilitate joint action between industry and Member States / support national initiatives, both for salt reduction and reduction of the selected nutrients.



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Thank you for your attention!