



**EU food policy and product reformulation:
where are we heading?**

FoodDrinkEurope

- Organisation of the European food and drink manufacturing industry
- Based in Brussels
- Founded in 1982
- Reference for EU & international organisations
- Network of >800 food industry experts



EU food and drink industry figures

Turnover

€1,205 billion

Largest manufacturing sector in the EU

Value added

1.9%

of EU gross value added

Consumption

20.7%

of household expenditure on food and drinks

Employment

4.82 million people

Leading employer in the EU

Number of companies

291,000

R&D expenditure

€2.9 billion

Sales within the Single Market

91%

of food and drink turnover

Small and medium-sized companies

42.7%

of food and drink turnover

58.1%

of food and drink employment

External trade

€120 billion

Exports

€76 billion

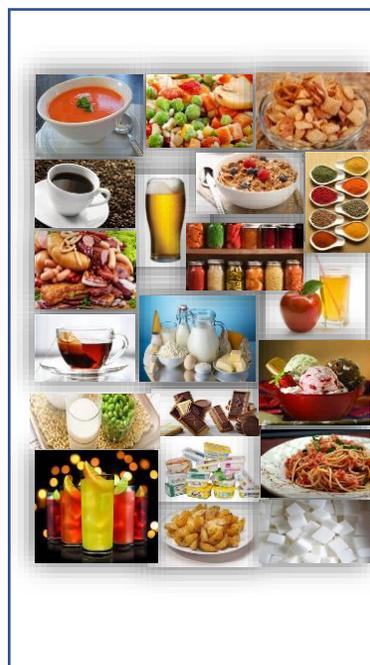
Imports

€44 billion

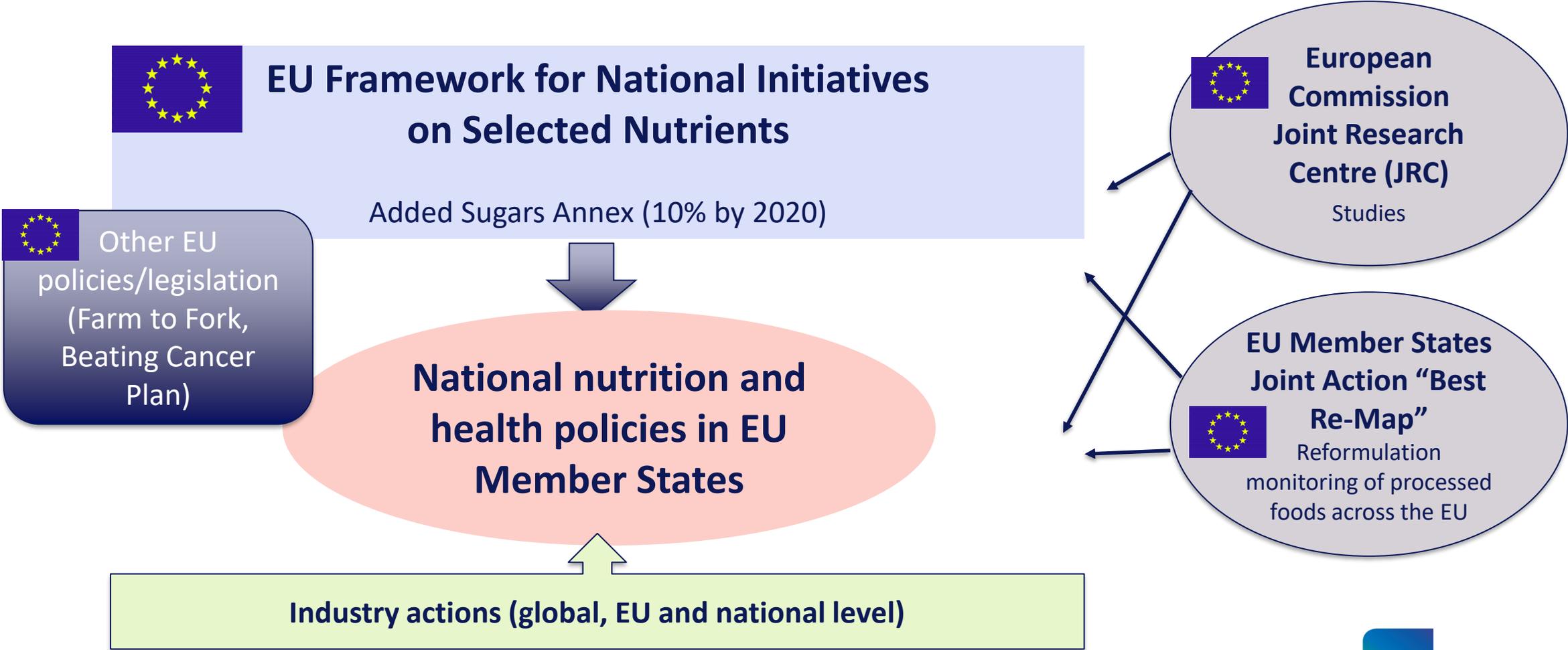
Trade balance

18.8%

EU share of global exports



Overview of food reformulation policy landscape



EU Farm to Fork Strategy



- Initiatives to encourage reformulation, incl. setting of maximum levels of certain nutrients **(Q4 2021)**
- Green claims / environmental information **(Q4 2021)**
- Nutrient profiles **(Q4 2022)**
- Mandatory front-of-pack nutrition labelling **(Q4 2022)**

2023:
EU Legislative Framework on Sustainable Food Systems



2024:
Sustainable Food Labelling Framework

EFSA Opinions:

- Dietary Sugars **(Q4 2021)**
- Nutrient profiles/ FOP nutrition labelling **(March 2022)**

Europe's Beating Cancer Plan

- EC study mapping fiscal measures and pricing policies on sugars, soft drinks and alcoholic beverages (2022)
- EC to look into feasibility of proposing new tax measures on sugars and soft drinks (2022)
- EC to support Member States on reformulation and marketing to children, incl. through Best-ReMaP Joint Action (2020-2023)



Monitoring reformulation and product composition

Joint Research Centre (JRC) studies

2018:

- Sets baseline for total sugars content per 100 g (or 100 ml) of Soft Drinks, Breakfast Cereals and Dairy Products on the market in 2015
- Highlights the *“importance of targeting for reformulation not only products that are highest in sugars, but also those that occupy leading market positions making them prime candidates for achieving maximum impact on population level sugars intakes”*

August, 2021:

- Assessed sugars, fat, salt and fibre content sold through 14 packaged foods and drinks categories in 2018 vs. 2015
- *“Some progress, although modest, towards the direction desired by public health proponents”... “Small reduction in sugars, salt and saturated fat; [...] Still, the amount of sugars and salt sold to Europeans citizens [...] remains of concern”*
- Improvements have been made for sugar reduction in food categories of Breakfast Cereals and Soft Drinks

Monitoring reformulation and product composition

Best-ReMap Joint Action



- October 2020 – 2023
- 22 European countries
- Objective: facilitation and implementation of a **European Standardised Monitoring system for the reformulation of processed foods at brand level** for countries without existing systems
- Based on previous Joint Actions (“JANPA”) and studies (e.g. the 2020-2022 “EUREMO” Study on EU Reformulation Monitoring)
- Collaboration with the Joint Research Centre (JRC)
- Also looking at marketing to children and public procurement

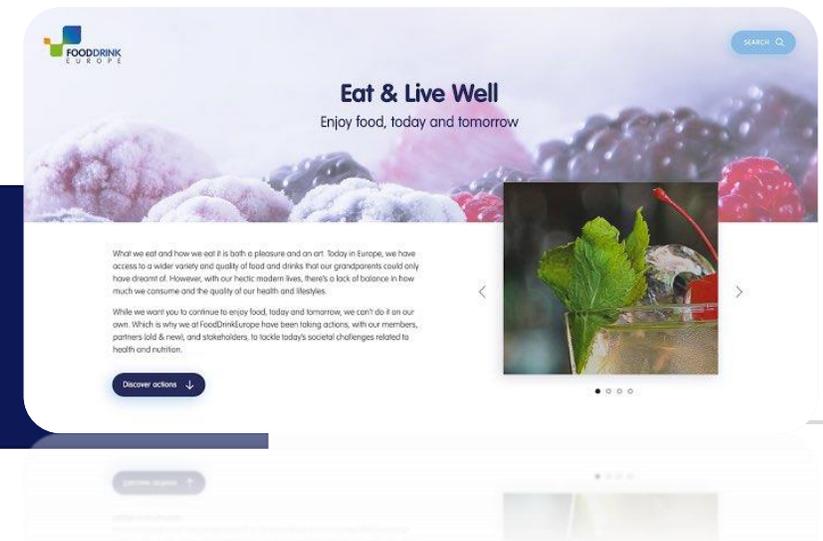
Food Industry Action

- **Public-private collaborations and partnerships at national level** on food product improvement and healthy lifestyle
- **Global and European corporate/sector commitments**
 - EU Code of Conduct
- **National and local initiatives** to stimulate more balanced diets and healthy lifestyles

- **Product formulation and innovation**
- **Responsible marketing and advertising**
- **Consumer information**
- **Promoting healthy lifestyles**

Key requirements for success:

- Long-term vision/approach, supported by strong consumer education
- Support for companies, particularly SMEs
- Consumer acceptance (of ingredients, technologies, dietary shifts)



EU Code of Conduct for Responsible Food Business and Marketing Practices

- First deliverable of the EU F2F Strategy
- Non-legislative, voluntary
- Targeting the “middle part of the chain” (food industry, retail, food service, hospitality)
- Multi-stakeholder “co-creation” process led by FoodDrinkEurope, in concertation with the European Commission
- Possibility for companies (and associations) to join with ambitious commitments
- Part of EU input to UN Food Systems Summit



Concluding remarks

- Recent major EU Strategies (F2F, Beating Cancer Plan) put increased emphasis on facilitating “healthy and sustainable choices” → *clear expectation for industry*
- Increased monitoring/scrutiny, incl. at brand level, of product composition and reformulation efforts across the EU (e.g. through JRC studies and Joint Actions)
- Not only about nutrition, but increasingly also about environmental and social aspects
- Market realities, consumer acceptance and technological/innovation possibilities important to be considered



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