

# Fevia

Working together  
towards a balanced  
diet

18/09/2019

Nick Deschuyffeleer – Food  
Policy Manager

# Fevia

## Belgian Food Industry



Turnover

€ **51,8** billion



Investments

€ **1,6** billion



Jobs

**92.743**



Indirect jobs

**173.104**



Export

€ **27,6** billion



Import

€ **22,2** billion



Trade balance

€ **5,5** billion

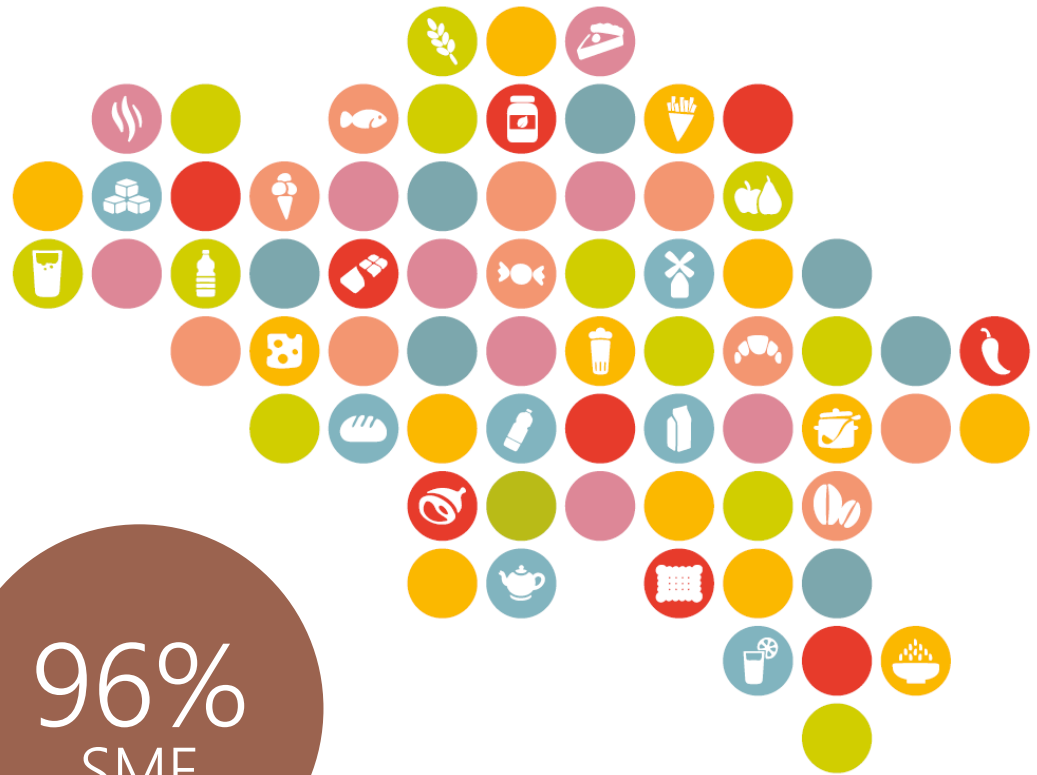


Employers

**4.284**

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Divers sector – 700 members



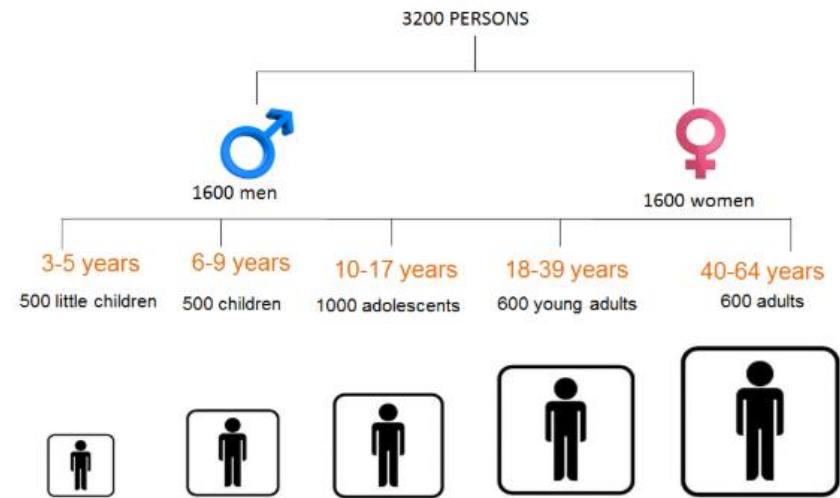
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## Challenges for the sector

- Stay competitive
- Keep innovating
- Internationalization
- Find people
- Sustainable production
- Food safety & healthy lifestyle

## Food consumption survey 2014

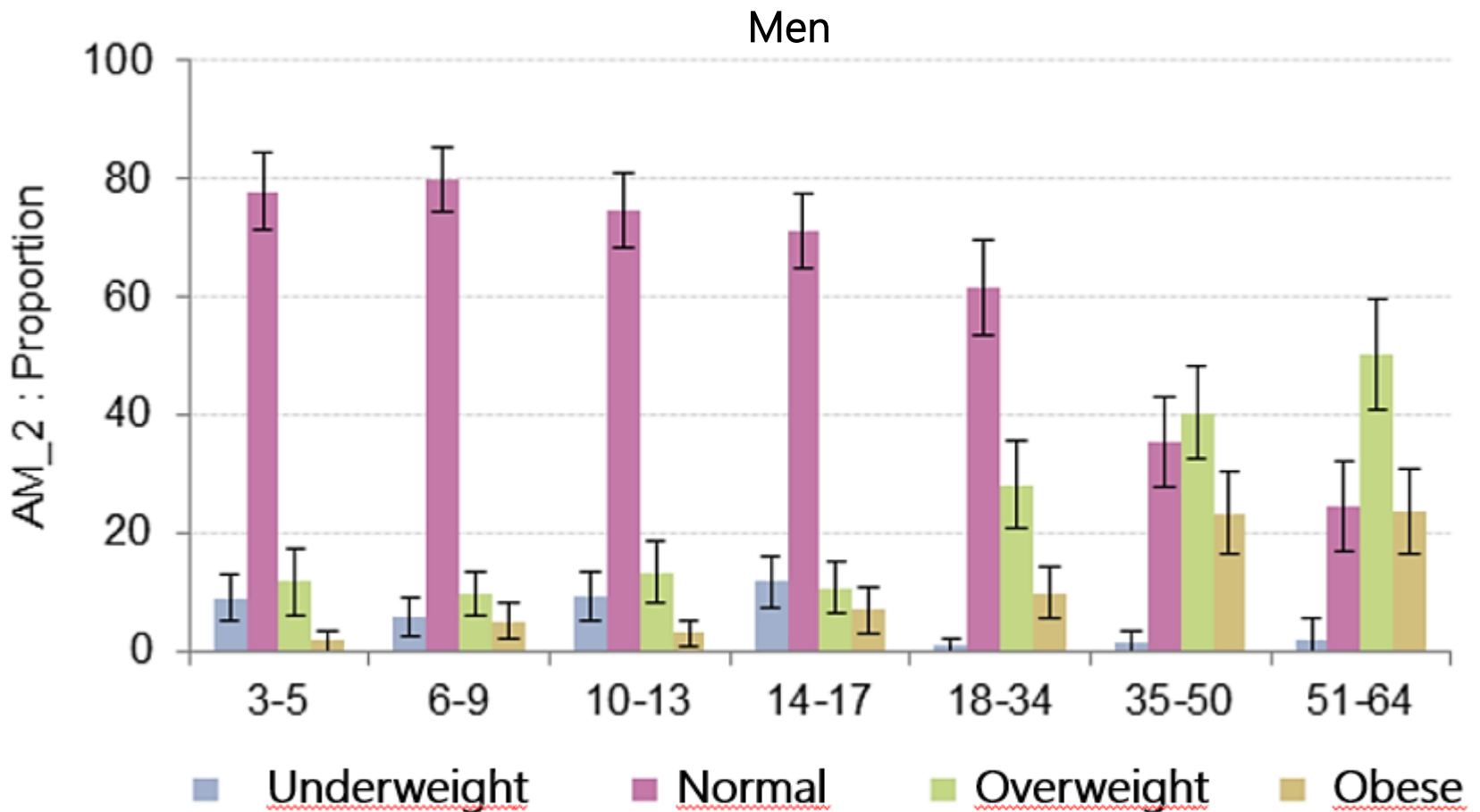
- 3200 people were selected



- Consumption data were gathered using a repeated 24-hour recall
- Sociodemographic characteristics
- Physical and mental health
- Physical activity and anthropometric measures

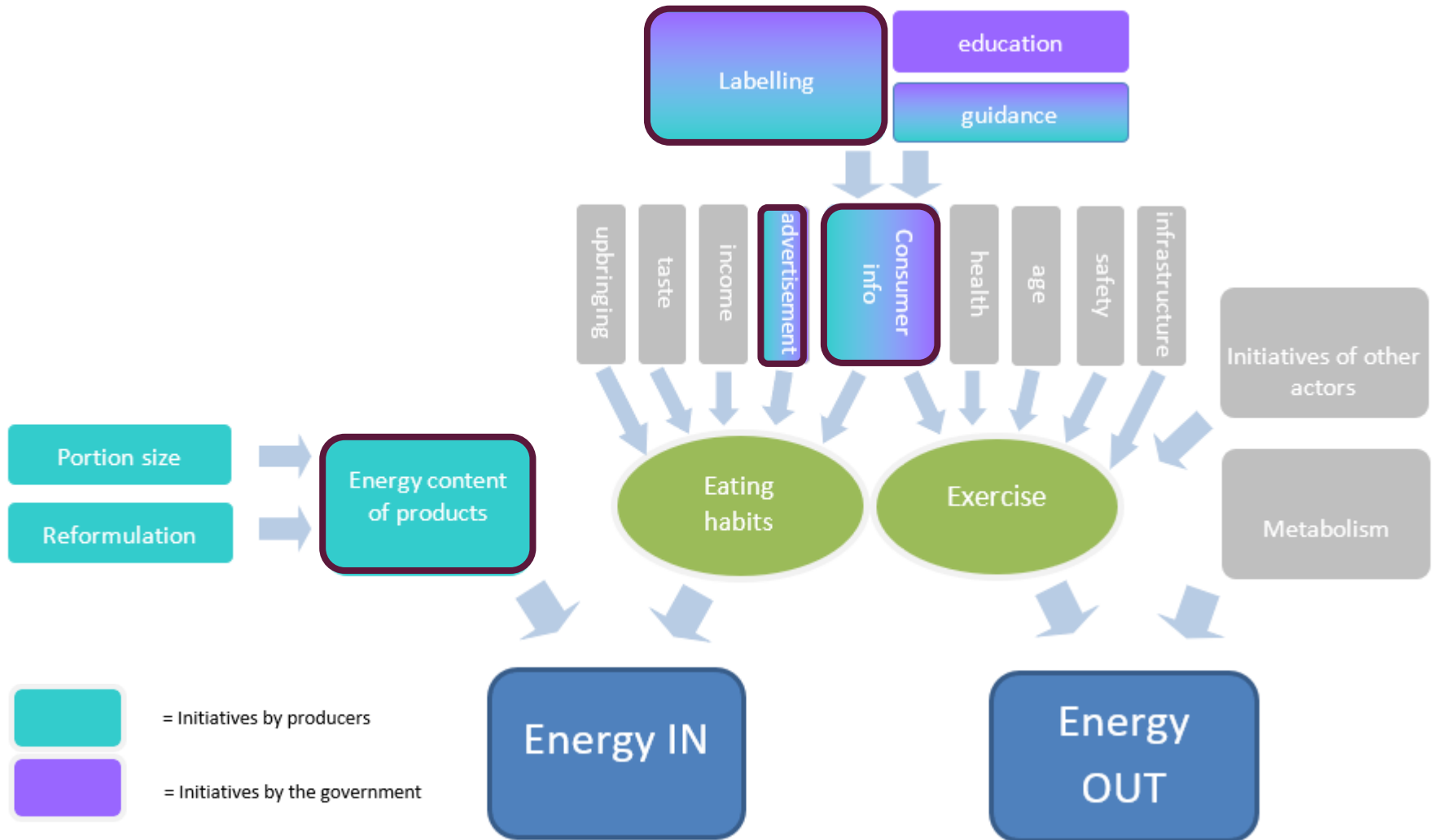
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## Food Consumption survey



# Fevia

## Energy balance

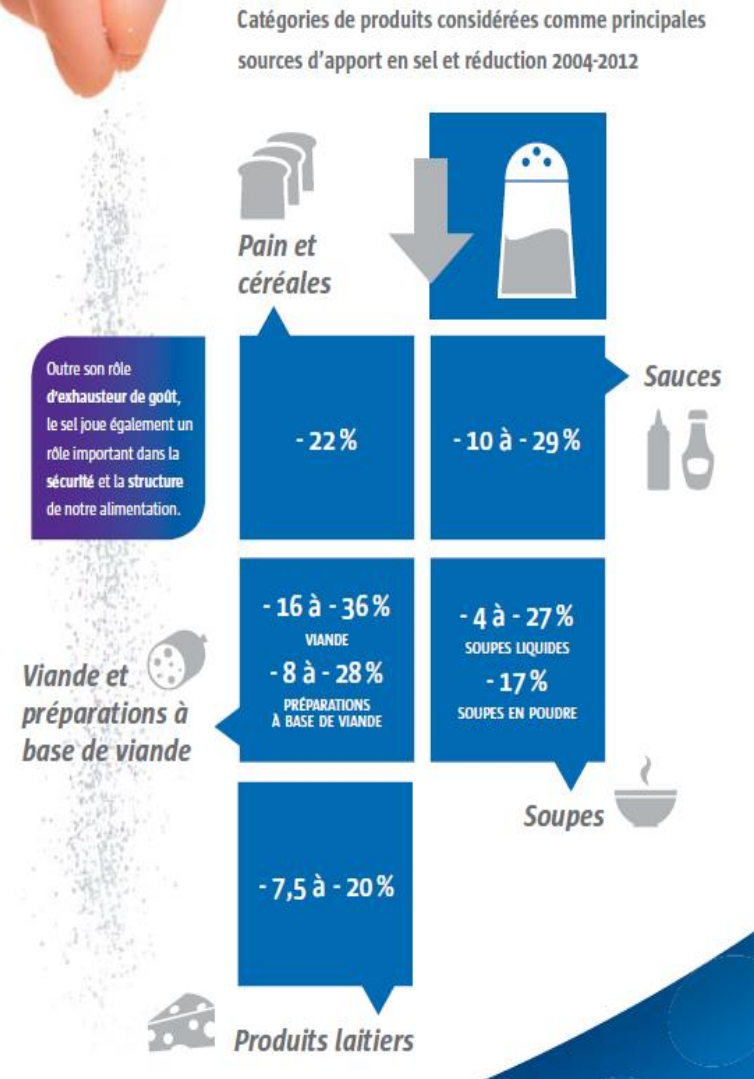


# Fevia

## Working together led to results

2009: Voluntary commitment together with retail and the government to reduce the salt consumption

2015: Sodium analyses of urine samples showed a reduction of 10%





# Fevia

## 9 challenges for the working group

**1.** Existing offer: reformulation has its limits

**2.** International context: produced in BE or composition is decided in BE

**3.** Food safety

**4.** Technological function of ingredient

**5.** Taste preference

**6.** Cross border shopping

**7.** Legal provisions on product composition

**8.** All ingredients bring on calories

**9.** Revision of existing food laws together with BE authorities

After 2 years of preparations – 13/06/2016

Fevia, Comeos and the Belgian Government are joining forces to help consumers adopt a healthier and more balanced diet.



# WORKING TOGETHER TOWARDS A BALANCED DIET

With the Convention for a Balanced Diet, Belgian food companies, retailers, restaurant franchises, collective kitchens and the Belgian government are joining forces to help consumers adopt a healthier and more balanced diet. These specific commitments across the food sector make Belgium a European forerunner.

## WHAT HAS ALREADY BEEN ACHIEVED IN BELGIUM TODAY?

### SALT INTAKE

-10%

### TRANS FATS

1000 tHa of  
1%

% of the energy intake in line with the recommendations of the Belgian Superior Health Council

- working on the nutritional composition of the food products, portion size and/or consumer awareness
- responsible marketing: Belgian advertising code & Belgian Pledge (children <12 years)
- Training, research and development of products
- expanding product range and offer

## WHAT'S ON THE TABLE TODAY ?

-5%

contribute to a  
REDUCTION OF ENERGY  
INTAKE

and/or focus on a more  
extensive OPTIMISATION of the  
NUTRITIONAL COMPOSITION

### SOFT DRINKS

-5% average sugar content

### CHOCOLATE PRODUCTS

-2.5% saturated fats

### PLANT-BASED DRINKS

-4% sugars

### DAIRY PRODUCTS

-3% added sugars

### BREAKFAST CEREALS

-4% sugars

+5% fibres

+8.5% wholegrain cereals

### BISCUITS

-3% saturated fats

### MARGARINES, ICE CREAM, SUGAR, CHOCOLATE AND BISCUITS, BAKERY PRODUCTS, POTATO PRODUCTS, SNACKS AND NUTS



Various initiatives with regard to the composition of products, the portion size and/or consumer awareness

### SAUCES, BEVERAGES, MEAT PRODUCTS, READY MEALS



Develop commitment through joined working groups (brands and private labels)

## WHICH PRODUCT CATEGORIES HAVE ALREADY DEFINED SPECIFIC TARGETS FOR 2017 - 2020 ?

### SOFT DRINKS

ADDITIONAL -5% so in total -10% of the average sugar content

### DAIRY PRODUCTS

ADDITIONAL -5% so in total -8% of the average sugar content

## WHAT IS THE ROLE OF THE GOVERNMENT?

- Monitoring
- A global food and health action plan
- Information and awareness
- Optimisation of the legal framework
- Support scheme for research
- A more fiscally attractive R&D

## AFTER EVALUATION 2017 & 2018\*

Potential commitments until 2020

\* For the sectors of FRVIA, part 1 of the commitment covers the period from 1<sup>st</sup> January 2012 until 31 December 2016. For the sectors of COMGOS, part 1 of the commitment covers the period from 1<sup>st</sup> January 2012 until 31 December 2017.

# Fevia



**-5%**

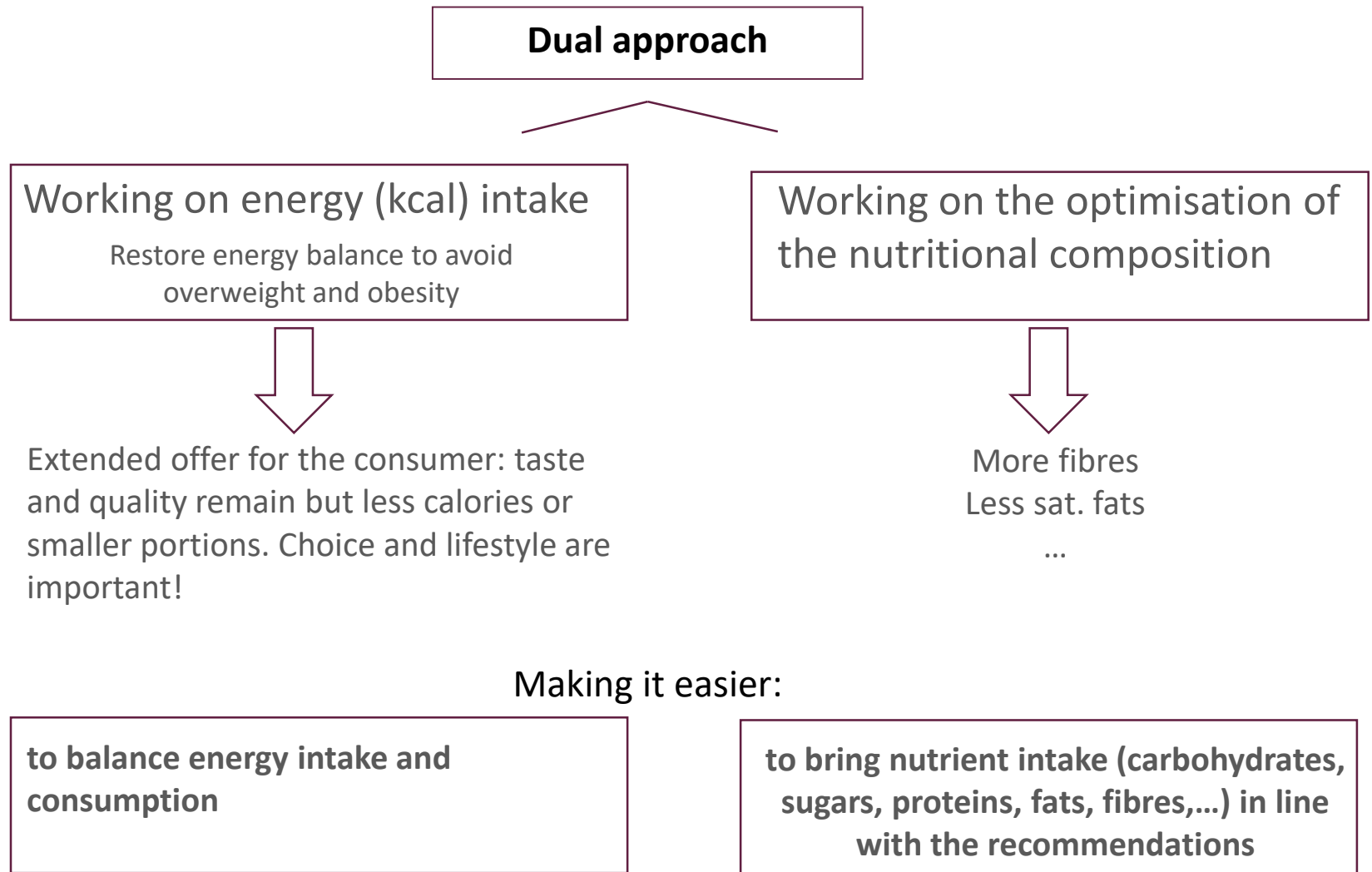


contribute to a  
**REDUCTION OF ENERGY  
INTAKE**



and/or focus on a more  
extensive **OPTIMISATION of the  
NUTRITIONAL COMPOSITION**

# Fevia



# Fevia

## Sector commitments



2020



2020



# Fevia

## Sector commitments

### BREAKFAST CEREALS



**-4%**

sugars



**+5%**

fibres



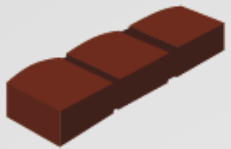
**+8.5%**

wholegrain cereals

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## Sector commitments

### CHOCOLATE PRODUCTS



**-2.5%** saturated fats

### PLANT AND SOY BASED DRINKS



**-4%** sugars

### BISCUITS



**-3%** saturated fats



# Fevia

## Sector commitments

**MARGARINES, ICE CREAM, SUGAR, CHOCOLATE AND BISCUITS,  
BAKERY PRODUCTS, POTATO PRODUCTS, SNACKS AND NUTS**



Various initiatives with regard to the **composition of products**,  
**the portion size** and/or **consumer awareness**.

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## WHAT HAS ALREADY BEEN ACHIEVED IN BELGIUM TODAY?

### SALT INTAKE

**-10%**

### TRANS FATS

Like that  
**1%**

% of the energy intake in line with the recommendations of the Belgian Superior Health Council

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## WHAT'S ON THE TABLE TODAY ?

**-5%**

contribute to a **REDUCTION OF ENERGY INTAKE**

and/or focus on a more external **OPTIMISATION OF THE NUTRITIONAL COMPOSITION**

### SOFT DRINKS



**-5%** average sugar content

### CHOCOLATE PRODUCTS



**-2.5%** saturated fats

### PLANT-BASED SOY BASED DRINKS



**-4%** sugars

### DAIRY PRODUCTS



**-3%** added sugars

### BIOGRAIN CEREALS



**-4%** sugars



**+5%** fibres



**+8.5%** wholegrain cereals

### BISCUITS



**-3%** saturated fats

### MARGARINES, ICE CREAM, SUGAR, CHOCOLATE AND BISCUITS, BAKERY PRODUCTS, POTATO PRODUCTS, SNACKS AND NUTS



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### SAUCES, NECTARS, HEAT PRODUCTS, READY MEALS

AUTUMN 2016



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## Monitoring challenges :

- Budget
- Data on market share
- Composition of food products in 2012
- At sector level – follow-up on individual nutrients (p. ex. sugars)

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## Euromonitor



### TOP DOWN GLOBAL INSIGHT

#### INDUSTRY SPECIALISATION

Dialogue with key players,  
global research inputs

#### COMPANY ANALYSIS

Global and local company  
data and accounts

#### DESK RESEARCH

All public domain material  
accessed and interpreted

#### STORE CHECKS

A first-hand view of place,  
product, price and promotion

#### TRADE SURVEY

Discussion on data and  
dynamics with local industry

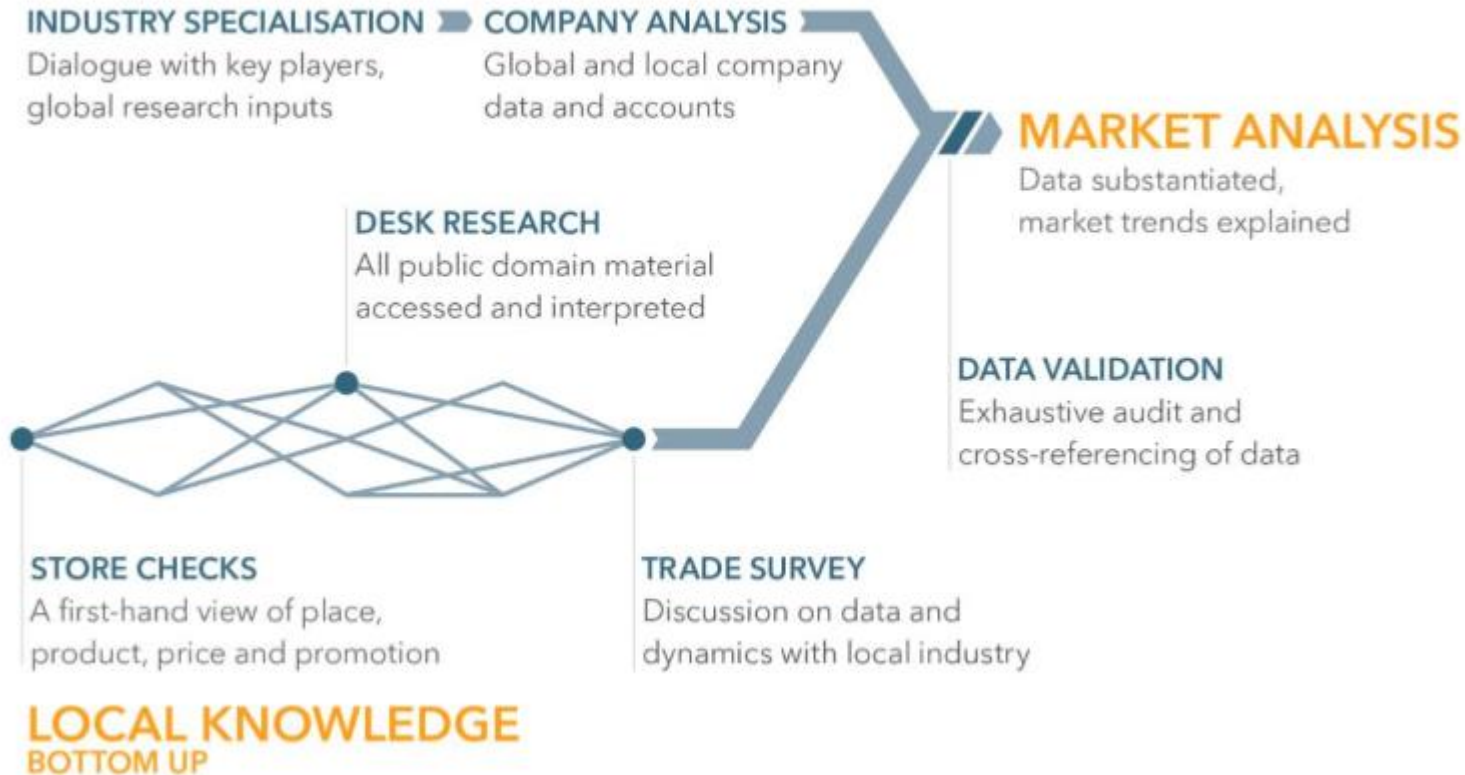
### MARKET ANALYSIS

Data substantiated,  
market trends explained

#### DATA VALIDATION

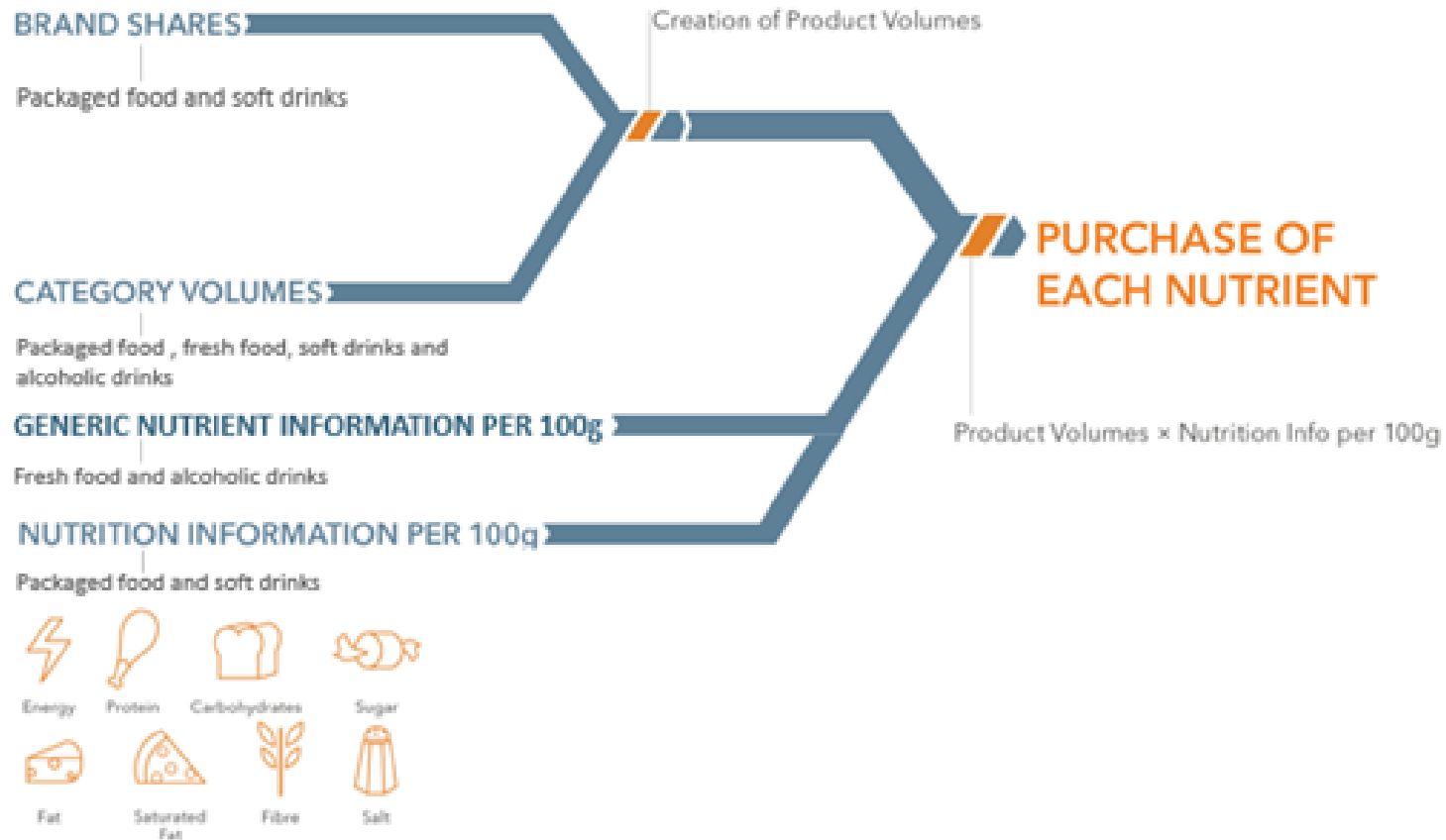
Exhaustive audit and  
cross-referencing of data

### LOCAL KNOWLEDGE BOTTOM UP



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## Euromonitor



# Fevia

## Euromonitor

- Database with 6 years of historical data on market shares
- 230 categories on food and non-alcoholic drinks
- 57 000 branded products

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### WHAT'S ON THE TABLE TODAY ?



### WHICH PRODUCT CATEGORIES HAVE ALREADY DEFINED SPECIFIC TARGETS FOR 2017 - 2020 ?



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### WHAT IS THE ROLE OF THE GOVERNMENT?

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- Support scheme for research
- & more fiscally attractive R&D



# Impact assessment of the Belgian Convention for a Balanced Diet

Report on the evolution of calories sold in Belgian retail  
between 2012 and 2016

Fevia vzw, Wetenschapsstraat 14, 1040 Brussel

Comeos vzw, Edmond Van Nieuwenhuyselaan 8, 1160 Brussel

## Abstract

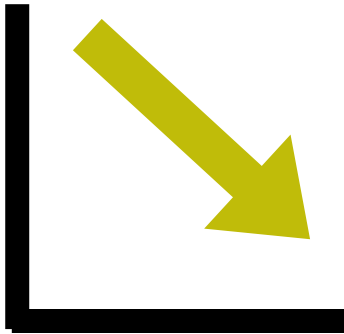
Fevia (Belgian Food & Drink Federation), COMEOS (Belgian federation for retailers, restaurant franchises and collective kitchens) and the Belgian Government co-signed the Convention for a balanced diet. With this convention, the Belgian food sector took a commitment to contribute to a reduction of the energy-intake of the Belgian consumer and/or improve the nutritional composition of food products. This study assesses the change in caloric intake of the Belgian population between 2012 – 2016 (first period of the Convention), and its possible relationship with the convention taken by the Belgian food sector. To this end, energy levels of branded and private label food products sold on the Belgian market were considered, based on data extracted from Euromonitor International's Passport Nutrition, Edition 2017. Results show that the average economic consumption of calories from packaged food and soft drinks categories (from retail alone) decreased by 28 kcal/capita/day between 2012-2016, which can be related to the efforts taken by the food sector. This reduction of 28 kcal per day should be considered as a small though important step taken by the food sector to help Belgian consumers improving the nutritional balance of their diet.

[https://www.fevia.be/sites/fevia/files/media/report\\_belgian\\_convention\\_28\\_6\\_18\\_final\\_version.pdf](https://www.fevia.be/sites/fevia/files/media/report_belgian_convention_28_6_18_final_version.pdf)



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First evaluation (2012-2017): positive trend

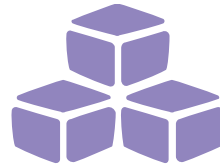


1. Less calories, sugars and saturated fat
2. More fibres and wholegrain cereals

## What does this mean for breakfast cereals ? (own reporting)

### Objective:

- 4% sugars
- + 5% fibres
- +8,5% wholegrain cereals



### Result:

- 5,8% sugars
- + 13% fibres
- +24, 5% wholegrain cereals\*

\* Figures only available for branded products

# Fevia

## What does this mean for chocolate products & biscuits ? (own reporting)

### Objective:

- 2,5% saturated fat  
(chocolate prod.)
- 3% saturated fat  
(biscuits)



### Result:

- 1,2% saturated fat  
(chocolate prod.)
- 3,2% saturated fat  
(biscuits)

# Fevia

## What does this mean for soft drinks ? (own reporting)

Objective:

- 5 % sugars



Result:

- 7 % sugars

# Fevia

## What does this mean for dairy products ? (own reporting)

Objective:

- 3 % added sugars



Result:

- 3,8 % added sugars

# Fevia

## What does this mean for plant-based alternatives to dairy products ? (own reporting)

Objective:

- 4 % sugars



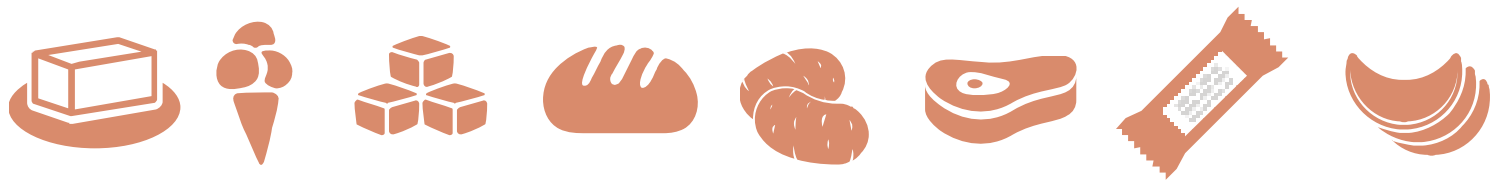
Result:

- 18 % sugars

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## What does this mean for other products ?

No quantitative objectives, but various initiatives for:  
margarines, ice cream, sugar, bakery products, potato  
products, meat products, snacks and nuts



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## Website

Strawberry sorbet

At least 30% less  
calories



Turkey fillet

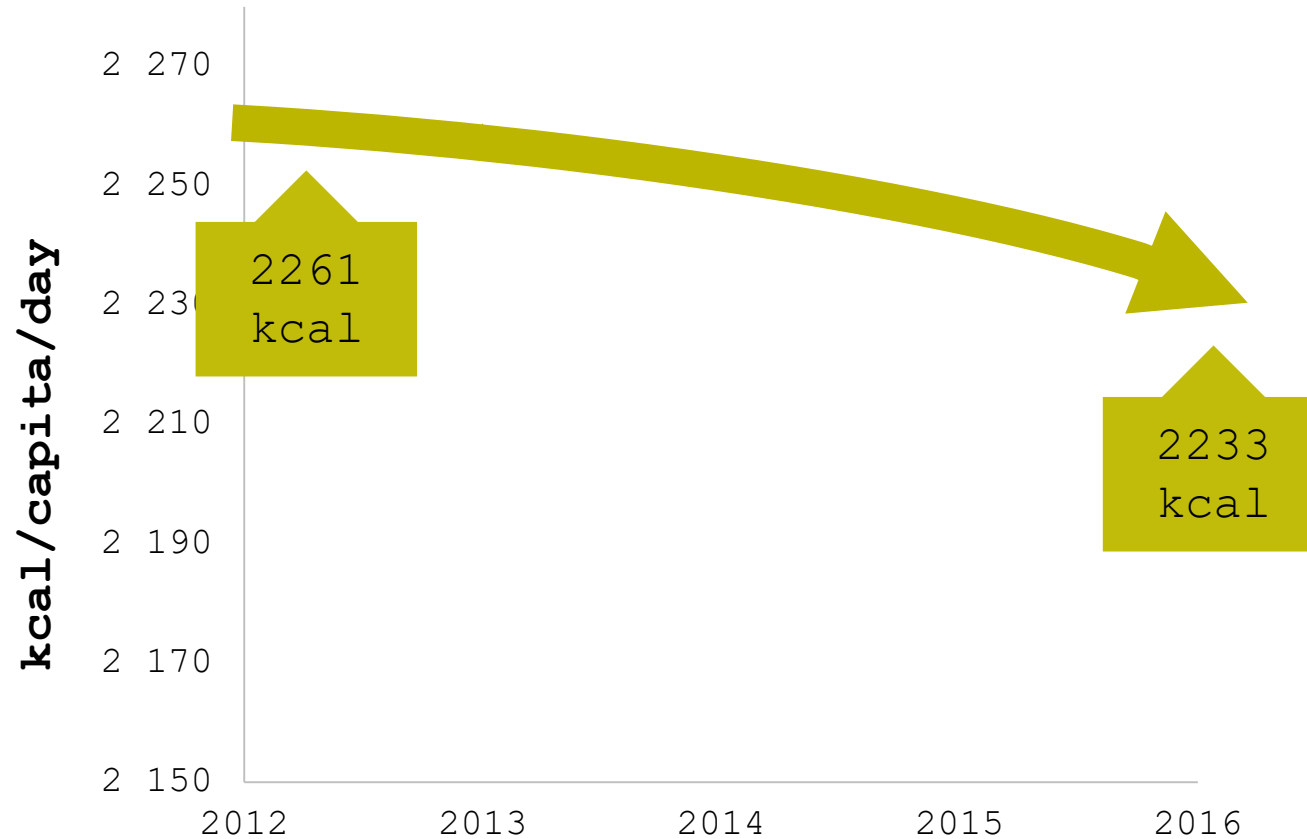
25 % less salt  
compared to 2012

[www.convenantevenwichtigevoeding.be](http://www.convenantevenwichtigevoeding.be)



# Fevia

## Independent data confirms the downward trend



Source: Euromonitor International's Passport Nutrition (Edition 2017), packaged foods and soft drinks

## What's next

- Commitments for part 2 of the convention (until 2020)
  - Cold sauces (-3% energy), spreads (-5% fat) and prepared dishes (+ 10% vegetables).
  - Soft drinks and dairy products, -5% (added) sugars
  - ...
- Continue to involve other sectors: catering, out-of-home, etc.



## Conclusions

- Self-regulation works: positive trend between 2012 and 2017
- Positive trend but we are not there yet
- Collaboration between food industry and authorities is crucial, our journey continues
- Important to work in stages and convince the consumer