



# Setting the scene: The food and drink industry's contribution to nutrition and health across the EU

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# Agenda

1. Introduction
2. Global and EU context
3. Nutrition and health policy in the EU – *quo vadis?*
4. European food and drink industry actions



# The EU food and drink manufacturing industry

## TURNOVER

**€1,109 billion**

Largest manufacturing sector in the EU

## VALUE ADDED

**2.1%**

of EU gross value added

## CONSUMPTION

**13.8%**

of household expenditure  
on food and drink products

## EMPLOYMENT

**4.57 million people**

Leading employer in the EU

## NUMBER OF COMPANIES

**294,000**

## R&D expenditure

**€2.9 billion**

## SALES WITHIN THE SINGLE MARKET

**90%** of food and drink turnover

## SMEs

**48.1%**

of food and drink turnover

**61.3%**

of food and drink employment

## EXTERNAL TRADE

**€110 billion**

Exports

**€75 billion**

Imports

**€35 billion**

Trade balance

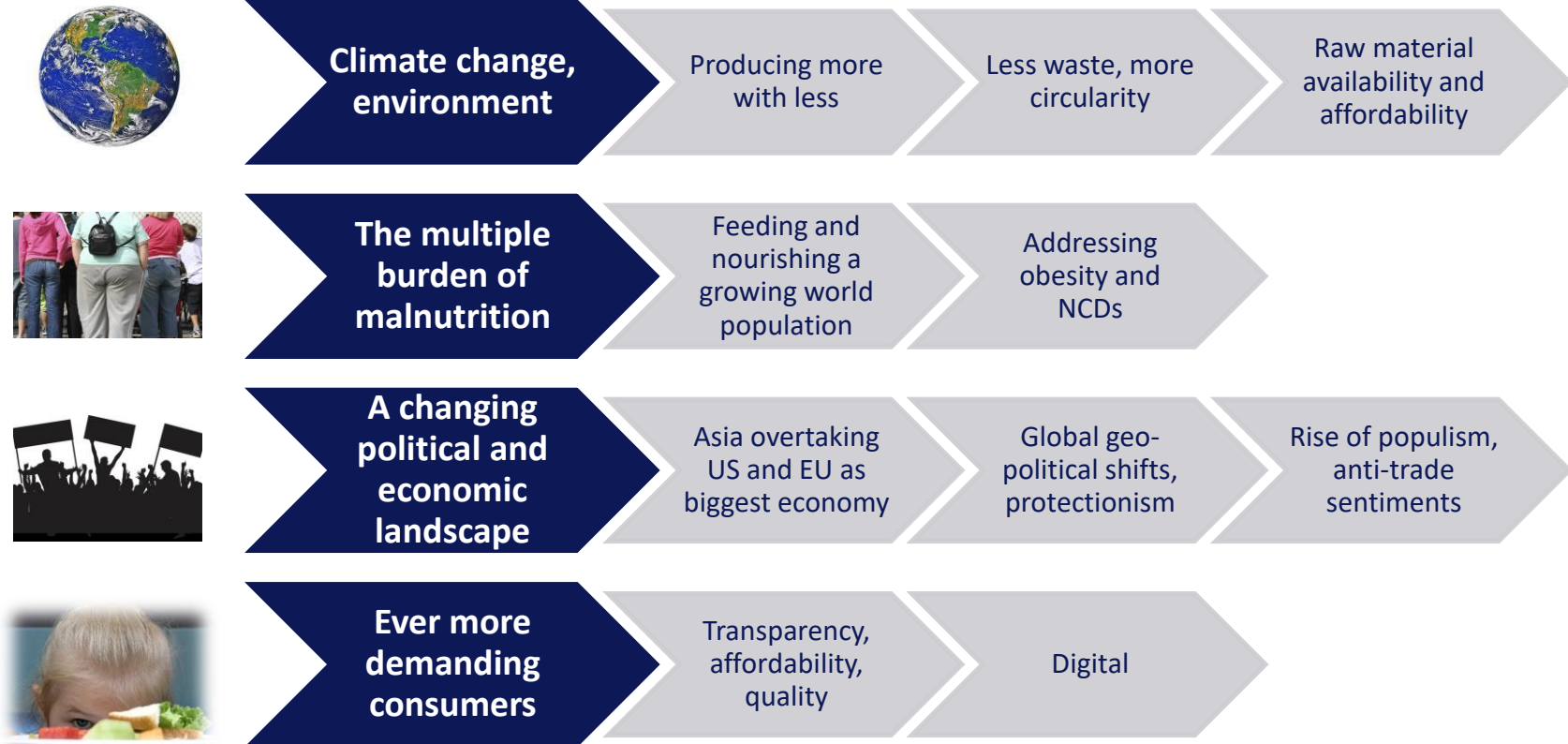
**17.9%**

EU share of global exports

Sources: Eurostat; Joint Research Centre; UN COMTRADE

# The global and EU context

# The European food and drink industry is faced with enormous challenges...AND opportunities





# Where is 'Brussels' heading after the EU elections?

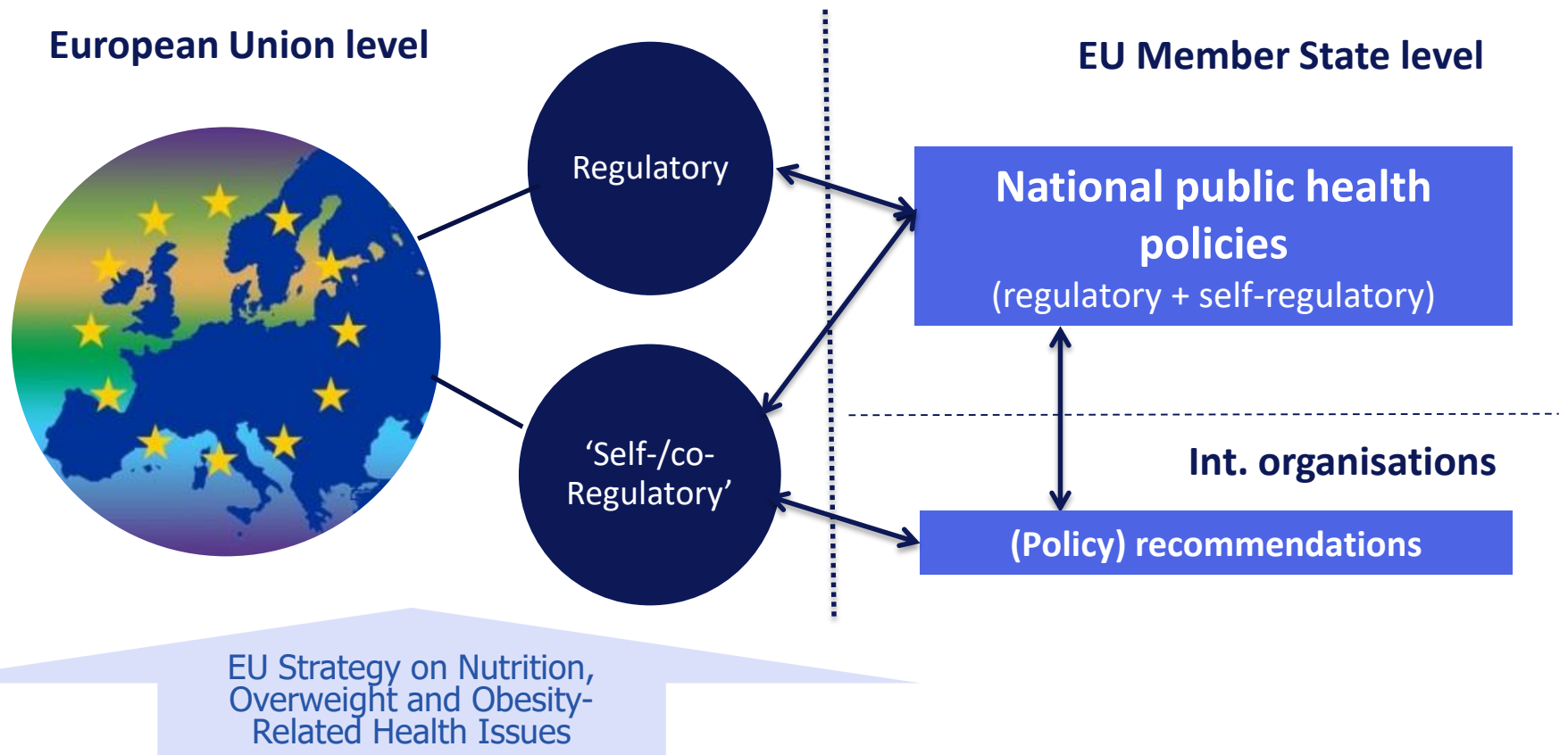
- Year of change
- More fragmented political landscape
- Sustainability to be a key theme of all EU Institutions (“Green Wave”)
- Nutrition/health → will EU competence be maintained in its current form?
- An EU Food Policy?



# The EU framework for nutrition & health action



# Nutrition and health policy in the EU



# At the Member State level



- National nutrition/health policies, programmes and strategies
- Constructive dialogue and partnership between authorities and industry
- Sometimes concerns with barriers to trade (in and outside EU) + policy effectiveness

- Educational programmes
- Voluntary product reformulation agreements (e.g. salt reduction)
- Physical activity strategies
- Responsible marketing and advertising policies (incl. industry agreements)
- School food programmes
- National endorsement of voluntary nutrition labelling schemes
- “Sin” taxes
- Etc.



# At the EU level

## ■ Regulatory:

- Nutrition and health claims
- Food information to consumers
- Addition of essential nutrients
- Foods for special groups
- Audiovisual media services (*Directive*)



# At the EU level

## ■ Self-/co-regulatory:



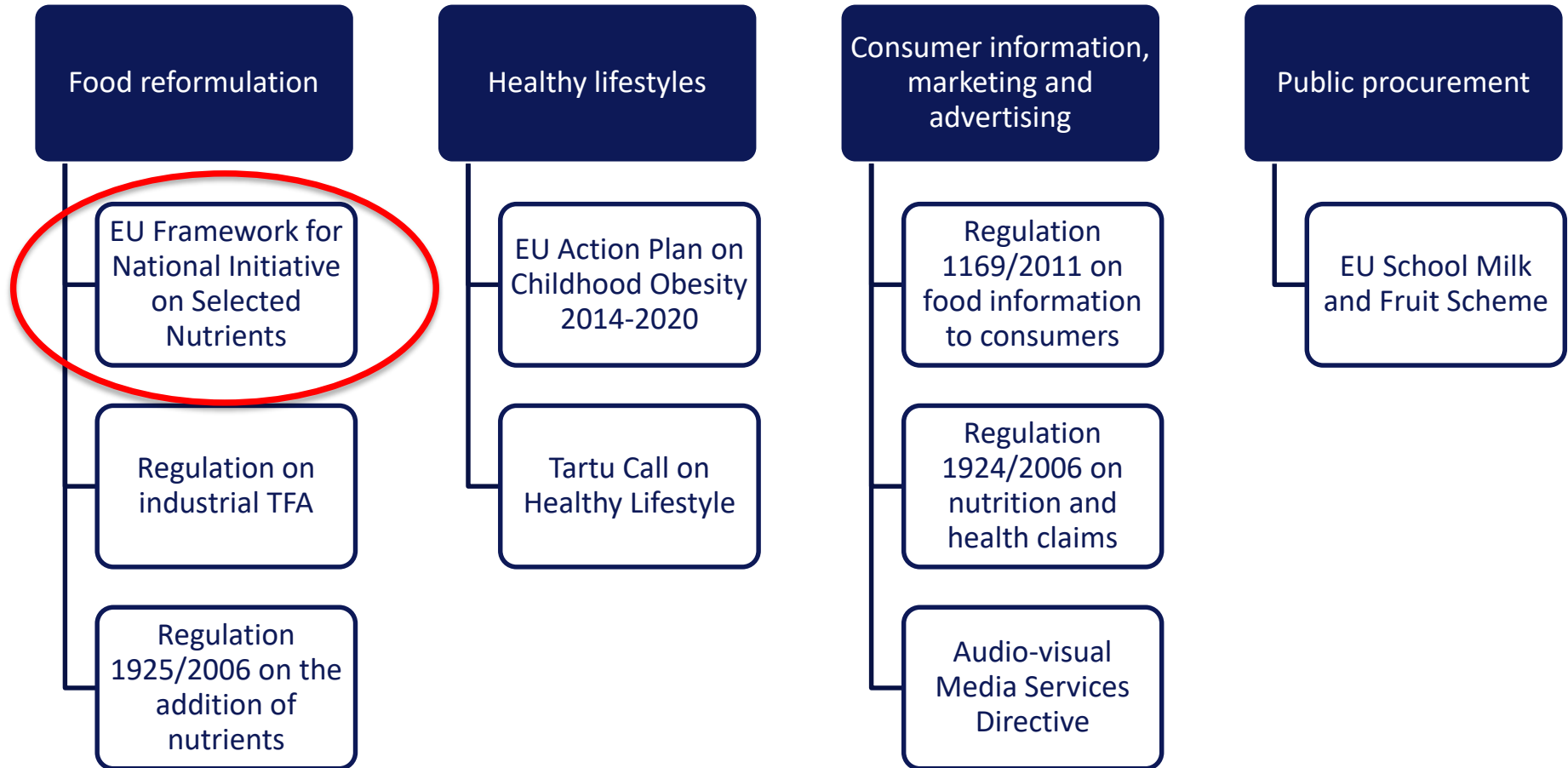
- Co-founded by FoodDrinkEurope
- Industry, health NGOs, consumer groups, retailers, advertisers, restaurants, etc.
- > 300 concrete commitments
- Examples: GDA nutrition labelling, EU Pledge, product reformulation initiatives, health in the workplace programs



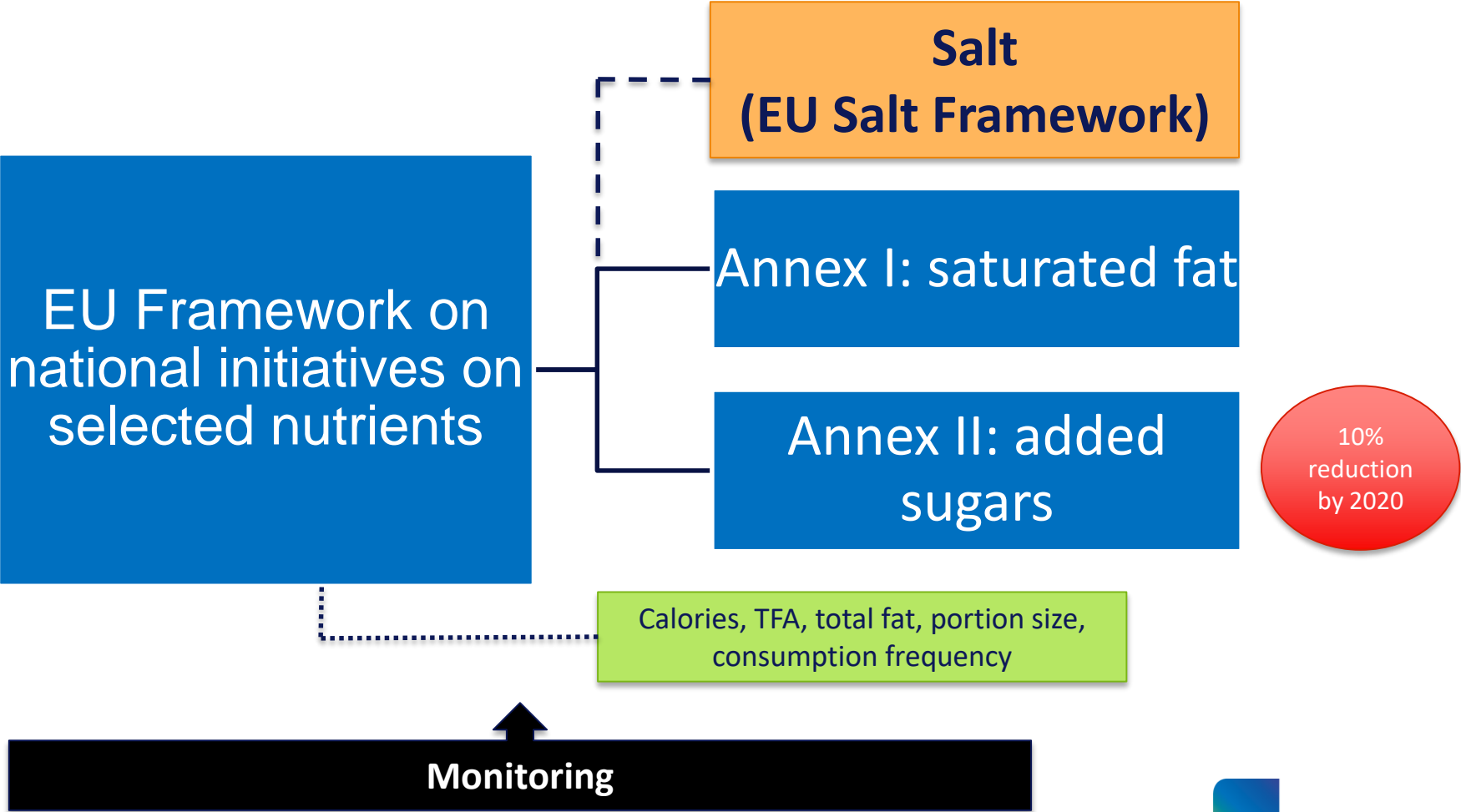
- Co-ordination and sharing best practices among the EU-28 Member States
- Examples: EU Salt Reduction Framework, EU Action Plan on Childhood Obesity
- New: “Steering Group on Promotion and Prevention”



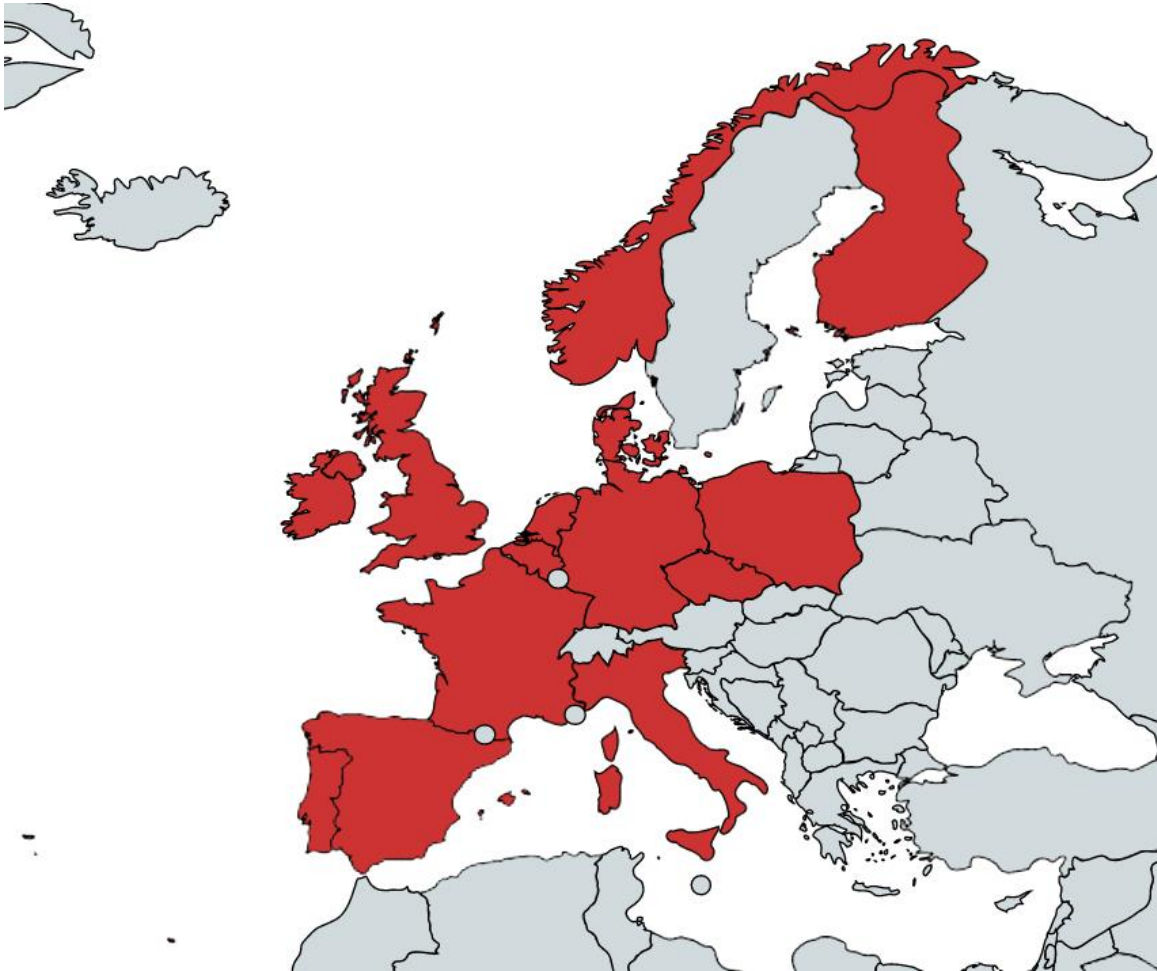
# Key EU initiatives in the area of nutrition and health



# EU Framework for National Initiatives on Selected Nutrients



# Public-private agreements on food reformulation



Belgium  
Czechia  
Denmark  
Finland  
France  
Germany  
Ireland  
Italy  
Norway  
Spain  
Poland  
Portugal  
Spain  
UK  
Etc.



# Public-private agreements on food reformulation



Obiettivi condivisi per il miglioramento delle caratteristiche nutrizionali dei prodotti alimentari con particolare attenzione alla popolazione infantile (3-12 anni)



## COMPROMISSOS DE REFORMULAÇÃO NUTRICIONAL

### GORDURAS TRANS

**GORDURAS DE ORIGEM INDUSTRIAL**  
 Ⓞ Redução até 2g/100g 📅 2019

### SAL

**PÃO DE FABRICO PRÓPRIO**  
 Ⓞ Redução até 1g/100g 📅 2021

**BATATAS FRITAS E SNACKS SALGADOS**  
 Ⓞ Redução de 12% 📅 2022

**PIZZAS**  
 Ⓞ Redução de 10% 📅 2022

**REFEIÇÕES PRONTAS**  
 Ⓞ Redução até 0,9g/100g 📅 2023

**SOPAS PRÉ-EMBALADAS PRONTAS A CONSUMIR**  
 Ⓞ Redução até 0,3g/100g 📅 2023

### AÇÚCAR

**CEREAIS DE PEQUENO-ALMOÇO**  
 Ⓞ Redução de 10% 📅 2022

**IOGURTES E LEITES FERMENTADOS**  
 Ⓞ Redução de 10%\* 📅 2022

**LEITES ACHOCOLATADOS**  
 Ⓞ Redução de 10%\* 📅 2022

**REFRIGERANTES**  
 Ⓞ Redução de 10% 📅 2022

**NÉCTARES DE FRUTA**  
 Ⓞ Redução de 7% 📅 2023

\*Redução do açúcar adicionado

## PLAN de colaboración para la mejora de la composición de los alimentos y bebidas y otras medidas 2020



Qu'en est-il des calories ?  
 - 28 kilocalories par habitant par jour (vendu entre 2012 et 2016)  
 L'impact sur la santé publique est difficile à estimer, mais l'évolution positive est évidente.

**Boissons rafraichissantes**  
 -7% de sucres

**Produits laitiers**  
 -3,8% de sucres ajoutés

**Alternatives végétales aux produits laitiers**  
 -18% de sucres

### Produits de chocolat

-1,2% de graisse saturée

**Biscuiterie**  
 -3,2% de graisse saturée

Initiatives également pour s.e. la margarine, les crèmes grasses, les produits à base de pommes de terre, la charcuterie, les snacks et les noix.



## The evolution of food and drink in Ireland 2005-2017

Reformulation and innovation: supporting Irish diets



### able, faisons du choix sain un choix facile

Alimentaires et les supermarchés s'engagent en collaboration avec les autorités belges pour les modes alimentaires équilibrés. Après 5 ans d'efforts en matière d'innovation, nous avons adapté la composition de nombreux produits que vous achetez au quotidien, sans perdre la qualité belge qui compte pour vous.

Découvrez des exemples de produits adaptés sur [www.conventionalimentationequilibree.be](http://www.conventionalimentationequilibree.be)



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# European food and drink industry actions

# Nutrition and Health

- Consumers are increasingly interested in nutrition and health, whilst at the same time looking for **taste, pleasure and convenience**
- Shared interest and responsibility to tackle obesity and diet-related NCDs
- Business opportunities: new markets, product innovations



# EU food and drink industry action

- FoodDrinkEurope is founding member of the EU Platform for Action on Diet, Physical Activity and Health
- Food industry action focuses on:
  - *Product (re-)formulation and innovation (incl. portions)*
  - *Consumer information*
  - *Responsible marketing and advertising to children*
  - *Promoting healthy lifestyles*
  - *Supporting research*
- Actions at **local, national, EU and global level**
- Discussions at EU level on food information to consumers, product reformulation (e.g. Added Sugars Annex), AVMSD, Horizon Europe, etc.



EU Platform on Diet,  
Physical Activity and Health

# Eat & Live Well

**FOODDRINK EUROPE**

**Eat & Live Well**  
Enjoy food, today and tomorrow

What we eat and how we eat it is both a pleasure and an art. Today in Europe, we have access to a wider variety and quality of food and drinks that our grandparents could only have dreamt of. However, with our hectic modern lives, there's a lack of balance in how much we consume and the quality of our health and lifestyles.

While we want you to continue to enjoy food, today and tomorrow, we can't do it on our own. Which is why we at FoodDrinkEurope have been taking actions, with our members, partners (old & new), and stakeholders, to tackle today's societal challenges related to health and nutrition.

Discover actions ↓

- Product formulation & innovation
- Portions
- Research
- Consumer information
- Responsible marketing & advertising
- Promoting healthy lifestyles

Home | Product formulation & innovation | Portions | Research | Consumer information | Responsible marketing & advertising | Promoting healthy lifestyles

[www.eatandlivewell.eu](http://www.eatandlivewell.eu)





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