



CAOBISCO
Engagements
on Nutrition
and Health



Annex



CAOBISCO
Chocolate, Biscuits & Confectionery of Europe



BACKGROUND

Caobisco members are taking their role and responsibility towards consumers in relation to nutrition and health seriously.

As they are linked to a variety of cultures, taste and eating habits, Caobisco's product categories (chocolate, confectionery and biscuit products) are very diverse.

Caobisco members recognise that chocolate, confectionery and biscuit products are essentially about bringing pleasure and enjoyment to people.

Against this background, Caobisco and its members support balance and moderation in consumer behaviour.

This document aims to inform public authorities, decision makers and all interested stakeholders about the various options chosen by Caobisco members to guide consumers towards healthier diets and lifestyles.

A Menu of options has been developed, giving the flexibility for members to implement **one or more** of the following:

1) **PRODUCT COMPOSITION: Innovation and product formulation:**

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Translating consumer insights and new scientific developments either into:

- 1.1. New products that bring calorie reduction and/or other nutritional benefits, for example breakfast biscuits high in wholegrain and fibre, designed to provide gradual energy release over the morning.
- 1.2. Existing products that bring calorie reduction and/or other nutritional benefits, for example improved fatty acid profile or reduction of added sugars through use of sweeteners and/or fibres.

2) **MINDFUL EATING: helping consumers to control their calorie intake, namely by:**

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Designing products to be fit with the corresponding eating occasion ("Right size first time") by:

- 2.1. Increasing the range of available portion sizes, including provision of small portions and provision of "bite -size" variants.
- 2.2. Providing individually wrapped portions.
- 2.3. Providing a visual representation of portions.
- 2.4. Defining calorie cap on 'countlines', designed to fit the corresponding eating occasions.
- 2.5. Enabling packaging reclose, so that consumers may enjoy part of a product and save the rest for later.

3) **CONSUMER INFORMATION (beyond legal requirements):**

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Helping consumers to make informed dietary decisions, by providing clear, fact-based nutrition information in different ways:

- 3.1. Front of Pack Labelling:
 - GDAs labelling (now Reference Intake model).
 - Voluntary National Initiatives.
- 3.2. Other channels (e.g. online/off-pack communication).

4) RESPONSIBLE ADVERTISING AND MARKETING TO CHILDREN:

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In 2015 Caobisco adopted a recommendation for its members to join the EU pledge. This recommendation is meant essentially for companies operating in several EU markets (which would therefore benefit from overall coverage under the EU Pledge) and for companies that operate in single countries where equivalent local initiatives do not exist. Current and future national initiatives having the same objective as the EU pledge are a way to implement the Caobisco recommendation.

5) PROMOTION OF HEALTHY LIFESTYLES:

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Helping our own employees, by providing workplace wellness programs, designed to promote, maintain and enhance their health and wellbeing, and supporting initiatives in the communities where we operate around the world, so as to encourage balanced diets and healthy, active lifestyles (for example, National Platforms or by supporting evidence-based projects such as “EPODE”).

For each of the above actions Caobisco members have already put in place concrete initiatives that are still going on.

CONCLUSION:

The collective efforts made by CAOBISCO members through the above and attached various actions demonstrates the Sector’s commitment to finding reasonable and workable ways to respond to changes in societal demands.

CAOBISCO members’ initiatives in terms of health and nutrition

- AIDEPI - Associazione Delle Industrie Del Dolce e Della Pasta Italiane (Italy)
- BCCC – Food and Drink Federation (UK)
- BDSI - Association of The German Confectionery Industry (Germany)
- Choprabisco (Belgium)
- Fevia - National Food And Drink Industry Federation (Belgium)
- Hunbisco - Association Of Hungarian Confectionery Manufacturers (Hungary)
- L’ALLIANCE 7 (France)
- POLBISCO - Association Of Polish Chocolate And Confectionery Producers (Poland)
- PRODULCE (Spain)
- Swedish Food Federation (Sweden)
- VBZ - Dutch Association of the Bakery and Confectionery Industries (The Netherlands)
- Barilla
- Barry Callebaut
- Ferrero
- Mars
- Mondelēz International
- Nestlé

PRODUCT COMPOSITION: Innovation and product formulation

Company/ Association	Description	Impact
AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE <i>Italy</i>	<ul style="list-style-type: none"> The “AIDI (now AIDEPI) PLATFORM FOR VOLUNTARY INITIATIVES IN THE CONFECTIONERY INDUSTRY”¹ committed AIDEPI members to eliminate/reduce trans-fatty acids (TFA) derived from industrial food processing in compliance with WHO guidelines (<1% of daily energy intake). With the voluntary Code “The common objectives for the improvement of the nutritional characteristics of food products to children (3-12 years)”, signed by the Minister Beatrice Lorenzin and Presidents of Associations on 28th October 2015, AIDEPI members are committed to a gradual reduction, in a certain period of time, of the average level of some nutrients (fats, salt, sugars) and to an increase of fibre according to the kind of products until 2017. In this Code the objectives are based on the average products on the market and they are not maximum levels. 	<p>The commitments on TFA has been monitored by AIDEPI via questionnaires which showed that in 2008 all the AIDEPI members eliminated TFA derived from industrial processing.</p> <p>Careful evaluation by members of product composition especially of new and existing products targeted to children. Collaboration with Minister of Health. Improvement of the image of our sectors. No food taxes.</p>
BCCC - FOOD AND DRINK FEDERATION <i>UK</i>	<p><u>BCCC Q&A on TFA Reduction:</u></p> <p>In March 2012, BCCC produced a Q&A Position Paper on TFAs in sector group products. This reactive position paper was disseminated to the UK industry members.</p> <p>The latest National Diet and Nutrition Survey (2011) indicates that average trans fats intakes (natural and artificial) were less than 2g per day for all age groups, representing 0.6% – 0.7% of food energy. This falls below the maximum UK and WHO recommendations.</p> <p>Despite the success of reformulation of UK products, in December 2015, the European Commission published a report on trans fats, which suggests that setting a legal limit for industrial TFAs would be the most effective measure in terms of public health, consumer protection and compatibility with the single market. The Commission will be launching a consultation later in 2016.</p>	<p>Back in 2003, BCCC Sector Group members voluntarily committed to programmes to reduce trans fat levels in products to as low as technically possible. This initiative was completely industry-led and much resource was dedicated to it, resulting in artificial trans fats being virtually eliminated from BCCC sector products in the UK.</p>
	<p><u>DH Nutrient Analysis Survey of Biscuits, Buns, Cakes and Pastries:</u></p> <p>In August 2011, the Department of Health published its Nutrient Analysis Survey of Biscuits, Buns, Cakes and Pastries.</p> <p>http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_129470</p>	<p>In reviewing the data, the situation with regard to trans fatty acid content of products gives a very positive picture and demonstrates the substantial reductions in trans fat content made by the sector in the UK.</p>

¹ Since 2004 AIDI (now AIDEPI) has committed itself as a partner in the debate on obesity and approved the “Platform for voluntary initiatives in the confectionery and ice creams industry” which commits AIDEPI members in undertaking a number of voluntary initiatives on three issues (Consumer information, Reformulation and Marketing). In 2007 the AIDI Platform had been included within the framework of the Inter-ministerial “Gaining health” campaign launched by the Italian Ministry of Health.

BCCC - FOOD AND DRINK FEDERATION <i>UK</i>	<u>BCCC progress towards salt reduction targets:</u> BCCC undertook an assessment of salt reduction in accordance with voluntary 2012 targets set under the UK's Responsibility Deal [unpublished data].	<ul style="list-style-type: none"> • 2012 average and maximum targets met by all cakes. • 98% of sweet biscuits also met 2012 maximum targets, but 3 outliers will prove technically challenging, as already highlighted to authorities.
	<u>Member sodium reductions:</u> In sweet biscuits, reformulations have also been taking place. As part of the Responsibility Deal, UB committed to reduce sodium and has made significant progress.	UB currently has 107 sweet biscuit recipes, of which 100 have already been reformulated to meet current Responsibility Deal targets, representing 96% of the sweet biscuit portfolio. Updated urinary sodium data for adults in England (2014) showed a downward trend in mean estimated salt intake between 2005/06 and 2014, with mean estimated daily salt intakes falling by 0.9g/day across this period (a relative reduction of 11%). https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509399/Sodium_study_2014_England_Text_final.pdf
	<u>Continued sodium reductions:</u> Work being carried out to further reduce salt intake by continuing to review and lower levels of salt in food. Committed to working towards achieving the salt targets set by the Government by December 2017.	In the UK 39 partners (manufacturers and retailers) are currently committed, including 4 BCCC members.
BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY <i>Germany</i>	For many years the BDSI has recommended that its members reduce trans-fatty acids derived from industrial food processing. The technically unavoidable, very low quantity of trans fatty acids in non-hydrogenated vegetable fats and oils has plateaued over the years to 1%, and less on average, in fine bakery wares and savoury snacks. As part of an overall initiative of the German government to minimise trans fatty acids in foods, the fine bakery wares division and the savoury snacks division of the BDSI has adopted its own product guidelines for the minimisation of trans fatty acids. The BDSI members offer confectionery in very diverse portion and pack sizes, including many small and re-sealable packs. The BDSI has issued a Position Statement on the Product formulation/Re-formulation of confectionery, savoury snacks and ice cream.	
CHOPRABISCO <i>Belgium</i>	<u>Sodium reduction</u> FEVIA and the concerned sector associations, amongst which CHOPRABISCO, signed in 2008 an agreement with the Federal Minister of Public Health with commitments with respect to sodium reduction by 2012. CHOPRABISCO committed to a weighed average reduction across the biscuits sector of 3%. Some categories could realise a 5% reduction; others - 0%.	2012 weighed average (4 companies) - target was met by the sector. It is difficult to achieve a bigger sodium reduction as the sodium in biscuits comes mainly from the baking agent sodium bicarbonate (replacement by ammonium bicarbonate increases the formation of the process contaminant, acrylamide which is not desirable).

<p>CHOPRABISCO <i>Belgium</i></p>	<p><u>Energy balance</u></p> <p>The food industry is committed to improve diets within the framework of the nutritional recommendations. The food industry (represented by FEVIA, of which CHOPRABISCO is a member) is willing (1) to <u>contribute</u> to a reduction of the energy intake by 5% between 1/1/2012 and 31/12/16 and/or (2) where possible to commit to an improvement of the nutritional quality of food products. An eventual complementary engagement for the period 1/1/17-31/12/20 will be made after an evaluation of the period 2012-2016. The discussion with other stakeholders (such as retail, hotels and restaurants) is still ongoing.</p> <p>The focus of the engagement of CHOPRABISCO members is on (1) portion sizes (increasing the range with small portions, calorie cap on countlines, elimination of extra large sizes, etc.) and (2) the reduction of saturated fat.</p>	
<p>FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION <i>Belgium</i></p>	<p><u>Nutritional policy charter</u></p> <p>Composition of food (reformulation): In the field of research and development of new products, the companies that signed the charter are committed to search for the complementarity between the nutritional aspect and aspects of taste, pleasure and ease-of-use.</p>	<p><u>10 th Report (2015):</u> "Politique nutritionnelle de l'industrie alimentaire belge"</p>
<p>HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONERY MANUFACTURERS <i>Hungary</i></p>	<p><u>Confectionery:</u></p> <ul style="list-style-type: none"> Partly because of the health tax, producers decreased sugar and salt contents in their confectionery and snack products. <p>Cooperating with the government and in accordance with EU directives, Hungary will ban trans fatty acids from all food products starting from January 2014. (The allowed percentage of TFA will be 2 g/100 grams of total fat.)</p>	<p>Already the major producers (including 90% of the HUNBISCO member companies, which cover about 90% of Hungarian confectionery market) have stopped making any products that are not TFA free.</p>
<p>L'ALLIANCE 7 <i>France</i></p>	<p><u>Confectionery:</u></p> <ul style="list-style-type: none"> Besides reformulation, propose nutritional alternatives to consumers – Develop products “without sugars”. <p><u>Fine Bakery Wares:</u></p> <ul style="list-style-type: none"> Develop products containing more fibre and/or complex carbohydrates. Commitment to lower consumer exposure to TFA and SAFA and to consolidate outcomes (in the framework of the National Programme for Food). Participation in the work of the food quality monitoring service (OQALI, Observatoire national pour la qualité de l'alimentation) since 2008. The aim is to obtain a nutritional overview of the French market and better follow developments by transmitting nutritional data of the products to OQALI. 	<p><u>Confectionery:</u></p> <ul style="list-style-type: none"> In 2005-06, 91% of the chewing gum market and 60% of pocket confectionery. <p><u>Fine Bakery Wares:</u></p> <ul style="list-style-type: none"> 100 % of products with TFA content below 1g/100g of finished product since end 2011 + Reduction of 5% of average content of SAFA weighed by market shares in volume between 2008 and 2013 (excluding products with pure butter).

<p>L'ALLIANCE 7 <i>France</i></p>	<p><u>Chocolate:</u></p> <ul style="list-style-type: none"> • Develop products “without added sugar” and “containing less carbohydrates”. • Reduction of TFA in fillings. • Participation to OQALI works since 2008. 	
	<p><u>Bread products:</u></p> <ul style="list-style-type: none"> • Develop products with less lipids. • Develop products containing more fibre and/or complex carbohydrates. • Commitment to lower consumer exposure to TFA and SAFA and to consolidate outcomes (in the framework of the National Programme for Food). • Participation to OQALI works since 2009 	
<p>POLBISCO - ASSOCIATION OF POLISH CHOCOLATE AND CONFECTIONERY PRODUCERS <i>Poland</i></p>	<p>Polbisco recommends its members to reduce trans-fatty acids derived from industrial food processing.</p>	
<p>PRODULCE <i>Spain</i></p>	<p>Since the 2005 launch of the Spanish Strategy on Nutrition, Physical Activity and Obesity Prevention - NAOS Strategy”, made by the Health Ministry and promoted by all food operators, PRODULCE suggested its members to try to minimise the quantity of non-natural trans-fatty acids. Since then, many efforts have been made by companies.</p> <p>As part of the actions taken on TFA, PRODULCE encouraged their members to offer products:</p> <ul style="list-style-type: none"> • With less sugars • With less saturated fats • With less salt • In diverse portion and pack sizes (small portions and reusable packs) <p>In Spain, there are many products where sugars have been substituted by sweeteners, mainly in categories such as biscuits and confectionery.</p> <p>The biscuits sector made important efforts to reduce the content of saturated fat.</p> <p>Now we are working on a new strategy to communicate to the Spanish Authorities efforts already made and also additional efforts that could be made in 2016-2020.</p>	<p>A study conducted by the Spanish authorities demonstrated in 2010 that the average content of TFA (as a percentage of total fat) was less than 1% in all PRODULCE categories. A new from 2015 shows that TFA levels are lower than in 2010 and most of the products contain less than 0.5% TFA/total fat.</p> <p>More information here: http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/Informe_AGT2015.pdf</p> <p>Despite the difficulty of collecting precise data on reformulation (the atomisation of the sector makes it difficult to gather data taking into account the weight of the products reformulated on the market and also the overall impact on the diet of Spanish people), we are able to confirm that in Spain the average content of sugars, saturated fat and salt is lower now than in 2005.</p>

<p>SWEDISH FOOD FEDERATION <i>Sweden</i></p>	<p>Within the context of the overall government initiative, <i>Sweden – the new culinary nation</i>, various projects have been implemented (primarily coordinated by the Swedish SIK food research institute in Gothenburg). One clear advantage is that also other parts of the food chain – including retailers – are participating. One concrete example is the focus project to reduce salt content in food preparations.</p>	<p>Results to be evaluated, but broad backing by representatives of the food chain as well as the government means that the results are likely to be implemented.</p>
<p>VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY INDUSTRIES <i>The Netherlands</i></p>	<p>Creation of the “Platform productsamenstelling” The FNLI (Dutch Food Federation) created the “Platform Productsamenstelling” in cooperation with the Centraal Bureau Levensmiddelenhandel (CBL), the catering and hospitality sector and the government: the platform focuses more on reducing the salt content and, depending on the categories of products to be discussed, the fatty acids content, the energy density and portion sizes and study other dietary options to facilitate the integration of products in a healthy diet.</p> <p>VBZ invested a lot of money in research about saturated fat and salt reduction in bakery products.</p> <p>VBZ promotes sustainable business among her members and this includes focus on innovation (less salt/ saturated fat/more fibres etc.), portion sizes, responsible marketing etc.</p>	
<p>BARILLA</p>	<p>Product reformulation and innovation (2012-2014) in 30 countries.</p> <p>Since 2009, Barilla has implemented a set of Nutrition Guidelines for the development of new products including thresholds for total fat, salt, sugar, fibre and portion caloric content. These thresholds are applied to new products and to existing products for reformulation.</p> <p>The current plan of reformulation activity started in 2010 on mini-cakes and biscuits categories. The targets defined are:</p> <ul style="list-style-type: none"> • The fat reformulation will result by 2014 in 35 reformulated products among mini-cakes and biscuits, corresponding to about 38% of the company’s products of these categories. • From 2011 launch of completely new product line (minicakes/biscuits) using an innovative steam cooking system. 	<ul style="list-style-type: none"> • Completely eliminated hydrogenated fats from all products in 2003. • Fat reformulation: 15 products were reformulated by the end of 2012. • Steam cooking products with -30% fats and/or -30% sugar vs. market average of similar products. • No product contains GMOs and artificial colourings.
<p>BARRY CALLEBAUT</p>	<p>Since 2006, we have started up the Rebalanced Program, focusing on rebalancing the nutritional profiles of our references to obtain a whole portfolio for responsible enjoyment (sugar-, fat- and saturated-fat-reduced chocolate products, without-added-sugar chocolate products, sugar-free chocolate for different kinds of applications).</p> <p>Since 2013, our Authenticity & Permissibility Program was founded with the aim “<i>To become by 2016 the preferred Authenticity & Permissibility solution provider, creating</i></p>	<p>Reformulation of the end consumer product in cooperation with our suppliers and customers.</p>

<p>BARRY CALLEBAUT</p>	<p><i>cocoa and chocolate applications everybody can enjoy, reformulation in a responsible/sustainable way, without compromise on taste”.</i></p> <p>Our goal is to offer solutions for all kind of global health concerns.</p> <p>How? Turning ingredients, processing and application know-how into healthy and smart/tasty ideas (applying our expertise in cocoa science, texture/sensory/taste and technology/processing).</p> <p>What we offer, Our sweet solutions:</p> <p>We can propose different ways to reduce the sugar content in chocolate :</p> <ul style="list-style-type: none"> • A gradual reduction over a period of time: starting with 5% less sugar, having little/minimal or no impact on taste nor price. • A partial sugar reduction: meaning at least 30% less vs. reference product on the market, allowing a “sugar reduced” or “light in sugar” claim on the packaging (front of pack). • A full sugar reduction: replacing all the added sugar in the recipe. <p>This, while avoiding increase of fat and calories AND keeping taste and texture.</p>	
<p>FERRERO</p>	<p>Ferrero is committed to offering consumers all over the world products of the highest quality and freshness. Ferrero believes that a balanced and varied diet, together with a regular level of physical activity, is of fundamental importance to develop a positive psychological and physical balance, making family and social gathering more pleasant occasions while maintaining correct dietary habits, based on moderation. A truly balanced diet is not one that excludes certain foods, but rather one that includes, in the correct portions and with the correct frequency of consumption, also those foods that consumers love best. Therefore, Ferrero is committed to providing consumers with the best taste satisfaction and the most reasonable and acceptable energy content per portion.</p> <p>The Ferrero Nutrition Department, also in cooperation with a network of independent research institutes, coordinates Studies and Research on new raw materials, products and processes as well as constant information-gathering on products’ metabolic impact. In addition, Ferrero develops its nutritional, health & food safety Analysis, Studies and Researches within its own Nutrition Department with eight internal PhD or Master graduate experts in Nutrition, Health & Food Safety, working full time. These experts work on issues related to Improvement & Formulation of Products also in cooperation with other Ferrero internal resources, such as PhD or Master graduates or Technicians and experts in Raw Materials, Processes and Products.</p>	<p>During 2015, the following new products were launched with:</p> <ul style="list-style-type: none"> • Low Energy content: one new chilled snack (105 kcal/portion), one new snack (116 kcal/portion), two bakery products (< 100 kcal/portion) and one new Ice Tea SKU (60 kcal/portion); • Reduced Saturated Fats: one new chilled snack (-15%) and one new snack (-35%); • Reduced Sugar: one new Ice Tea SKU (- 30%); • Reduced Salt: two new chilled snack (-20%).

<p>FERRERO</p>	<p>In order to increase the know-how on product formulation and processes among its internal resources, Ferrero cooperates with universities, hospitals, R&D centres and external consultants.</p> <p>In 2015 Ferrero completed the “nutritional ID card” for ten main products and the study on metabolic effects of “cocoa and hazelnut based” products. The "nutritional ID card" provides information on the metabolic response that Ferrero products provoke and, for some products, the impact on concentration and mood. It consists of technical documents providing a summary of the nutritional characteristics of Ferrero products, involving the scientific studies already conducted or on-going to demonstrate the effect on the metabolism of the product consumption.</p> <p>SALT/SODIUM: The Sodium content of Ferrero products normally does not exceed a level of 255 mg/100g.</p> <p>TRANS FATS/SATURATED FATS: Ferrero stopped using hydrogenated fats in its products since 2006.</p> <p>BENEFICIAL INGREDIENTS: Ferrero continues to develop products containing fibre, vitamins and minerals naturally derived from the raw materials used its products (for example, focusing on hazelnuts).</p>	<p>The majority of products are below 150 mg/100g.</p> <p>Ferrero confirmed the universal adoption of manufacturing processes which avoid the use of any hydrogenated fats.</p>
<p>MARS</p>	<p>Product reformulation and portion size reductions (2007-2015)</p> <p><u>Product renovation programme:</u></p> <p>As a key element of Mars Health and Nutrition Strategy, the project renovation programme will continue in the coming years. The main goal will be to continue improving the nutritional balance of key products in the snack food portfolio. The recipe reformulation of Mars products will contribute to a lower energy intake by our consumers and as such contribute to their overall energy intake reduction and reduce the risk of calories overconsumption.</p>	<p>From 2002 Mars has removed 97% of added trans fat. The trans fat content of all our products is below 0.5 g per 100g and for most of them - below 0.2g.</p> <p>In 2009, nougat bars (Mars, Snickers and Milky Way) had their SAFA (saturated fat) content reduced between 15 and 20% as compared to previous recipes.</p> <p>In 2011, Balisto biscuits bars have seen their SAFA content reduced by 30%.</p> <p>Mars has removed 3,000 tonnes of saturated fat from the European diet per year and replaced this with unsaturated fat (sunflower oil).</p> <p>End of 2012: A slight reduction of the fat content (from 27.9g to 26.7g) in the chocolate covering Snickers, Twix, Bounty and Balisto bars lead to a total fat reduction of 1.7 billion fewer calories consumed across Europe.</p> <p>In 2015</p> <ul style="list-style-type: none"> • Reduction of the total fat and saturated fat content in M&M’s chocolate: <ul style="list-style-type: none"> ○ M&M’s “peanut” in our Polish factory in order to be in line with French factory: From 26.54 to 25.37 g/100g fat, and from 11 to 10.25g/100g saturated fat (this represents a total of 1.17% fat reduction and 0.75% saturated fat reduction for the yearly production in Poland); ○ M&M’s “choco” in our Polish and French factories: From 20.66 to 19g/100g fat and from 12.7 to 11.7 saturated fat (this represents a

MARS		<p>total of 1.66% fat reduction and 1% saturated fat reduction for the yearly production in Poland and France);</p> <ul style="list-style-type: none"> • The energy reduction in Snickers funsize and miniatures was achieved through the introduction of lower fat chocolate in our Dutch factory from 26.7% fat to 26% (the same process will be used in 2016 in our Polish factory).
MONDELÉZ INTERNATIONAL	<ul style="list-style-type: none"> • Mondelez International has a commitment to increase wholegrain by 25% in the global portfolio. Focus brands are large global brands, that can impact a larger part of consumers. • Reduce saturated fat and sodium with 10% by 2020 	<ul style="list-style-type: none"> • In Europe, a 51% increase of wholegrain is achieved, mainly by expanding the Belvita brand and the inclusion of wholegrain in Prince Sandwich biscuits, an important brand for children. • Saturated fat has been reduced up to 45% in regional brands like Belvita, LuLu Ourson and Prince.
NESTLÉ	<p>We aim to help improve children’s food environments by assessing our products against the Nestlé Nutritional Foundation (NF) criteria, which are based on nutrition science and globally accepted public health dietary recommendations.</p> <p>A food must meet all the criteria to attain NF ‘Yes’ status, meaning that we consider it appropriate for consumers as part of a balanced diet.</p> <p>We aim to offer preferred taste and texture with less sugar, in order to retain consumer preference and deter them from switching to a less nutritional product. We will reduce sugar content in products that do not meet the Nestlé Nutritional Foundation (NF) criteria, to ensure continual improvement even in more challenging areas of our product portfolio.</p> <p>We aim to reduce saturated fats in foods that do not meet the Nestlé Nutritional Foundation (NF) criteria.</p> <p>We commit to remove trans fats originating from PHOs from all foods to minimise consumers’ daily exposure to trans fat intake, as recommended by the WHO.</p>	<p>By the end of 2015, virtually all our children’s products (99%) met all the Nestlé Nutritional Profiling System criteria for children. We will maintain this level of performance in 2016 with tailored innovations and by carefully monitoring our products at a market level, establishing action plans when necessary to address any gaps identified.</p> <p>By the end of 2015, we had reduced our added-sugar content by 18 000 tonnes, or 4.1%, towards our objective of a 10% reduction. The challenge lies in consistently providing tastier and healthier solutions that meet consumer preferences. Further renovation work has been engaged, which we expect to generate additional reductions of 3.6%.</p> <p>By the end of 2015 we had achieved reductions in saturated fats of 1900 tonnes, or 2.2% towards our objective of a 10% reduction. We are developing new, promising technical solutions for the remainder of the products, and we have identified future reductions of 7.2%.</p> <p>98.5% of the oils we use now meet our Nestlé Policy on Trans Fats. All factories using non-compliant oils have engaged in renovation activities in close collaboration with suppliers and technical teams.</p>

MINDFUL EATING: helping consumers to control their calorie intake

Company/ Association	Description	Impact
AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE <i>Italy</i>	With the voluntary Code “ <i>The common objectives for the improvement of the nutritional characteristics of food products to children (3-12 years)</i> ”, signed by the Minister Beatrice Lorenzin and the Presidents of Associations on 28 th October 2015, AIDEPI members are committed to a gradual reduction, in a certain period of time, of the average portion size of merendine ² until 2017. In this Code the objectives are based on the average products on the market and they are not maximum levels. The average portion size of merendine on the market by 2017 should not exceed 170 kcal.	Careful evaluation by members of portion size of the products especially of new and existing products targeted to children. Collaboration with Minister of Health. Improvement of the image of our sectors. No food taxes.
BCCC – FOOD AND DRINK FEDERATION <i>UK</i>	Calorie Cap Voluntary company commitment in June 2014 to implement a 250 kcal cap on individually wrapped, single-serve confectionery items sold in retail. Work to be completed by the end of 2015.	Since 2010, billions of individually wrapped, single-serve products have been/are being reformulated and/or reduced in size to bring their calorie content to less than 250kcal; the average calorie reduction for each of these products has been between 10-15%.
	Member packaging innovations Innovations in packaging can help consumers to control their portion size. In the UK in 2013, Cadbury Dairy Milk was offered in re-sealable packaging material.	This allows consumers to eat a little (in line with portion recommendations) and keep the chocolate fresh, so that the product can be enjoyed in moderation as part of a healthy lifestyle.
BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY <i>Germany</i>	Together with an external expert, the BDSI has developed a so-called “pleasure-card-index” (Genuss-Karte) that emphasises the importance of pleasure and enjoyment for a healthy lifestyle. The so-called “pleasure concept” is one of the main pillars of the scientific PR of the BDSI. An extra homepage was created: www.genuss-tut-gut.de . Eating with pleasure is linked to the concept of eating in moderation.	
PRODULCE <i>Spain</i>	In view of the difficulty of reaching an agreement for a concrete reduction of any nutrient or calorie intake, PRODULCE also encourages its members to increase the range of available portions, to reduce the weight of individually wrapped portions or use reusable packs.	There is no statistical data, but over the last 3 years the portions of products have been reduced, individually wrapped portions used to have less than 200 kcal and new reusable packs have been launched.
SWEDISH FOOD FEDERATION <i>Sweden</i>	Encourage their members to look at portion sizes and adapt them to different consumer needs and consumption patterns.	

² “Merendine” (from “merenda”, in Italy a small mid-morning, mid-afternoon meal) are serving-size baked cakes, prepared after traditional home-made recipes.

VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY INDUSTRIES <i>The Netherlands</i>	A lot of different portion sizes, including smaller portion sizes, are available on the market. VBZ has made specific guidelines about portion sizes.	
FERRERO	Ferrero continues to work on portion size control, as well as (when feasible from the point of view of technology, taste and costs) on reduction of calories content and/or saturated fat and/or sugars, minimization of salt content, no-use of TFAs and valid placement of its products in the different eating episodes of the day (Meals or Between Meal Eating Episodes).	<p>More than 55% of Ferrero’s individually wrapped products have portions with less than 100 Kcal and more than 90% have portions with less than 150 Kcal</p> <p>In 2015, the following main results were achieved:</p> <ul style="list-style-type: none"> • Kinder products are manufactured in individual portions weighing between 5 and 43g, which is among the smallest in their category. • More than 70% of Ferrero’s total volume of products is presented in portions weighing less than 25g and more than 80% are made available in portions weighing less than 45g. • More than 70% in volume of Ferrero’s products are offered in portions with less than 100 kcal and more than 95% in portions with less than 150 kcal. • Ferrero products do not exceed a level of 255 mg/100g of salt and the majority of products are below 150 mg/100g. • Ferrero stopped using hydrogenated fats since 2006. • Ferrero continues to develop products whose fibre, vitamins, minerals, antioxidant, etc. are naturally derived from the raw materials used. • Almost half of Ferrero products have a “Low Glycemic Index” and almost half of Ferrero products have a “Medium Glycemic Index”, only around 5% of products have a “High Glycemic Index”. • Most of Ferrero products are designed for consumption in the between meals eating episodes (42.9%) or occasionally (33.7%).
MARS	Portion size reduction programme: The aim is to reduce the caloric intake per portion. Mars’ programme helps to reduce the energy intake, thus contributing to a decrease in consumers’ overall daily caloric intake and preventing overconsumption by consumers at different socio economic levels.	<p>Introduction in 2007 of two new variants that provide lower energy intake:</p> <ul style="list-style-type: none"> • Mars Planet (179 calories) in the UK. • A reformulated Mars bar was launched in France: Mars Coeur Fondant (186 calories). <p>Reduction of bar weight: Commitment to ensure that all products contain less than 250kcal/portion, with increasing % of products <100kcal</p> <ul style="list-style-type: none"> • Since February 2013, all reformulated Mars Inc. products on the European markets have less than 250 kcal per portion thanks to the new chocolate recipe and the portion size reduction of several single packs (Twix single has

MARS		<p>been reduced from 2x29g to 2x 25g, Milky Way from 21.9g to 21.5g and Snickers single bar has been reduced from 57g to 51g). This could translate into a 14% calorie intake reduction for each Snickers or Twix bar consumed (e.g. the previous Snickers recipe amounted to 503.4 kcal/100g, 286.9kcal/57g, while the new Snickers recipe represents 483.8 kcal/100g, 246.9kcal/51g).</p> <ul style="list-style-type: none"> • In 2014, the reduction in Snickers funsize was: <ul style="list-style-type: none"> ○ Peanuts were reduced by 8.3%. ○ Fat nougat was reduced by 100%. ○ Fat caramel was reduced by 46%. ○ Calories were reduced by 4%. <p>In 2014 and 2015 Mars reduced M&Ms portion size by developing a small value pack for M&Ms in the shape of a stick weighing 17g in the case of M&Ms Choco and 20 g for M&Ms Peanut. The reduction in the total weight was of 62% and 56% respectively.</p> <p>20g M&M's peanut: around 102 Kcal/portion = 44,4% less than standard pack</p> <p>Mini size products offer less than 99 calories.</p>
MONDELÉZ INTERNATIONAL	<p>Mondelēz has global commitments on nutrition that serve to address key public health concerns by enabling consumers to snack more mindfully:</p> <ul style="list-style-type: none"> • Increase the number of individually wrapped products that contain 200kcal or less by 25% by 2020. This aspect is relevant for products for which the nutritional profile is more difficult to improve, like plain chocolate and count line bars. 	<p>New portion controlled packs (<200kcal) have been successfully launched across Europe, e.g. Crispello countlines and Cadbury/LU bars.</p>
NESTLÉ	<p>To complement our Nestlé Nutritional Compass and GDA labelling, we have adopted a Portion Guidance Framework to help consumers make better portion decisions, with on-pack guidance. The Nestlé Portion Guidance initiative is designed to bridge international dietary recommendations (for example, in the form of food guides) and nutrition labelling regulations. This guidance is presented through a variety of consumer-engaging ways: product form, pack design and clear illustrations.</p> <p>Beyond the product package, we further assist the community to understand the nutritional values and health benefits of Nestlé products by providing practical health and nutrition information through a variety of media: websites, interactive tools, online healthy menu planning and recipes. Other sources of information include social media apps with practical videos, help lines, email alerts, brochures and newsletters. Nestlé commits to ensuring that all communications are factual, not misleading, and appropriate to its intended audiences.</p>	<p>In 2015, 63.3% of children's and family products had specific Portion Guidance. And on products that have a significant impact on the overall diet of children, such as recurring choices and more indulgent foods - 76.9%</p> <p>Product information is now being provided via more than 3000 product websites, covering 78 brands in 50 countries, especially children's and family brands.</p>

CONSUMER INFORMATION

Company/ Association	Description	Impact
<p>AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE <i>Italy</i></p>	<ul style="list-style-type: none"> The “AIDI (now AIDEPI) PLATFORM FOR VOLUNTARY INITIATIVES IN THE CONFECTIONERY INDUSTRY” committed AIDEPI members to introduce Nutrition labelling on-pack: at least “BIG 4” nutrients per 100g and per portion or per piece and GDAs - at least energy GDA. This commitment has been renewed with the voluntary Code “<i>The common objectives for the improvement of the nutritional characteristics of food products to children (3-12 years)</i>”, signed by the Minister Beatrice Lorenzin and some food sector associations, among which AIDEPI on 28th October 2015. With this new Code our members are committed to introducing the new Nutrition Declaration on-pack per 100g and per portion or per piece and Reference Intakes - at least energy RI. Following the recent sanctions of the Italian Anti-Trust Authority on labels carrying claims, in particular comparative claims (such as 30% less fats), AIDEPI has decided to develop a Self-Regulation Code and created a web page on the reference content of nutrients for the calculation of the comparative claims for specific products (biscuits, merendine, croissants and similar, crackers, rusk, etc.). 	<p>The commitments on labelling were monitored by an independent market research organization (GfK Eurisko) in 2008. The research showed that 80% of the members were in line with AIDI commitments (AIDEPI covers 85% of the Italian confectionery market).</p> <p>The AIDEPI website provides the reference content of nutrients for the calculation of the comparative claims for fine bakery wares and breakfast cereals based on the best seller products (external society of market research). The reference value could be used by any food operators, not only AIDEPI members.</p>
<p>BCCC – FOOD AND DRINK FEDERATION <i>UK</i></p>	<p><u>Front of pack hybrid labelling</u> The voluntary Front of Pack (FoP) labelling scheme recommended by the UK Government was launched in 2013.</p> <p><u>Consumer information via QR codes</u> Consumers in the UK are the first to benefit from a new global initiative by Nestlé to give people instant access to detailed consumer information via Quick Response (QR) codes. The scheme established in 2013, starting with KitKat. Link: http://www.nestle.co.uk/media/newsfeatures/nestle-empowers-consumers-with-new-digital-labelling-scheme-</p>	<p>In the UK, 23 partners (manufacturers and retailers) are currently committed to the UK Front of Pack (FOP) labelling scheme and this includes three BCCC members. Research has shown that the use of consistent FOP labelling across as many food and drink products as possible will help consumers to become familiar with its format, and to use it to balance their diet and control their energy intake.</p> <p>Nestlé plans to roll out the QR codes across its product portfolio. Consumers who scan the QR code on a Nestlé product will be able to obtain additional information relating to how the product fits into a healthy lifestyle, including portion guidance, recipe ideas, and its role in a balanced diet. As well as information regarding product nutritional profiles, information on environmental and social impacts of its products will also be available.</p>
<p>BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY <i>Germany</i></p>	<p>The BDSI homepage offers the consumer a wide range of information on confectionery and savoury snacks. On an additional page the consumer can find a lot of information concerning the pleasure concept: www.genuss-tut-gut.de.</p> <p>The BDSI supports sensible and understandable nutrition labelling. Since 2008 it has advised its member companies to voluntarily print the nutrition table providing</p>	

BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY <i>Germany</i>	<p>details on energy, protein, carbohydrate and fat content on confectionery packaging. The new Food Information to Consumers (FIC) Regulation has been in force since December 2014. The nutrition labelling obligation will be applicable as of the beginning of December 2016. The FIC provides a high degree of product transparency in respect of energy content and nutrient content of carbohydrates, sugar, fat, saturated fatty acids, protein, and salt.</p> <p>Most BDSI members have already included the said nutrition data on their products and many companies provide voluntary front-of-pack reference intake levels in addition to the nutrition table.</p>	
L'ALLIANCE 7 <i>France</i>	<p><u>Fine bakery wares:</u></p> <ul style="list-style-type: none"> • Provide information by portions (in addition to information by 100g). • Provide nutrition information. • Provide consumption recommendations on labelling (e.g. composition of a balanced breakfast) and good practice. <p><u>Chocolate:</u></p> <ul style="list-style-type: none"> • Provide information by portions (in addition to information by 100g). • Provide nutrition information. <p><u>Bread products:</u></p> <ul style="list-style-type: none"> • Provide information by portions. • Provide nutrition information. 	<p><u>Fine bakery wares:</u></p> <ul style="list-style-type: none"> • 76% of labelling give information by portion (OQALI 2011). • 93% of products (OQALI 2011). • 60% of products (OQALI 2011). <p><u>Chocolate:</u></p> <ul style="list-style-type: none"> • 76% of labelling indicating nutritional information per portion (OQALI 2012). • 86% of products (OQALI 2012). <p><u>Bread products:</u></p> <ul style="list-style-type: none"> • 39% of labelling give information by portion (OQALI 2010). • 93% of products (OQALI 2009).
FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION <i>Belgium</i>	<p><u>NUBEL (2004-2020):</u></p> <p>Created in 1990. Manages a scientific database of nutrients in foodstuffs. Its mission is to exchange information with similar institutes outside Belgium and with health professionals, retailers, scientists, consumers, etc. Also contributes to the development of projects such as the National Health-Nutrition Plan.</p>	
HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONERY MANUFACTURERS <i>Hungary</i>	<p>Provide more detailed nutritional information.</p> <p>Also, in accordance with European labelling legislation, the basic nutrition information now appears on the front of pack as well (in the majority of the cases, as it is not mandatory.)</p>	<p>The exact percentage of cocoa content in chocolates is stated on the packaging.</p> <p>The nutritional values per portion are stated on the packaging.</p>

<p>POLBISCO - ASSOCIATION OF POLISH CHOCOLATE AND CONFECTIONERY PRODUCERS</p> <p><i>Poland</i></p>	<p>Polbisco supports nutrition labelling. Since 2005 it recommends to all members that they voluntarily put nutrition information on products providing details on energy, protein, carbohydrate and fat content. It can be supplemented by information on what percentage of the Guideline Daily Amount (GDA) of calories is covered by one serving.</p>	
<p>PRODULCE</p> <p><i>Spain</i></p>	<p>From 2009, PRODULCE encourages its members to implement voluntary nutrition labelling. Even before the entrance into force of Regulation 1169/2011, most of the PRODULCE members were including voluntary nutrition information in an accessible form on its sales units. If this was not technically possible, the nutrition information is stored on the Internet in company's sites and/or on the IAB Foundation website.</p>	<p>Since 2006 and before the entrance into force of the compulsory nutrition labelling established in Regulation 1169/2011 the majority of PRODULCE members include the nutritional information and also the GDA front of pack information.</p>
<p>SWEDISH FOOD FEDERATION</p> <p><i>Sweden</i></p>	<p>The Swedish Food Federation has recently published a guidance document in order to facilitate member companies to adapt to the new EU regulation on Consumer Information. This guidance document has been produced in cooperation with the National Food Administration (Livsmedelsverket) in Sweden. During the autumn, "labelling advice schools will be arranged, to better prepare the companies, thus ensuring a uniform and coherent application when the new EU labelling requirements enter into force in coming years.</p> <p>In Sweden, the possibility to use health claims in the labelling and marketing of foods was introduced in 1990, when the Food Sector's Code of Practice was established in close cooperation with the competent authorities. Since 1 July 2007 an EU Regulation (no 1924/2006) on nutrition and health claims applies in all EU member states. The principals of the former Swedish Code of Practice, the Swedish Food Federation and the Swedish Food Retailers Federation, have decided to maintain a "support programme" to help actors within the Swedish food sector to apply the Regulation in practice and to do so in a responsible manner. The Swedish Nutrition Foundation (SNF) has a coordinating and consultative role within this programme. Consultations are primarily given on issues related to scientific substantiation of claims.</p>	<p>Increased knowledge and transparency resulting in a more uniform and coherent implementation of the new labelling scheme as well as food claims across the whole food chain. By this common action the risk of misleading or confusing consumers will significantly decrease.</p>
<p>VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY INDUSTRIES</p> <p><i>The Netherlands</i></p>	<p>VBZ is promoting the labelling of the Reference Intake Front of Pack.</p>	
<p>BARILLA</p>	<p>Barilla provides voluntarily information on the front/back of pack such as</p> <ul style="list-style-type: none"> • nutritional claims (example: 30% less sugar, rich in fibre, wholegrain), • advice to consumers on healthy lifestyle and balance diets (example: "eating a variety of different foods during the day contributes to your well-being), 	<ul style="list-style-type: none"> • 71% of products shows consumption instructions on the pack and on the website • 34% of products feature information for a healthy lifestyle

BARILLA	<ul style="list-style-type: none"> • absence of certain ingredients/components (example : no preservatives, no colours, no OGM), • indication of consumption (example : ideal or maximum quantity to be consumed and the role of a given food within a balanced diet, such as : "eating 4 biscuits, a cup of milk/coffee and one fruit amounts to XXXX calories, which represents 20% of your daily intake as suggested by the Nutritional Guidelines referred to 2000K cal. daily intake). <p>The above mentioned information is present on 60% of our packs in Europe</p>	<ul style="list-style-type: none"> • 20% of the Group's websites containing "Good for You, Good for the Planet" information
BARRY CALLEBAUT	<p>Obesity is now a critical global issue, requiring a comprehensive intervention strategy. More than 2.1 billion people -nearly 30 percent of the global population- are overweight or obese. That's nearly two and a half times the number of those who are undernourished.</p> <p>Obesity, which should be preventable, is now responsible for about 5 percent of all deaths worldwide.</p> <p>If its prevalence continues on its current trajectory, almost half of the world's adult population will be overweight or obese by 2030 (<i>Source: MGI report, Nov. 2014</i>).</p> <p>Therefore, a call to action is requested, but will be mainly pushed by multinationals and the retail.</p> <p><u>What we offer:</u></p> <p>Our Nutri-generator, for calculation of the complete nutritional information including, for example, "Ik kies bewust", Traffic Light Systems, GDA, Health Star Ratings, etc. to provide full information to our customers to allow them to communicate correctly to their consumers.</p> <p><u>What we cannot neglect:</u></p> <p>Taste and price/affordability are key parameters for consumers, reduction claims (less-no) are quite often perceived as less tasty, call for natural (clean/clear) alternatives is growing.</p> <p>According to 2012 figures, about 33% of the worldwide population is lactose-intolerant.</p> <p>A 75% is estimated to have a decrease in lactase activity.</p>	<p>As a B2B supplier we fully support our customers in being a solution provider. We offer sugar-, fat- and caloric reduced solutions to our customers, including solutions with reduced impact on blood sugar levels.</p> <p>We offer chocolates and cocoa with naturally preserved levels of polyphenols with proven beneficial effect.</p> <p>The final choice is made by our customers/retailers.</p> <p>We see a growing market/interest in "free-from" chocolate, such as gluten-free, lactose-free and dairy-free.</p>
FERRERO	<p>In compliance with the current legislation in different countries, Ferrero offers to its consumers correct and transparent nutritional information. In addition to what is already foreseen by the law, Ferrero pledges to provide voluntary nutritional information on the front of pack, in order to have more readable and comprehensive labels.</p>	<p>On 13 December 2014, Regulation 1169/2011 (EU) on food information to consumers (FIC) entered into force. In line with what is foreseen by this Regulation, the Ferrero Group renewed and updated its commitment for the provision of voluntary additional nutritional information on the front of pack. The commitment is based on the FoodDrinkEurope recommendation and Ferrero applies it to all its Kinder and Nutella products, as well as to all the Ferrero snacks.</p>

FERRERO		<p>In the European Union, the commitment to provide voluntary information on front of pack covers 100% of eligible Ferrero products (Nutella, Kinder and the Ferrero snacks).</p> <p>In order to ensure the necessary coherence, the Ferrero Group continues to work in order to extend this voluntary information also outside Europe.</p>
MARS	<p>Nutrition labelling initiative:</p> <ul style="list-style-type: none"> • Indication of GDAs (2007-2015): Mars has committed to the EU platform since 2007 to implement GDA's on 100% of chocolate and confectionery products. With the new FIC (Food Information to Consumers) regulation, Mars will continue to provide on a voluntary basis, additional nutrition information front of pack. • Mars UK has implement the newly launched GDA hybrid system. 	<ul style="list-style-type: none"> • In total in 2015, more than 99% of all core (non-gifting) Mars Chocolate and Ice Cream packs on sale throughout the EU display 'reference intake' (RI) on their labels in line with food labelling legislation 1169/2011/EC (FIC). • Out of a portfolio of 2571 packs there are 328 packs that currently do not carry 'reference intake' labelling due to lack of space on label. Most of these packs are seasonal packs which tend to be awkward shaped packs containing several brands and thus requiring significant space for legal text. • In 2015 Reference Intakes were implemented on 96 duty free packs. • Wrigley segment comprises a number of confectionery products, freshening mints and chewing gums. This segment has maintained the "Reference Intake" labelling for all brands and sub-brands concerned of all its confectionery products (Starburst, Skittles, Sugus, Solano) in the European region (EU countries, Serbia, Bosnia, Switzerland, Kosovo, Macedonia, Norway, Albania and Montenegro). This represents 150 SKUs on a total of 270 as chewing gum and specific breath freshening mints such as Locketts are exempt from RI labelling and only some will require nutrition information per 100g as per the FIC Regulation. • Wrigley implemented since mid-2015 hybrid GDA labelling in the UK and Ireland for three artworks of Starburst and Skittles overwraps. • Chocolate Drinks & Treats: Reference intakes have been implemented on all of our 287 SKUs: monochrome on all 261 SKUs single packs and traffic light on back of pack with our 26 SKUs multipacks in the UK. • Reference Intake labelling provides easy and clear information to help consumers to make informed choices about their diets, allowing them to judge the contribution of a specific nutrient from a product to their daily intake. Through the GDA (Reference Intake) labelling Mars has contributed to the information and education of all consumers, independently of their socio-economic level through this voluntary initiative. Mars is committed to delivering nutrition labelling across its entire product portfolio within the EU. Mars will continue to invest human and financial resources to maintain the Reference Intake labelling following best practice and relevant local and regional legislation.

<p>MARS</p>	<p>Informative websites</p> <ul style="list-style-type: none"> • Mars Healthy Living website : Includes nutritional information about products and offers accessible information, expert advice and interactive tools for learning about and embracing healthy lifestyles. • Regional websites: Clever Naschen, or "Smart Snacking," in Germany; Questions Friandises, or "Sweet Questions," in Belgium. • Brand websites at the national level, e.g. www.marsfrancenutrition.fr. 	
<p>MONDELÉZ INTERNATIONAL</p>	<ul style="list-style-type: none"> • Provide information on at least eight key nutrients – energy (calories), fat, saturated fat, total carbohydrates, sugars, dietary fibre, protein and salt. • Mondelēz products carry voluntary FOP energy labelling, to provide the consumer with easily accessible information on the caloric content of the product per 100g and per serving. • Promoting portion control. For example, Mondelēz France has launched the "Check your Portion" Website, http://vosquestions.Mondelēzinternational.fr/quelleportion/, designed to help consumers better understand how consumption of Mondelēz snacks fits into their overall healthy diet plan, and to help them understand food ingredients better. 	<p>Based on guidelines jointly developed by FoodDrinkEurope and EuroCommerce, implementing the new legal requirements of the FIC Regulation, consistency and transparency is provided to consumers via voluntary (front-of-pack) nutrition information in the form of reference intakes (RI), in addition to the mandatory nutrition information.</p> <p>At this moment 100% Mondelēz EU eligible products carry FOP energy labelling.</p>
<p>NESTLÉ</p>	<p>Nestlé products carry nutrient content information and facts to enrich consumer understanding through the Nestlé Nutritional Compass (launched in 2005) and front-of-pack (FOP) labelling. We believe in empowering consumers to make informed choices. This is why we promote labels based on Guideline Daily Amounts (GDAs), which inform consumers about the nutritional composition of a serving and comparisons with reference daily guidelines.</p>	<p>Due to differing regulations, not all countries allow GDA-based labels to be implemented on packs. Where these labels are not yet allowed, we work with regulatory bodies to promote the benefits of GDAs, as well as invest in consumer education and engagement. In 2015, we had GDA labelling on 89.2% of products; where regulations allow, 91.4% of relevant products designed for children used children's GDAs.</p>

RESPONSIBLE ADVERTISING AND MARKETING TO CHILDREN

Company/ Association	Description	Impact
AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE <i>Italy</i>	<ul style="list-style-type: none"> The “AIDI (now AIDEPI) PLATFORM FOR VOLUNTARY INITIATIVES IN THE CONFECTIONERY INDUSTRY” committed AIDEPI members to give up sale of sweet products in vending machines in primary schools. On 28 October 2015, the voluntary Code “Guidelines for the commercial communication relating to food and drink for the protection of children and proper nutrition” has been signed by the Minister Beatrice Lorenzin and some food sector associations among which AIDEPI. In line with the approach historically taken by our Administration, fully shared by AIDEPI and the entire Federation, always opposed to any kind of threshold-based system that could lead to an unjustified classification between bad and good foods, our Authority proposes general rules on the correct advertising of food to kids taken from the Advertising Self-Regulatory Code applied by the National Institute of Self-regulation of Advertisement (Istituto di Autodisciplina Pubblicitaria – IAP). 	<p>AIDEPI covers 85% of the Italian confectionery market.</p> <p>Careful evaluation by members of advertising of products to children. Collaboration with Minister of Health. Improvement of the image of our sectors. No food taxes.</p>
BCCC – FOOD AND DRINK FEDERATION <i>UK</i>	<p>BCCC members are committed to marketing their products in a responsible way.</p>	<p>BCCC members are committed to be compliant with UK legislation and self-regulatory codes (CAP and BCAP).</p> <p>CAP: UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing</p> <p>BCAP: UK Code of Broadcast Advertising</p>
BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY <i>Germany</i>	<p>The BDSI supports the Code of Practice for Commercial Food Advertising of the German Advertising Standards Council (DW) which has been in force since 1 July 2009.</p> <p>At European level, renowned companies – including some BDSI members – have taken a united stand within the scope of the so-called EU Pledge. The signatory companies of the EU Pledge have voluntarily committed to not directing any product advertising at children under 12 years of age, with the exception of products that fulfil specific nutrition criteria.</p> <p>The BDSI has communicated to its members the CAOBISCO recommendation to join the EU-Pledge.</p> <p>The BDSI has issued a Statement of Position on the Debate concerning a Regimentation of Advertising to Combat Overweight.</p>	

FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION <i>Belgium</i>	Code of foodstuffs advertising (since 2004) , based on ICC Framework for responsible food and beverage communications. Belgian Pledge, www.belgianpledge.be	Assessment report available form www.jep.be 42 companies (of which seven CHOPRABISCO members), covering 64% of advertising expenses for foodstuffs in Belgium
L'ALLIANCE 7 <i>France</i>	L'ALLIANCE 7 adopted the position to stop advertising on TV for children and to be a responsible actor in promoting products to children.	2007 – chocolate 2008 – fine bakery wares 2009 – confectionery
HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONERY MANUFACTURERS <i>Hungary</i>	Continuously from 2005 HUNBISCO, cooperating with its member companies, is making a campaign for real, high cocoa content chocolate instead of compounds. We set up a website that provides entertaining yet detailed and useful information about chocolate and confectionery in general (only available in Hungarian).	As a result, the consumption of compounds has decreased greatly, whereas the consumption of dark chocolate increased with more than 5 %.
POLBISCO - ASSOCIATION OF POLISH CHOCOLATE AND CONFECTIONERY PRODUCERS <i>Poland</i>	Polbisco supported the inclusion into the Polish Code of Ethics in Advertising (advertising self-regulatory system in Poland) of principles of food advertising to children. Principles included in the Code are based on the EU Pledge (no advertising to children under 12).	
PRODULCE <i>Spain</i>	<p>Since the beginning, PRODULCE has collaborated in the promotion of the 'PAOS Code'; this is a self-regulation code for the advertising of food products directed to children for the prevention of obesity, launched in 2005. It includes fines of up to 180.000€ in case of infringement, a previous copy advice procedure for pre-vetting advertisements non-compliant with the law, and monitoring bodies. It articulates that food advertising on the Internet aimed at children aged under 15 years must follow the rules of conduct and self-regulation in order to promote healthy habits and prevent obesity. For TV food advertising, the code is aimed to children under 12 years.</p> <p>More information: http://www.aecosan.mssi.gob.es/AECOSAN/web/nutricion/seccion/marketing_y_publicidad_dirigida_a_menores.shtml</p> <p>The PAOS Code (English version): http://www.aecosan.mssi.gob.es/AECOSAN/docs/documentos/nutricion/Nuevo_Codigo_PAOS_2012_ingles.pdf</p>	<p>The implementation of this Code has managed to improve the quality of the advertising messages directed to children, a segment of the population that deserves special attention, following international recommendations on food products marketing aimed at children by the World Health Organisation (WHO).</p> <p>According to the World Health Organisation (WHO), the PAOS Code covers 95% of food and beverage TV advertising to children.</p> <p>The majority of PRODULCE companies that use food advertising subscribe the Code.</p> <p>The existence of the PAOS Code does not make it necessary for Spanish companies to subscribe to the EU Pledge, although transnational companies are signatories to both codes.</p>

<p>SWEDISH FOOD FEDERATION <i>Sweden</i></p>	<ul style="list-style-type: none"> • Clear reliable labelling and information on nutritional issues: Promote clear information on, for example, nutritional content and ingredients. This is achieved by labelling products, by giving information in factual books and brochures and via special consumer information departments in companies or in other ways. • Responsible marketing: Encourage and contribute to responsible marketing, especially marketing to children. Members adhere to ICC (International Chamber of Commerce) guidelines for food advertising (www.icc.se). • Illustrating good examples in their member companies: Encourage member companies to act as role models by supplying their employees with good knowledge on health and lifestyle as well as encourage and offer opportunities for good eating habits and physical activity. 	<p>The voluntary agreement is deemed to be well functioning, no major infringements have been observed in recent years.</p>
<p>VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY INDUSTRIES <i>The Netherlands</i></p>	<p>In the Netherlands the food sector, via the FNLI and in close cooperation with sector federations like VBZ established its own advertising code for food in 2005. It was adjusted in 2010 and 2015. It has a lot of elements like restrictions of advertising at e.g. primary schools, advertising after/before children TV programs, no advertising to children under 7 years, no advertising to children under 13 years except for products that fulfill a nutritional profile (based at the EU Pledge criteria), promotion of excessive eating is prohibited etc.</p>	
<p>BARILLA</p>	<p>Based on the “Barilla Ethical code” at www.barillagroup.com we are committed to apply three rules:</p> <ul style="list-style-type: none"> • Provide information that is more comprehensive than that provided for by labelling regulations. • Backing up product quality with rigorous scientific data. • Including, especially in communications on products for children, information about healthy lifestyle. 	
<p>BARRY CALLEBAUT</p>	<p>In general, many innovation days with well-defined segments such as cereals, biscuits, bakery, dairy, ice cream, confectionery, snacking, to improve the permissibility of chocolate consumption and to consume in a responsible way.</p> <p>Specific retailer meetings to improve the understanding of current trends, with “Better for You” (healthy) chocolate options (main demand from UK and Scandinavia).</p> <p>Highlights:</p> <p><u>Oct 2014</u>: Launch of the “I feel good campaign”: BC is not only answering to new health concerns but also to new customer trends. Reformulation options grouped into four choices: the rational, parental, recommended and emotional choice. The rational choice is one for a balanced chocolate, the parental choice is inspired by the wish to pay special</p>	<p>Decision at customer level</p>

BARRY CALLEBAUT

care to what our children are eating, the recommended choice is the result of health consciousness and the emotional one is about the choice for classic chocolate.

Specific solutions for everyone to enjoy chocolate, at every moment of the day.

June 2013: Health Seminar for our customers to provide them better information about regulatory issues (Nutrition & Health Claims/ Labelling) and to present the different healthy solutions BC offers (Goodness from the cocoa bean/ Authenticity & Permissibility Program). An overview on product launches in healthy chocolate was given to show our customers that this number is increasing.

2013: At the "International Sweets & Biscuits Fair" (ISM, Köln, Jan 2013), BC did a whole communication on six important consumer trends of which at least three were also focused on health:

- **Smart & Convenient** – "Smart ideas make my life easier": Products for consumers suffering from allergies or just looking for a guilt-free indulgence - Free-from range (lactose-free/dairy-free), Sweet by Fruits chocolate (integrating a sweetening solution entirely derived from fruits).

- **Virtuous simplicity** – "Close to nature is close to me": Without-added-sugar chocolates with steviol glycosides from the stevia plant.

- **Respect & Responsibility** – "The future is my responsibility too": Better For You solutions, such as dairy-free chocolate.

2012: 'Free your taste' communication for booth at Health ingredients Europe (Frankfurt, Nov 2012), including advertising and e-newsletter to customers to promote our range on sweetener solutions apart from other healthy innovations, such as high-flavanol range and free from dairy/lactose range.

2011: Food Ingredients Europe (Paris, Nov 2011): launch of new chocolate based on Stevia extract with four different concepts (light in calories, non-laxative, sugar free, reduced in sugar) and another range based on natural sugars from fruit with a 30% sugar reduction.

Appendix:

- Brochure 2006 on rebalanced fat & sugar
- Brochure 2007 on tooth-friendly chocolate
- Brochures 2011-2012 on stevia & natural fruit sugar
- Communication sent by Ann Duponcheel about TFA

Some examples of advertising and press releases :

www.acticoa.com

<http://www.barry-callebaut.com/news/2014/10/barry-callebaut-showcases->

<p>BARRY CALLEBAUT</p>	<p>reformulation-solutions-i-feel-good</p> <p>http://www.barry-callebaut.com/news/2015/02/barry-callebaut-awarded-new-patent-reduced-fat-chocolate</p> <p>http://www.barry-callebaut.com/news/2015/04/european-commission-extends-barry-callebaut%E2%80%99s-health-claim-acticoa%C2%AE-products-extracts</p>	
<p>FERRERO</p>	<p>With regard to advertising, Ferrero participates in the EU Pledge, an initiative which foresees a series of commitments towards a responsible approach to food advertising to children under 12 on TV, internet and in press.</p> <p>The commitments, implemented in all 28 EU Member States, have been strengthened on several occasions throughout the years.</p>	<p>The current EU Pledge commitments of the Ferrero Group are as follows:</p> <ul style="list-style-type: none"> • Commitment on advertising in children’s media (TV, Internet and print) <p>In line with the EU PLEDGE “Enhanced 2012 commitments”, since 1 January 2013, the FERRERO Group does not advertise any of its products to media audiences with a minimum of 35% of children under 12 years. Regarding internet, such commitments apply to third-party internet advertising, as well as to company-owned websites. Even after the entry into force on 1 January 2015 of the “common EU Pledge Nutrition Criteria”, Ferrero remains committed to not advertise any of its products to children under 12 years in the 28 EU member states.</p> <ul style="list-style-type: none"> • Commitment on communications in schools <p>Ferrero believes that, in many situations, sponsorship agreements can be beneficial for funding essential educational activities, such as the development of sports in schools. However, such activities should take place only with the express agreement of the competent school authorities concerned.</p> <p>In line with the above considerations, Ferrero does not carry out any communication related to its products in primary school, except where specifically requested by, or agreed with, the school administration, for educational purposes.</p>
<p>MARS</p>	<p>Mars is member of the EU pledge and has its own global advertising code since 2007. The clear mission that Mars pursues with its Marketing Code is maintaining a leadership position on responsible marketing. Mars is proud to be one of the few companies not advertising to children under 12 years of age at all.</p> <p>http://www.mars.com/global/assets/documents/mmc_handbook.pdf</p>	<p>The new and improved Mars Marketing Code (MMC) reconfirms the core principles and expands focus beyond marketing to children, to encompass Mars’ wider activities to encourage our consumers to lead healthy and active lifestyles. All Mars websites became 100% compliant with the MMC 3.0 by end 2014. In 2015:</p> <ul style="list-style-type: none"> • Mars Marketing Code 3.0 was launched to the Sales community and continued to be deployed in the Marketing community (over 5,000 associates in total). • Compliance rate with the MMC maintained above 97% for Europe. According to the Accenture report, the non-compliance rate for the daytime (6:00–20:59) spots with at least 1 group is of 1.5% for the spots on restricted products with children profile > 25%, for all monitored countries. • Benchmarking research and consultation of external advisors to future-

<p>MARS</p>		<p>proof the commitments. New commitments are being developed and discussed by the business with a view to add them to the Marketing Code in 2016/17.</p> <ul style="list-style-type: none"> • Mars is a signatory to over 50 national self-regulatory pledges globally (7 in Europe: Belgium, Portugal, Hungary, Romania, Netherlands, and a broadcasters' pledge in Poland) and actively engages to create new pledges (e.g. Bulgaria). Mars actively encourages industry to strengthen their pledges (e.g. new commitments for IFBA and the EU pledge). • Development of the MMC eLearning & face-to-face training modules. All associates were trained globally in 2015. Mars continued to roll out the new MMC Driving Licence test (Associate certification tool), including a translation into seven languages. All 10,000 associates and all external agency staff are required to renew it on an annual basis. • Mars is in the process of rolling out a new Digital Agency Certification tool globally (certifying digital agencies to MMC standards) and will be reporting on compliance in the following year. • Strengthening the Global Ambassador deployment group that leads regional Code deployment, training and expertise sharing: 9 associates representing all regions (Latin America, North America, UK, Europe, Multisales, Russian and CIS, META, Asia Pacific, Australia). The ambassadors met quarterly and contributed to a common library of case studies on our marketing commitments and provided guidance on borderline cases. Specific training was delivered in META to support the region. • Mars developed and deployed globally new brand character guidelines which govern their responsible use. Webinars are run to train all Marketers connected with the M&M's brand to launch the new Character Guidelines and a comprehensive toolkit was deployed to all agency staff, marketing, and Corporate Affairs associates. <p>Compliance statistics for 2015:</p> <p><u>Internal metrics:</u></p> <ul style="list-style-type: none"> • 99% of TV advertising compliant with 25% audience threshold measure*. • Over 4,000 MMC driving licenses awarded. • Over 3000 completed eLearning (launch in the middle of 2015). • 7 additional languages for Sales launch in 2015. <p><u>External metrics:</u></p> <ul style="list-style-type: none"> • 97.4% of TV advertising compliant with 25% audience threshold (EU Pledge)**. • 100% of company owned websites compliant with EU Pledge***.
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<p>MARS</p>		<p>* Starcom data, Ireland, UK, Spain, China, New Zealand, Russia.</p> <p>** Accenture</p> <p>*** EASA</p> <p>Encouraging peers to follow responsible marketing standards:</p> <p>As a principle-based company with a marketing commitment since 2007, the EU Platform has given Mars the opportunity and a forum to encourage industry peers to follow the same responsible marketing standards.</p> <p>Synergies with other industries: Nudging for good</p> <p>Under the umbrella of the European Brands Association (AIM), Mars worked with other companies to develop a toolkit demonstrating how to nudge consumers to make healthier lifestyle choices.</p>
<p>MONDELÉZ INTERNATIONAL</p>	<p>At Mondelez International, we do not believe in marketing directly to children under 12 years of age. Our all-family marketing is directed to the gatekeeper (adults, parents, guardians), as well as people age 12 and older, who we empower with information and product choices to make mindful snacking decisions.</p> <p>Mondelez is one of the founders of the EU Pledge, which has served as a basis for local policies in many individual countries, providing tools and guidance for smaller companies that don't have the resources to build internal policies on this topic</p>	<p><u>Mondelez Marketing to Children Policy:</u></p> <ul style="list-style-type: none"> • Ensures direct advertising targeted to gatekeepers (adults, parents, guardians) who make purchase decisions, as well as people age 12 and older. • Restricts promotional tie-ins to licensed characters and movies rated PG and above for products that do not meet specific nutrition criteria; and only offer premiums/toys that appeal to children age 12 and older. • Prohibits all advertising and any type of commercial messaging or in-school marketing in primary and secondary schools. • Prohibits all marketing activities and techniques, including promotions, use of licensed characters, and premiums that appeal to children under 6 (pre-school children).
<p>NESTLÉ</p>	<p>Part of being a leading Nutrition, Health and Wellness company means that all Nestlé products are marketed responsibly. The updated Nestlé Marketing Communication to Children Policy strengthens our commitment to responsible advertising and marketing. We apply the shared EU Pledge Nutritional Criteria as a minimum; and where local or regionally agreed pledges criteria are stricter, they are applied.</p>	<p>We have ensured global compliance with responsible advertising and marketing standards for children since establishing our Corporate Communication Principles in 2002 and introducing the Policy on Marketing Communication to Children in 2008.</p> <p>Our Marketing to Children Policy states that we do not direct marketing communication to children under six. Direct marketing communication to children from 6 to 12 years of age can only be with products that achieve EU Pledge Nutrition Criteria or meet Nestlé Nutritional Foundation status where no criteria have been adopted under the EU Pledge criteria. Irrespective of the criteria being met, we do not direct any marketing communication for biscuits, sugar confectionery and chocolate confectionery products to children. The</p>

NESTLÉ		media channels covered by this Policy include television, radio, print, cinema, digital media, mobile, games, consumer relationship marketing, viral marketing, apps, emails/SMS, Nestlé-owned websites, movie tie-ins, promotions, contests, product sponsorship, events and sampling. With the new policy we developed a qualitative set of criteria to define the 'appeal' of marketing communications to children under 12.
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PROMOTION OF HEALTHY LIFESTYLES

Company/ Association	Description	Impact
<p>AIDEPI - ASSOCIAZIONE DELLE INDUSTRIE DEL DOLCE E DELLA PASTA ITALIANE</p> <p><i>Italy</i></p>	<ul style="list-style-type: none"> On April 2011 Federalimentare, food sector associations (among which AIDEPI) and the Ministry of Education signed an agreement for developing a school education program on food and nutrition called “Scuola e Cibo” (School and Food program). The agreement was renewed in July 2012. The role of food sector associations had been to train teachers. A website on the program, http://www.ilgustofascuola.it/, is online where specific sections aimed at teachers, parents and children provide information and useful toolkits on correct lifestyle. The Federalimentare annual initiative, called <i>“Apertamente”</i> (companies open their factories to consumers), was held on 17-26 November 2012. Within the program “Scuola e Cibo”, the 2012 edition was dedicated to education – <i>“Il Gusto fa Scuola”</i>). Through company visits we offer to schools a trip around the Italian food industry production to discover the commitments of our companies to health education. Eight AIDEPI members took part in the initiative this year. An AIDEPI <i>ad hoc</i> group representative of major manufacturers (85% of the market) of merendine has been working since 2001 on the website http://www.merendineitaliane.it/ with the aim to promote knowledge and correct consumption of this product within a healthy lifestyle. The website contains science-based information, reviewed and endorsed by a Scientific Board made up by 12 experts in different fields (psychologists, pedagogists, paediatricians, sport doctors). Specific sections, targeted to children, stimulating physical activity are also included. A communication campaign called “lo comincio bene” (I start well) is ongoing as of 2013. All the AIDEPI sectors that are usually consumed for <i>Italian-style</i> breakfast are promoted. The campaign includes events with important endorsers (nutritionists, psychologist, etc.), several media tools such as a blog and Facebook, press release and media content disseminated throughout the year to maintain high attention on breakfast topics. In May 2014 the Observatory AIDEPI-DOXA on breakfast was launched, which communicates trends related to the Italian Breakfast. (DOXA is one of the biggest Italian society of market research and analysis.) 	<p>During the 2011-2012 school year, the Programme involved 15 primary schools in Milan, Rome and Catania as a pilot. In the school year 2012-2013, the programme involved over 77,000 classes of secondary schools and about 1.6 million students and their families.</p> <p>8,500,000 page views</p> <p>About 20,000 “likes” on Facebook</p>
<p>BCCC – FOOD AND DRINK FEDERATION</p> <p><i>UK</i></p>	<p><u>Provision of healthy food</u></p> <p>Border Biscuits offer ‘Free Food Fridays’ and also actively encourage staff to share what they are doing to stay fit outside of work with their colleagues.</p>	<p>Encourages staff to socialise and eat well by offering them free healthy choices to enjoy with colleagues.</p>

<p>BDSI - ASSOCIATION OF THE GERMAN CONFECTIONERY INDUSTRY</p> <p><i>Germany</i></p>	<ul style="list-style-type: none"> • The BDSI is active in the German Platform on Diet and Physical Activity (peb). peb has adopted an integrated approach to preventing overweight. It brings together key stakeholders from the world of politics, industry, sports, parents, doctors and trade unions. Its activities are based on scientific knowledge and dialogue. peb develops action-oriented solutions and supports projects on the ground. • For almost 25 years the BDSI has been working together with scientific experts from various fields within the scope of its scientific PR work: the BDSI publishes a broad range of information materials for consumers, nutrition consultants, and other interested groups. http://www.bdsi.de/ • The BDSI has developed a comprehensive collection of information material containing relevant documents and articles on lifestyle and health for its member companies. This collection is broadened continuously. 	
<p>FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION</p> <p><i>Belgium</i></p>	<p>JOBFIT KMO project (2012-2014) to promote healthy lifestyle to employees of the food industry (in Flanders); 21 companies participated.</p> <p>Online tool available on www.jobfitkmo.be to start health promotion at the workplace.</p>	
<p>L'ALLIANCE 7</p> <p><i>France</i></p>	<p>L'ALLIANCE 7 developed deontology charters for the different sectors, with the objective to promote reasonable consumption</p>	<p>2004 – Confectionery</p> <p>2007 - Chocolate</p> <p>2009 – Fine bakery wares</p>
<p>HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONERY MANUFACTURERS</p> <p><i>Hungary</i></p>	<p>We are working together with a private-public organization, TÉT Platform, to encourage and organize different activities that promote healthy lifestyle and physical activity.</p>	
<p>POLBISCO - ASSOCIATION OF POLISH CHOCOLATE AND CONFECTIONERY PRODUCERS</p> <p><i>Poland</i></p>	<p>Polbisco decided that in Poland, the Polish Federation of Food Industry (PFFI) should be active in the EU Platform on Diet, Physical Activity and Health.</p> <p>PFFI runs together with the Polish authorities the educational programme “Trzymaj forme” (“Keep fit”) – a nation-wide information/teaching programme aimed at school children aged 13-17. A key element of the programme is education and promotion of physical activity and rules of balanced diet among school children aged 13-17.</p> <p>Additionally some of Polbisco member companies promote healthy lifestyle by supporting physical activity on local level.</p>	

<p>PRODULCE <i>Spain</i></p>	<ul style="list-style-type: none"> • PRODULCE made a catalogue which compiles examples of actions of the member companies, in relation to: <ul style="list-style-type: none"> ○ Product composition (portion reduction, reduction/substitution of nutrients). ○ Launch of new products with improved profile. ○ Marketing and advertising (internal and external campaigns promoting a healthy lifestyle, sponsoring of sport activities). • PRODULCE has participated and backed since its beginnings the Strategy for Nutrition, Physical Activity and the Prevention of Obesity (NAOS Strategy). The NAOS Strategy was set up by the Spanish Ministry of Health and Consumer Affairs, through the Spanish Agency for Consumer, Food Safety and Nutrition (AECOSAN), with the aim of making the population more aware of the problems obesity brings to health, and of promoting any initiatives that help to encourage citizens, particularly children and young people, to adopt healthy lifestyles, mainly through healthy diets and regular physical activity. http://www.aecosan.mssi.gob.es/AECOSAN/web/subhomes/nutricion/aecosan_nutricion.shtml One of the measures proposed by the NAOS Strategy, in order to analyze constantly the prevalence of obesity in the Spanish population, especially in children and young people, and measure the progress obtained in prevention, was to create the Observatory of Obesity. The food industry is also participating actively in the Observatory of Obesity, created this year. Plan HAVISA Spanish Food Federation and the Health Ministry launched a campaign called “Habitos de vida saludable” (http://www.habitosdevidasaludables.com/home.php) to promote healthy lifestyles. Companies that subscribe to this campaign had to include messages related to healthy lifestyle in TV advertisements. Decalogue on Healthy lifestyle (Ongoing) Food&Drink Spanish Federation is launching a Decalogue of healthy lifestyles and is studying how to communicate it with the collaboration of the Administration and other stakeholders (videogame manufacturers, sports clothing manufacturers, etc.) 	<p>The catalogue was published (with other catalogues of other sectors) in a document of the Spanish Federation of Food and Drinks Industries named “Food and health: Commitment of the Spanish Food and Drinks Industry” http://www.fiab.es/archivos/documentoAutor/documentoautor_20120717224819.pdf</p> <p>The NAOS Strategy aims to serve as a platform for any actions, which help to meet this objective, by joining forces with, and with the widest possible participation of, all components of society: Public Administrations, experts in the field, private-sector businesses, consumers and the whole population.</p> <p>The NAOS Strategy has placed Spain in a notable position thanks to major dynamic efforts in meeting the challenge of counteracting the obesity epidemic. This was recognised by the European regional office of the World Health Organisation, when, during the Ministerial Conference held in Istanbul in November 2006, the NAOS Strategy was awarded a prize for the way in which it tackled collaboration between public administrations and private social agents. The European Union has also repeatedly invited the Ministry and the Spanish Agency for Food Safety and Nutrition to speak at its various forums and explain their experiences in the development of the Strategy.</p> <p>The majority of PRODULCE companies that makes TV advertising subscribe to the Code and include in their advertisements good tips related to nutrition and health.</p>
<p>SWEDISH FOOD FEDERATION <i>Sweden</i></p>	<p>The Swedish Food Federation in cooperation with food retailers federation and hotel restaurants association encourages healthier eating habits and better health through:</p> <ul style="list-style-type: none"> • Contributing, together with other actors in society, to raising consumer knowledge regarding how lifestyle factors, such as dietary habits and physical activity, affect one’s health and body weight, e.g. through fact sheets and other written information, customer magazines, recipes and meal suggestions, as well as information on websites and packaging. 	<p>Overall good results - new products with less salt and sugar, more responsible advertisements launched in recent years since companies are keen to satisfy consumer demand for more natural products.</p>

SWEDISH FOOD FEDERATION <i>Sweden</i>	<ul style="list-style-type: none"> Making it easier for consumers by offering a wide and varied selection of foods in line with Swedish nutrition recommendations, including foods that fulfil the requirements for keyhole labelling. In Sweden, the keyhole is the official symbol used for foods that are a better choice with respect to fat content and dietary fibre. 	
VBZ - ASSOCIATION OF THE BAKERY AND CONFECTIONERY INDUSTRIES <i>The Netherlands</i>	<ul style="list-style-type: none"> VBZ and the FNLI support JOGG (Jongeren Op Gezond Gewicht): a movement where everyone in towns and villages commit to make healthy eating and physical activity easy and attractive for children and teens. It's a similar approach as the French Epode program. In 2014 there were 75 JOGG towns and villages in the Netherlands and this number is still growing. Covenant Gezond Gewicht: a unique partnership of 27 parties including local governments, business and civil society organizations. 	
BARILLA	<p>Mulino Bianco Tour from 2009 is the food education project to inform and make people in Italy aware of proper and healthy eating, in collaboration with external experts.</p> <p>Giocampus project: The scope is to promote wellbeing culture and healthy lifestyle for children and their families (nutrition and physical activities) in Parma by a public-private alliance and is a combination of intervention at primary school and summer campus in the holidays time.</p>	<p>Mulino Bianco Tour: more than 220,000 people, 50,000 children and more than 30 cities/year involved. Books on "Italian Breakfast" and "Buona Merenda" with indications, nutritional facts, suggestion of consumption.</p> <p>Giocampus school: more than 28 primary schools, for more than 325 classes and 7,500 children.</p> <p>Giocampus summer: more than 3,500 participants, more than 20 physical activities, games and expressive works (vegetable gardens and taste laboratory).</p>
BARRY CALLEBAUT	<p>We mention this in interviews and communication towards our customers, different stakeholders and media.</p>	<p>Decision at customer level</p>
FERRERO	<p>Kinder+Sport (K+S) is a proactive global project and constitutes a pillar of the corporate social responsibility strategy of the Ferrero Group. K+S focuses on the promotion of active lifestyles among young generations, inspiring dynamic practices as a fundamental part of their daily life. It operates to help convey positive habits towards children through multidisciplinary activities specifically designed for kids and teens and encouraging children to experience the joyful side of physical activity (no pure competition), thereby preventing dropouts.</p> <p>Of particular relevance is the three-year research project "Village", carried out in partnership with Rome University, CONI and the Italian Ministry of Youth and Sport. The study is carried out by a Scientific Committee composed by experts in Sports Sciences from leading Institutions and University, both Italian (Università degli Studi di Roma Foro Italico, Università di Tor Vergata) as well as international (Chichester, Jyväskylä, Thessaly, Georgia and Virginia Commonwealth and the College of New Jersey). This project aims to demonstrate that physical activity contributes to children's overall development (physical, cognitive and social). The study will monitor for 3 years the effects of physical activity on more than 1,000 primary school children, in order to test a new and innovative sport educational model that may eventually be implemented by schools. The main objective for 2015 was to finalize and implement the participation of K+S at EXPO Milano 2015 Feeding the Planet, through an area of 3,500 square meters that housed a ludic/moving park for children, led by instructors of CONI (National Italian Olympic</p>	<p>Kinder+Sport is present in several European countries, involving children in 18 different sport disciplines. Kinder+Sport produced and distributed over 25,000 technical kits (e.g. volleyball nets) and more than 250,000 sports items. It collaborates with three National Olympic Committees (CONI Italy, DOSB Germany, COC Croatia), as well as with 40 Sport Federations and Associations. This cooperation ensures quality, global projects' dissemination, multidisciplinary approach and technical expertise.</p> <p>In 2015 Kinder+Sport was active in 15 EU countries: Austria, Belgium, Croatia, Italy, France, Germany, Greece, Hungary, Poland, Portugal, Romania, Slovenia, Spain, Sweden, and the UK. Outside the EU, it was active also in Russia, Switzerland, Turkey and the Principality of Monaco. During 2014, Kinder+Sport was able to "move" more than 2 million children in Europe.</p>

<p>FERRERO</p>	<p>Committee). December 2015 also marked the signature of a Protocol with the Ministry of Education and the Olympic Committee to continue cooperation after EXPO Milan.</p> <p>Kinder+Sport has an important partnership with the International School Sport Federation (ISF), which gathers 40 million young people all over the world.</p> <p>Since 2008, Ferrero is supporting the project “Minivolley FiPAV-Kinder+Sport” as well as the scientific monitoring research associated with it, carried out since 2008 by the Turin Sport Institute of Medicine (IMSTO).</p> <p>In 2015, during the Expo, the IMSTO research results of a five-year project involving 480 primary school children were presented. They showed that planned and constant physical activity during primary school (in the form of mini-volley training) helps to produce positive effects of motor, cognitive and morphological type, connected to the number of years and frequency of physical activity.</p> <p><u>EPODE</u></p> <p>Since June 2007, Ferrero is a partner of the EPODE (“Together to prevent childhood obesity”) through national projects, as well as European ones (the European EPODE Network, EEN). Currently, the main active project carried out by the EEN platform is EPHE (EPODE for the promotion of health Equity), co-financed by the European Commission (DG SANTE). This three-year project (2012-2015) specifically targets economically and socially deprived people. It focuses on decreasing the risk of diseases linked to poor diets and sedentary lifestyles in families with children between six and twelve years in seven European countries (Belgium, Bulgaria, France, Greece, The Netherlands, Portugal and Romania). The program is based on the involvement of families, schools and local communities in local initiatives.</p> <p>At national level, Ferrero supports the community-based programs active in Belgium (VIASANO), France, (VIF), The Netherlands (JOGG), and Spain (Fundacion THAO), which are all based on applying the EPODE methodology.</p>	<p>In the May-June 2015 period, the third phase of the EPHE evaluation framework (Evaluation of EPHE Sustainability) took place, reaching the following results:</p> <p>The measurements taken after the EPHE interventions (sustainability evaluation phase) showed that in some communities part of the unfavorable behaviors and determinants were improved in both low and high socio-economic groups. These positive changes contradict the commonly observed phenomenon that public health interventions may generate differential effects across population groups and thus may increase inequalities, despite being effective for the general population.</p> <p>The final results of the EPHE Project were presented in a public event held in Brussels on 25 September 2015.</p>
<p>MARS</p>	<p><u>Supporting the EPODE EUROPEAN NETWORK and the EPODE for HEALTH EQUITY in EUROPE:</u></p> <p>The EPODE initiative, developed in France in 1992 currently extends to 293 European towns: 226 in France (EPODE programme), 38 in Spain (THAO programme), 16 in Belgium (VIASANO programme), 13 in Greece (PAIDEIATROFI programme + Romania, Bulgaria, Netherlands, Portugal, etc.) and involves over 4 million inhabitants. The model consists of concrete initiatives, at both national and local levels, that foster better and more balanced eating habits and greater physical activity in everyday life.</p> <p>Mars supported this community-based intervention programme with particular attention to the reduction of health inequalities linked to diet and physical activity to empower coordinators to develop such initiatives like the EPHE project in European Member States and help them improve their interventions/actions.</p>	<p>Since June 2007 Mars has been financially supporting the activities of the EPODE European Network (EEN), now known as “EPODE for the Promotion of Health Equity” (EPHE).</p> <p>Following the encouraging results from the French EPODE pilot towns (the prevalence of overweight including obesity in children aged 5 to 12 decreased between 2005 and 2009 (from 20.6% to 18.8%, $P < 0.0001$), the VIASANO Belgian programme’s evaluation has the same trend in 2012. Between 2007 and 2010 the prevalence of overweight for level 1 and level 2 combined (3 to 5 years old) decreased for the towns of Mouscron and Marche-en-Famenne from 9.46% to 7.41%. This change in prevalence of overweight was nearly significant ($p = 0.05$). There were differences for changes in prevalence between the school years 2007 and 2010 for the pilot towns in comparison to the control population. The changes in prevalence of overweight were -2.05% for the pilot towns versus</p>

<p>MARS</p>		<p>+0.04% in the control population.</p> <p>In 2015, EPODE for the Promotion of Health Equity” (EPHE) project pursued the following objectives:</p> <ul style="list-style-type: none"> • Strengthen data collection through stakeholders’ outreach and awareness raising. • Implementation of the final evaluation to assess health inequalities in four aspects (water, fruits and vegetables, physical activity and sleep) two years after the baseline measurements. A total of 1062 children and their families were followed-up in the EPHE final survey. • Writing a research report and several scientific papers for publication. Promoting health equity in European children: design and methodology of the prospective EPHE (Eode for the Promotion of Health Equity) evaluation study (BMC Public Health 2014, 14 (1):303). <p>Under review:</p> <ul style="list-style-type: none"> • Inequalities in energy balance related behaviors and family environmental determinants in European children: Baseline results of the prospective EPHE evaluation study (BMC Public Health). • Focusing on low income/low social class families for the prevention of obesity in children and adolescents. A systematic review of energy-balance related behaviors intervention (International Journal of Obesity) • Food insecurity is associated with nutrition and sedentary behaviours of children: results from the EPHE Project in Portugal (Public Health Nutrition). <p>All publications are free to access on the journal website and will be made available upon acceptance on the EPHE website.</p> <ul style="list-style-type: none"> • Organization of international conferences and other events to promote the project and EPODE methodology. EPHE project was presented at 30 European and world events in 2015 with several additional occasions to represent the project by means of posters and other documents. • Organization of the closing event. The closing meeting event was organized successfully in Brussels on 25th September 2015, involving 120 participants from 22 countries. • Publication of the book "EPODE FOR THE PROMOTION OF HEALTH EQUITY" (December 2015, ed. Lavoisier, 216 pages, 1000 ex.) • Dissemination activities during and after the project: This includes a website (www.epestory.eu), newsletters monthly to 5000 contacts, press relations - more than 250 press clippings were gathered, 51 filmed
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<p>MARS</p>		<p>interviews and a dedicated Youtube channel were created; Twitter; infographics</p>
	<p>Between 2007 and 2012 the Mars Central European Wellness Programme was developed for Mars associates and their families. It aims to promote and facilitate changes in lifestyles with a focus on three main areas: self-awareness, nutrition & balanced diet and physical activity. This type of programme will be extended globally.</p>	<p>Mars Central Europe wellness programme: 50 % of the total workforce from MARS Central Europe and 150 associates from other involved regions took the Health Risk Assessment; 180 associates and their 150 family members used the system for sport activities; 2,500 associates and their family members used other forms of financial support to engage in sports activities; Over 2,000 hours were spent on various fitness activities in the office; Over 110 associates consulted the nutritionist put at their disposal; 3,300 employees and their families participated in the Associate Family events. Surprisingly the absenteeism dropped, from near 5% in 2008 to 3.15 % (12,2011) despite the fact that our workforce is getting older and in this case the opposite trend is expected.</p>
	<p>Mars Smart choice programme for vending in education (<u>Belgium</u>): It is clear that since 2005 Mars continuously built further on this strong programme.</p> <p>It is an established part of Mars long-term engagement to educate how to snack healthily. We focus on strengthening continuous dialogue with school decision-makers in order to promote responsible snacking and sports as top priority.</p>	<p>The Smart Choice Program remains a long-term commitment dating from 2005 that is run mainly in secondary schools and targets students between 12 and 18 years of age. The purpose of this programme is to continue promoting a healthy, balanced lifestyle and encourage sports and in particular <u>in 2015</u>:</p> <ul style="list-style-type: none"> • Mars has maintained 100% participation rate of the schools involved since the launch in 2005 (500 schools). We held 1-2 quarterly meetings with the schools headmasters. Our technical team members (three persons) supported the schools for all interventions required. • We have worked on new communication materials : <ul style="list-style-type: none"> ○ Beside Mars websites on healthy lifestyle available in both national languages: www.hoeveelzoetisgoed.be , www.questionsfriandises.be, a new internet platform was developed to include all nutritional communications (trust box) where a minimum of 15 technical sheets on our product portfolio are updated. ○ Creation of digitally available communication leaflets about balanced diets and healthy lifestyle. ○ Information on our product portfolio via nutrition sheets, stickers on all Mars vending machines explaining GDA labelling (Guideline Daily Amounts) • Mars rewarded 500 schools that took part or are going to take part in more sport initiatives by giving them "sport points" in exchange for which they can then "buy" sport equipment. • Mars provided more space in Mars vending machine for alternative snacks: <ul style="list-style-type: none"> ○ 50% of the total space in vending machines with a large interface, and

<p>MARS</p>		<ul style="list-style-type: none"> ○ 30% of the total space in the vending machines with no glass interface ('closed' machines). ○ Introduction of one smaller bar (significant weight reduction) below 250 Kcal per portion on all ranges, Maltesers Teasers. Prohibition of large packs, "plus" packs or other volume driven packaging in vending machines in schools.
	<p>Supporting research and communication on physical activity (see details beside).</p>	<p>Since the beginning of the sixties, Mars Inc. has promoted the role of physical activity in view of a healthy lifestyle. It was evident to Mars Inc. that it should become the founding sponsor of the European College of Sport Science (ECSS) and to create the Young Investigators Award since the first Congress in Nice, France in 1996. The top 10 candidates for each category (10 for oral presentation and 10 for poster) were awarded during 18 years.</p>
	<p>Bielice run Young Europeans Run, Poland: Mars supported the project Youth Olympic Run from its very beginnings in 1994. This event is part of Mars corporate social responsibility. Mars will continue supporting this event. One of its objectives is to educate and motivate disabled children to engage in physical activities as much as their abilities allow them and to act as a catalyst for helping members of the community join forces to bring positive developments in the area and also help build a sport spirit amongst children.</p>	<p>Every year Bielice Run involves more than 2000 children and teenagers, with at least 200 disabled children from the area of Sochaczew, thanks to 40 adult volunteers (plus 50 parents and carers of disabled children) involved in the process of organising the run and 14 different outdoor activities for the children, as well as a mini-marathon (4,219.5m for runners beyond 16 years of age). This run promotes the Olympic spirit among youth.</p> <p>The Bielice Run event is an example of multisectoral cooperation among private and public actors, joining efforts to encourage children to be physically active.</p> <p>Mars, as co-creator of the event, actively supports, through financial and logistical aid, the Bielice Run, which attracts more than 2000 children every year. Mars focused on encouraging socialization and recreation through sports participation, showing children that it is possible to be active without the need to spend much in sport equipment.</p> <p>67,050 children took part so far in the Bielice Run. This figure shows that Mars' goal to help children to engage in physical activity has been achieved. This was confirmed in the survey (24% returns). 100% of answers confirmed that, in addition to the participation of youth, the most important elements were: better physical condition, increased regular, daily exercise and a better understanding of what regular exercise means in a person's life. Mars supports more than 100 sport events in the region. In this regard, the popularity and positive feedback of the Bielice Run is shown by the fact that participants of other sport events, not necessarily related to running, often choose to wear their t-shirts from past Bielice Olympic Youth Run events.</p> <p>The preparation to Bielice Run by each child requires at least 24 x 1.5 hour training sessions (cardio and muscular) over an 8-week period, so prior to the event each participant performs at least 36 hours of training.</p>

<p>MARS</p>	<p><u>CleverNaschen/LALE/EKIP Germany</u></p> <p>Clever Naschen has as a purpose to reduce health inequalities among some of the most vulnerable groups of the population through initiatives that aim at reducing barriers to healthy diets and physical activity.</p>	<p>In 2015 “Clever Naschen” pursued the following objectives:</p> <ul style="list-style-type: none"> • Supporting obesity prevention in high-risk groups: <ul style="list-style-type: none"> ○ Develop a course manual certified by health authorities to promote the Turkish initiative for North Rhine-Westphalia (LALE) in co-operation with the Ministry for Consumer Protection, the Ministry of Health, the consumer advice centre North Rhine-Westphalia and other partners. LALE aims to improve access to better health education for families with a (Turkish) migration background. Deliver at least three training certificates about the benefits of an active and healthy lifestyle. ○ Bring to life, through a minimum of three events, one newsletter and one dedicated website the new initiative “ekip” under the patronage of the Federal Government Commissioner for Migration, Refugees and Integration, with the support of credible partners, to provide an example at national level of best practice and knowledge sharing to improve obesity prevention in families with migration background. Research shows that in Germany children and adolescents with a migration background suffer more from overweight and obesity than children and adolescents without migration background. ○ Establishing a network of a minimum 25 relevant players in the field of obesity prevention to encourage knowledge transfer and best practice sharing of existing projects in view of the obesity debate in Germany. • Offering to families all over Germany information on nutrition and a healthy and active lifestyle - easily accessible and comprehensive by managing and promoting the website www.clever-naschen.de. • Encouraging physical activity amongst the local migrant community by 10 coaches training women with migrant background in cooperation with District Sports Association Viersen. • Dedicating at least six activities focused on health and nutrition for MARS associates as well as enabling them to act as “Clever Naschen” ambassadors.
<p>MONDELÉZ INTERNATIONAL</p>	<p>Mondelēz International is committed to creating a working environment that encourages and supports employees in their efforts to lead a balanced, active and healthy lifestyle. Each business unit has a programme in place that promotes employee wellbeing initiatives. The Human Resources department and Healthy Living Manager lead on the development and implementation of the Employee Wellbeing programme, in conjunction with other departments. The key objectives of the initiative are to:</p>	

MONDELÉZ INTERNATIONAL	<ul style="list-style-type: none"> • Encourage Mondelez International employees to adopt a healthy lifestyle by: <ul style="list-style-type: none"> ○ Providing employees with information and education to help build or support a balanced, active and healthy lifestyle (employee emails, intra-net, nutrition and health seminars, cookery demonstrations, and providing nutritious options in the canteen). ○ Supporting the promotion of activities that encourage employees to be healthy and more active at work. • Offering a large spectrum of education, nutrition, sport and community activities, such as running and biking groups, personal trainers, free gym, studio activities, yoga, dancing, boxing, singing, stress management sessions, ergonomic awareness assistance and mother seasonal events. 	
NESTLÉ	<ul style="list-style-type: none"> • We aim to help children understand the role that nutrition plays in their lives and how to balance good nutrition with an active lifestyle. The Nestlé Healthy Kids Global Programme focuses on nutrition education and physical activity, providing information on balanced diets, positive approaches to food and practical advice on improving eating habits. • We are an active partner in the EPODE International Network, a programme that provides family and social-centric solutions rather than placing the onus on individuals. It aims to positively influence lifestyles, without the stigma of obesity or any particular foods. • We care about our own people and we aim to provide training and education that has a positive influence on their day-to-day activities. We provide engaging nutrition training that is based on the most up-to-date public health priorities, called Nutrition Quotient (NQ), to all Nestlé employees – regardless of their worksite and working conditions. Our aim is to help our people make informed decisions about their own nutrition, the nutrition of their family and, if it is their role, the nutrition of consumers. 	<p>By the end of 2015, Nestlé was working with 285 partners across 80 countries to deliver the Nestlé Healthy Kids Global Programme to over 8 million children.</p>

OTHER		
Company/ Association	Description	Impact
BCCC – FOOD AND DRINK FEDERATION UK	Research <u>BRC/FDF/Leatherhead Salt Reduction report</u> In July 2012, the Food and Drink Federation (FDF), British Retail Consortium (BRC) and Leatherhead Food Research published a report to review current options for salt reduction and identify emerging technologies. https://www.fdf.org.uk/resources/salt_reduction_2012.pdf	The report summarises that there are a number of approaches to salt reduction that are currently being used successfully: small step reduction [slow and gradual reduction of salt]; increased use of spices; use of mineral salts; use of phosphates and use of taste enhancers. As a result of the review findings, the report makes three key recommendations: <ul style="list-style-type: none"> • A call to the Department of Health to review current advice against using potassium-based solutions. • The creation of minimum food safety requirements for ingredients manufacturers. • A need for industry and government to work together to increase awareness of the process that certain ingredients or technologies would need to undergo if they require EU approval.
	<u>Department of Health Nutrient Analysis Survey of Biscuits, Buns, Cakes and Pastries</u> In August 2011, the Department of Health published its Nutrient Analysis Survey of Biscuits, Buns, Cakes and Pastries. http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_129470	In reviewing the data, the situation with regard to trans fatty acid content of products gives a very positive picture and demonstrates the substantial reductions in trans fat content made by the sector in the UK.
	<u>Soft drinks levy</u> In his eighth Budget, Chancellor George Osborne delivered a shock announcement for industry with the proposal to create a new tax on soft drinks starting from 2018-19. Detailed information is to follow – what we know is provided in the next column. The wording of the clause in which it comes may determine whether this could be extended to other categories in due course.	The hypothecated soft drinks “levy” (i.e. tax) is planned to be introduced from 2018-19. The levy will apply at the point at which beverages are packaged for sale. It will cover “producers and importers of soft drinks that contain added sugar”, but will not be applied to pure fruit juices or ‘dairy-based drinks’, or small businesses. The rationale for the tax is to provide an incentive for manufacturers to reformulate and may act to change consumer behaviour. The revenue will be used to double primary school PE/increase sport in secondary schools. There will be two levy rates based on the sugar content – one applied at 18 pence (if product contains 5-8g sugar per 100ml) and 24 pence per litre unit (>8g sugar per 100ml).

<p>BCCC – FOOD AND DRINK FEDERATION</p> <p><i>UK</i></p>	<p><u>Childhood Obesity Strategy – publication pending</u></p> <p>The Government have announced that the new Childhood Obesity Strategy will be published 'in summer.' It is likely that this will include measures for industry but the precise content is unknown. Public Health England commissioned a series of reviews on sugars following the SACNs recommendation that free sugars intakes in the UK should form no more than 5% of our daily energy intake. The resulting report 'sugars: evidence for action' was provided to the Government and it is likely some of this work will form part of the obesity strategy. The eight steps for action from this report are given in the next column.</p>	<ul style="list-style-type: none"> • Reduce and rebalance the number and type of price promotions in all retail outlets. • Significantly reduce opportunities to market and advertise high sugar food and drink products to children and adults across all media including digital platforms and through sponsorship. • The setting of a clear definition for high sugar foods to aid with two actions above. • Introduction of a broad, structured and transparently monitored programme of gradual sugar reduction in everyday food and drink products, combined with reductions in portion size. • Introduction of a price increase of a minimum of 10-20% on high-sugar products through the use of a tax or levy such as on full-sugar soft drinks • Adopt, implement and monitor the government buying standards for food and catering services (GBSF) across the public sector. • Ensure that accredited training in diet and health is routinely delivered to all of those who have opportunities to influence food choices in the catering, fitness and leisure sectors and others within local authorities. • Continue to raise awareness of concerns around sugar levels in the diet to the public as well as health professionals, employers, the food industry, etc.
<p>FEVIA - NATIONAL FOOD AND DRINK INDUSTRY FEDERATION</p> <p><i>Belgium</i></p>	<p>Research</p> <p>Partner in the Reward-project (http://www.rewardstudy.be/).</p>	
<p>L'ALLIANCE 7</p> <p><i>France</i></p>	<p>Research</p> <ul style="list-style-type: none"> • L'ALLIANCE 7 contributes to the work of the Diets and Health Fund, implementing actions to inform public authorities and economic actors on food (since 2009), including with regard to research, behaviour, etc. • Study on taste and nutrition: Estimate the impact of reformulation and the impact of claims on consumer preference (Dec 2012). • Participation (fine bakery wares) in an OQALI study about consumers' behaviour (aptitude to pay) in relation with ingredients used (Dec 2012). • Study on preferred qualitative criteria of consumers(fine bakery wares) – 2008/2010/2013. 	<p>2005 and 2008 – Chocolate</p> <p>2004, 2010 and 2005 (INCA 2) – Fine bakery wares</p>

L'ALLIANCE 7 <i>France</i>	<ul style="list-style-type: none"> • Purchase data about consumption and consumer's behaviour. • Participation in Working Groups about sugar, lipids and salt (respectively in 2007, 2008 and 2012). 	2004 and 2005 (INCA 2) – Confectionery and Bread products
HUNBISCO - ASSOCIATION OF HUNGARIAN CONFECTIONERY MANUFACTURERS <i>Hungary</i>	<p><u>Self-Regulatory Pledge</u></p> <p>The Federation Of Hungarian Food Industries has come forward with the Food Industry's first common initiative in Hungary. The „Food Industry for the Health of Consumers” initiative is a pledge aiming to have a positive impact on public health: It includes a number of elements (reformulation, marketing, labelling, promotion). Companies can join the initiative voluntarily by signing one or several existing pledges, or they can add new commitments (via a dedicated website).</p> <p>A conference was organized where the government and our member companies will exchange thoughts about TFA rulings.</p> <p>Also, researchers will speak about the latest technology concerning the reformulation of products affected by the new TFA laws.</p>	
PRODULCE <i>Spain</i>	<p><u>TRAINING COURSES FOR FAMILY DOCTORS AND NURSES (Ongoing)</u></p> <p>The Food & Drink Spanish Federation is working, with an active role of the Family Doctor's Association (Asociación medico collegial), on the launch of a training course on nutrition and healthy lifestyles for family doctors and nurses in order to empower them to give correct nutrition and health recommendations to their patients.</p>	The launching of the training course is planned for September 2016.
SWEDISH FOOD FEDERATION <i>Sweden</i>	<p>Research</p> <p>For 50 years, SNF Swedish Nutrition Foundation has promoted nutrition research and its practical application. The Swedish food Federation is an active member, cooperating with all other organisations representing the food chain in Sweden.</p>	
BARILLA	<p>Research</p> <p>Created the Nutrition Advisory Board, composed of five internationally recognized experts in the relationship between diet and health.</p> <p>Barilla consults with the NAB to define our health and wellbeing strategies and anticipate the needs of customers and the public in general. In addition, they keep the company informed about the latest developments in dietary science, the most recent studies and important new discoveries.</p> <p>From 2009, launch of Barilla Center for Food and Nutrition, an independent think tank based on an international and multidisciplinary Advisory Board, with the scope to analyse major themes of food and nutrition through a multidisciplinary approach and to disseminate the results to institutions, research centers, mass media and the general public.</p>	<p>Nutrition Guidelines set and continuously updated.</p> <p>More than 25 publications, 4 International Food and Nutrition Forums, webinars and a specific we-site www.barillacfn.com; Double Pyramid approach.</p> <p>More than 10,000 people participating, the conclusion of the survey is expected</p>

BARILLA	<p>From 2010, launch the Italian Nutrition and Health surveys (INHES project) in collaboration with Catholic University, focused on food habits, consumption patterns, and Mediterranean model adhesion.</p> <p>Double Pyramid applications and communications: amplify the existing link between healthy habits and environmental impacts, based on the concept of “Good for you, Good for the Planet”.</p>	<p>in January 2014.</p> <p>See the new sustainability path at www.goodforyougoodfortheplanet.org.</p>
BARRY CALLEBAUT	<p>Research</p> <p>The rebalanced program started in 2006. It’s a research program to reduce sugar, fat and calorie content. It’s a sustainability platform for healthy products for healthy consumers with healthy eating habits.</p> <p><u>Sugar reformulation 2006-2014:</u></p> <p>BC has been working successfully on bulk sugar replacers/sweeteners, e.g. dietary fibre, starch and starch derivatives, natural fruit sugars, tagatose, isomaltulose, erythritol, stevia, monkfruit, etc.</p> <p>This is done in cooperation with suppliers, research centres and universities.</p> <p>BC has more than 20 years of experience with maltitol.</p> <p><u>Fat reformulation 2015:</u></p> <p>BC obtained in 2015 a granted patent for a process to reduce the fat content of chocolate</p> <p><u>Cocoa research:</u></p> <p>BC obtained in 2012 a positive opinion from EFSA for a health claim related to normal blood flow (European Commission publication in Sept 2013).</p> <p>For cocoa extract, positive opinion from EFSA in May 2014 (European Commission publication in April 2015).</p> <p>Engineering & superior applications have been working on the reduction of fat and sugar by optimizing processing through innovation.</p> <p><u>Authenticity & Permissibility Programme:</u> Ongoing research program to offer solutions for all kinds of global health concerns (e.g. diabetics, lactose-intolerance).</p>	<p>Decision at customer level</p>
FERRERO	<p>Research</p> <p>Through a strong commitment to scientific research, Ferrero helped promoting good eating habits among young people, such as avoiding skipping breakfast, and among the elderly, trying to minimise the loss of appetite. On this last point, Ferrero participates in the project "MiaOver50", part of the European programme "Industry 2015", the nutritional priority of an ideal diet for the elderly.</p>	<p>The results of these studies have shown:</p> <ul style="list-style-type: none"> • That breakfast has a positive effect on children, including improving their cognitive performance. • That significant appetite satisfaction can be obtained from the consumption

FERRERO	<p>From September 2011 to August 2012, Ferrero contributed to several scientific studies³ on the following questions:</p> <ul style="list-style-type: none"> • The metabolic impact of Ferrero products, when consumed in BMEE (Between Meals Eating Episodes) and in terms of glycaemic index and glycaemic load. • The impact of certain Ferrero products on breakfasts, to evaluate the effects of different types of breakfast and offer the consumer the widest choice of products and combinations. • The presence of micronutrients in Ferrero products, such as vitamins, antioxidants, essential mineral salts, derived from the ingredients and from the agricultural raw materials typically used by Ferrero, such as hazelnuts. • The neutrality of the cardiovascular and metabolic effects of palm oil and its negligible effect on diet in the most typical countries covered by Ferrero. 	<p>of small portions.</p> <ul style="list-style-type: none"> • A complete profile of the antioxidants produced by hazelnuts. • The bioavailability of catechins in tea as antioxidants. • Low glycaemic index following consumption of Ferrero products, alone or when combined with other foods.
MARS	<p>Research</p> <ul style="list-style-type: none"> • Cocoa flavanols (7th EU framework project “Flaviola”). • Oral health benefits of chewing sugar-free gum. • Link of physical activity and health: every year Mars is giving 20 investigators awards during the congress of European College of sport sciences. • International research on the role of sugars/fats, advertising, and the environment on consumer behaviour. 	
NESTLÉ	<p>Research</p> <ul style="list-style-type: none"> • Nestlé invests considerable Research & Development (R&D) resources in Nutrition, Health and Wellness. Nestlé Research is a global network of more than 5,000 staff in 34 R&D facilities, including fundamental research in the Nestlé Research Centre, activities in the Nestlé Institute of Health Sciences (NIHS) and our Product Technology Centres (PTCs) and R&D Centres, together with ‘Application Groups’ in factories (applied research and implementation in countries where we manufacture products). All without exception have a health and nutrition agenda, since the innovation and renovation pipeline delivers against the core objective of the Company to lead in this area. In 2012, Nestlé opened a Clinical Development Unit to support research and streamline the evaluation of the impact of foods and ingredients on human biology, health, taste and pleasure. 	<p>Nestlé global R&D spending in 2015 was CHF 1.6 billion, representing 1.9% of total turnover. Research on improving the nutritional quality of foods represents a substantial proportion of R&D investments.</p>

³ * “International Conference on Nutrition & Growth”: “Neuro-functional and glycaemic responses of different breakfast models” 2012; “The effects of breakfast on attention and school performance. A longitudinal study”.

*J. Agric. Food Chemistry: “Polyphenolic composition of hazelnut skin” 2011; “Flavonoids and related compounds” .Taylor and Francis, 2012; 62° Congresso Soc. Italiana di Fisiologia, 2011; 5th International Conference on Polyphenols and Health, 2011; 26th International Congress on Polyphenols, 2012.

* International Journal of Food Science and Nutrition 2012;63: 513-521; Nutrition 2012;28:197-203.

NESTLÉ	<ul style="list-style-type: none"> Nestlé fosters Innovation Partnerships with business partners and maintains more than 300 collaborations with Universities to accelerate Nutrition, Health and Wellness innovation. 	
MONDELÉZ INTERNATIONAL	<p>Research</p> <ul style="list-style-type: none"> Mondelēz is a proud supporter of the Marabou Foundation scientific symposia run every two years in Sweden. Mondelēz supports the Antidiabetic Food Center (AFC Lünd University) – a consortia research program between the Academy and Industry partners to help prevent diabetes through grain research. Mondelēz is a supporter and active participant in the Whole Grains Council – a non-profit organization that supports scientific research and consumer education around the benefits of whole grains. <ul style="list-style-type: none"> Founding member of the International Food & Beverage Alliance - made a global commitment to the World Health Organization in five key areas: product composition and availability; nutrition information to consumers; marketing and advertising to children; promotion of physical activity; and healthy lifestyles and partnerships. UK Responsibility Deal – a series of pledges and commitments to reduce salt, remove trans fat, support calorie labelling and promote physical activity in the UK. Consumer Goods Forum (CGF) Health & Wellness Steering committee – a group of retailers and manufacturers who together have established a set of Health and Wellness Resolutions and Commitments to help improve the well-being of consumers, employees, their families and the communities they serve. European Platform on Diet, Physical Activity and Health – a multi-stakeholder platform which works to promote balanced lifestyles. Since 2005, the Platform has introduced over 200 initiatives to fight obesity. HEALTHGRAIN Forum – a multi-partner, pan-European research program to promote the benefits of whole grains. Mondelēz participates within task forces of ILSI (International Life Sciences Institute), a scientific non-profit that is focused on providing science, which improves human health, well-being and the protection of the environment. Mondelēz supports the European Nutrition Leadership Platform – a forum that brings together nutrition experts, food industry and nutrition organizations from across Europe to promote nutrition and health. 	<p>These scientific symposia bring together senior scientists from around the world to further contemplate ground-breaking topics in food and nutrition.</p>



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