



Farm to Fork upcoming activities related to nutrition

DG SANTE

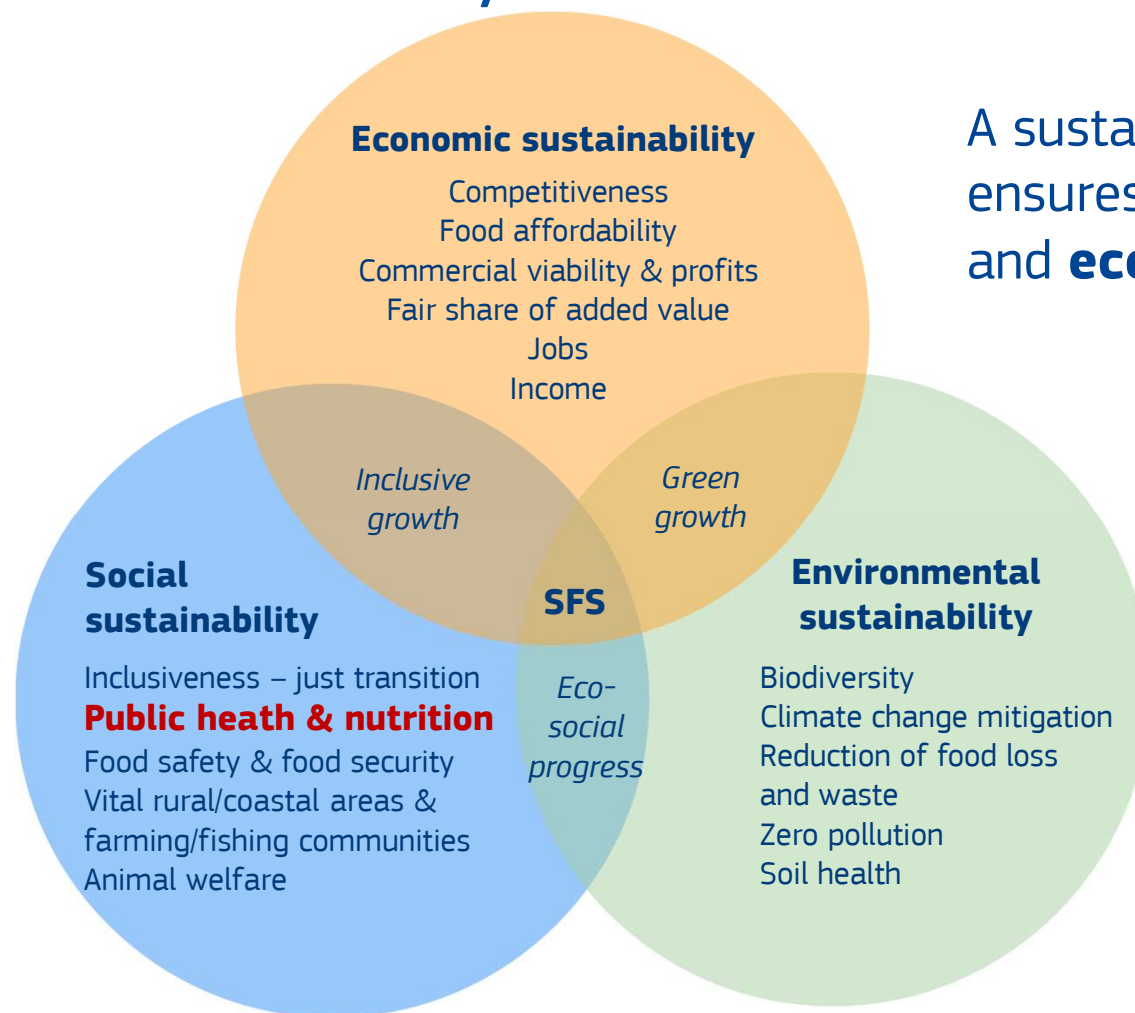
Unit D1 Farm to Fork Strategy

Unit E1 Food information and composition

EFSA ADVISORY FORUM

4 March 2021

Sustainable food systems for sustainable societies



A sustainable food system (SFS) ensures **environmental, social and economic sustainability**

Source: Adapted from FAO, 2014 and SAM, 2020





| Overarching actions

Legislative framework for sustainable food systems (2023):

- Framework with **comprehensive set of general principles and requirements** on the sustainability of food systems
- Basis **to ensure policy coherence** at EU and national level; mainstream sustainability in food-related policies **and to raise sustainability standards** through various means, including labelling
- Provisions on **governance, collective involvement** of stakeholders



Legislative framework for sustainable food systems

Next steps in 2021:

- Discussion on areas of relevance, approaches, ideas and concepts aimed at designing available options for a comprehensive policy intervention on food sustainability
 - **Publication of inception impact assessment** for feedback
 - **Launch of a study supporting the impact assessment**
- continuous discussion with public and private stakeholders throughout the process



Actions to stimulate sustainable practices by food industry and retail, hospitality and food service

Initiative to improve the **corporate governance framework** (integrate sustainability into corporate strategies) (2021)

Develop an EU code and monitoring framework for **responsible business and marketing conduct** in the food supply chain (2021)

Stimulate **reformulation** of processed food, including setting of **maximum levels for certain nutrients** (2021)



Set **nutrient profiles** to restrict promotion of food high in salt, sugar or fat (2022)

Proposal revision EU legislation on **Food Contact Materials** (food safety, environmental footprint) (2022)

Revision **EU marketing standards** for agricultural, fishery and aquaculture products (ensure uptake and supply of sustainable products (2021-22)

Enhance coordination to tackle **Food Fraud** (2021-2022)



EU code and monitoring framework for responsible business and marketing practices in the food supply chain

- Voluntary initiative
- It will set out the actions that the actors ‘between the farm and the fork’, such as food processors, food service operators and retailers, can voluntarily commit to undertake to tangibly improve and communicate their sustainability performance.
- First stakeholder meeting in December 2020, high-level launch event held in January 2021, plenary meeting with stakeholders on 23 February 2021.
- **Code should be ready for signature by stakeholders by end of June 2021.**



Potential aspirational objectives - Health

- Increase the consumption of whole-grain cereals, fruits and vegetables, nuts, pulses and fibres;
- Reduce the average caloric intake, especially that of people who are now overconsuming.
- Lower the consumption of fat, sugar and salt.
- The consumption of red and/or processed meat needs to be in line with recommendations. The ratio between animal-based and plant-based proteins should shift.
- Special attention is needed to prevent childhood obesity
- Adapting marketing and advertising strategies

See for example Food & Agriculture Roadmap – Chapter on Healthy and Sustainable Diets WBCSD / FresH



Healthy & sustainable diets: **Examples of concrete actions** (based on input by stakeholders following meeting 11 December 2020)

Healthy and sustainable diets

Objectives

More whole-grain cereals /more fibres

More fruits and vegetables

Lower caloric intake [less added sugar / HFSS / ultra-processed]

Less HFSS /ultra-processed in general

More plant-based proteins / less animal based proteins



Retail

End in-store promotions of HFSS foods, especially those attractive to children	nutritional and sustainable information on Point of Sales	Revise location of unhealthy products targeting children, and put them at least XX cm from the ground	End price promotions for meat and meat products, including in retail advertising
Increase price promotions for healthy/sustainable products	restrict price promotion on unhealthy foods, use loyalty schemes to discount/ promote healthy foods	Removal of HFSS foods from Children's eye-level shelves for key product categories e.g. breakfast cereals	Increase share of fibers in products)
Remove HFSS foods from key selling locations in retail settings (Shop entrances, Checkout areas, End-of-aisles, Free-standing display units)	No aggressive marketing by retailer certain foods / selling products under produce costs	End multi-buy (e.g. buy-one-get-one-free) and other price promotions for HFSS foods	High exposition of organic / sustainable foods in principal aisles
	Increase sales of whole grain products		Increase offer/availability of alternative sources of proteins in supermarkets)

Food service / restaurants

Increase offer/availability of alternative sources of proteins in catering and food service sectors)	Improve accessibility and affordability healthy choices
Ensure that the cheapest drink on the menu is non-alcoholic and low-sugar	Promote sales locally sourced products
promote balanced food and drink choices, with an optimal intake of nutrients and calories	Reduce portion size of 'unhealthy products'
	Establish nutrition standards for food in schools, hospitals and other public institutions

Schools / institutions

Use more whole grain products	Establish nutrition standards for food in schools, hospitals and other public institutions;
no marketing to children under 12 years-old in primary schools	End of sales of sugary food and drinks in primary and secondary educational institutions, where possible with a target.
Use more locally sourced products	
no unhealthy foods marketing in schools	
Sustainable and healthy food in our schools and daycare	

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Healthy and sustainable diets

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Marketing

- Ban all marketing online and on print media which are not adult-only publications
- ban all harmful marketing on broadcast media between 6am and 11pm
- Restrict marketing/ advertising of unhealthy food to children (based on WHO Nutrient Profile)
- Reduce kids' exposure to HFSS marketing (AVMSD + WHO objectives)
- restrictions to peak television viewing times for children and apply restrictions to online media.
- No marketing for unhealthy food aimed at all children / adolescent < 18 year
- Decrease attractivity of unhealthy foods to children (wording, pictures)
- Stop harmful sponsorship of sports and other events
- Self-identification of companies online ads so parents can block these
- Prevent the use of marketing techniques appealing to children on packaging
- increase marketing budget on healthy foods

Reformulation

- Gradual reduction of salt, saturated fats and added sugars in foods
- increase share of fibers in products)
- Decrease artificial flavouring/colouring/ additives use
- Offering smaller pack sizes to support portion control
- Develop new products with lower calorie profiles
- Use more locally sourced products
- NOVA classification for evaluation of highly processed food.
- Decrease the average processing index of products (simplification of ingredient list, processes, etc.)

General

- Identify sustainable nutritional objectives along the whole food chain
- Improve accessibility and affordability healthy choices

Actions to promote shift towards healthy, sustainable diets

Determine the best modalities for setting **minimum mandatory criteria for sustainable food procurement** (2021)

Review of the **EU school scheme** legal framework: refocus on healthy and sustainable food (2023)

Review of the **EU promotion programme** for agricultural and food products (aimed at sustainable production and consumption) (2020)

Proposal VAT rates (currently being discussed in Council): could allow to make more targeted use of rates (e.g. to support organic fruit and vegetables)



Proposal for a harmonised **mandatory front-of-pack nutrition labelling** to enable consumers to make health conscious food choices (2022)

Proposal to require **origin indication** for certain products. (2022)

Proposal for a **sustainable food labelling framework** to empower consumers to make sustainable food choices (2024)

Nutrition - health		Climate/ Environment	Social
Nutrition Declaration	Per 100 g		
Energy	kJ/kcal		
Fat	g		
of which saturates	g		
Carbohydrate	g		
of which sugars	g		
Protein	g		
Salt	g		

Reports published together with F2F Strategy

- **Evaluation of the Nutrition and Health Claims Regulation (SWD(2020) 95)**
 - Art 4 Regulation 1924/2006: Commission shall establish nutrient profiles
 - EFSA Opinion of 31 January 2008
 - Evaluation concluded that specific objective pursued by the setting of nutrient profiles is still pertinent and necessary
- **Report on front-of-pack (FOP) nutrition labelling (COM(2020) 207)**
 - Legal obligation Art. 35 Food Information to Consumers Regulation
 - Building on literature review JRC
 - Concludes that FOP schemes have the potential to help consumers make health-conscious food choices and that it seems appropriate to introduce harmonised mandatory FOP labelling

Objectives F2F actions on FOP and nutrient profiles

- To **facilitate consumers' healthier food choices** and at same time **incentivise food producers to place healthier food** on the EU market.
 - Harmonised and mandatory FOP nutrition information will **help consumers to see at a glance the essential nutrition information** when purchasing foods, while avoiding confusion and costs linked to different schemes. At the same time, it would stimulate food reformulation.
 - Setting nutrient profiles will **avoid a situation where nutrition and health claims would mask** the overall nutritional status of a food. In addition, it would incentive food producers to produce healthier foods, ensuring a level playing field for food business operators within internal market.
- Develop **comprehensive options exploring in a coherent manner harmonised FOP labelling and setting of nutrient profiles** (interplay)

Policy options outlined in inception impact assessment

Option 0 'Baseline': Voluntary use of FOP remains possible and different (public/private) schemes continue to exist. Nutrient profiles are not set or, as an alternative, the EC complies with its legal obligation to set nutrient profiles under N&H Claims Regulation

Current types of FOP labels form basis of different options

Nutrient-specific labels - examples		Summary labels - examples	
Numerical (Option 1)	Colour-coded (Option 2)	Endorsement logos (Option 3)	Graded indicators (Option 4)

The setting of a nutrient profiling model separate from the (non-evaluative) FOP label will be assessed

The nutrient profiling model for restricting claims is based on the nutrient profiling model underpinning the harmonised (evaluative) FOP scheme

Options will cover pre-packed foods required to bear a nutrition declaration.

Next steps

- **Inception Impact Assessment** published 23 Dec 2020 - 4 Feb 2021: 472 reactions received – analysis ongoing
- Launch of **study** (Q1/Q2 2021) to support the Impact Assessment
 - Provide supporting analysis for carrying out the impact assessment (= assessing and comparing potential impacts of different policy options), amongst others on the basis of multiple consultations
- **Consultations** during course 2021: online public consultation (12 weeks), targeted Member States / stakeholders consultations,...
- **Additional input** to impact assessment
 - Update scientific literature review by JRC
 - EFSA scientific advice on FOP and nutrient profiles
- Finalisation **impact assessment** (Q1/Q2 2022) and drafting **legislative proposal** & internal process for adoption (Q3/Q4 2022)

EFSA Mandate

Scientific advice for the development of harmonised mandatory front-of-pack nutrition labelling and the setting of nutrient profiles for restricting nutrition and health claims on foods. In particular, EFSA is requested to provide scientific advice on the following:

- **Nutrients** of public health importance for European populations, **including non-nutrient components** of food (e.g. energy, dietary fibre)
- **Food groups** which have important roles in diets of European populations and subgroups thereof
- **Choice of nutrients and other non-nutrient components of food for nutrient profiling**