



CAOBISCO ENGAGEMENTS ON HEALTH & NUTRITION


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Introduction

- High levels of obesity and overweight in Europe
- No simple solution
- “Whole-of-society” effort and multi-stakeholder collaboration are needed



**Caobisco members wish to
engage in this process**



Chocolate, confectionery and biscuits products are fundamentally about bringing pleasure and enjoyment to people. As such, they should be consumed in moderation, in the framework of a balanced diet and of an active lifestyle.

Caobisco engagements

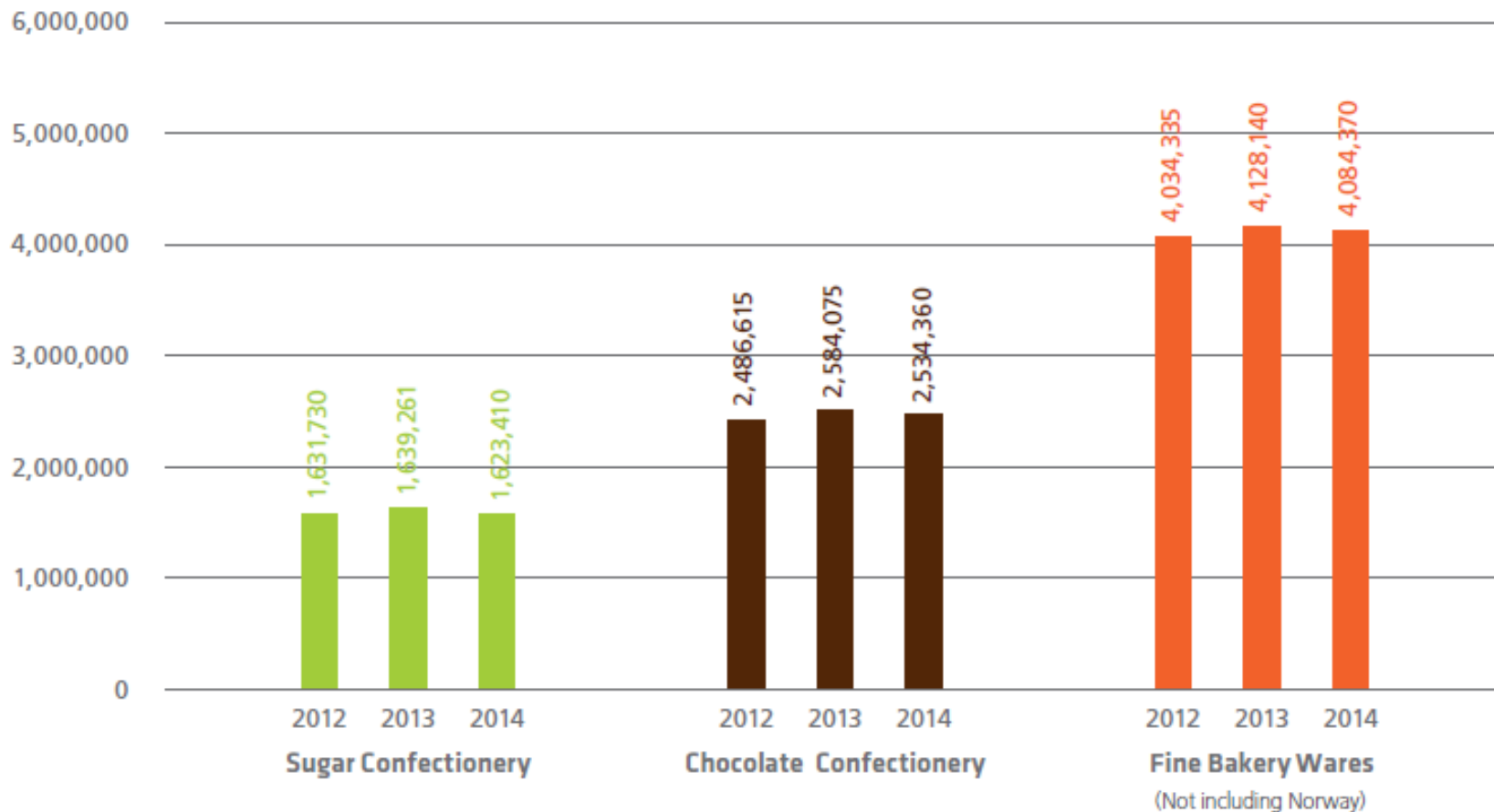
- No compromise on consumer enjoyment
- Intake of nutrients of Public Health concern needs to be reduced population-wide.
- Companies apply different policies to address the challenge, depending on their product portfolios. Hence, the sector's engagements are implemented through a “menu of options”.
- Today we will present this « menu of options », focussing in particular on our work on portions.

- Consumption remains stable

EUROPEAN CONSUMPTION TREND ('000 TONS)

INCLUDING SWITZERLAND & NORWAY

SOURCE: EUROSTAT - PRODCOM



Framework to engage

Menu of options

meaningful initiatives

direction

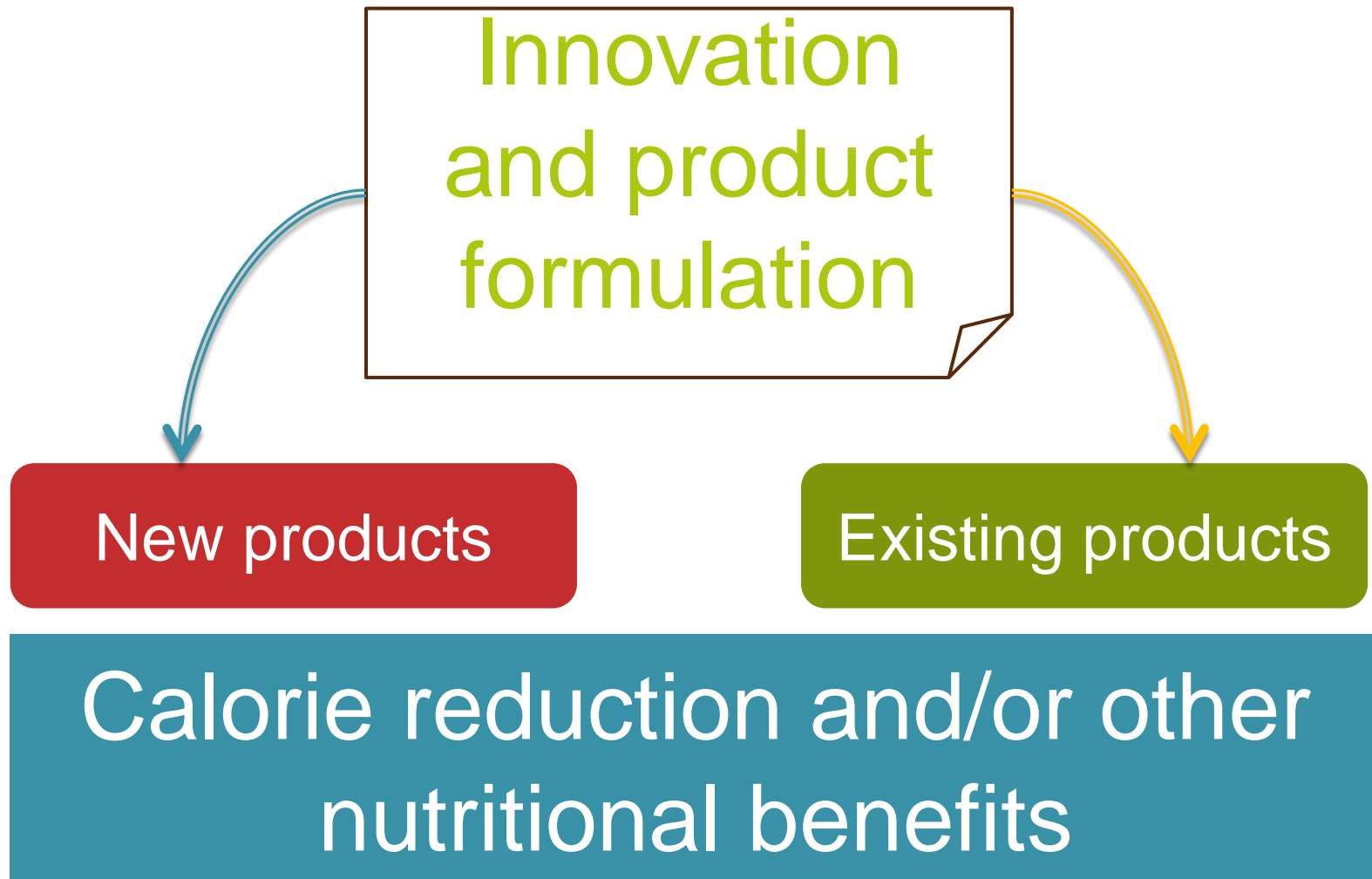
flexibility

Areas of action

initiatives

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5	Promotion of healthy lifestyles	20

Product Composition



NL Presidency

Roadmap for Action

The supporters of this Roadmap endorse the urgency to develop more concerted action to move step by step towards a healthier product offer by lowering levels of salt, saturated fats and added sugars (calories), and do so according to the following lines:

- I Work in close multi stakeholder collaboration at EU level on food product improvement:
- II Improve scientific basis, monitoring and data collection and sharing at EU level
- III Exchange best practices & facilitate implementation by companies

These agreements and actions should contribute to a healthier choice being more easily available in the EU by 31 December 2020.



Mindful eating:

Product design
to help consumers control their
calorie, sugar and fat intakes

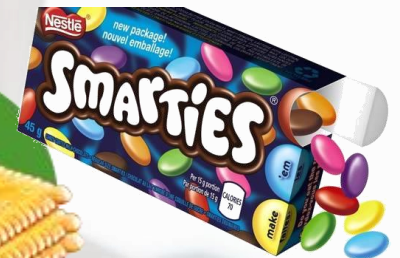
Re-sealable
packs

Calorie caps
on
'countlines'

Visual
representation
of portions

Individually
wrapped
portions'

Increasing
range of
available
portion sizes

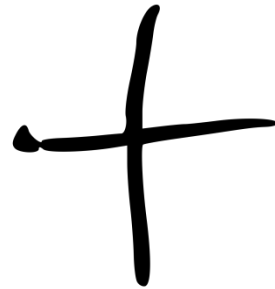


Consumer information



**INFORMED
DIETARY
DECISIONS**

Responsible advertising and marketing to children



**National
initiatives**

→ **EU Pledge:**

- No advertising for food and beverage products to children under the age of twelve on TV, print and internet, except for products which fulfil common nutrition criteria.
- No communication related to products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

→ + **Other National Initiatives** having similar objectives

Promotion of healthy lifestyles

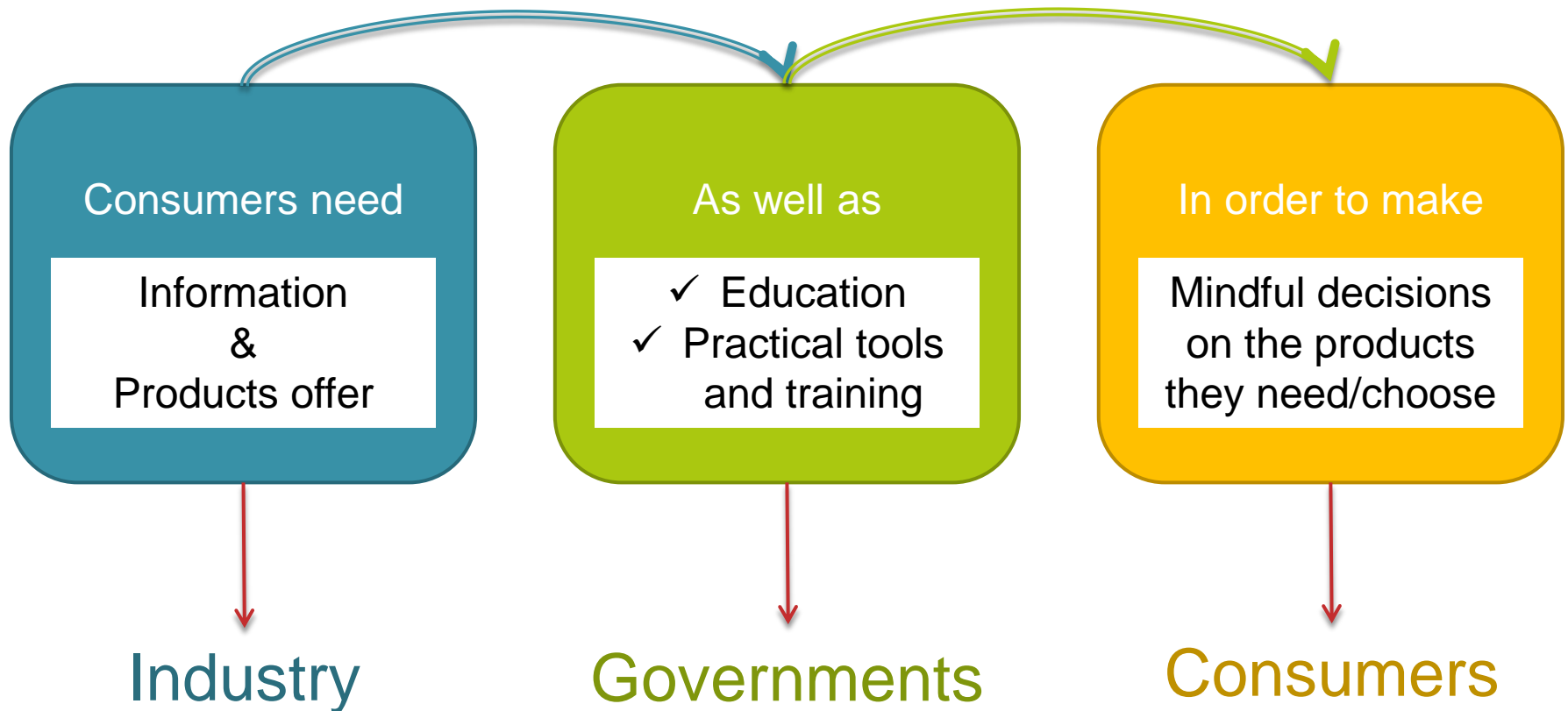
Encouraging healthy, active lifestyle



Employees, communities, consumers

Supporting Consumer Empowerment

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Next Steps: Incentives to change

14

- ▣ Pleasure at the right moment, in the correct portion

**Mindful consumption
is the key**



- ▣ More education is needed: how?
- ▣ Could the « Nudge » approach be useful?
- ▣ Could a public-private partnership project be envisaged by public authorities, industry and consumers?

Thank You!

