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Seminar « That's the Nutri-Score meet today's challenge? » on behalf MEP's
Michèle Rivasi & Véronique Trillet-Lenoir

« Learning from the experience of a MS »

Laurence DOUGHAN

DG APF (Animal, Plant and Food)

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Belgian situation

Main urging public health problems:

- Prevalence of overweight and obesity is growing (one Belgian out of two is concerned, especially following the Pandemic)
- Type-2 diabetes is growing (500 000 people)
- Hypertension is growing (2 million people at risk)
- 30% of deaths are linked to a cardiovascular disease



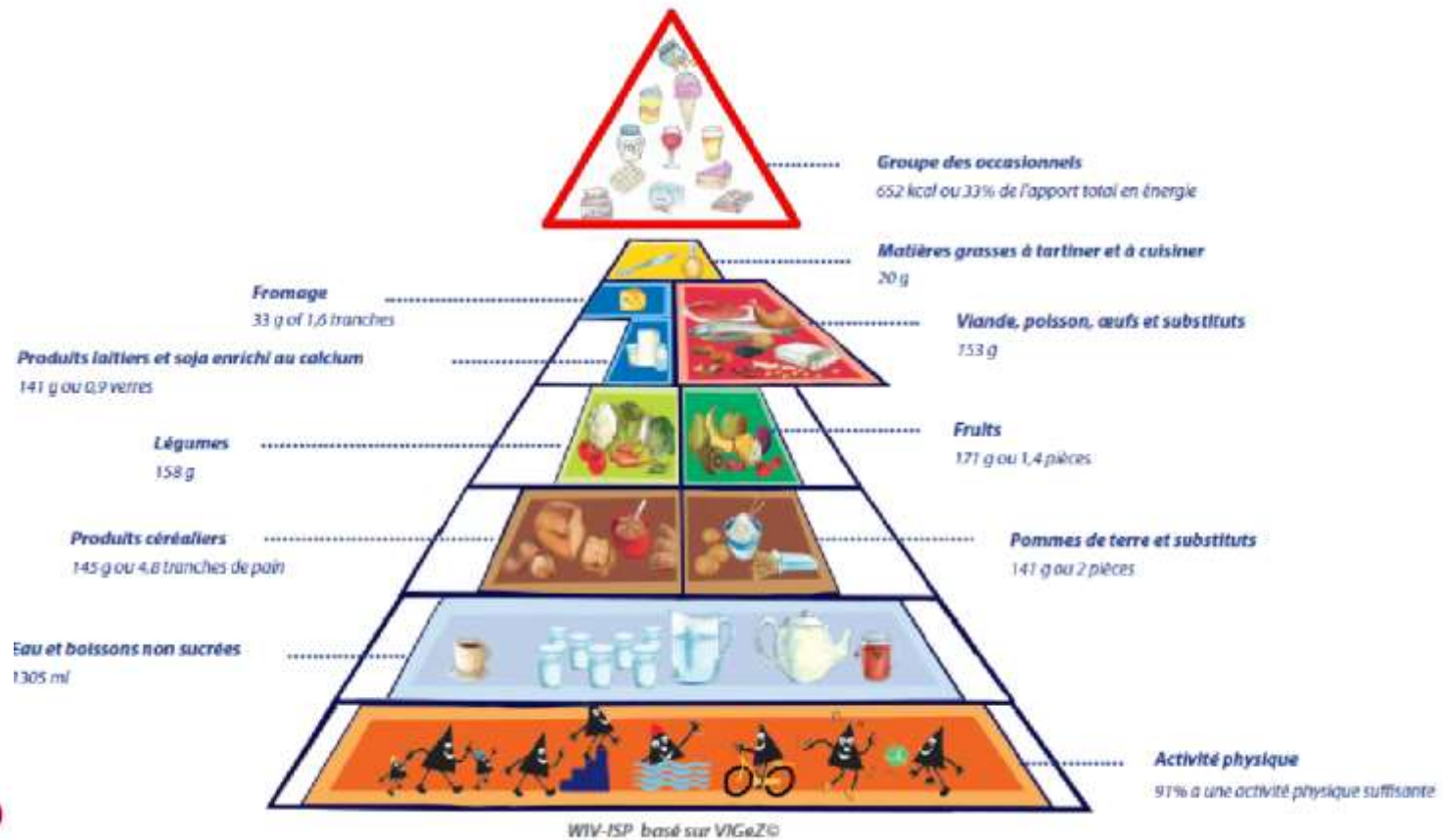
Our most recent food survey shows

3200 people, 3 to 64 years old, 2014.

- 45% of our population have a BMI >25
- 29% are overweight and 16% are obese
- 55% of our population (10 - 64 years old) have a ratio waist/height \geq to 0.5 which is highly correlated to a higher risk to develop diseases linked to abdominal obesity
- 33% of the total energy intake of our adult population is consumed in the top of the food pyramid (salty and sugary snacks, confectioneries, ice-cream, sodas, alcohol...)



Our unbalanced Food Pyramid (18 to 64 years old)



Difficulties to understand food labelling for the consumers

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TENDRE GENOISE RECOUVERTE D'UNE MARMELADE D'ORANGE ET D'UNE COQUE DE CHOCOLAT FIN - Ingrédients : Marmelade d'oranges 41 % [sirop de glucose-fructose, sucre, pulpe d'orange 4,5 %, jus d'orange concentré 1,4 % (équivalent jus d'orange 7,8 %), pulpe d'orange concentrée 0,6 % (équivalent pulpe d'orange 2,6 %), gélifiant (pectines), acidifiant (acide citrique), correcteurs d'acidité (citrate de calcium, citrate de sodium), arôme naturel d'orange, épaississant (gomme xanthane)], chocolat 24,9 % [sucre, pâte de cacao, beurre de cacao, graisses végétales (lilipe, mangue, sal, karité et palme en proportions variables), arôme, émulsifiant (lécithine de soja), lactose et protéines de lait], farine de blé, sucre, œufs, sirop de glucose-fructose, huile végétale (colza), poudre à lever (carbonate acide d'ammonium, diphosphate disodique, carbonate acide de sodium), sel, émulsifiant (lécithine de soja). **Peut contenir sésame.**

INFORMATION NUTRITIONNELLE / VOEDINGSWAARDE-INFORMATIE / NAHRWERTANGABEN

	100g	1 biscuit (12,5g)	%* / biscuit
Énergie / Energie / Energiewert	1675 kJ/400 kcal	210kJ/50kcal	3 %
Graisses / Vetten / Fett	12,5 g	1,6 g	2 %
dont acides gras saturés / waarvan verzadigde vetzuren / davon gesättigte Fettsäuren	6,1 g	0,8 g	4 %
Glucides / Koolhydraten / Kohlenhydrate	66 g	8,3 g	3 %
dont sucres / waarvan suikers / davon Zucker	49 g	6,2 g	7 %
Fibres alimentaires / Vezels / Ballaststoffe	2,0 g	0,2 g	
Protéines / Eiwitten / Eiweiss	3,5 g	0,4 g	1 %
Sel / Zout / Salz	0,36 g	0,045 g	<1 %

~ 12 biscuits / étui, verpakking, Packung

* Apport de référence pour un adulte-type (8400 kJ / 2000 kcal). Pour plus d'information: www.mondelezinternational.fr / www.lu.be

* Referentie-inname van een gemiddelde volwassene (8400 kJ / 2000 kcal). Meer informatie op: www.lu.nl / www.lu.be

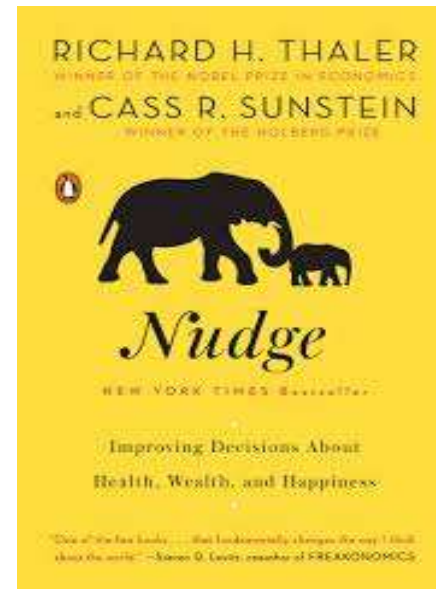
* Referenzmenge für einen durchschnittlichen Erwachsenen (8400 kJ / 2000 kcal).



Solution ?

- Need to help consumers → Nudging (Richard Thaler, prix Nobel d'Economie, 2017)

Literally, « give a boost »



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8 Nutri-Score : nudging for better eating





Launch of the Nutri-Score

After a large consultation of the different stakeholders during almost 2 years and an analysis of existing FOP's, the former Federal Health Minister, Maggie De Block decided to adopt the French Nutri-Score in August 2018 as Belgian voluntary nutritional logo on foods.





Launch of the Nutri-Score

Nutri-Score = logo falling under provisions on:

- › voluntary food information (Article 36 of Regulation 1169/2011)
- › nutrition claim (green color - Regulation 1924/2006)

→ TRIS Notification to the Commission

[2018/496/B](#)



Royal Decree on the use of the Nutri-Score logo

Notification Number: 2018/496/B (Belgium)

Date received: 28/09/2018

End of Standstill: 01/01/2019



Since 1st of April 2019, a Royal Decree entered into to force, main principles are:

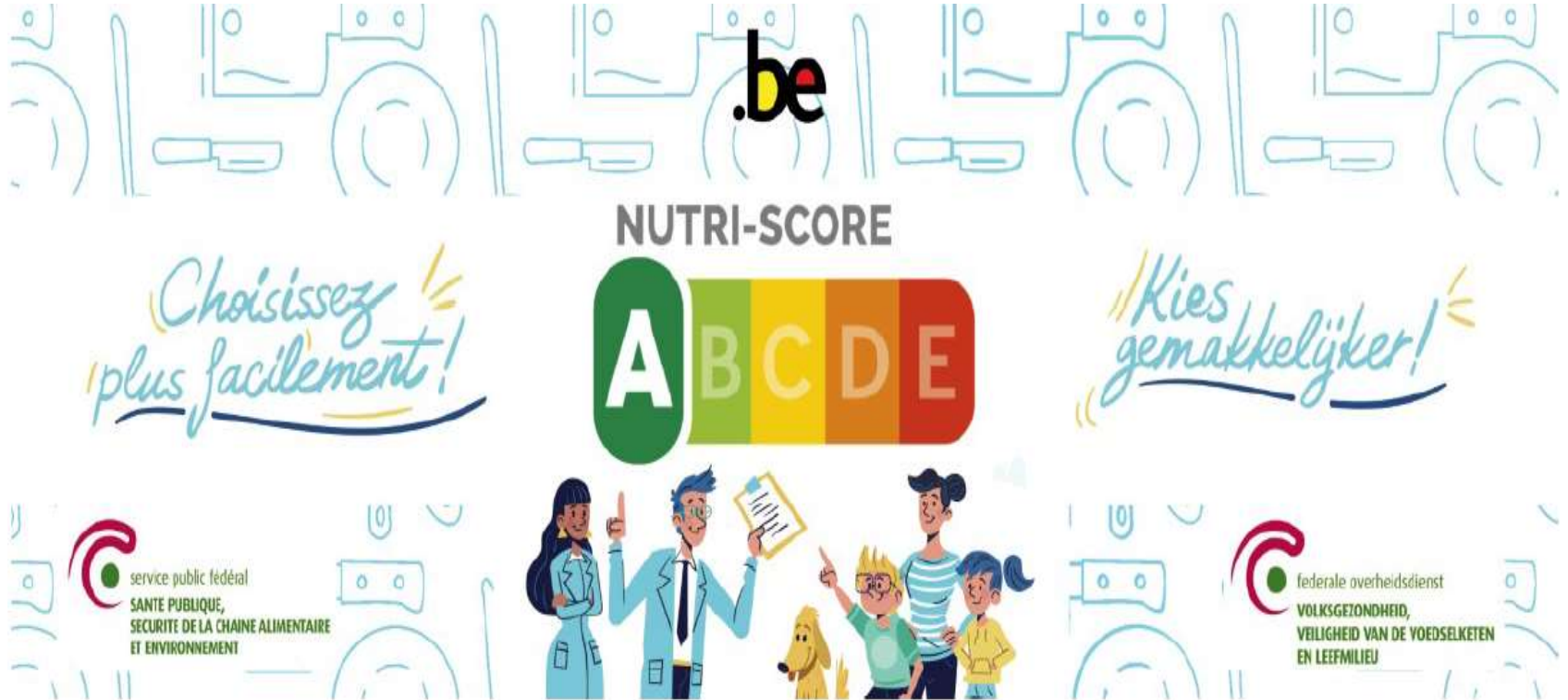
- The legal basis are Regulation FIC and Regulation « Claims »
- The logo Nutri-Score is registered as an European trademark and Santé Publique France is the owner of Nutri-Score
- The calculation of Nutri-Score is the same as the calculation of Santé Publique France
- The Royal Decree refers to the use of regulation of Santé Publique France for the 4 different methods of calculation.
- If the operators undertake to use the Nutri-Score, this commitment must cover all the categories of foodstuffs that they place on the market under their own brands



Launch of our Nutri-Score Campaign

www.nutriscore.be

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SANTÉ PUBLIQUE,
SECURITE DE LA CHAÎNE ALIMENTAIRE
ET ENVIRONNEMENT

federale overheidsdienst
VOLKSGEZONDHEID,
VEILIGHEID VAN DE VOEDSELKETEN
EN LEEFMILIEU



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Our TV-spots:

<https://youtu.be/VmvMck-AOvM>

<https://youtu.be/8C10xsJlCpw>

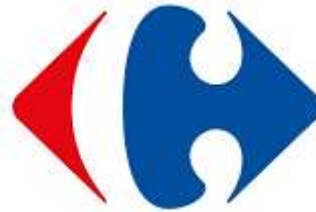




Launch of the Nutri-Score

5 Belgian retailers already adopted the Nutri-Score on their retailer's brands:

- Delhaize
- Colruyt
- Intermarché
- Carrefour
- ALDI



Carrefour



colruyt
laagste prijzen



Launch of the Nutri-Score

More and more food producers have also adopted the Nutri-Score :

All Freez, Anco, Au blé d'or, Avigauf, Bosto, Boubasud, Cereal Nardobel, Ceval Healthfood (VitaBran), Confiture Flas Bernard, Curbi Cube, Danone, Delio, Domino's Pizza Belgium, Doufruit, Etixx Live, Fermiers Landais, Friland Campina, Garden Gourmet plats préparés, Glaces Franklin, Good and Food (Jannine & Family), Hak, Hippeas, Johnny Dutch, La Lorraine, L'Artisan Gourmet, Lay's, Lesieur, Lili Bulk, Lotus bakeries *pour Bear*, Meroso Foods, Mircoflavour(salades), Mr Big Mouth, Nestlé, Nicolai Fruit, Nutrition & Santé, Ostrich Meat, Ovyta, PAB Chilled & Dairy Food, Palais (Pa'lais), Pedon, Pomuni, Puratos pour Vita +, Quality Gourmet Concept (Bouillon), Simpleaf, Soubry, St-Hubert margarine, Sumaq nv pour Quinti Quinoa Burger, Superbread LCB Bakery, Tamini, Thalassa See Foods, The Frozen Bakery, The Mocktail Club, Weetabix, Zeelandia



Some numbers:

Delhaize:

Prepacked foods: 4500/4800 private label products

Colruyt:

Prepacked foods: all Boni products (private label)

Aldi:

Prepacked foods: 60% of the packages of our registered brands have a Nutri-Score on it (about 1400 private label products)

Carrefour: about 7000 references with private label will have Nutri-Score by the end of 2022



Some numbers:

- In France, the sales of prepacked foods with Nutri-Score raised by 18.5% comparing to the growth of the products without NS, which is risen only by 0.85% (Nielsen, 2019).
- In 2020, a study showed that the sales for products with an A score raised by +4,9%, +2.1% for the B, +1% for the C, +0.2% for the D and -2.3% for the E (Iri data).
- The youngest consumers are more keen to use NS during purchase: 20% of the people under 35 years old compare to 16% of the 35-49 years old, to 14% of the 50-64 years old and to the only 9% of the > 65 years old (Nielsen France).



Triple phenomenon:

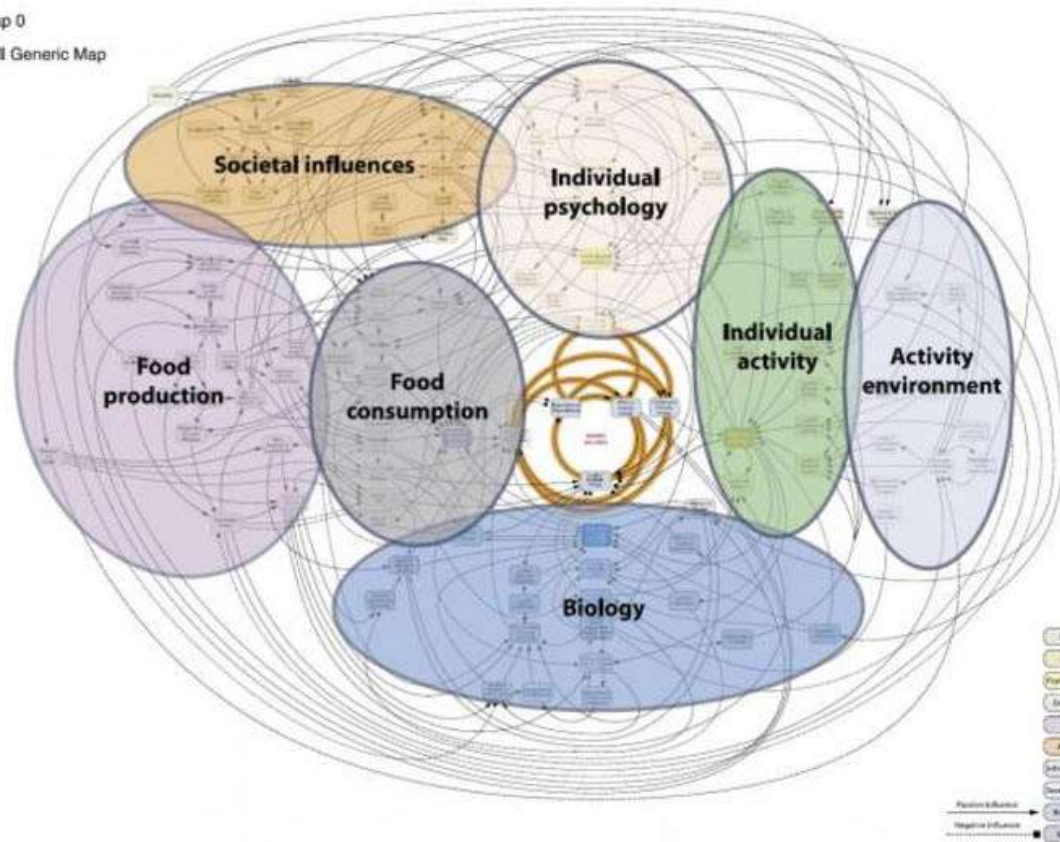
For Nielsen's Director of Insights Distribution, Emmanuel Fournet, *"these figures are the result of a triple phenomenon, a combination of government commitment, societal aspirations and the initiatives of manufacturers and distributors"*.

These conditions were met in Belgium.




The complexity of the challenge: the so-called « Fat-Map »

Map 0
Full Generic Map



WHO-Europe policy recommendations to tackle obesity (Obesity report, May 2022)



Policy recommendations for all age groups

Diet	Surveillance	Physical activity	Obesity management
<ul style="list-style-type: none">• Tax unhealthy foods• Marketing restrictions (including digital)• Subsidies for fruits and vegetables consumption• Mandatory front-of-pack nutrition labelling• Mass-media campaigns on healthy diets• Regulations on food outlets• Healthy public food procurement and service policies	<ul style="list-style-type: none">• Monitoring of obesity across the life course• Monitoring of other important indicators• Monitoring food and physical activity environments (including digital environments) and policy actions at country level• Adoption of COSI	<ul style="list-style-type: none">• Convenient and safe access to quality public open space• Encourage active travel• Improve urban design• Mass-media campaigns, community-based programmes• Physical activity counselling and referral as part of routine primary health care services through brief interventions	<ul style="list-style-type: none">• Equitable access to integrated healthcare services for management of overweight and obesity as part of universal health coverage• Equitable access to family-based, multicomponent, lifestyle weight management services for children and young people who are living with obesity

Policy recommendations for a

Diet	Surveillance
<ul style="list-style-type: none">• Tax unhealthy foods• Marketing restrictions (including digital)• Subsidies for fruits and vegetables consumption• Mandatory front-of-pack nutrition labelling• Mass-media campaigns on healthy diets• Regulations on food outlets• Healthy public food procurement and service policies	<ul style="list-style-type: none">• Monitoring of obesity across the life course• Monitoring of other important indicators• Monitoring food and physical activity environments (including digital environments) and policy actions at country level• Adoption of COSI



To conclude, we are convinced that the Nutri-Score logo is pertinent to ensure this role of FOPNL at European level because:

- Nutri-Score is evidence-based (wide scientific literature of more than 50 publications)
- Nutri-Score is easy-understandable by the population (include the more vulnerable) and helps consumers to make healthier choices at purchase
- Nutri-Score is based on an evolutive, fine-tuned nutritional analyse including positive and negative nutrients (analytical and conclusive FOPNL compare to only factual one)
- More and more companies are engaged with and tend to reformulate their products
- The use of a FOPNL is recognised to reduce the mortality level from diet-related non-communicable diseases, Nutri-Score obtained the best result amongst the 5 formats tested: 3.4% reduction equivalent to 8 732 deaths from chronic diseases each year (Egnell et al., 2019).



- Nutri-Score does not apply to allergens, food additives, GMO, fair trade, type of agriculture, environmental aspects...
- Nutri-Score can evolve in the future to integrate new dimension such as degree of transformation, new elements, new knowledge in nutrition...
- Nutri-Score is a « health » tool amongst a plethora of other measures in the field of public health
- Nutri-Score is not designed to solve everything...
- Nutri-Score doesn't exclude any food products, it just indicates that products D and E should preferably be consumed in small quantity (portion) and occasionally (this is the case of some AOP products rich in saturated fats)
- Food, cooking and gastronomy are pleasures of life with an important social and cultural dimension, Nutri-Score is not in contradiction with this fact.



Thank you for attention!

