Overview of Commitments in the field of reformulation

Platform meeting February the 9th 2012

IBF Monitoring Team
Objectives of the presentation:

I. To review main issues in product reformulation policies

II. To analyze commitments in the area of reformulation/ examples

III. To identify steps that can be taken to increase effectiveness of commitments in reformulation
I. Review of main issues in product reformulation
Drivers of product reformulation

• Consumer demand
• Existence of governmental policies/guidelines related to product reformulation
• Scientific consensus
• Public opinion and media and legal pressure
FSA- UK salt reduction strategy - case study

Turning point- salt became a competitive issue between companies (companies began to base their marketing strategies on the fact that their products had less salt)

Scientific consensus boosted Government/ FSA policy development/ implementation

Standardized procedures: targets, reporting, etc
II. Commitments in the area of reformulation/ examples
Self reported reformulation commitments 2005-2010
Proportion of reformulation within total number of commitments - 2010 (self-monitored / assessed)
Reformulation commitments by geographical coverage - 2010

- National:
  - Self-monitored: 1
  - Assessed: 2

- Regional:
  - 0
  - 0

- European:
  - Self-monitored: 8
  - Assessed: 12
Reformulation commitments by type of intervention - 2010

- 5 salt reduction
- 5 sugar reduction
- 4 fat reduction (fat)
- 4 fat reduction (saturated fat)
- 3 fat reduction (trans fat)
- 3 reduction in portion size
- 1 innovative alternatives (veggies, fruits)
- 4 not specified
Examples - 1

535- Product Composition, EMRA

• Multi approach of product reformulation - fat, salt, sugar;
• Reports yearly overall quantities (i.e. salt or sugar quantities reduced);
• Long term approach, continuous engagement by constituent members.
Examples - 2

737, Healthy Diets and lifestyles, EuroCommerce:

• recorded as activity type – Marketing/Advertising;
• important reformulation/product development component with “kids lines”, “Without salt” line, “Without fat” lines
• Long term approach;
• Wide geographical coverage (multinational).
Example 3

505 FERCO General Nutrition Recommendations

• Accent on developing institutional capacity for the development and promotion of nutrition guidelines
High Diversity in reporting of reformulation commitments 2006 - 2010

Most commitments report percentages of i.e. salt/ sugar reduction per product. Four of the reformulation commitments are providing overall quantified data regarding their activities:

1. **Commitment 1218**: 720,000 tons (294 products) of products were reduced in fat and/or sugar - 2010

2. **Commitment 1004**: 700 tons of saturated fats reduced in UK as well as 3000 tons of saturated fat in Europe 2010

3. **Commitment 1063**:
   - 183 tons of salt reduction (2006-2010)
   - 1314 tons of fat reduction (2008-2010)
   - 2229 tons of sugar reduction (2006-2010)

4. **Commitment 535**: 3 tons of salt reduction - 2010; 10 tons of sugar reduction – 2010.
Budgets spent on reformulation commitments in 2010 are in total of: **15.589.000 EUR**
III. How can we contribute to increase effectiveness of product reformulation / decreasing of portion sizes
Increasing commitments effectiveness in the Reformulation field

1. Continue scientific research;
2. Monitoring of population intake levels, calories consumption
3. Increased acceptance/ pressure from informed consumers for new developed products
4. Increased organizational capacity within the industry to develop guidelines / monitor their implementation
5. Standardize reporting/ agree and use commonly agreed reporting procedure (i.e. overall quantities per year/ this would enable an appropriate output/ outcome measurement of the commitments).
The commitments contribution to the Strategy implementation

1. National initiatives have been agreed in the HLG: Salt framework and EU framework on other nutrients;

2. National initiatives under the new framework on selected nutrients will focus on saturated fat, trans fat, total fat, energy intake, added sugars, portion sizes and consumption frequency;

3. Support collaboration with MS;

4. Facilitate joint action between industry and Member States / support national initiatives, both for salt reduction and reduction of the selected nutrients.
Thank you for your attention!