



# **Food reformulation: reducing salt, sugars and trans-fats**

Workshop - Greece

15 January 2021

## Summary and Conclusions of the Workshop



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ  
Υπουργείο Υγείας

# Greek population's nutrition habits need improvement

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- ▶ 19% of deaths is linked to unhealthy eating habits
- ▶ Obesity is a major problem
- ▶ Greeks consume much more salt than they need
- ▶ Added sugars are present in many foods
- ▶ Trans fats are still present in foods that Greek people consume (and they don't know!)



# Reformulation action are already in place

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- ▶ National Action Plan on Food Reformulation
- ▶ Salt reduction strategy
- ▶ Legislative actions on nutritional standards
- ▶ A significant number of products has a better nutritional profile since 2010
  - ▶ Salt reduction (dairy and bakery products)
  - ▶ Total sugars reduction (dairy, bakery and special nutrition products)
  - ▶ Trans fat (compliance with EU regulation)
  - ▶ Portions reduction (dairy, bakery, ice cream products)
  - ▶ New products with improved nutritional profile (dairy, beverages, oil-fats)



## Which nutrients and foods have highest priority & why?

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- ▶ Salt – added sugars – SFAs – Trans Fats
- ▶ Which foods do they contribute most?
- ▶ More results from surveys on Greek population
- ▶ Age-specific targets?
- ▶ Specific foods on specific premises



# What options exist to decrease intake?

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- ▶ Production of products with less salt, added sugars and trans fats
- ▶ Reduction in portion sizes
- ▶ Marketing
- ▶ **Taxes/subsidies**
- ▶ Voluntary initiatives is a good option
- ▶ Out-of-home food consumption



# How to support SMEs in reformulation?

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- ▶ Need of specific technological help
- ▶ Support from research
- ▶ Associations should organize education / awareness for the members
- ▶ Toolkit on Guidance for SMEs
- ▶ FoodDrinkEurope – examples on how food companies they managed to reformulate their products



# Should the legislation and nutrition standards be changed? Which? Why?

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- ▶ Changes in strict regulations (Health Claims Regulation 1924/2006) may be helpful in reformulation
- ▶ Nutritional standard for foods in specific premises



# How should consumers be informed?

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- ▶ Front of pack labelling
- ▶ Education on how to understand the food labels
- ▶ Public awareness campaigns
- ▶ Priority to young population
- ▶ Communications through other channels (social media)
- ▶ Not confusing marketing messages



# Measure(s) of progress?

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- ▶ Research
- ▶ Collect label data
- ▶ EUREMO



# Main principles for success

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- ▶ Political commitment
- ▶ Continuous awareness raising campaigns for consumers and food manufacturers
- ▶ Education of consumers
- ▶ More surveys on population's intakes of specific nutrients and on food composition
- ▶ Regular recording of the actions
- ▶ Close collaboration (government – industry – academics/research – nutritionists – consumer associations)
- ▶ **Reformulation should be a part of a broader policy on better nutrition**

