**Overview of EU Member States’ Reformulation Programmes/Policies**

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| **Country** | **What is the methodology and objective of the programme? For which period (start/end)?** | **Is the national programme based on discussions/ agreement between government and industry? (Y/N)** | **Have any targets/benchmarks been set to date? If so, for which nutrients and food/drink categories?** | **How will/has this be(en) measured (e.g. self-reporting, academic study, health ministry, etc.)?** | **What have been the successes achieved and/or bottlenecks experienced?** | **Links**  **(if any)** |
| **Austria** | A policy called ”Nationaler Aktionsplan Ernährung/NAP.e” (national nutrition activity plan) has been in place since 2013. This strategic document defines actions to change behaviour and environment for better nutrition and therefore health but includes no changes of legal conditions. There is no concrete reformulation programme/policy in Austria as such.  Examples of actions from the “NAP.e”:  - Leitlinie Schulbuffet (guideline school snack bar/cafeteria)  This Guideline is for optional use (not obligatory!) for school cafeteria carrier and defines a minimum of standard. To accompany this, there was support for many other actions for changing the range to a healthy one.  - Richtig Essen von Anfang an/REVAN (Eating right from the start)  In terms of the raising amount of nutrition- and lifestyle associated diseases as overweight and obesity during childhood, there was a need to act against this trend. The program was defined for pregnant women, breastfeeding mothers and children up to 10 years. With this program, carried by Austrian Ministry of Health/BMG, Austrian Agency for Health and Food Safety/AGES and the Association of Austrian Social Security Institutions, evidence based information should accessible directly and indirectly for target group. | N | No setting of targets/benchmarks released. | No setting of measurements released. | No data released. | [Link](http://www.bmg.gv.at/home/Schwerpunkte/Ernaehrung/Unser_Schulbuffet/#f1)  [Link](http://www.bmg.gv.at/home/Schwerpunkte/Ernaehrung/Unser_Schulbuffet/)  [Link](http://www.richtigessenvonanfangan.at/home) |
| **Belgium** | At the beginning of the 2010s, the BE government asked food industry, retail and out of home to work out an action plan on product formulation in order to reduce the intake of energy and certain macro nutrients (e.g. sat. fat, salt, sugars). This led to an Agreement on Balanced Diets from 2012-2016 (<https://www.convenantevenwichtigevoeding.be/nl>).  Results obtained (period 2012-2017):   * Breakfast cereals: 5.8% less sugars and 13% increase in fibre, 24.5% more wholegrains * Confectionary: global reduction of saturated fat of -1.2% (chocolate products) and 3.2% (biscuits) * Soft drinks: average sugar reduction of 7% * Dairy (yoghurts, yoghurt drinks, choco milks, desserts): global reduction of 3.8% added sugars * Plant-based alternatives: sugar reduction of 18%   See also: <https://www.fevia.be/sites/fevia/files/media/report_belgian_convention_28_6_18_final_version.pdf>  The BE government foresees a second period until 2020 (and beyond). | Y | As Food Industry, FEVIA is willing to contribute to a reduction in energy intake and/or to work on product formulation, incl. portion size.  In total 14 sectors have agreed to take part in the action plan. Each sector has worked out its own commitment.  No further details can be given for the moment, discussions are still ongoing. The agreement with the BE government is to communicate about the action plan together, once it is finalised. | Self-reporting, methodology of monitoring still under discussion. | A bottleneck was getting all stakeholders involved. |  |
| **Bulgaria** | No programme previously reported | / | / | / | / | / |
| **Croatia** | **INPUT ASKED** |  |  |  |  |  |
| **Cyprus** | **INPUT ASKED** |  |  |  |  |  |
| **Czech Republic** | Czech Ministry of Health has launched a strategic document “Health 2020” which is a national strategy of health protection and diseases prevention. This document contains several sub-strategies/action plans, one of them is dedicated to Nutrition 2015-2020. Among other requirements, there is a call on reformulation with focus on sugar, salt, animal fats and TFA. Specific action points include establishment of a specific reformulation platform under the Czech Food Federation (Food Chamber) and regular communication with producers, trade, restaurants and other subjects with the aim to start more intensive reformulation activities. Czech Food Chamber has reacted to these requirements and in 2016 established a Platform for Reformulation, which serves as an expert forum to discuss subjects related to reformulation. The main objectives of the platform are:   * Establish and communicate reformulation commitments in the time horizon 2020. * Monitor and report reformulation achievements and share experience with other producers. * In collaboration with academics, ministries and other expert institutions educate consumers and general public.   On 18 November 2019, the government approved a new Strategic Framework for Health 2030, which is based on the previously formulated strategic tasks of the Health 2020 document. Food producers, members of the Food Chamber of the Czech Republic Health 2030, especially in the area of ​​strategic objective 1. Protection and improvement of the health of the population and specific objective 1.2. Disease prevention, health promotion and protection, increasing health literacy through the fulfilment of the Ten Pillars of the Nutrition Policy of the Food Industry.    The Food Chamber of the Czech Republic has also issued a "Declaration on Responsible Commercial Communication", in which food producers undertake to communicate with consumers responsibly and develop specific self-regulatory obligations in the form of voluntary rules and self-regulation. Attached to the document are the commitments of individual companies, which go beyond the general rules.    In 2017, PPR focused on creating an opportunity for manufacturers to communicate improvements to the recipe even if the legal limits set by the Regulation on nutrition and health claims are not met. Therefore, within the fourth year of the competition "Award of the Food Chamber of the Czech Republic for the best innovative product", a new category "Reformulation of the Year" was created and announced. The product awarded in this competition can then use either the word mark "Reformulation of the Year" or the Reformulation of the Year logo directly, which will allow consumers to be made aware of products with an improved composition. A new logo has also been developed for this purpose.    In 2021, the created website [www.reformulace.cz](http://www.reformulace.cz) was updated and expanded with a database of reformulated foods and beverages. Every year, as part of the reformulation activities of producers, an evaluation takes place through the regular annual PPR conference and the PPR press conference. | Y, partially | N | No setting of measurements released. | No data released | / |
| **Denmark** | C:\Users\40279724\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\7WBU5PT9\fuldkorn.pngWholegrain logo  Objective: encourages Danes to eat more whole grain in order to improve public health. Wholegrain partnership started 2008.  Nordic keyhole introduced in Denmark 2009  C:\Users\40279724\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\7WBU5PT9\nøglehul.png | Y (a cooperation between ministry, industry and Health NGO’s) | Keyhole requirements must be met. The criteria for using the Keyhole label refer to levels of fat, sugars, salt, dietary fibre and/or wholegrain content. There are 33 different product groups for which a specific set of such criteria have been set.  In addition the following wholegrain targets must be met (calculated on the whole products dry matter):  Flour and rice: 100% wholegrain  Breakfast cereals: 65% wholegrain  Porridge: 70% wholegrain  Bread and bread mix: 50%  Crisp bread, bread crumps, pasta: 60% | Only members of The Danish Whole Grain Partnership are allowed to use the whole grain logo. There is a participation fee.  The use is voluntary and subject to ordinary official control from the Danish Veterinary and Food Administration  No systematic follow-up of the Keyhole scheme by the authorities. | Wholegrain logo:  Successes:   * The whole grain intake has increased significantly from 36 g pr. 10 MJ to 63 g pr. 10 MJ * The number of whole grain partners has increased from 14 in 2009 to 29 in 2017 * The number of products with the whole grain logo has increased significantly from 190 in 2010 to 684 in 2016. * 68% of the Danish population are aware of the whole grain logo and 47% of them look for the logo when the buy products   Bottlenecks:   * To get results of the whole grain intake in the Danish population more often. * That the producers/industry has to reformulate their product when the criteria for the Keyhole and thereby the whole grain logo changes.   Keyhole logo: The industry and the national authorities might have different perceptions. From the industry’s point of view, the requirements are too tight and there are too few product groups. On the contrary, national authorities will probably express satisfaction with the number of products (more than 2000) that currently bear the Keyhole logo. | [Whole grain](http://www.fuldkorn.dk/english/)  [Keyhole](http://altomkost.dk/english/#c41069) |
| **Estonia** | Green Book on Nutrition and physical health project submitted for public consultation and opposed severely by food companies. Not clear yet if the book will be confirmed and if any other activities will follow. | N | **No benchmarks set, but** “Further course of action is the cooperation between the public and the food industry to set common objectives in order to change the composition of food (industrial content of trans fats, salt and sugar) that belong to selected food groups. Thereby, it is important to take into account the best practices of other countries and relevant guidance to the Member States of the European Commission.” |  |  |  |
| **Finland** | Sydänmerkki - Parempi valintaHeart symbol. Introduced 2000. Goal: help consumers make the better choice regarding the quality and quantity of fat and sodium  **Nutrition Commitment to improve the nutritional quality of food**  Nutrition Commitment is the Finnish solution for implementing the goals of EU Roadmap for Action on Food Product Improvement at the local level. The National Nutrition Council has developed this operational model in close cooperation with Finnish Food Industry. Nutrition Commitment aims to promote nutritionally responsible modes of operations. It will help and motivate food industry and other food operators to improve the nutritional quality of food.  Nutrition Commitment is a voluntary scheme for publishing concrete and measurable operative commitments, which support the objectives given in the eight improvement areas. The food operator defines their own objectives, including starting point and a date for achieving the target. The progress and achievements will be reported yearly in the public database.  The National Nutrition Council has defined population intake-based objectives and listed the most important product groups for improvement in relation to salt, fat quality and sugar. In addition, operative commitments can be made to increase fruit and vegetable intake, to improve nutritional quality of meals, products aimed for children and cooking recipes and to decrease portion sizes of energy density foods.  Nutrition Commitment was published in June 2017 as part of the Society´s Commitment to Sustainable Development database, which is the Finnish tool for the national implementation of UN global sustainable development goals (Agenda 2030). | Y in the way that  [The Finnish Heart Association](http://www.sydanliitto.fi/home) is a public health and patient organization. Supported by Ministry of Social Affairs and Health | Based on the Finnish nutrition recommendations. Criteria on 9 main food groups. | Many different criteria :  Cereals: Fat max 5 g/100 g, or if fat content 5,1 – 10 g/100 g, hard fat max 33 % of the total fat.  Sodium max 400 mg/100 g  Sugars max 15 g/100g  Fibre min 6 g/100 g |  | [Link](http://www.sydanmerkki.fi/en/criteria)  [Link](https://sitoumus2050.fi/) |
| **France** | **PNNS (National Nutrition and Health Program) launched by the Health Minister, in 2001.**  1rst PNNS (2001-2005)  2nd PNNS (2006-2010)  3rd PNNS (2011-2015)  PNNS included actions targeted to food industry to improve the quality of food products :   * The PNNS called on the food industry to produce nutritionally better food. * Since September 2005, thematic working groups analyzed for each product category the inventory, margins maneuvers, brakes, a nutritional optimization of different nutrients. Work was undertaken by the Agriculture Ministry with food processors, retailers and caterers on **working group** on **«carbohydrates»** (2005-2007) **“fat”** (2007-2009), **“salt”** (2010 to 2013) and **Fibers** (2013-2014), **Ingredients** (2015) to contribute to reach the objectives of the PNNS. * Companies are encouraged to sign a **“PNNS nutritional charters”** with the Health Minister to improve nutritional quality. * To monitoring progress an **Observatory on food quality (Oqali)** collect nutritional data on composition, portion size, prices, promotions, follow the nutritional quality of food products marketed in France and monitor the actions taken by industry within the charters. An annual report on the state of nutritional quality of food which would use benchmarks to compare key sectors.   **PNA (National Alimentation Program) defined in the law of modernization of agriculture and fisheries, enacted July 27, 2010**  First PNA (2010-2012) : Second PNA (2012-2014) / Third PNA (2015-2017)  Main actions which involved food industry :   * With the PNA, **Agriculture Minister is now co-leader for all actions on nutritional composition of products**, even if it was “PNNS’s actions” (Oqali, PNNS Working group on differents nutrients…). * Creation of **“collective commitments”** on the nutritional quality witch can cover:   + the increase in the content in fruit and vegetables;   + the reduction of salt content;   + the reduction of lipid content, including total lipids and saturated fatty acids;   + the increase in the content in complex carbohydrates and fiber;   + reduction of simple carbohydrate.   Compared to the “PNNS charters of nutritional engagement”, collective commitments will also focus on promoting sustainable production, processing or distribution.  In February 2019, Santé Publique France (national public health agency) presented the «**Updated recommendations on diet, physical activity and physical inactivity for the adult population** » to the Directorate-General for Food (DGAL), to the Directorate-General for Social Cohesion (DGCS) and to the General Directorate for Competition Policy, Consumer Affairs and Fraud Control (DGCCRF), to the economic sector, consumer associations and environmental associations.  The new recommendations of Santé publique France for the adult population will be subject of a communication scheme during the year 2019 (in the frame of the National Nutrition and Health Plan – PNNS).  Following the evolution of scientific data and recent reports of the French Agency for Food, Environmental and Occupational Health & Safety (ANSES) and the opinion of the High Council of Public Health (HCSP), the Directorate-General for Health (DGS) has commissioned Santé publique France to update the recommendations on diet, physical activity and physical inactivity to be disseminated to the adult population.  **New recommendations for adults**  1. More fruits and vegetables: at least 5/day, as an example: 3 servings of vegetables and 2 of fruits  2. More pulses: at least twice a week (naturally high in fiber)  3. Switch to whole grains and starches: at least 1/day (naturally high in fiber)  4. Switch to fish: 2/week including 1 fatty fish  5. Switch to nut, olive and rapeseed oil (healthy fats)  6. Switch to dairy products: 2 dairy products per day  7. Less alcohol: max 2 glasses a day and not every day  **8. Less soft drinks, salty and sugary products, ultra-processed foods**  9. Less salty products: recommended to reduce salt intake  10. Less meat: focus on poultry and limit other meats to 500g per week  11. Less cold cuts: limit to 150g per week  On 20 September 2019, the French Health Ministry Agnès Buzyn launched the 4th National Nutrition and Health Plan (PNNS4).  The plan includes the following actions:  - Work with stakeholders (including industry) in order to reduce salt, fat and sugar content in foods, while increasing amounts of fiber. If reformulation targets are not met voluntarily, the government will set mandatory targets.  - Assess the impact of the tax on sugar sweetened beverages.  - Characterize “ultra-processed foods” and study the link between the use of additives and health.  - Extend the Nutri-Score to non-prepackaged foods.  - Promote the Nutri-Score at national and international level (including contribution to FOP discussions at WHO/FAO Codex Committees). | **PNNS:**  Not for the first PNNS !  But from 2006 ANIA is a member of the steering committee of PNNS.  **PNA :**  Yes ! The PNA is based on partnership between private, local authorities and associations. Its aims to promote and encourage the emergence of field actions, adapted to local needs and based on voluntary actors is a key challenge of this program.  ANIA has been involved with all other partners of the food chain in its construction, elaboration and monitoring. | **PNNS :**  Increase consumption of fruit and vegetables and to limit the consumption of foods high in fat, sugar and salt to achieve objectives of PNNS on modification of consumer’s eating behaviors:   * + 🡽 ***consommation fruits et légumes****:* 🡾 *25 % nombre de petits consommateurs de fruits et légumes*   + 🡽 ***la consommation de calcium:***🡾 *de 25 % la population des sujets ayant des apports < ANC, +*🡾 *de 25 % d****e la prévalence des déficiences en vit D,***   + 🡾 ***de la moyenne des apports lipidiques totaux*** *à moins de 35 % des apports énergétiques journaliers, +* 🡾 *d ’1/4 de la consommation des AG saturés au niveau de la moyenne de la population (moins de 35 % des apports totaux de graisses),*   + 🡽 ***consommation de glucides*** *afin qu’ils contribuent à plus de 50 % des apports énergétiques journaliers, en* 🡽 *la consommation des aliments sources d’amidon, en* 🡾 *de 25 % la consommation de sucres simples, et en* 🡽 *de 50 % la consommation de fibres,*   + 🡾 ***consommation d'alcool*** *qui ne devrait pas dépasser 20 g d’alcool chez ceux qui en consomment.*   **PNA :**  Idem than PNNS  Mandatory targets for reformulation will be set if reformulation voluntary targets are not met. | For PNNS nutritional charters, companies should have a **third party** to monitor the implementation of commitments. At the end of the engagement report is published on the website of the Ministry of Health.  **Oqali,** which is responsible for monitoring the evolution of the food supply each year publishes sectoral and cross reports highlighting changes in nutritional composition found.  **PNA :**  For collective commitments signatories should also have a **third party** to monitor the implementation of commitments. It could be private actor or the **Oqali**. At the end of the engagement report is published on the website of the Ministry of Health. | The French experience with voluntary charters on nutrition optimization (for companies: PNNS charters or sectors: PNA collective commitments) developed in France since 2008 is very positive. Through the voluntary commitment of companies and sectors the food industry has demonstrated its willingness to be an active and recognized alongside government actor. We are much less attacked and criticized, including by the associations of French consumers and the media, on the nutritional composition of our products. Oqali, the observatory of the food quality, has shown very significant changes in certain sectors (processed meats, soups, breakfast cereals, soft drink, chips ...)  Oqali is working on a global study on the effect of thoses policies on food composition. Results are expected for autumn 2016.  **26 PNNS charters signed with Health Minister:**  St Hubert, Orangina-Schweppes, Mars Chocolat France, Unilever, Marie, Taillefine produits laitiers frais, Findus, Herta, Maggi, Davigel, P’tit Louis, Lesieur, Mc Cain, Fleury Michon, Henaff, Kellogg’s, Nestlé céréales, La vache qui rit, Kiri, Uncle Ben’s, Thiriet, Produits de diversification infantile Nestlé,…  **5 PNA Collectives Commitments** have been signed with Agriculture and Health Minister:   * “Bleu Blanc Coeur” * Artisanal **Bakery products** : reduction of salt in “baguettes” * **Soft drinks**: 5% reduction in the average rate of all sugars (between 2010 and 2015). * Herta   Artisanal and industrial **processed meats** : 5% reduction in average rates of salt and fat for 12 pork products | **PNNS :**  See links below:  [Full program](http://social-sante.gouv.fr/IMG/pdf/PNNS_2011-2015.pdf)  [Objectives](http://www.inpes.sante.fr/reperes_nutritionnels/pdf/Objectifs_Strategies_Principes_PNNS.pdf)  [Reports of thematic working groups](http://agriculture.gouv.fr/ameliorer-les-produits-transformes)  [PNNS charters](http://social-sante.gouv.fr/prevention-en-sante/preserver-sa-sante/le-programme-national-nutrition-sante/article/les-signataires-des-chartes-d-engagements-de-progres-nutritionnels)  [Oqali](http://www.oqali.fr/)  **PNA**  See links below:  [Full program](http://agriculture.gouv.fr/programme-national-pour-lalimentation-le-ministere-de-lagriculture-lance-lappel-projets-2015)  [Collective commitments](http://agriculture.gouv.fr/alimentation/accords-collectifs-pour-lamelioration-de-loffre-alimentaire)  [PNN4](https://solidarites-sante.gouv.fr/IMG/pdf/pnns4_2019-2023.pdf) |
| **Germany** | Against the background of overweight and Non-communicable Diseases, the Federal Parliament adopted a proposal of the governing parties in 2015 to improve nutrition and health of children and adults in Germany (“Gesunde Ernährung stärken – Lebensmittel wertschätzen”). In this context, the development of a national strategy for the reduction of sugar, fats and salt in processed foods and beverages in collaboration with the food industry was planned.  Based on the coalition agreement of the new federal government (March 2018), Federal Minister Julia Klöckner and various sector associations agreed on a framework agreement for the reduction and innovation strategy in November 2018. Beyond this framework agreement, the Federal Ministry of Food and Agriculture published an overall strategy ([Nationale Reduktions- und Innovationsstratgie für Zucker, Fette und Salz in Fertigprodukten](https://www.bmel.de/SharedDocs/Downloads/DE/Broschueren/NationaleReduktionsInnovationsstrategie-Layout.pdf?__blob=publicationFile&v=4)) in December 2018. The strategy goes beyond the framework agreement in different aspects and represents the expectations of the government. It comprises different fields of action like amongst others the promotion of research and innovation, the increase of nutritional expertise as well as the issue of reformulation. The implementation of the strategy began in early 2019 and will continue until 2025. | Yes | To date, nine sector associations have agreed on voluntary product- or sector-specific process and target agreements with their member companies. These relate to sugar reduction in soft drinks, fruit beverages with added sugar, breakfast cereals for children and sweetened dairy products for children, as well as salt reduction in frozen pizzas and artisanal bread. Depending on the sector, some agreements include quantitative reduction targets, while others focus on strategies such as awareness-raising measures. | The monitoring is carried out by the Federal Research Institute of Nutrition and Food (Max Rubner Institute, MRI). It aims to determine changes in nutrient content (calorie, sugar, fat/saturated fatty acids, salt) and selected ingredients (sugar substitutes, sweeteners) of processed foods and beverages over time, building on a [baseline survey](https://www.mri.bund.de/fileadmin/MRI/Veroeffentlichungen/S2020.pdf) carried out in 2016. The baseline survey resulted in a database containing energy and nutrient contents (Big Seven) of 12.500 products frequently purchased in German food retail. The foods were divided into 18 product groups (e.g. yogurt products) and 167 subgroups (e.g. yogurt with fruit). In 2018, a [supplemental survey](https://www.mri.bund.de/fileadmin/MRI/Themen/Reformulierung/180911_Bericht_Zuckergehalt_Erfrischungsgetraenke-Titel.pdf) of the sugar content of 1.750 soft drinks was conducted. Furthermore, two reports on a nationwide survey on salt content in bakery products (including artisan products) have been published in [2012](https://www.mri.bund.de/fileadmin/MRI/Themen/Reformulierung/Kochsalzgehalt-in-Backwaren-Erhebung2012.pdf) and [2019](https://www.mri.bund.de/fileadmin/MRI/Themen/Reformulierung/190916_Kochsalzgehalt_in_Backwaren_Erhebung_2018_-_korrigiert.pdf).  To monitor changes in nutrient content and selected ingredients over time, a [monitoring concept](https://www.mri.bund.de/fileadmin/MRI/Veroeffentlichungen/191219_MRI_Produktmonitoring_Konzept__002_.pdf) was drafted by the MRI in 2019, which includes an annual follow-up survey in selected product groups until 2025. | The results of the first follow up survey were published in [March 2020](https://www.mri.bund.de/fileadmin/MRI/Institute/EV/Produktmonitoring2019_Ergebnisbericht_final.pdf) and updated in [June 2020](https://www.mri.bund.de/fileadmin/MRI/Institute/EV/Produktmonitoring-2019_Ergebnisbericht-Version-2.0.pdf). The two reports found significant reductions in sugar and energy content compared to the baseline survey in several subgroups (5 product groups with existing voluntary process and target agreements were monitored).  In December 2020 the German government published a [progress report](https://www.bmel.de/SharedDocs/Downloads/DE/Broschueren/zwischenbericht-reduktionsstrategie-zucker-salz-fette-nri.html) on the overall strategy, outlining what has been achieved so far from the government's perspective, as well as the next steps to be taken. The ministry highlights that there has already been significant progress. However, despite the progress, the ministry also sees a need for further action and emphasizes its focus on products “directed to children.”  In April 2021, the results of the second follow up survey, conducted in 2020, were [published](https://www.mri.bund.de/fileadmin/MRI/Institute/EV/MRI-Produktmonitoring-2020_Ergebnisbericht-final.pdf). The second follow up survey focuses on 5 product groups for which no voluntary process and target agreements have yet been signed by sector associations. Two of those product groups were surveyed for the first time, as no baseline survey was conducted in 2016. Despite the fact that no voluntary process and product agreements have yet been in place, the report shows reductions in sugar content (e.g. for cereal bars) and salt contend (e.g. pre-packaged toast) in several product group and subgroups. |  |
| **Greece** | The Hellenic Food Authority has begun actions on salt reduction since 2010, as part of an initiative for improving the nutritional profile of foods and meals. We are currently developing the action plan for 2016-2020 regarding salt reduction, as a follow-up of the actions already taken. | The programme is based on discussions and future agreements between governmental bodies and the food industry. | While discussions between the government and the food industry in Greece have already taken place, benchmarks will be set following the adoption of the “Action plan 2016-2020” by the Hellenic Food Authority for salt. The data recently obtained from the national dietary surveys (that have just been completed) will help us identify the important food groups for which salt reduction benchmarks should be set. | While actions have already been taken by the food industry regarding salt reduction, data on the actual reductions of salt and other nutrients in the future, will be obtained from self–reporting by the industry as well as from monitoring actions by governmental bodies (such as the Hellenic Food Authority and the General Chemical State Laboratory) and academic institutions. | Memorandums of understanding have already been signed between the Hellenic Food Authorities and other associations for salt reduction. However, under the new action plan, more actions are foreseen regarding collaboration between the Hellenic Food Authority with the food industry. The bottlenecks experienced so far is the lack of resources both in terms of human resources and funding for monitoring actions. |  |
| **Hungary** | One of the key objectives of the Hungarian Health Strategy 2020 is to tackle non communicable diseases, special focus on obesity. However, there is no comprehensive program for reformulation in Hungary, but   * as of 2013, a salt reduction program was launched in collaboration with industry. The programme name is “STOP SALT” * as of 2015, a special local regulation for TFA was launched allowing products with max 2 grams/100 gr TFA on market. * Added sugars are discussed, but no official position has been developed so far. Positive signals that government wants to tackle sugar topic/commitment by involving the industry.   Government thinks that the reduction of saturated fat is very important, but there is political sensitivity due to the product group concerned (HU salami, pig meat products) | Y | Salt: bread, bakery products, chips, the salt itself, semi-prepared foods, soup powders | Health ministry prepared a report with the support of the Hungarian Nutrition Institute. | * The programme has to be stopped in the school menus as kids were not able to eat the products without salt, so the program is under revision.   TFA: all food products sold on the market meet the legally set max. level. | [Link](http://www.stopso.eu/)    [Link](http://www.nebih.gov.hu/akadalymentes/aktualitasok/hirek/03_03_transz_zsirsav.html) |
| **Iceland** | C:\Users\40279724\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\7WBU5PT9\nøglehul.pngNordic keyhole. Introduced in Iceland 2009 | N | The criteria for using the Keyhole label refer to levels of fat, sugars, salt, dietary fibre and/or wholegrain content. There are 33 different product groups for which a specific set of such criteria have been set. |  |  |  |
| **Ireland** | From 2003 to 2013 the Food Safety Authority of Ireland ran a programme of voluntary salt reduction in conjunction with industry. In 2013, FSAI handed over the management of the reformulation programme to industry and will take a verification role. In 2016 FDII published a report on the effects of product reformulation between 2005 and 2012 on the Irish diet (see link).  As part of ‘A Healthy Weight for Ireland: Obesity Policy and Action Plan 2016 – 2025’ the Government has prioritised the agreement of food industry reformulation targets. The Obesity Policy Implementation Oversight Group (OPIOG) established a sub-group on reformulation, chaired by Prof. Ivan Perry, Professor of Public Health, University College Cork, to draw up a roadmap on reformulation. The roadmap is expected in May 2019.  At the beginning of 2019, Food Drink Ireland (FDI) launched a new report entitled “[The Evolution of Food and Drink in Ireland, 2005 – 2017](https://www.fooddrinkireland.ie/Sectors/FDI/FDI.nsf/vPages/Publications~the-evolution-of-foodand-drink-in-ireland-2005-2017-20-02-2019!OpenDocument)” that shows the decreases in sugar and saturated fat in Irish diets between 2005 and 2017 as a result of voluntary undertakings by food and drink companies.  The main findings of the report are:  Direct reformulation of products on the market in both 2005 and 2017:   * Sodium reduced by 28% * Saturated fat reduced by 10.1% * Sugar reduced by 8% * Energy reduced by 1.6% * Total fat reduced by 0.3%   Reductions in sugar intake between 2005 and 2017:   * Adult sugar intake reduced by 0.8g/day * Teen sugar intake reduced by 2.7g/day * Child sugar intake reduced by 3.2g/day * Pre-schooler sugar intake reduced by 2.0g/day   Reductions in saturated fat intake between 2005 and 2017:   * Adult saturated fat intake reduced by 0.5g/day * Teen saturated fat intake reduced by 0.2g/day * Child saturated fat intake reduced by 0.2g/day * Pre-schooler saturated fat intake remained constant   Results for the other nutrients were more modest, with sodium, total fat and energy intake remaining relatively stable over the period. | Y | N | Reformulation will be measured through industry reported figures, and verified by FSAI monitoring. | Bottlenecks have been experienced in some sectors in terms of technical barriers to salt reduction. | [FDII Reformulation Reports](http://www.fdii.ie/Sectors/FDII/FDII.nsf/vPages/Publications~fdii-creme-global-reformulation-report?OpenDocument)  [Reformulation report 2005-2017](https://www.fooddrinkireland.ie/Sectors/FDI/FDI.nsf/vPages/Publications~the-evolution-of-foodand-drink-in-ireland-2005-2017-20-02-2019/$file/The+evolution+of+food+and+drink+in+Ireland+2005+-+2017+-+Reformulation+and+Innovation+-+Supporting+Irish+diets.pdf) |
| **Italy** | In October 2015 Federalimentare signed a voluntary agreement with the Italian Ministry of Health, focused on food product reformulation: “Shared objectives for improving the nutritional characteristics of food products, with a particular focus on children (3-12 years)”. The period of reformulation is 2008-2018.  In November 2018 the Italian Minister of Health published the "[2017 Monitoring report](http://www.salute.gov.it/portale/documentazione/p6_2_5_1.jsp?lingua=italiano&id=376)" which presents the results of the monitoring exercise concerning the implementation of commitments contracted under the agreement “Common objectives for the improvement of the nutritional characteristics of food products with a special focus on children (aged 3-12)” – signed with Federalimentare in 2015. | Y | Targets for reformulation have been shared for three different categories of foods (not only specifically children’s products):  1) cereal & sweet (breakfast cereal, biscuits, salted snacks, potato chips, crackers, cakes)  2) beverage (soft drink, nectars/juices and fruit pulp)  3) dairy products and ice creams (yogurt, fermented milk, ice cream) | The Italian Ministry of Health has set up an ad hoc group to identify monitoring initiatives. | The results achieved in terms of food product improvement are indicated in the document. | [English version](http://www.salute.gov.it/portale/documentazione/p6_2_2_1.jsp?lingua=italiano&id=2426) |
| **Latvia** | In Sept 2015,2% limit of trans fat of the total fat in in food was accepted and will come into force in 2018.  Health ministry in recent years has been discussing Nordic KeyHole system, however Agri ministry opposed it as too expensive and complex.  On 31 May 2017, WHO conducted a workshop in Riga, Latvia, on strategies to reduce salt and other selected nutrients for food product improvement. It jointly organized the event with the Centre for Disease Prevention and Control of Latvia, the Ministry of Health of Latvia and Riga Stradins University.  The workshop provided a forum for:   * discussing the need to strengthen efforts to reduce levels of salt in processed foods through targets for food product reformulation; * considering possible approaches to reduce the intake of other selected nutrients (for example, sugar) through measures such as product reformulation, reduced portion sizes and consumer-friendly labelling; * discussing ways to monitor and evaluate implementation and impact using salt reduction and trans-fat elimination as case studies; and * sharing experiences and good practices.   The workshop targeted a number of stakeholders, such as public health experts in the area of nutrition, representatives from the agriculture and industry sectors, and professionals involved in catering and product development. |  |  |  | No specific budget was allocated for trans fats amount monitoring in 2018 yet. This allows to make an assumption that most probably trans fats will be one of criteria to check in usual control procedures, but not additional dedicated actions will be taken systematically. |  |
| **Lithuania** | Nordic Keyhole  C:\Users\40279724\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\7WBU5PT9\nøglehul.png | N | Keyhole sign has unified system/nutrients frame throughout the countries where it is used. | The use of Keyhole is voluntary, supervised by the Lithuanian Food and Veterinary Service and promoted by the Health Ministry. No systematic follow up or control by authorities of usage of this sign. | Even health system stakeholders do not have unified opinion on the Keyhole sign. Part of stakeholders see Keyhole system as very fragmented and specific tool rather than something which can be used to influence society towards healthier nutrition.  Additional note: the Health ministry wants to use the sign as the general denominator for healthy food definition, what is problematic and does not reflect anyhow balanced nutrition principle. | [Link](https://www.e-tar.lt/portal/legalAct.html?documentId=42987ff084be11e3aba3d2563f167b94) |
|  | Discussions have started within the Lithuanian Food Industry Association regarding a voluntary food industry commitment to reformulations and improvement of food profiles in terms of salt, sugar and fat amounts.  In August 2017, Aurelijus Veryga, the Lithuanian health minister, invited food companies to sign an agreement committing to voluntarily reduce the quantity of sugar, salt and trans fats in their products. | N |  |  | Mobilisation of stakeholders, industry associations and companies. | [Link](http://sam.lrv.lt/lt/veiklos-sritys/visuomenes-sveikatos-prieziura/mityba-ir-fizinis-aktyvumas-2/susitarimai-su-imonemis-del-maisto-produktu-gerinimo) |
| **Luxembourg** | **INPUT ASKED** |  |  |  |  |  |
| **Malta** | **INPUT ASKED** |  |  |  |  |  |
| **Netherlands** | In the Netherlands, an [Agreement on product improvement](http://www.akkoordverbeteringproductsamenstelling.nl/dsresource?type=pdf&disposition=inline&objectid=rivmp:303682&versionid=&subobjectname) was signed by the food industry, the Ministry of health, welfare and sport, the caterers, the retail and the horeca in 2014. The aim is to lower the amount of salt, unsaturated fat and calories (sugars and fat) in products.  A new system for food product improvement (with binding measures for industry) is expected in 2022 under the new government coalition. | Y | [Sectoral agreements](http://www.akkoordverbeteringproductsamenstelling.nl/Afspraken_en_resultaten/Overzicht_per_productgroep) on maximum levels per product category have been established. | In order to monitor and boost progress the five parties to the Agreement have established a consultation structure in which an supervisory committee, a Steering Group and a Working group play a role. See [here](http://www.akkoordverbeteringproductsamenstelling.nl/en/Organisation). | Results can be found [here](https://www.rijksoverheid.nl/binaries/rijksoverheid/documenten/kamerstukken/2019/12/11/kamerbrief-over-voortgang-akkoord-verbetering-productsamenstelling-2019/kamerbrief-over-voortgang-akkoord-verbetering-productsamenstelling-2019.pdf) and [here](https://www.rivm.nl/publicaties/geschatte-effect-van-akkoord-verbetering-productsamenstelling-op-dagelijkse-zout-en#abstract_en). | See [link](http://www.akkoordverbeteringproductsamenstelling.nl/en). |
| **Norway** | **Partnership for a Healthier Diet**  In Norway, the food industry and the health authorities collaborate to improve the diet of the population.  The letter of intent (Memorandum of Understanding, MoU) for facilitating a healthier diet in the population is a signed agreement between the Norwegian health authorities and food industry (food and trade organizations, food and beverage manufacturers, food retailers and food service industry). The first MoU started in 2016 and lasted until 31st December 2021. [The MoU](https://www.helsedirektoratet.no/tema/kosthold-og-ernaering/matbransje-serveringsmarked-og-arbeidsliv/intensjonsavtalen-for-et-sunnere-kosthold/videreforing-av-intensjonsavtalen-for-et-sunnere-kosthold-2022-2025/Intensjonsavtalen%20om%20tilrettelegging%20for%20et%20sunnere%20kosthold%202022-2025_signert.pdf/_/attachment/inline/f2e4f228-47ed-42a0-87d0-03dba60858f2:240613806b5be9af34b48f22a9bbc15d15760b48/Intensjonsavtalen%20om%20tilrettelegging%20for%20et%20sunnere%20kosthold%202022-2025_signert.pdf) (in Norwegian) is now revised and prolonged from 1st January 2022 until 31st December 2025.  The agreement contains specific goals related to reducing the intake of salt, added sugar and saturated fat, and increasing the consumption of fruits and berries, vegetables, whole grain foods, fish, and seafood in the population.  The overall goal is to increase the proportion of the population who has a balanced diet in accordance with the Norwegian dietary guidelines, and to contribute to achieve the targets of World Health Organization for reduction in premature mortality from noncommunicable diseases by 25 percent within 2025.  **Nordic keyhole**  The Nordic Keyhole, a voluntary FOP nutrition labelling scheme based on Nordic Nutrition Recommendations, was introduced in Norway in 2009. The Keyhole scheme is governed by a regulation of the National Food Agency and The Norwegian Directorate of Health. The industry is consulted whenever the regulation is being revised but the final decision is taken by the authorities.  The Keyhole label designates healthier alternatives within a product group. To be eligible for the Keyhole, a food product must contain less salt and sugar, less or healthier fat, and more whole grains and fibres than comparable products. There are 33 different product groups for which a specific set of criteria have been set.  C:\Users\40279724\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\7WBU5PT9\nøglehul.png | Y  For several years, the Norwegian food industry has collaborated with the health authorities with the aim of making groceries healthier. The partnership for a healthier diet 2016-2021 and 2022-2025 is a more comprehensive collaboration with clear responsibilities and structure, ambitious goals, and political attention. | **1. Reduction of the salt content** in foods and the reduction of salt intake in the population. The goal is to reduce the average salt intake to 7 g per day by 2025.  There have been set [salt reduction targets](https://www.helsedirektoratet.no/tema/kosthold-og-ernaering/matbransje-serveringsmarked-og-arbeidsliv/intensjonsavtalen-for-et-sunnere-kosthold/videreforing-av-intensjonsavtalen-for-et-sunnere-kosthold-2022-2025/Vedlegg_2_Veiledende_m%C3%A5l_salt_(saltlistene).pdf/_/attachment/inline/07f550a1-03cd-487e-a211-fbe2267b1bee:0603939a8cc326edb3d8c5e76cb235167997eaca/Vedlegg_2_Veiledende_m%C3%A5l_salt_(saltlistene).pdf) for a vast number of food categories.  **2. Reduction of added sugars** in foods and the reduction of the population's intake of added sugar. The goal is that added sugar contributes with maximum 10 percent of the total energy intake (E%) in 2025.  **3. Reduction of saturated fat** in foods and the reduction of saturated fat intake in the population. The goal is that the intake of saturated fat is reduced to 13 E% by 2025.  **4. Increase the populations consumption of fruits and berries, vegetables, whole grain foods and seafood** by 20 percent by 2025.  The criteria for using the Keyhole label refer to levels of fat, sugars, salt, dietary fibre and/or wholegrain content. There are 33 different product groups for which a specific set of such criteria have been set. | The common goals in the partnership are based on data from national surveys from the Norwegian Directorate of Health, the Norwegian Institute of Public Health, the University of Oslo and Statistics Norway. The data is in the form of food supply statistics, consumer consumption surveys and national dietary surveys.  An external evaluation of the work is performed by an independent research foundation, The Fafo Institute for Labour and Social Research, throughout the first partnership period (2017–2021). Both annual self-reports from the parties and a mid-term report have been published.  For Keyhole: Data from national surveys from the Norwegian Directorate of Health, the Norwegian Institute of Public Health | The Partnership has triggered substantial product reformulation, innovation, and marketing activities. The reduction of sugar is exceptionally successful. The share of unsweetened non-alcoholic beverages compared to sugar sweetened non-alcoholic beverages are as high as 65% in 2021.  However, the intake of saturated fat is stand-by 2016-2020. The populations consumption of fruits and berries, vegetables, whole grain foods and seafood is far from reaching the goal of 20% increase, even though there have been several national campaigns by the Norwegian health authorities to change consumer habits  Keyhole:  - 97% of the population in Norway responded that they knew about or had heard of the Keyhole and the expressed confidence in the Keyhole is high (The Norwegian Directorate of Health, 2021).  - 2013: 85% of the population knows that the logo stands for the healthy choice - 2012: 28% of the population chooses keyhole labelled products when they shop | [Partnership for a healthier diet](https://www.helsedirektoratet.no/english/partnership-for-a-healthier-diet)  [The Keyhole – for healthier food](https://www.helsenorge.no/en/kosthold-og-ernaring/keyhole-healthy-food/)  [The Keyhole: Healthy choices made easy](https://www.norden.org/en/publication/keyhole-healthy-choices-made-easy) |
|  |  |  |  |  |  |  |
| **Poland** | In December 2017 the letter of agreement was signed. The goal of the agreement is to optimize the energy value and/or food products composition  The agreement is a broad PPP between:   * Food producers: Polish Federation of Food Industry Union of Employers, POLBISCO – Association of Polish Producers of Chocolate and Confectionery Products, National Union of Juice Producers Association * Retailers: Polish organization of trade and distribution; * Catering industry: Association of hotel, restaurant and catering employers; * Scientific Institution: Polish Institute of Food and Nutrition; * Public administration: Chief Sanitary Inspectorate, Ministry of Health (patronage).   Under this letter of intent, the sectors of production, food and beverage processing, trade and chains of restaurants and collective catering establishments, which have undertaken numerous initiatives  in this field, declare further actions to optimize the energy value and/or food composition by 2020; | Y | Efforts planned:   * to improve of the formulation of products (innovate and wherever appropriate reformulate products) continuing to reduce the amount of salt, sugar, fat, saturated fatty acids and trans fatty acids; * At the same time steps have been undertaken to increase wherever possible the content of nutritional ingredients that are beneficial to health - such as fibre, whole grains, fruit, vegetables and dairy ingredients. * A variety of portion size packaging, including small and/or reduced portion sizes.   The food industry, commerce, chains of restaurants and collective catering establishments intend to take the following steps to:   * Optimize the energy value and/or composition of foods by 2020; * Determine commitments for specific categories of products and meals by organizing a common working groups made up of all signatories of the agreement. Working groups will define the timeline of planned actions in detail; * The commitments will take into account current results of research conducted by the National Food and Nutrition Institute into patterns of consumption of various groups of foods by Polish consumers and dietary recommendations. * Implement the solutions developed, among others by working to optimize the composition of foods, to change the size of portions and to fulfil other commitments, by undertaking individual or joint initiatives, * Ensure evaluation of results of implementation of the agreement on the basis of an independent research, taking into account results of reports submitted by the sectors and the data on food consumption in Poland; * Cooperate on details of the potential commitment after 2020.   As a first step, research on individual consumption patterns groups of food products by Polish consumers is planned to be conducted. The aim of the study will be to assess consumption patterns of particular groups of food products by Polish consumers. Based on the results obtained on the frequency of consumption of individual groups of food products and considering the nutritional value of products, the study will assess the main sources of the following nutrients in the Polish population: fat, SAFA, sugar, salt, protein, fiber, vitamins & minerals.  The results of the study will be used to determine commitments for specific categories of products and meals, as part of the implementation of the Letter of Intent regarding cooperation to optimize the energy value and / or food products composition. |  |  |  |
| **Portugal** | The Portuguese Government published a National Decree called “Integrated Strategy for the Promotion of Healthy Eating”. The strategic document aims to  encourage adequate food consumption and the consequent improvement of the consumer’s nutritional status, with direct impact on the prevention and control of chronic diseases.  In May 2019, the Portuguese Food Industry (FIPA) and the retailers sector (APED) signed with the Ministry of Health a broad commitment that involves the progressive reduction of sugar, salt and trans fats in various categories of food products.  This process gains an innovative element by incorporating a robust independent monitoring system, conducted by Nielsen and the National Institute of Health, which will allow monitoring the evolution of the nutritional composition of the products that represent 80 % of the sales of the various categories, presenting annual balance sheets based on the volume-weighted average of sales, which channels the processes of reformulation for the most consumed products. | The Industry made comments during the development of the Strategy and should be included in the Working Group that will monitor the proposed objectives | FIPA, APED and a number of sectorial associations reached an agreement with the Ministry of Health to establish nutritional reformulation targets for various food categories, which will now be mirrored in protocols to be signed with the Ministry of Health. | The independent monitoring process will be carried out by Nielsen and the National Institute of Health Dr. Ricardo Jorge. | No data released | [Link](https://dre.pt/application/file/a/114424889) |
| **Romania** | - No official plan or targets  - No reporting. | / | / | / | / | / |
| **Slovakia** | In Slovakia, no official announcements or steps have been made so far concerning reformulation programmes/policies. However, we know that reformulation will be one of the topics of the Slovak Presidency. Since Slovak Presidency will take over this topic from the Dutch Presidency, it wants to focus on gathering best practice examples from the Member States but also from the industry. The Slovak authorities aim to lead an open discussion on this issue with the industry representatives, too. | / | / | / | / | / |
| **Slovenia** | In 2015, CCIS- CAFE launched a project of industry’ self-regulation called “Zaveza odgovornosti” (en. Commitment to responsibility), when 11 companies from the soft drink sector wanted to contribute to the goals of the national food policy strategy. Companies co-signed a document with commitments on five key areas (no advertising to children under the age of 12, responsible behavior in schools-elementary and secondary, front of pack nutrition labelling, new food product development and reformulation - low energy, low/no added sugar and promotion of healthy lifestyle**.**  In July 2017, PREŽIVI program was launched (Promotion of food reformulation and development of new food products of improved composition among food business operators in Slovenia). The Slovenian Ministry of Health finances program. National Institute of Public Health is a project partner; leading partner is CCIS-CAFE. It will last until December 2019. The aim of the program is to promote reformulation and development of new food products with improved nutritional composition (less sugar, salt, fats and more dietary fiber, vitamins and minerals) among Slovenian food and drink companies. The aim of the project is to inform consumers about the offer of reformulated products on Slovenian market. With the program PREŽIVI, the industry wants toachieve the basic goal – sectorial self-commitment to be spread among all the food industry.  In November 2017, dairy companies signed a self-regulatory document, committing themselves to promote products with better nutritional composition especially dairy products with less added sugar and to reduce the amount of added sugar in their products for 10 % until 2020.  The Chamber of Commerce and Industry of Slovenia is now working intensively with bakery sector. It is expected that this sector will finalize their commitments before summer. Main area of work is salt and whole grain. | . | Within the national strategy/program, targets are not set for nutrients (sugar, salt, fats, etc.).  For trans fats, a national legal act was published within the Official Journal, setting the target to less than 2 mg of TFA/100 g of fats in food products.  Dairy companies committed to reduce the amount of added sugar for 10 % by 2020 (self-regulation). | A special Committee for monitoring the implementation of industry self-regulatory commitments is following achievements. Committee representatives are from different governmental bodies and ministries - Ministry of Agriculture, Forestry and Food, Ministry of Health, Ministry of Economic Development and Technology, Ministry of Education, Science and Sport, National Institute of Public Health, Food Safety, Veterinary and Plant Protection Administration and CCIS-CAFE. | The progress report for 2016 for soft drink sector demonstrates the success of self-regulation as they expand the range of low-energy drinks, low-sugar drinks and provide additional information about the energy values on their products to consumers. 100 %-compliance of advertisements in printed media and cinemas was achieved already in 2016. Energy consumption of soft drinks (drop by 2.4 %) was also a success, compared to the previous year, more than half products has the front-of-pack information on nutrition value (52 %) and 48 % of all new products that were placed on the market in 2016 are low-energy drinks (less than 34 kcal/100 ml). | [Zaveza odgovornosti Project](https://www.gzs.si/zaveza-odgovornosti/)  [PREŽIVI program](https://www.gzs.si/Portals/184/vsebine/Dokumenti/bro%C5%A1ura%20PRE%C5%BDIVI%20za%20tisk.pdf) |
| **Spain** | The Spanish Agency for Consumption, Food Safety and Nutrition (AECOSAN), belonging to the Health Ministry, set up a national plan for the reduction of salt consumption at the end of 2008.  The Spanish plan to improve the composition of the food and drink products, was officially launched by the Minister of Health the last 5th February 2017. This Plan has been developed by FIAB and the AECOSAN with the objective of reducing different nutrients (mainly added sugars, but also saturated fats and salt). The duration is three years 2017-2020.  This action has been developed in the context of the June 2016 EU Health Council conclusions and previous initiatives (Dutch presidency and the EU framework for national reformulation initiatives).  The Spanish authorities have had several meetings with many food sectors, for agreeing on commitments for the reduction of different nutrients. The Plan involves many actors in the food supply chain (industry, retailers, restaurants and catering). | Y | Different targets for different products  57 products categories belonging to 13 food groups (ready-to-eat meals, dairy products, meat products, savory snacks, pastry, soft drinks, children breakfast cereals, ice creams, vegetables soups, fruit nectars, biscuits, sauces and special packed bread) have been included within the Plan. Different reduction targets have been set for each category. For more details please check the infographic: <http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/INFOGRAFIA_plan_colaboracion.pdf> | Initial measurement in 2009 and then measurement in 2012. 751 products compared and analysed over time.  Data considered for setting the reduction target have been assessed along 2016 by the AECOSAN, based on both the revision of the labels and analytical determinations. The percentage of reduction refers to the median value and has been set in agreement with each sectorial association.  After the three years of duration of the Plan, the AECOSAN will evaluate the composition of the products by reviewing labels, in order to compare with the basal values of 2016. | A decrease in salt content was observed for the following categories between 2009 and 2012: breakfast cereals, bouillon, sauces, preserved fish, industrial breads, bakery products and biscuits, ready meals and salty snacks. | [The 2012 evaluation](http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/estudio_contenido_sal_alimentos.pdf)  <http://www.aecosan.msssi.gob.es/AECOSAN/web/nutricion/seccion/plan_colaboracion.htm>  [English version](http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/EN_DOSSIER_PLAN_2017_2020.pdf) |
| **Sweden** | The Government has tasked the Food Agency to analyse the preconditions for a voluntary agreement on reduction of salt and sugar in processed foods. Discussions are currently ongoing and the Agency is to report on the outcome by 2023. This task builds on the 2017 report (see below) as well as the ongoing work on salt reduction (see below).  C:\Users\40279724\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\7WBU5PT9\nøglehul.png  Otherwise, the Swedish authorities do not have a specific reformulation programme but seeks to push for product reformulation through the Keyhole labelling scheme, which was established 1989.  In May 2016, the Government tasked the Food Agency and the Public Health Agency to jointly come up with a basis for actions to improve health in relation to diets and physical activity. Their mission is very openly formulated and is to be seen against the background of the relationship between NCDs and unhealthy diets and lack of physical activity. The two concrete elements mentioned by the Government are:   * Reformulation of food and drinks * Contribute to the WHO Childhood Obesity Surveillance Initiative (COSI)   The final report was delivered to the Government at the beginning of May 2017. It remains to be seen what the Government will do on the basis of this report. This lies under the remit of the Ministry for public health in cooperation with other Ministries (industry, education and possibly others).  The report is reasonably balanced and supports many of the industry’s views.  The points of most direct concern to the food and drink’s industry are:   * Among the seven actions being proposed in the report, the two most crucial are 1) to explore the use of public policy instruments, in particular economic (taxes and subsidies) and restrictions to marketing to children; and 2) Introduce a national programme for salt reduction, either through voluntary actions or through regulation. The salt reduction programme is the only point where they refer to the Council conclusions on reformulation from June 2016, therefore it seems that the follow-up on those conclusions will only be with regard to salt and not for other nutrients. * The positive aspects of the report are that: the authorities underline that these issues are a shared responsibility rather than pointing at the food industry only; it highlights the need for more knowledge/research including better and more frequent intake monitoring, evidence-based policy, and enhancement of staff skills in health care and schools; it underlines the need for long term work rather than try to do “quick fixes”; while it suggests making use of economic and other policy instruments it also highlights that there is evidence that taxation is not leading to improved diets and thus calls for caution and much more in-depth consideration before any policy measures of this kind is introduced in Sweden; finally it gives preference to a salt reduction programme based on voluntary action rather than regulation. * There are also some negative aspects of the report: e.g. it makes use of the terms “healthy/unhealthy food” rather than “healthy/unhealthy diets”; it seems to lack knowledge about the roles of the different actors in the food chain and it does not consider the consumption of food outside of home (i.e. the role of the restaurant/catering sector) to any greater extent; it is not clear about the restrictions in marketing to children that already exist; it relies on old data; finally it does not refer to actions already undertaken by the food industry to reformulate products.   Other than that, the authorities are also co-financing more specific technical reformulation projects, currently as regards salt reduction (running until 2022). There are also signals that the authorities wish to engage with the industry on reformulation of soft drinks, as a follow-up to the Annex on added sugars; however it still remains to be seen whether and how this will be taken forward. | The industry is actively involved as regards the salt and sugar reduction task/report by the Food Agency.  The Keyhole scheme is governed by a regulation of the National Food Agency. The industry is consulted whenever the regulation is being revised but the final decision is taken by the Agency.  The two authorities in charge of the new task on health, diets and physical activity are charged with consulting widely with stakeholders. The Swedish Food Federation is having a dialogue with both of them and will seek to have an idea of what they will include in their report before it is finalised in April 2017. | No benchmark on salt and sugar has (yet) been fixed or discussed.  The criteria for using the Keyhole label refer to levels of fat, sugars, salt, dietary fibre and/or wholegrain content. There are 33 different product groups for which a specific set of such criteria have been set.  Healthiest choice in each category. Requirements in annex of this draft, see [link](http://ec.europa.eu/enterprise/tris/da/search/?trisaction=search.detail&year=2014&num=306) | Monitoring of salt and sugar reduction will be discussed as part of the Food Agency’s task/report.  No systematic follow-up of the Keyhole scheme by the authorities. | The Keyhole scheme has triggered substantial product reformulation and innovation activities, both for products who qualify for the carrying the label and those who don’t. In the latter case, the Keyhole criteria levels are often used as benchmarks, even if the product might not fulfil all the criteria for the respective product group.  It has also led to less pressure from the authorities and policy-makers as regards reformulation – e.g. the Annexes on saturated fats and salt did not trigger any actions in Sweden, due to the existence of the Keyhole scheme. | [Food Agency task/report on salt and sugar reduction](https://www.regeringen.se/regeringsuppdrag/2020/12/uppdrag-att-genomfora-atgarder-for-ett-minskat-saltintag-och-ett-minskat-intag-av-energitata-naringsfattiga-livsmedel/)  [Keyhole](http://www.livsmedelsverket.se/en/food-and-content/labelling/nyckelhalet/) |
| **UK** | [Government ‘Responsibility Deal](https://responsibilitydeal.dh.gov.uk/)’ – launched in 2011 and incorporated previous reformulation work on salt trans fatty acids and new work on saturated fat reduction, calorie reduction and increasing fruit and vegetables.  The Responsibility Deal was started with the previous Government and is currently under archive.  Sugars reduction strategy  The Childhood Obesity Plan was lauched in Sept 2016, and sets out a challenge to industry to ‘reduce overall sugar across a range of products that contribute to children’s sugar intakes by at least 20% by 2020, including a 5% reduction in year one’    Soft drinks industry levy  Recently announced in the Government Budget, a levy will be aimed at manufacturers of soft drinks based on the amount of total sugars within the product. The aim of this levy is to incentivise manufacturers to reformulate, lowering the sugar content. As such there will be two rates set for two bands of sugar content; one at 5>-8g sugars per 100ml (18 pence per litre) and the other at 8g of sugars and over per 100ml (24 pence per litre).  In September 2019, Public Health England published the report “Sugar reduction: Report on progress between 2015 and 2018”. This new report includes an assessment of progress by industry, over the first 2 years of the sugar reduction programme, towards the 20% reduction ambition.  In relation to the “in-home sectors” PHE found that:   * overall there was a 2.9% reduction in total sugar per 100g in products sold between baseline (2015) and year 2 (2018) * there were larger reductions for some specific product categories (yogurts and fromage frais down 10.3% and breakfast cereals down 8.5% compared with 2015) * there was a reduction of 4.6% for sweet spreads and sauces compared with 2015; * there were reductions of 4.8% for cakes and 3.6% for morning goods, compared with their baseline of 2017; * there were much smaller changes for other categories: biscuits; chocolate confectionery; and, ice cream, lollies and sorbets * there were small increases for 2 categories: puddings; and, sweet confectionery   The report also found a 2.6% increase in total sugar sold (likely due to reported relative increase (compared to other categories) in sales in higher sugar categories such as chocolate confectionery.  For soft drinks subject to the industry levy the sales weighted average total sugar content fell from 3.9g per 100ml in 2015 to 2.8g per 100ml, in 2018 which is a decrease of 28.8%. | Responsibility Deal: Y  Sugars targets: Y  Soft drinks levy: N | Benchmarks/targets set for salt within Responsibility Deal.  Removal of artificial trans was also included as a pledge – this was through removal of pHVO.  Work on energy, saturated fat and fruit and vegetables did not have specific targets, instead companies pledged according to their portfolios what they felt was achievable  Sugars reduction strategy  Sales weighted average (SWA) targets guidelines for the nine food categories that contribute the most sugars to children’s diets. Most categories were also given SWA and maximum calorie or portion size guideline for single serve products. Government has said sugars reduction can be achieved through reformulation, portion size reduction or changing portfolio mix and will apply to all sectors including out of home.  Soft drinks industry levy  The levy is aimed at producers of soft drinks only with total sugars content (100% fruit juices and dairy-based drinks drinks -at least 75% milk- will be exempt). Two levy-able bands of sugar content (see left-hand column). Small businesses will be exempt from the levy defined as 1 million litres per annum) | For trans: self-report and National Diet and Nutrition Survey (NDNS) data (Government funded population sample)  For salt: self-report; urinary sodium data is also collected for a subset representative of the population and published periodically to measure progress.  For the remainder: self report, published on a government website.  Sugars reduction strategy  Market research data on sales and nutrition information off labels will be purchased to track progress. Progress reports will be published every 6-months, with data published annually in March.  Soft drinks industry levy  Liability will start from April 2018. Thereafter they will have to self-declare, on a quarterly basis, how many litres they have produced/imported within each levy-able band, and to pay accordingly.  . | Successes: almost complete removal of artificial trans from the diet in the UK. For salt – a measurable downward reduction in salt intakes since 2006.  Criticisms/bottlenecks have been: a lack of support for progress achieved under the RD by Government; not wide-enough sign up across all of industry, by having pledges without a specific metric for reporting it has been difficult to collate success across companies.  The RD is perceived as being the industry leading the industry which has led to some criticism that they are not pushing themselves enough. | See [link](https://responsibilitydeal.dh.gov.uk/)  [Sugar Reduction: Achieving the 20%](https://www.gov.uk/government/publications/sugar-reduction-achieving-the-20)  [Details are in the 2017 Budget](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/600791/Finance_Bill_2017_Explanatory_Notes.pdf) |