



CHOICES INTERNATIONAL FOUNDATION

3rd Professional
Symposium, Brno
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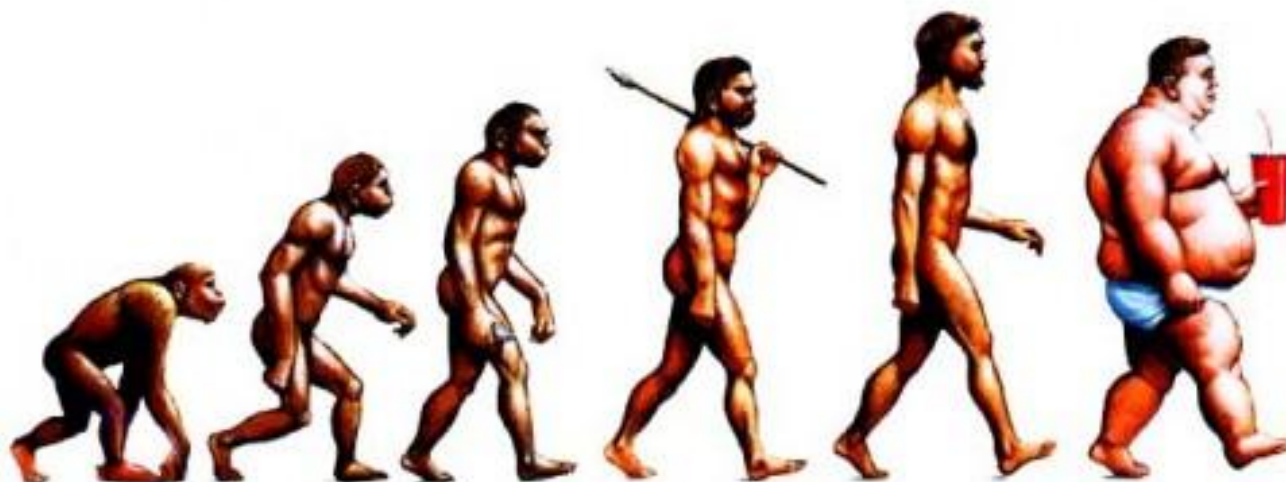


Choices in 90 seconds:

http://www.youtube.com/watch?v=HKrIDxNxp8w&feature=player_embedded



The History of Mankind?





WHO Global Strategy on Diet, Physical Activity and Health, 2004

- Specific recommendations to the food industry:

Make the healthy choice the easy choice by:

- Product improvement; less **saturated fats, trans-fatty acids, sugars, salt**, more **fibre**.
- Simple food labels.



The Choices Programme answers to the WHO Global Strategy

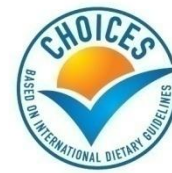
1. Encourage food industry to develop healthy innovations

2. Help consumers easily identify and select healthier options



- Limit intake of nutrients with a negative impact on health
- Ensure intake of essential and beneficial nutrients
- Promote appropriate energy intake

History of the Choices Programme



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2004
WHO report:
“Make the
healthy choice
the easy
choice”

2006
Introduction of “Ik
Kies Bewust” in
The Netherlands

2007
Establishment of
Choices
International

2010
Start criteria
development in
Mexico

2011
UN High
Level
Meeting on
NCDs

2013
Het Vinkje—
official food
logo in the
Netherlands

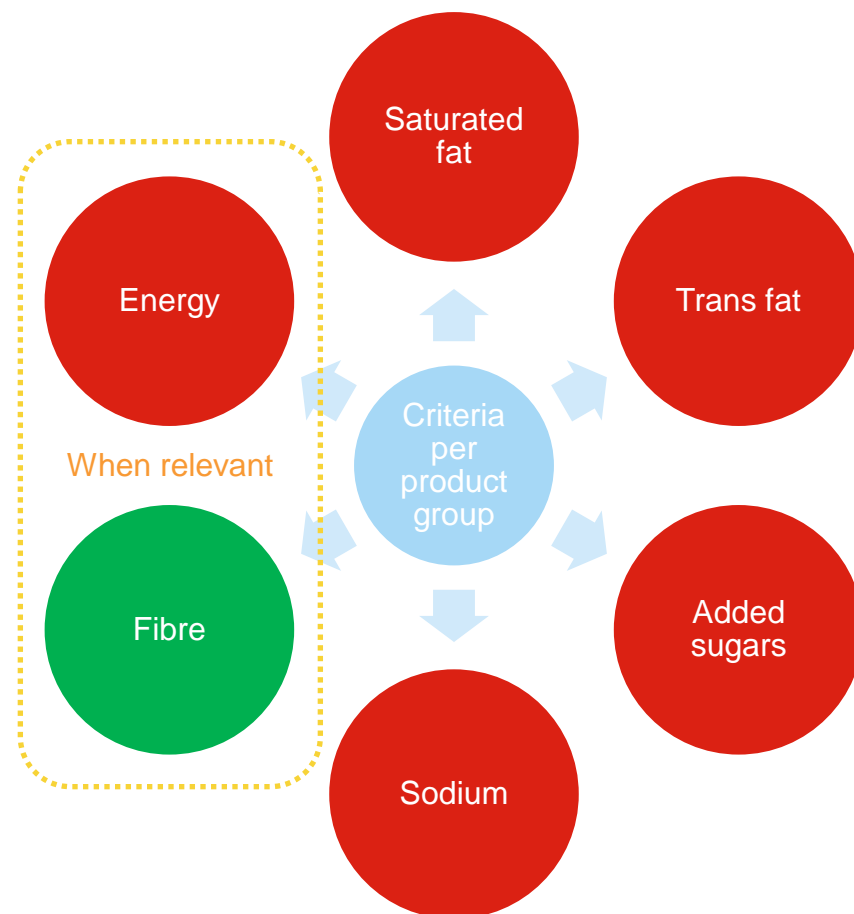
2013
WHO Assembly
demands
reformulation
and labelling

- **A multi-stakeholder platform:**
 - At national and global level
 - Funded by frontrunners from industry
 - Criteria determined by independent scientists
 - Endorsed by public authorities

Aim: to make the healthy choice the easy choice by means of a positive front-of-pack logo, based on product group-specific criteria.

Product Criteria

- For all food and drinks
- Food group specific
- Based on scientific evidence
- Transparent
- Reviewed every 4 years
- Internationally applicable
- Regionally adapted





The Choices Programme in the market

- Using a **positive** nutrition logo
- Helps **consumers** in the blink of an eye
- Encourages **brands** to develop healthier options
- Encourages **retail and caterers** to present healthier options
- Takes into account **regional variations** in diet
- Is **supported** by communication
- Is based on **cooperation** between science, industry, government



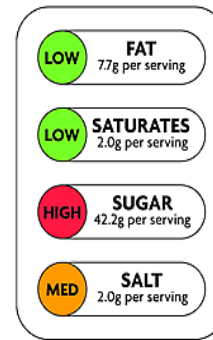
Compared with other logo systems

Symbols

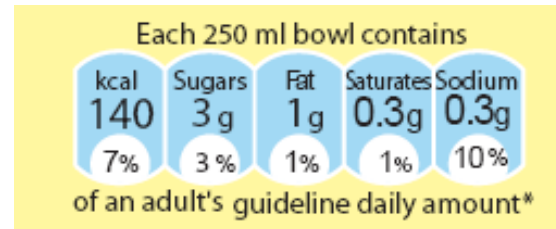


**Guidance,
simplicity**

Multiple Traffic Light



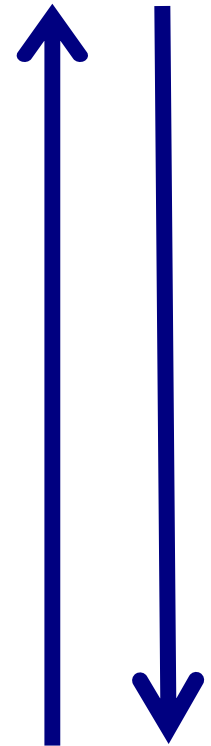
Guideline Daily Amounts



Nutrition panel

| Nutrition Facts | |
|--------------------------------|----------------------|
| Serving Size 100 cup (24.8 g) | |
| Amount Per Serving | |
| Calories 237 | Calories from Fat 92 |
| % Daily Value* | |
| Total Fat 9.5g | 14% |
| Saturated Fat 3.9g | 18% |
| Polysaturated Fat 1.2g | |
| Monosaturated Fat 3.5g | |
| Cholesterol 1mg | 0% |
| Sodium 20mg | 1% |
| Total Carbohydrates 33.5g | 11% |
| Dietary Fiber 4.2g | 17% |
| Sugars 11.5g | |
| Protein 5.3g | |
| Vitamin A 0% | Vitamin C 2% |
| Calcium 0% | Iron 7% |
| Nutritional Units: 5 | |
| * Based on a 2000 calorie diet | |

**Information,
complexity**



Positive front-of-pack logos



Australia



Stop 'n Shop USA



Singapore



Argentina (draft)



Walmart, USA

Mexico (draft)



Slovenia



Finland



Scandinavia

Canada



Poland



Global

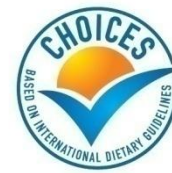


Netherlands

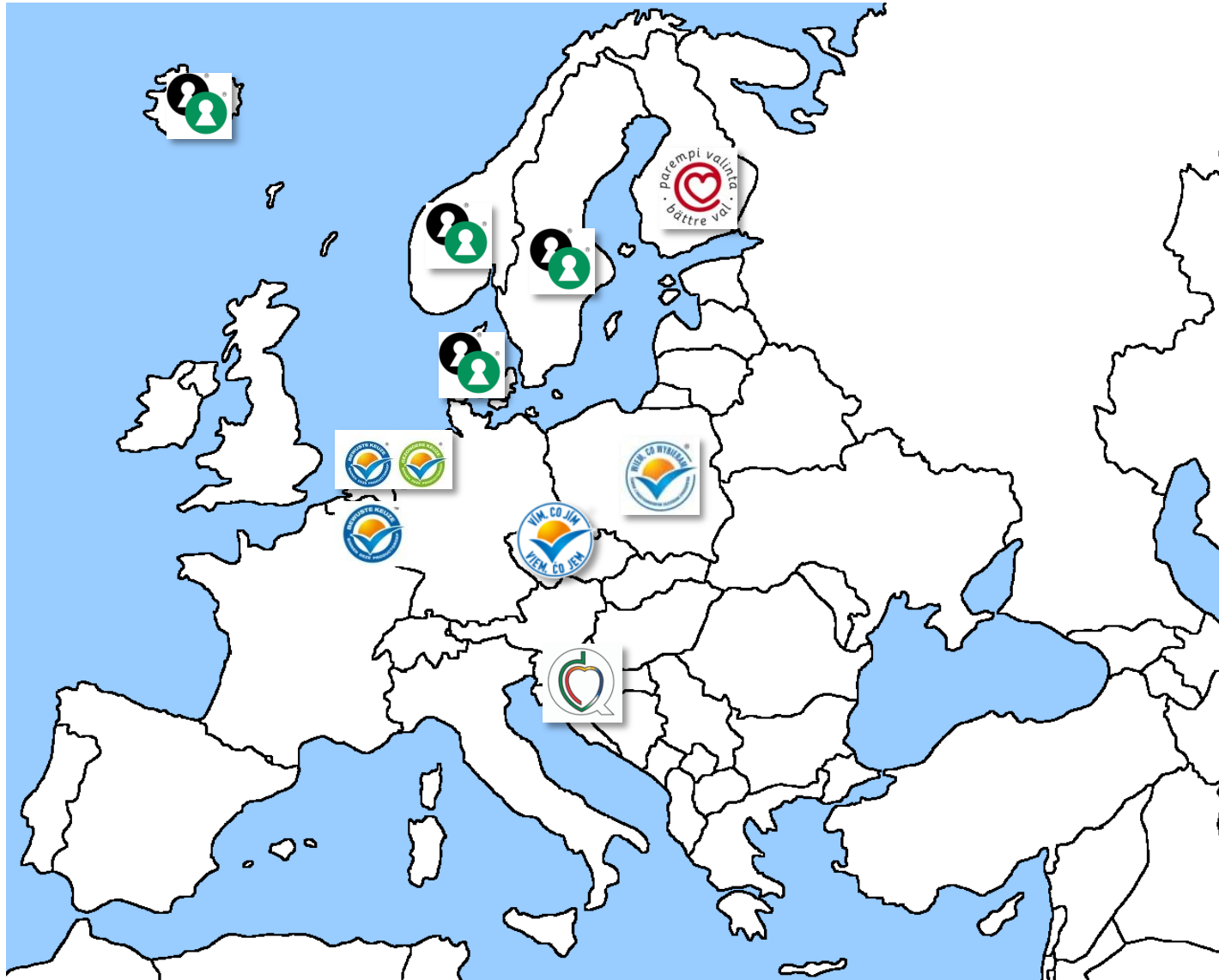


Philippines

Positive FOP logos in Europe



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The Dutch Example – ‘het Vinkje’

- Private initiative, government support and legislation
- Voluntary
- Two colours: basic and non-basic products
- 6500 logo bearing products
- 100+ companies involved
- 94% of retail market covered
- € 0,5 M annual communication budget (in NL)
- 80% green, 20% blue logo



Brands with 'het Vinkje'

'Het Vinkje' has become a platform with over 100 participants in the Netherlands

More than 6.500 products carry the 'het Vinkje' logo!



Accepted by Dutch and EU Food Legislation



Notification of the Dutch Choices logo

- ‘Het Vinkje’ was officially notified by the Netherlands to the EC.
- The logo received the EU approval and became the single food choice logo for the Netherlands.
- The Dutch government endorses ‘Het Vinkje’ but does not actively participate; it remains a private initiative.
- The Minister of Health supports product innovation by food industry as guided by the Choices criteria.
- Earlier this year the Minister of Health announced she wants to establish more reduction of sodium and saturated fat (the daily intake of sodium must be reduced by 9% in 2015).



Experiences in the Netherlands

Retail

- Ahold aim: 25% of private brand products - Choices compliant. Now: already 24%
- PLUS retailer: products with green logo comprise 11% of turnover, blue logo products 2%

Catering

- Albron: 40% of turnover complies with Choices

Consumers

- Recognition of het Vinkje 91%
- More than 50% of the shoppers willing to pay extra for products with 'het Vinkje'.

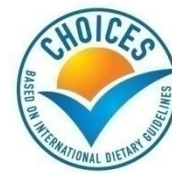
Source: GfK research (NL), February 2013.

Effect of Dutch Choices logo (Innovation)

- Proven stimulation of healthy product innovation.
- Reduction of sodium, sugars, fats in product groups. Examples:
 - ✓ saturated fat in processed meat reduced with 43%
 - ✓ added sugar in dairy products reduced with 74%
 - ✓ sodium in soups reduced with 13%, in processed meat -18%
- Increase in fibre in several product groups.
- High number of low sodium products linked with 'het Vinkje' launched in the Netherlands, compared to other countries.

Source: Free University Amsterdam

Examples of product innovation



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SMALL CHANGES, BIG IMPROVEMENTS FOR CONSUMERS



Cereal bar (Brazil):
74% less fat, 11%
more fibre

Dark multigrain
bread (Belgium):
62% more fibre
than regular whole
wheat bread



Frozen fish
product (Poland):
20% less salt



Supermarket private
label ready meals
(Netherlands):
40-50% less salt



"Reformulation only works if consumers are still willing to buy the products. That's why we never compromise when it comes to taste and quality."

Hetty Essink, Quality Manager, PLUS Retail

Bouillon for foodservice
(Belgium, Netherlands):
Eight new powder bouil-
lions with sodium levels
that meet the Choices
criteria



"The qualifying criteria play an important role in product development. As more food suppliers participate in the Choices Programme, we are better able to provide healthier meals to our consumers."

Joke van Buren, Quality Commission, VeNeCa (Dutch catering organization)

Catering sandwich
(Netherlands): 19%
less fat in total, and
30% less saturated fat



Juice drink
(Netherlands): 30%
gradual reduction
in sugar achieved
without artificial
sweeteners, resulting
in a less sweet taste





Effect of Dutch Choices logo (Nutrient intake)

Nutrient **decrease** per person per year in case of full Vinkje compliant diet:

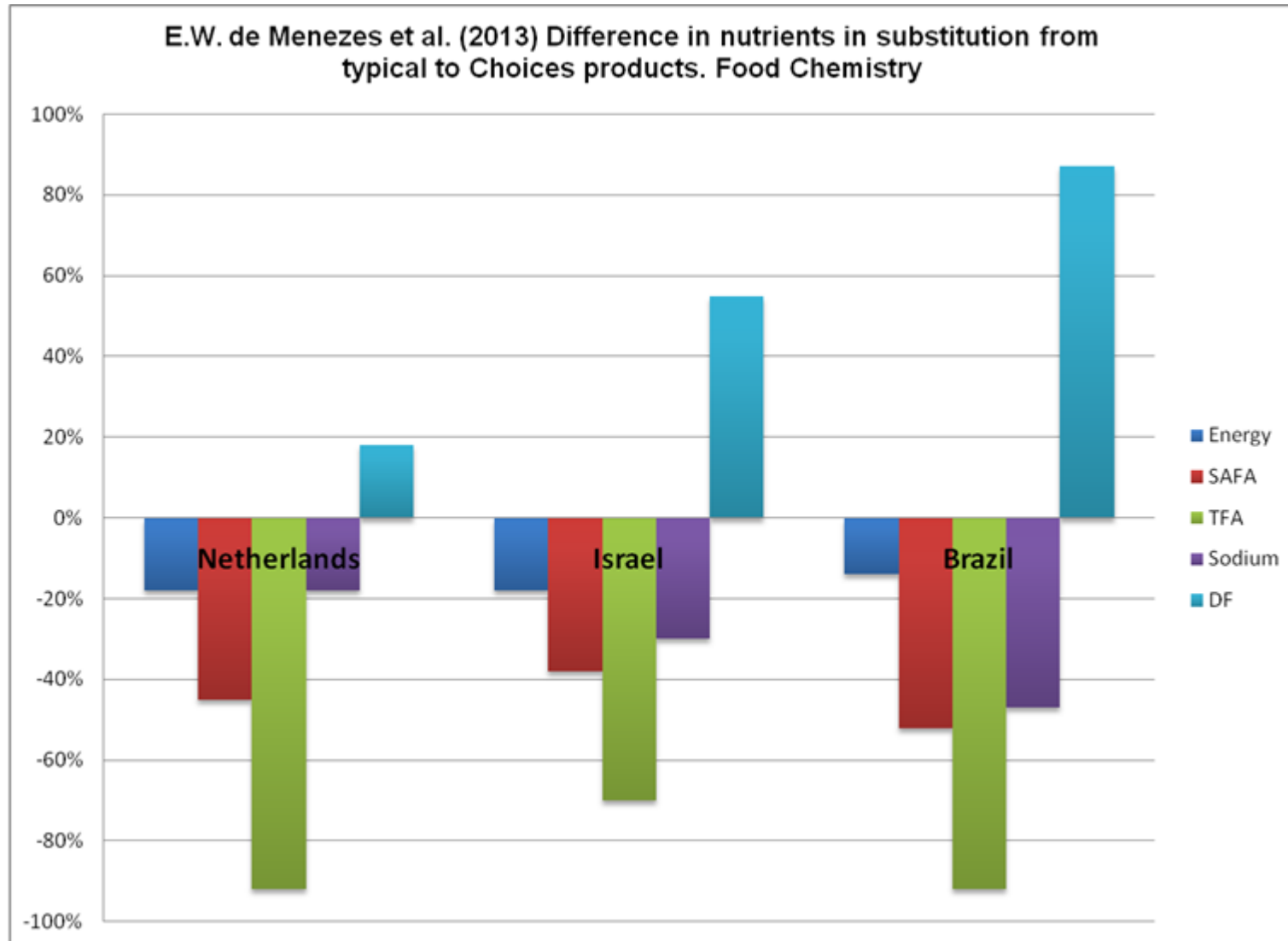
- Sugar: 14.9 kg
- Saturated fat: 3.8 kg
- Trans fat: 440 grams
- Salt: 330 grams

Nutrient **increase** per person per year in case of full Vinkje compliant diet:

- Dietary fibre: 2.7 kg

Source: Dr Annet JC Roodenburg

Choices calculated impact in three countries





Thank you for your interest!



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HEALTHY CHOICES MADE EASY

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