

European Food Forum Event “Food Reformulation and Marketing to kids”

10:00 - 10:10	Opening Remarks: MEP Schneider
10:10 – 10:20	Dr. Lorenz Franken – Federal Ministry of Food and Agriculture, Germany (Head of the Directorate-General for consumer health protection, food, product safety) “EU Presidency Perspectives on Food Reformulation and Marketing to kids”
10:20 – 10:30	João Joaquim Rodrigues da Silva Breda – Head WHO European Office for Prevention and Control of Noncommunicable Diseases & a.i. Programme Manager Nutrition, Physical Activity and Obesity “Food reformulation and Marketing policies: WHO perspectives”
10:30 – 10:40	Rocco Renaldi - Secretary-General of International Food & Beverage Alliance (IFBA) and EU Pledge “The industry commitments to reformulation and marketing”
10:40 – 10:50	Evangelia Grammatikaki - JRC Scientific / Technical Project Officer EC JRC. Joint Research Centre “Restricting marketing of food and beverages to children: appropriate tools for comprehensive codes”
10:50 – 11:00	Emma Calvert - Food Policy Officer – BEUC “The consumer view on Food Reformulation and Marketing to kids”

Event Hosted by:

MEP Cristina Maestre Martín de Almagro
MEP Christine Schneider



KEY OUTCOMES ON REFORMULATION

- There is room for further improvements in food reformulation to reduce salt, fat and sugar in food & drink → Innovation can help reformulation
 - F2F2 strategy → achieving sustainable food systems → healthy people, healthy society, healthy planet.
 - Food labelling to improve visibility of reformulation success for consumers
 - Create healthy food & drink environment (incl. control on marketing; price policies; FOP labelling; reformulation, calorie reduction, smaller portions)
 - Innovation is important in reformulation → limits link to technology or consumers' acceptance
 - Healthier choices needs to become the easiest choices (and cheapest) → Use advertising to promote healthy lifestyle
- Reformulation as industry commitment or set by public health authorities?