



3. Communications Strategy 2020

Communications Committee & RFI WG meeting

24th November 2020

Rosanne Hertzberger - “In Defence of Processed Foods”

- Food is chemistry, that can be used to improve our products.
- “Cleaning up” products and labels are meant to hide food chemistry and technology from the consumer.
- Negative consequences of clean label approach:
 - Complicating salt, sugar, fat reduction
 - Complicating aspects of the meat transition
 - Withholding information from the consumers
- i.e. non-innovation or worse development.
- She advised to stop the vicious circle of hiding what is in food products and of instilling and confirming public irrational fear. Fear sells newspapers, insurance, politics/policy but not food ultimately.



Innovation

- Our intense focus on nutrition and food science, together with our knowledge of consumers current and future preferences, enable us to create innovative products that meet consumer need.

Safety & Quality

- We develop and provide safe ingredients that meet consumer demands for transparency, traceability and trust, not just in our products, but throughout our supply chains.

Health & Nutrition

- Eating more healthily is our common goal. We are committed to invest in research and innovation to respond to existing public health needs and to provide food solutions to population with specific needs.



Sustainability

- We provide tools and solutions for tomorrow's challenges, contributing to a sustainable future for people, planet and business, improving resource efficiency along the whole food value chain thanks to specialty food ingredients' effective impact during food processing and storage.



Infographic Health & Nutrition *Translations*



Should other national members association be willing to provide translation for the infographic, we will adapt the design and make this available on the EU Specialty Food Ingredients website.

Specialty Food Ingredients: Sustainable solutions for the food system

INTRODUCTION

- Delivering nutritional, technological and even health benefits, specialty food ingredients play a key role in the creation of tasty, affordable and safe food and drink. Our industry has embarked on a sustainability journey to provide tools and solutions for current challenges, and those yet to come, thus contributing to a sustainable future for people, the planet and business.

GOING CLIMATE-NEUTRAL

The Green Deal: Europe to become climate-neutral by 2050

By following responsible manufacturing practices, our industry contributes to efficient operations while minimizing carbon footprint.

- Raw material sourcing and ingredients manufacturing according to highest social and environmental standards
- Sustainability programmes to save water and energy, and reduce greenhouse gas emissions

INCREASING FOOD DEMAND

Global population to reach 10 billion by 2050

By providing innovative ingredient solutions, our industry can help create a huge variety of enjoyable food & drink products. For example:

- Developing ingredients to respond to individual and flexible dietary choices
- Working to replicate ingredients and/or sources of ingredients that are at risk or less sustainable
- Helping to manage the challenge of feeding more people with limited resources

SPOILAGE OF RAW MATERIALS

Only 12% of secondary materials are brought back into the economy

By utilizing valuable by-products, our industry follows a waste to wealth concept:

- Improving raw material yield
- Making the food value chain more sustainable
- Supporting a circular economy

- Example: Citrus Peel → citrus juice & oil → pectin (dietary fibre & gelling agent) → animal feed

FOOD WASTE

20% of food produced in the EU goes to waste

Specialty food ingredients play a key role in safely sustaining the desired taste and texture of a huge variety of foods, thus extending shelf life and helping to reduce food waste. For example:

- Preservatives help extend shelf-life of foodstuffs without compromising their safety
- Antioxidants are added to food to protect against deterioration caused by oxidation, such as fat rancidity and colour changes