Food & Nutrition Delta

Food for Business



European Strategies for Reducing Obesity

- **1er Congreso Nacional de Agroalimentación – Innovar para Avanzar**
- **Mayo 5 y 6, Pamplona, Spain**

- Kees de Gooijer

- CEO Food & Nutrition Delta

Content:


Microsoft PowerPoint - [08-12-17 WHO FND af.ppt]
File Edit View Insert Format Tools Slide Show Window Help
Take Home messages
Nice stories
More nice stories, tour of Europe
Food & Nutrition Delta
Film
No Wrap-up
Discussion

Before the start:





Directorate-General for Health & Consumers

Strategy for Europe on nutrition, overweight and obesity related health issues



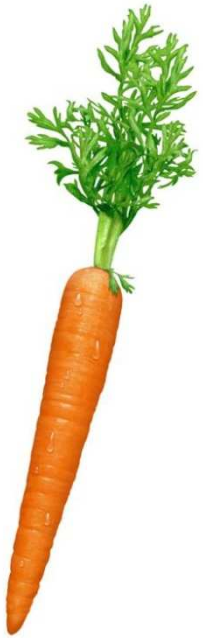
Implementation progress report

December 2010

- DG Sanco's Despina Spanou says (2-3-11) all EU member states must have health promotion and disease prevention strategy by 2013

The Netherlands (and maybe Europe)

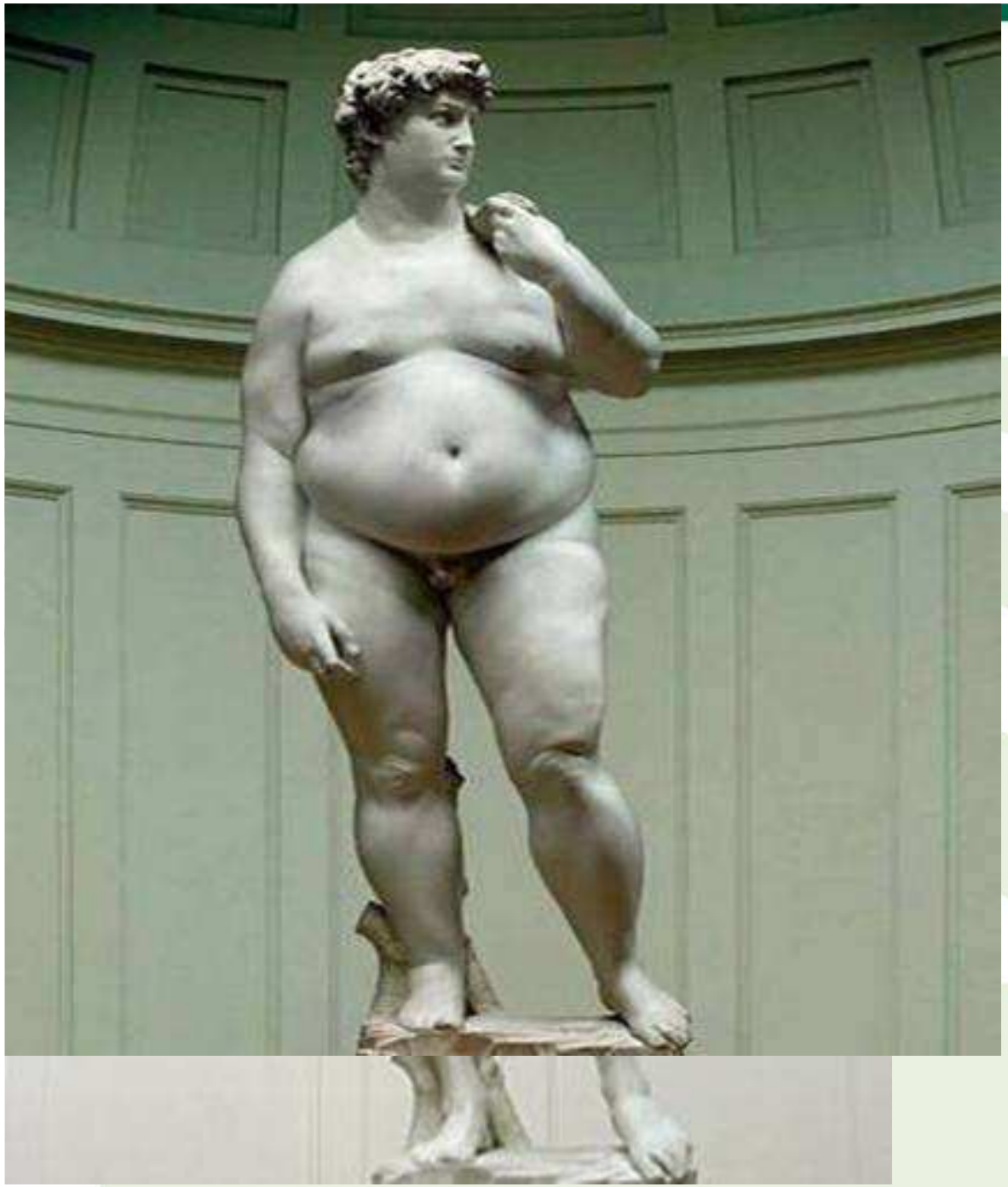












Michelangelo's David

After 2 years in the US…

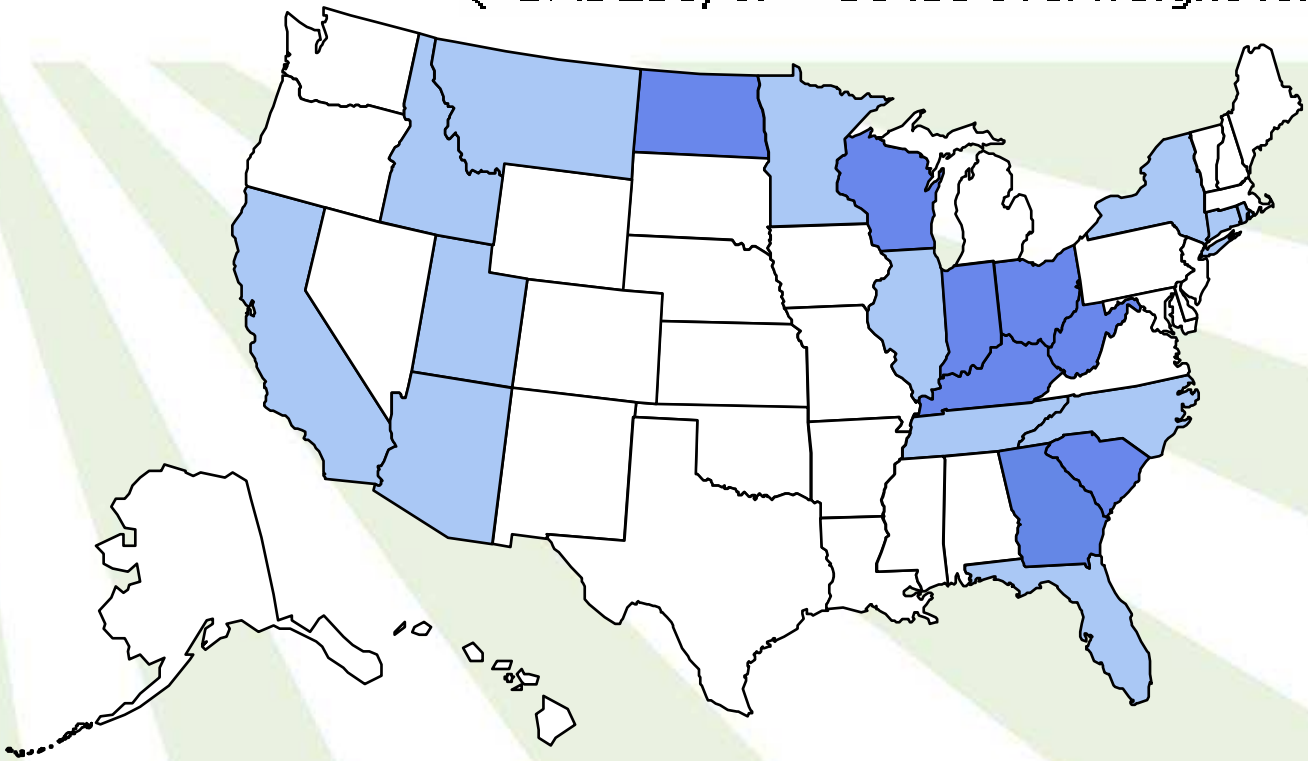
Thank you!

- CDC, Atlanta
- USDA

- For doing the stats and making those available to the public. Any public.

Obesity trends among adults, USA
1985

(*BMI ≥30, or ~ 30 lbs overweight for 5'4" woman)

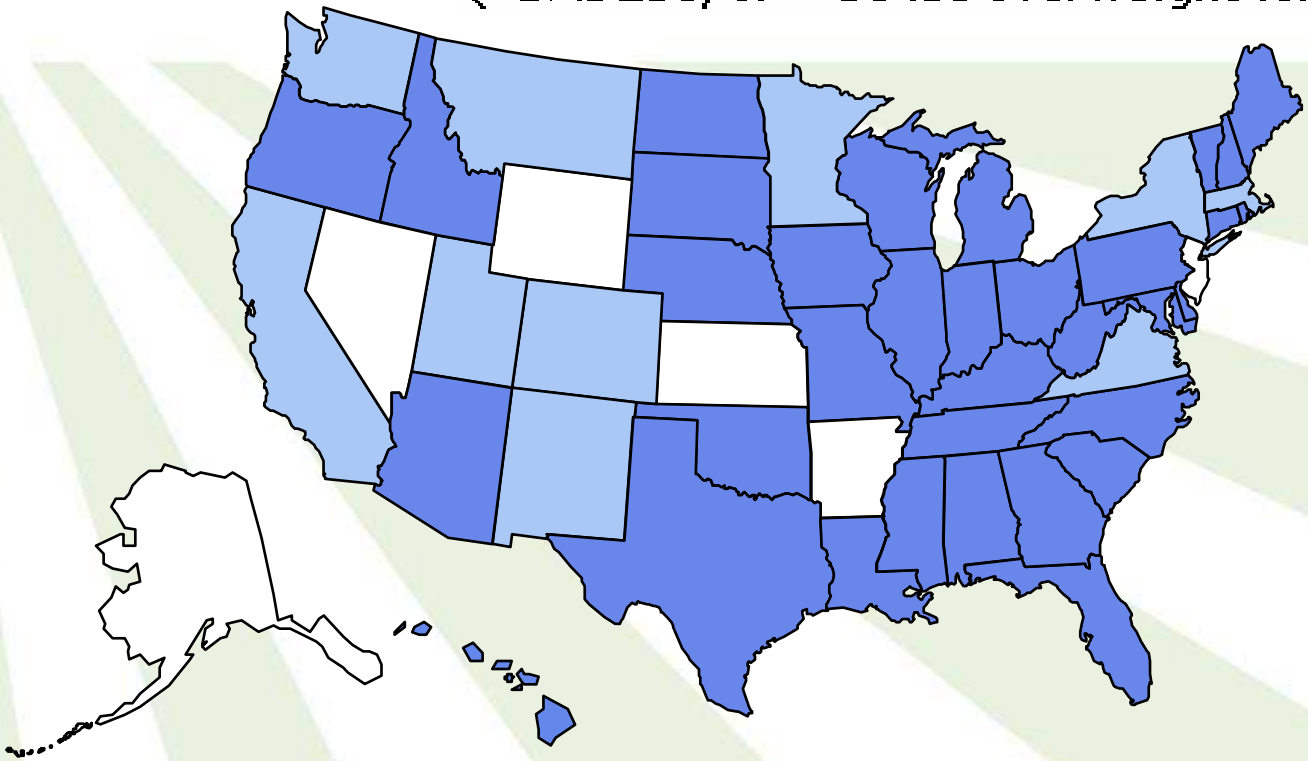


No Data | <10% | 10%–14%

Source: Behavioral Risk Factor Surveillance System, CDC

Obesity trends among adults, USA
1990

(*BMI ≥30, or ~ 30 lbs overweight for 5'4" woman)

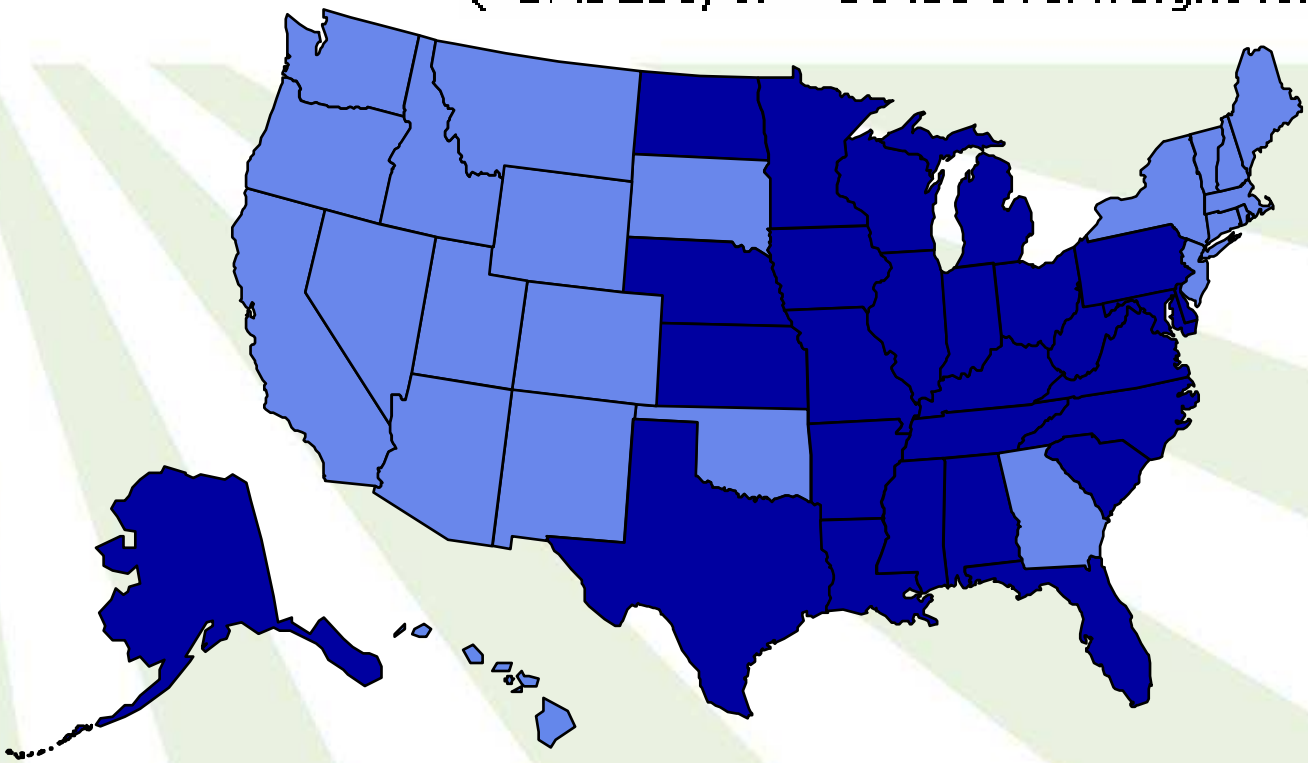


No Data | <10% | 10%–14%

Source: Behavioral Risk Factor Surveillance System, CDC

Obesity trends among adults, USA 1995

(*BMI ≥30, or ~ 30 lbs overweight for 5'4" woman)

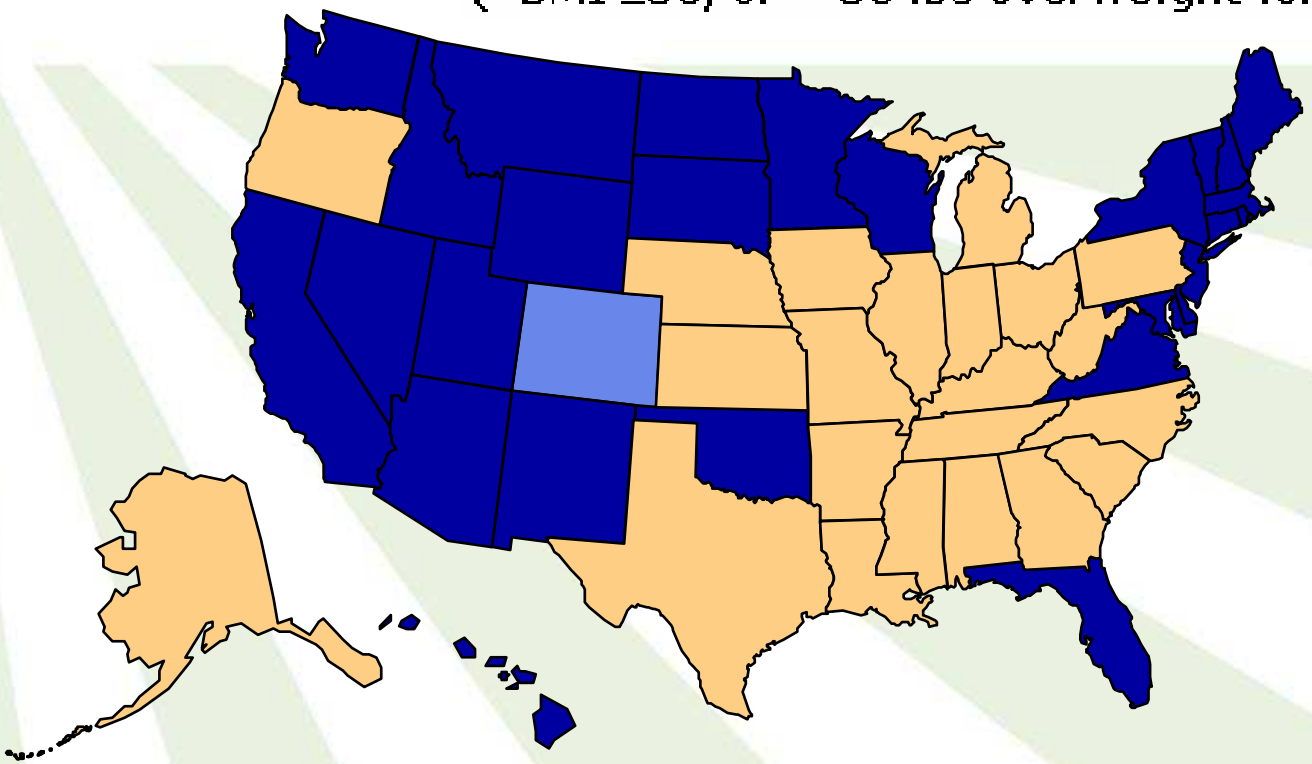


No Data | <10% | 10%–14% | 15%–19%

Source: Behavioral Risk Factor Surveillance System, CDC

Obesity trends among adults, USA 2000

(*BMI ≥30, or ~ 30 lbs overweight for 5'4" woman)

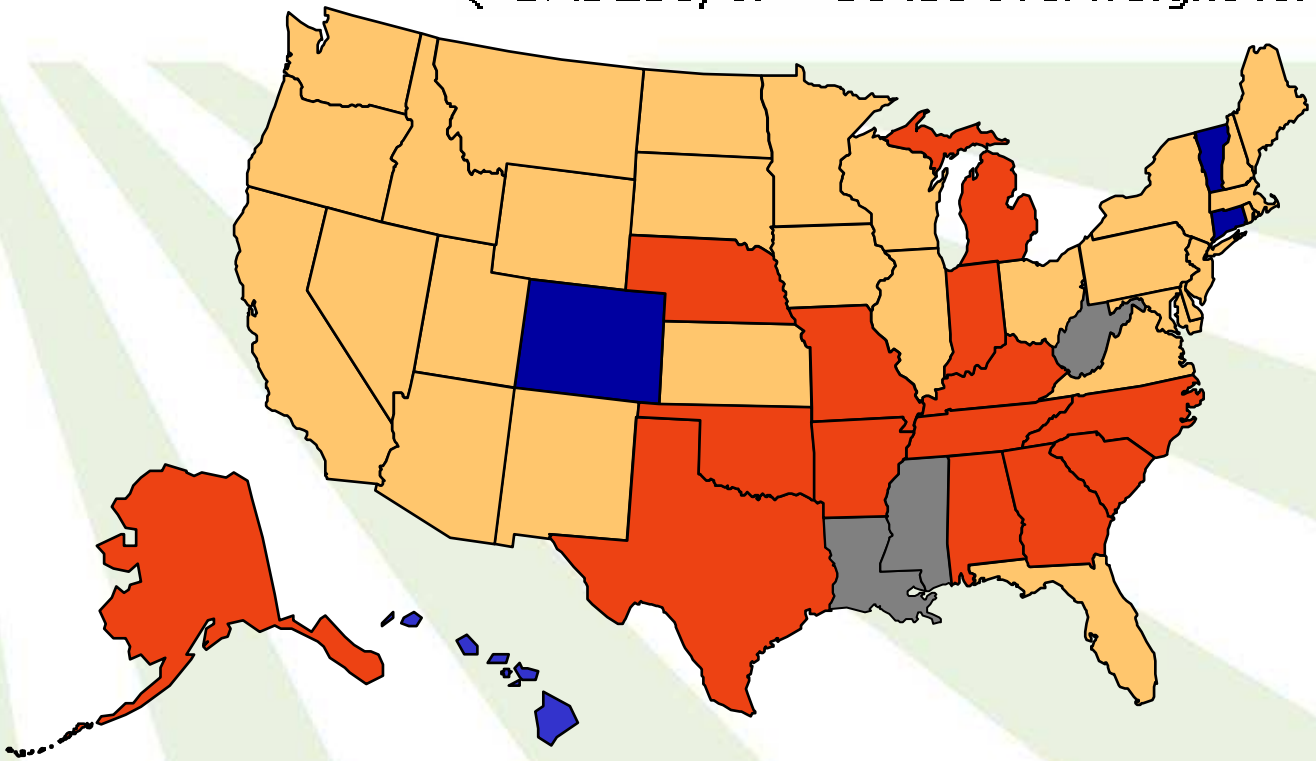


No Data | <10% | 10%–14% | 15%–19% | ≥20

Source: Behavioral Risk Factor Surveillance System, CDC

Obesity trends among adults, USA 2005

(*BMI ≥30, or ~ 30 lbs overweight for 5'4" woman)

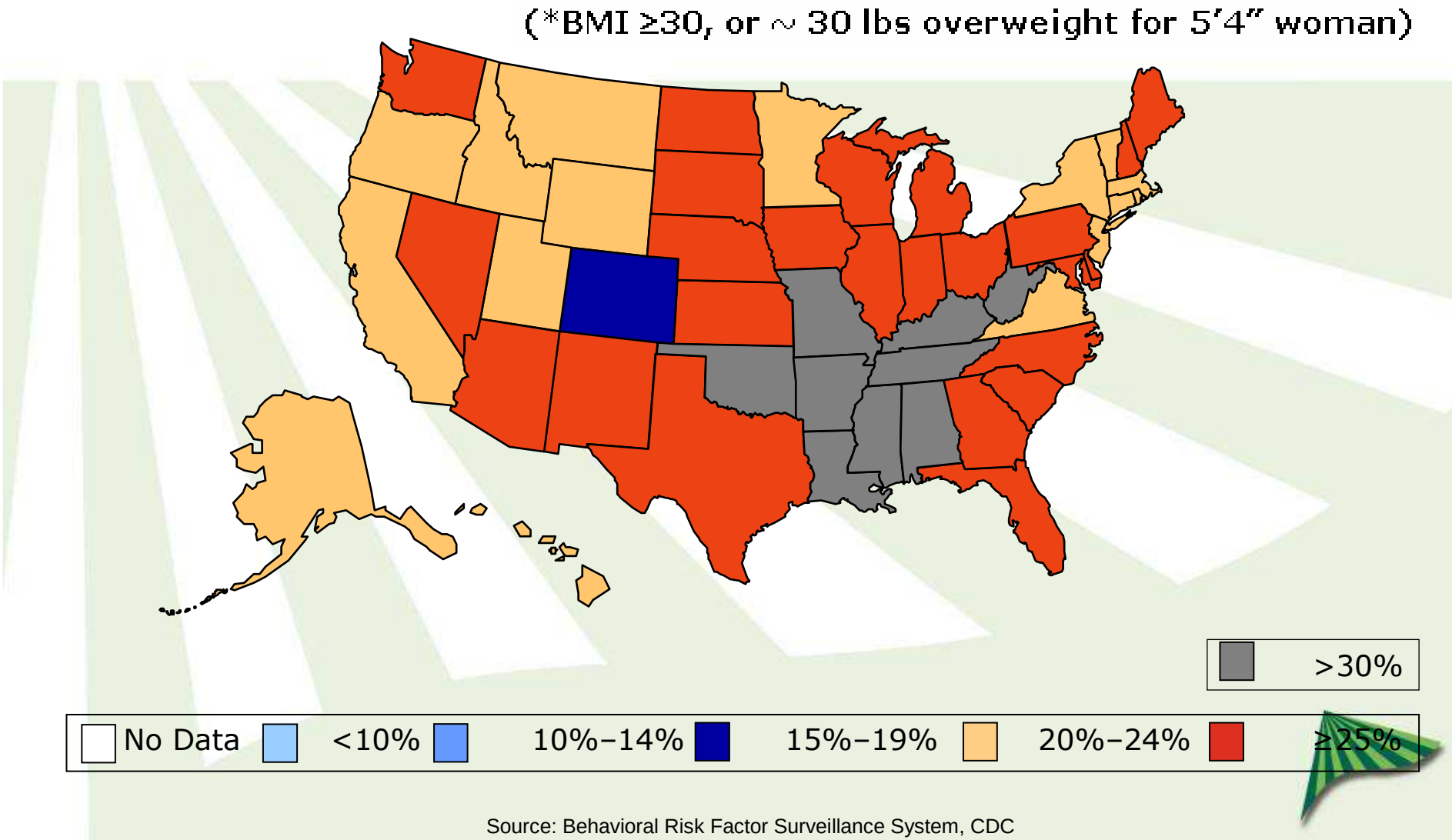


>30%

No Data | <10% | 10%–14% | 15%–19% | 20%–24% | ≥25%

Source: Behavioral Risk Factor Surveillance System, CDC

Obesity trends among adults, USA 2009

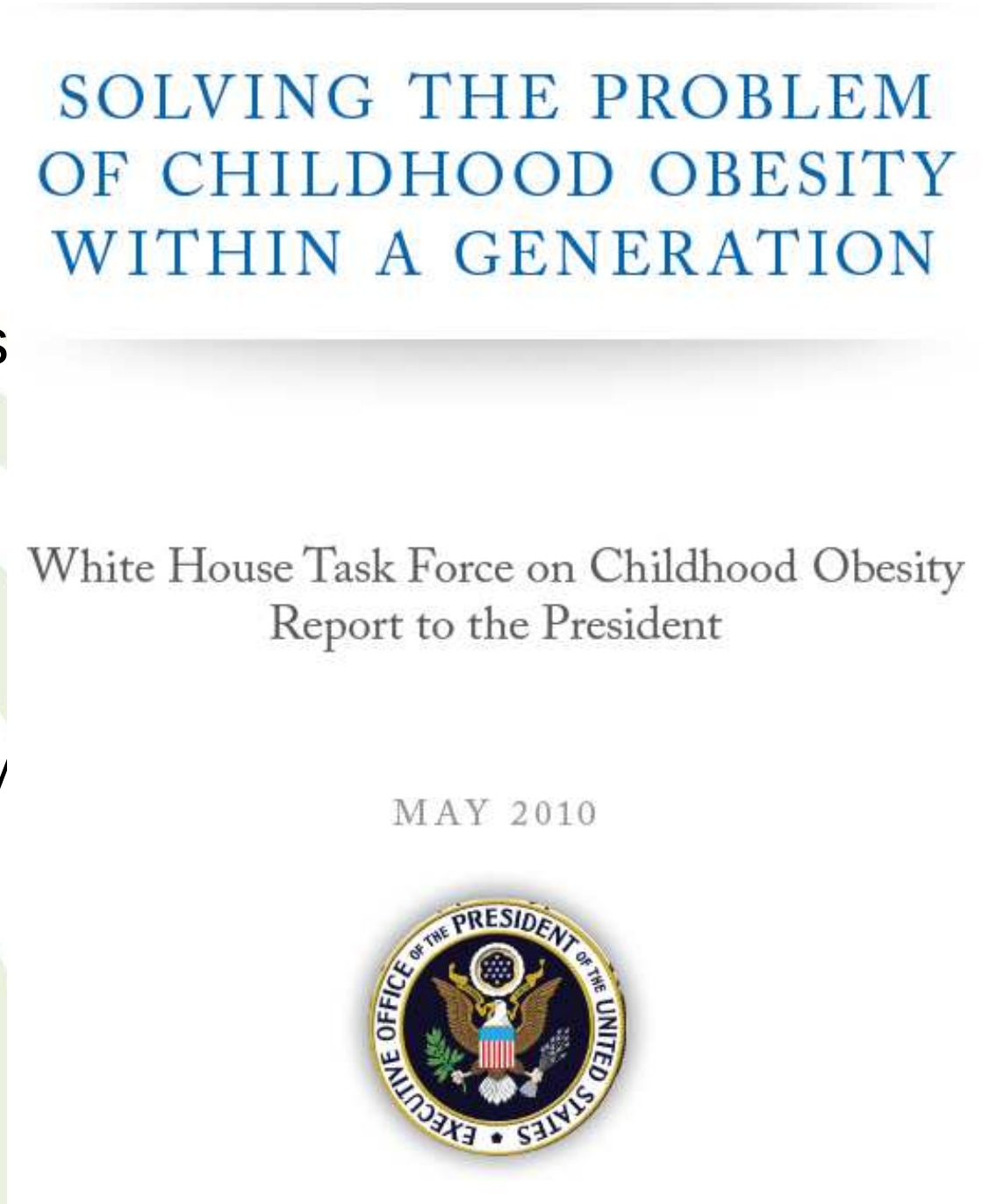


Source: Behavioral Risk Factor Surveillance System, CDC

Impact…

- Obesity cos
- $170 billion

10-04-25: U.S. M ecurity

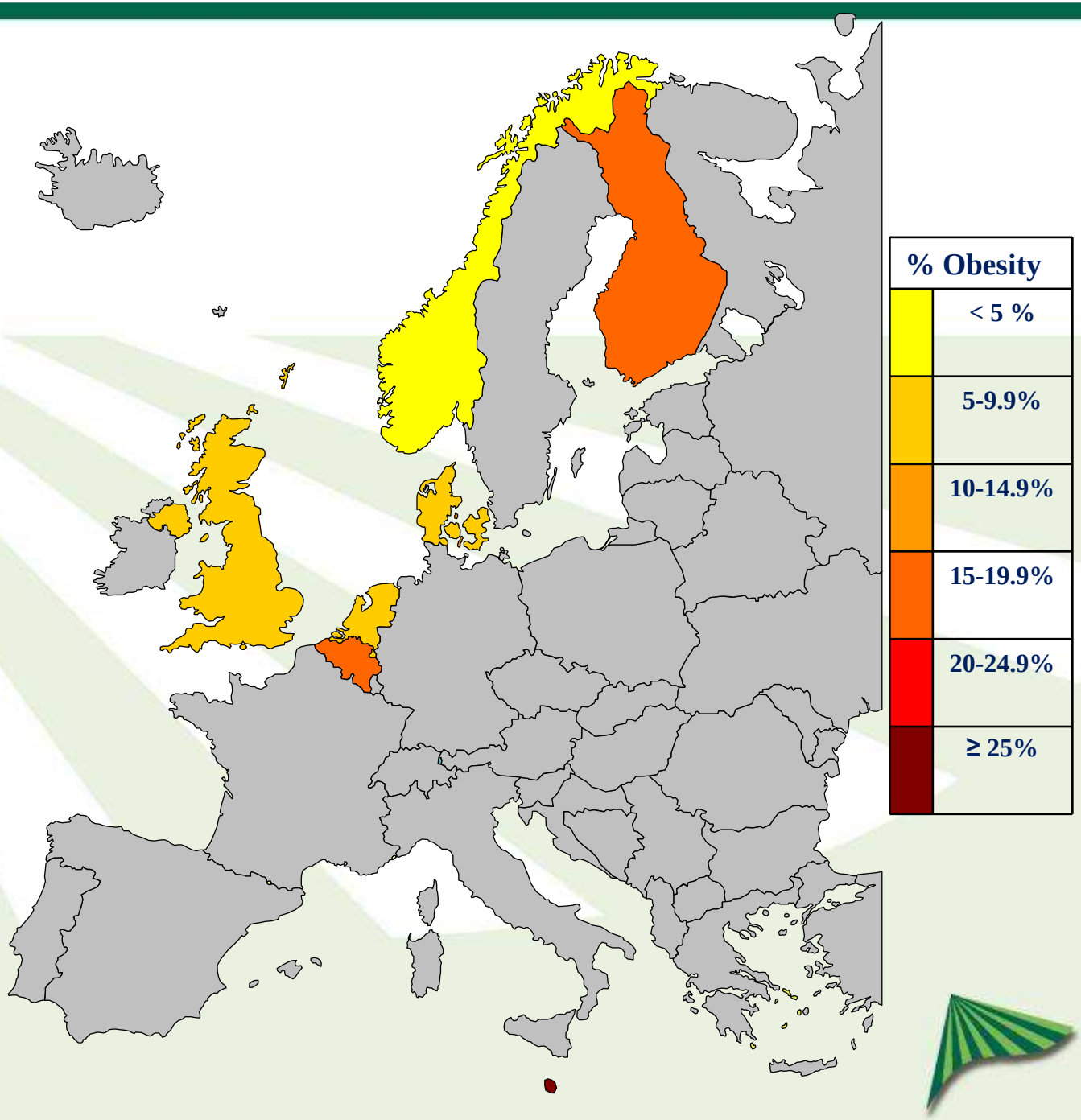




EU Trends 1980-2005

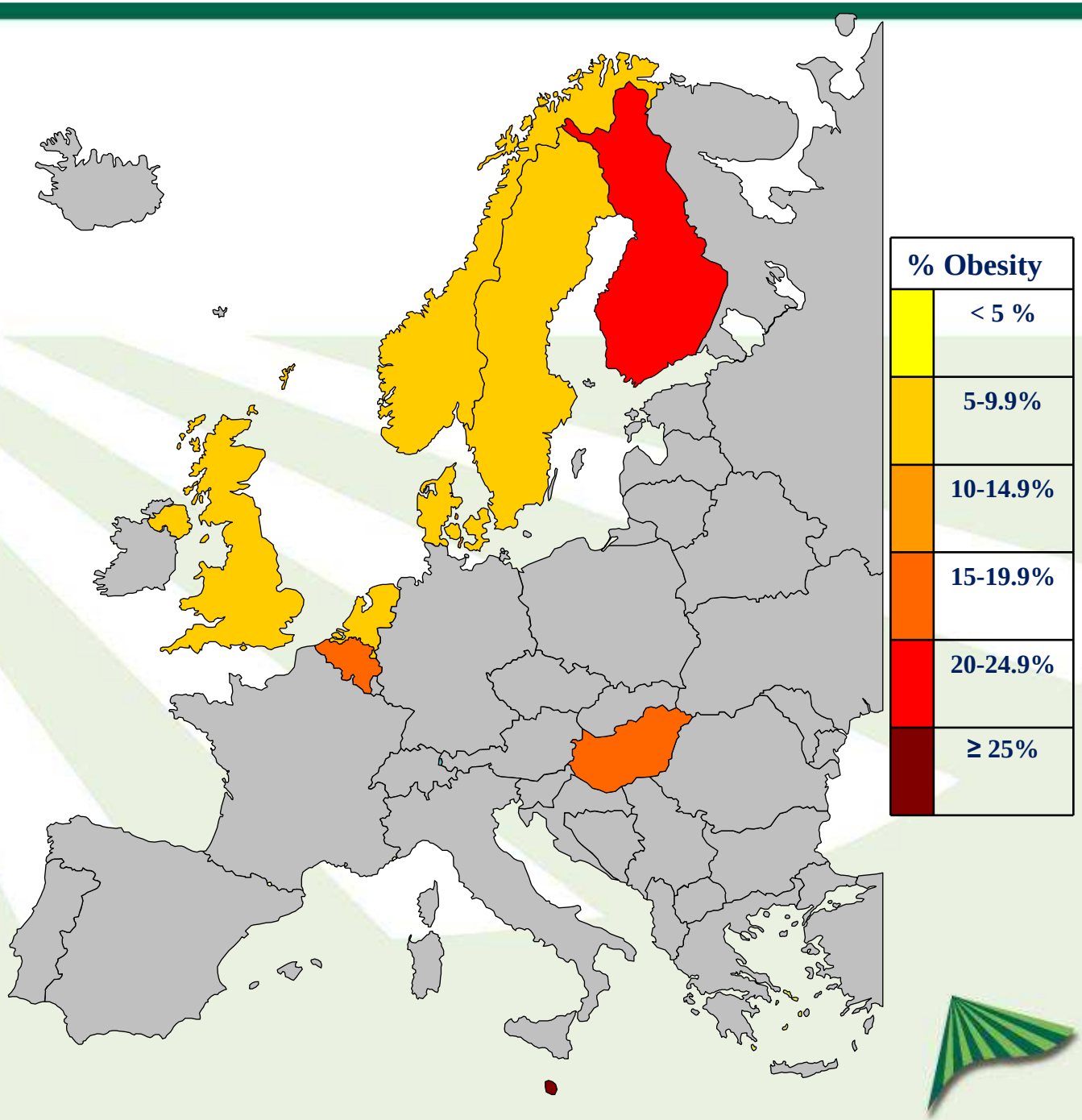
Females

Females 1980-1984



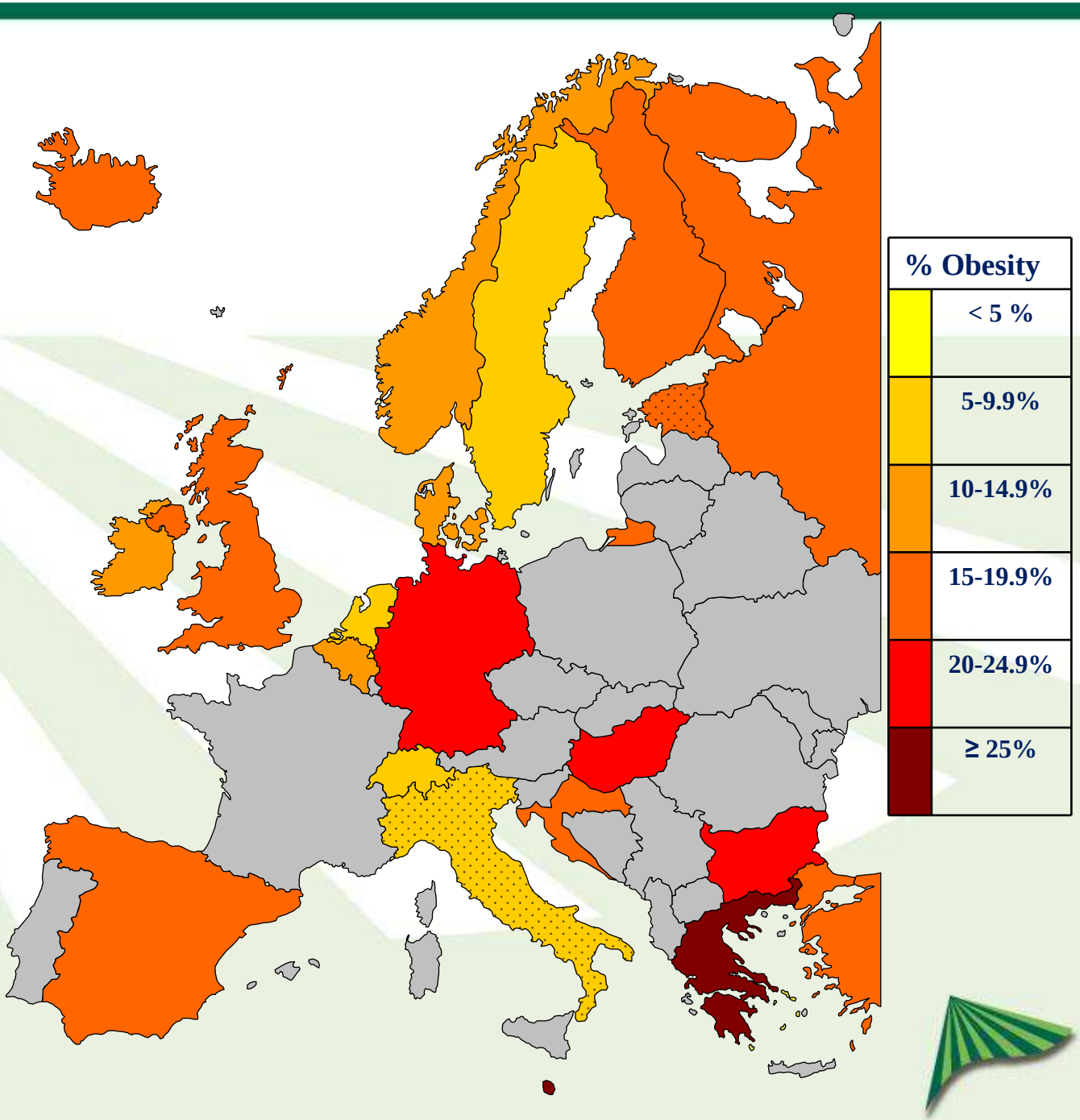
© International Obesity TaskForce 2005

Females
1985-1989



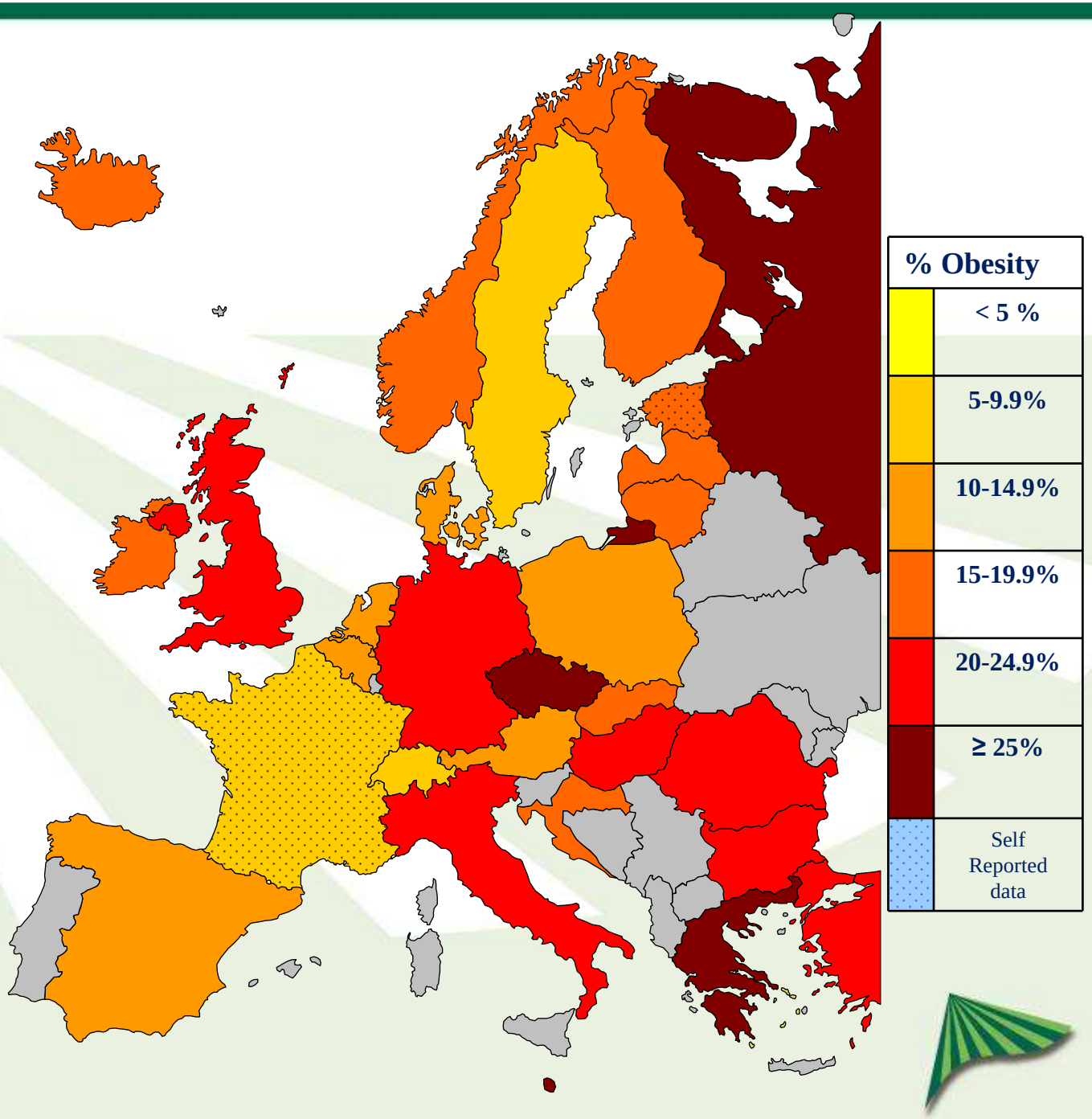
© International Obesity TaskForce 2005

Females
1990-1994



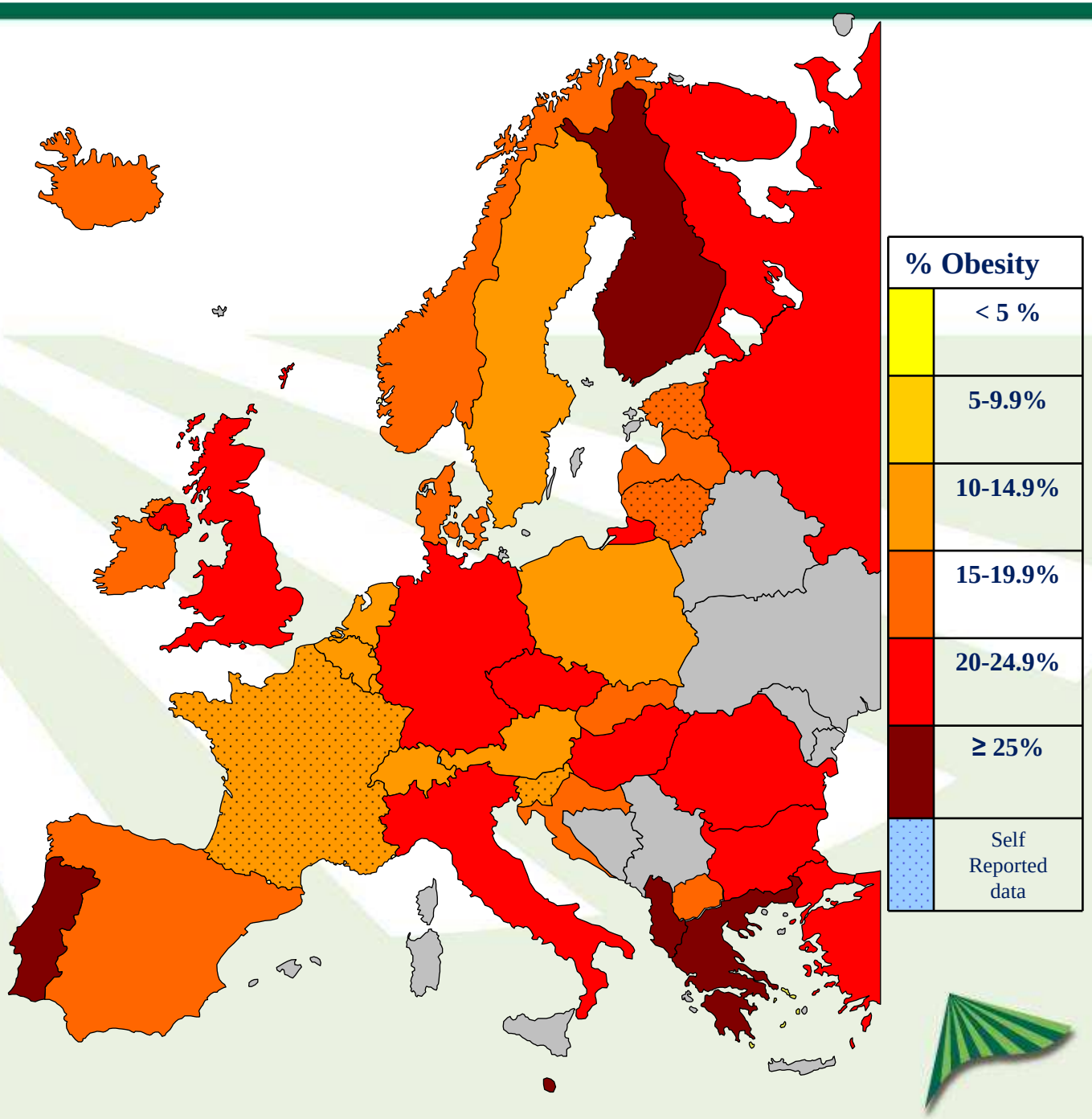
© International Obesity TaskForce 2005

Females 1995-1999



© International Obesity TaskForce 2005

Females
2000-2005



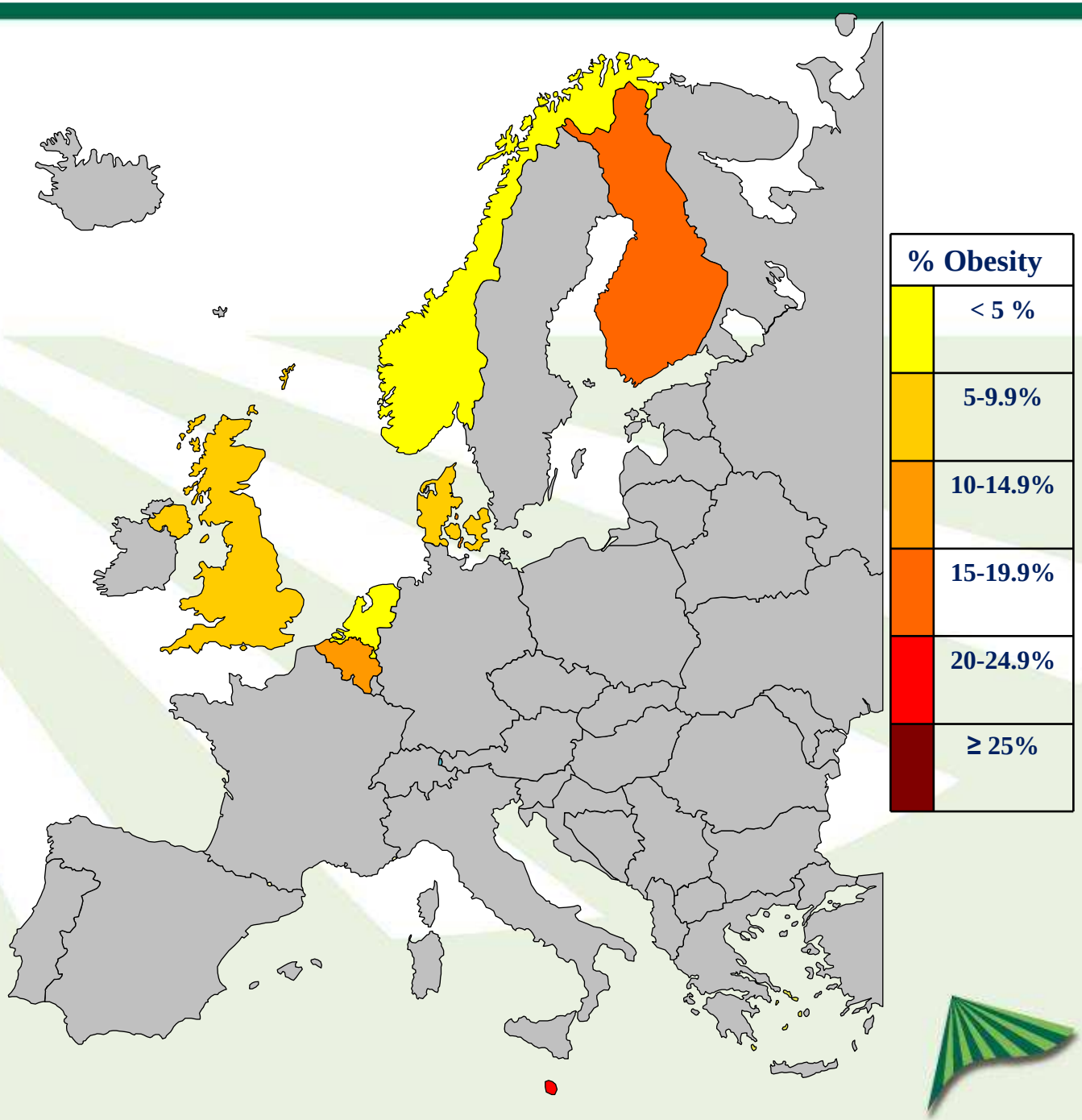
© International Obesity TaskForce 2005



EU Trends 1980-2005

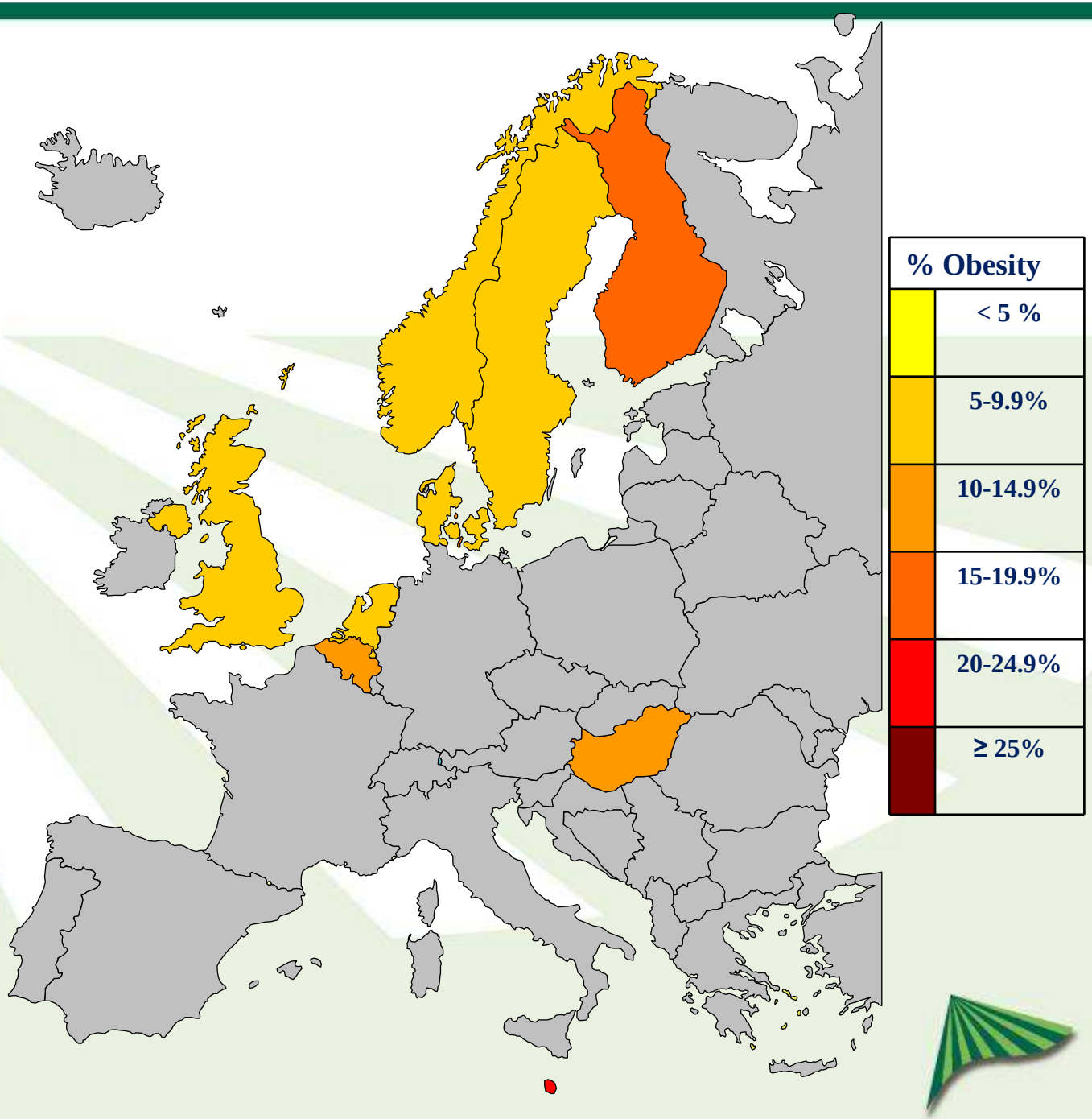
Males

Males
1980-1984



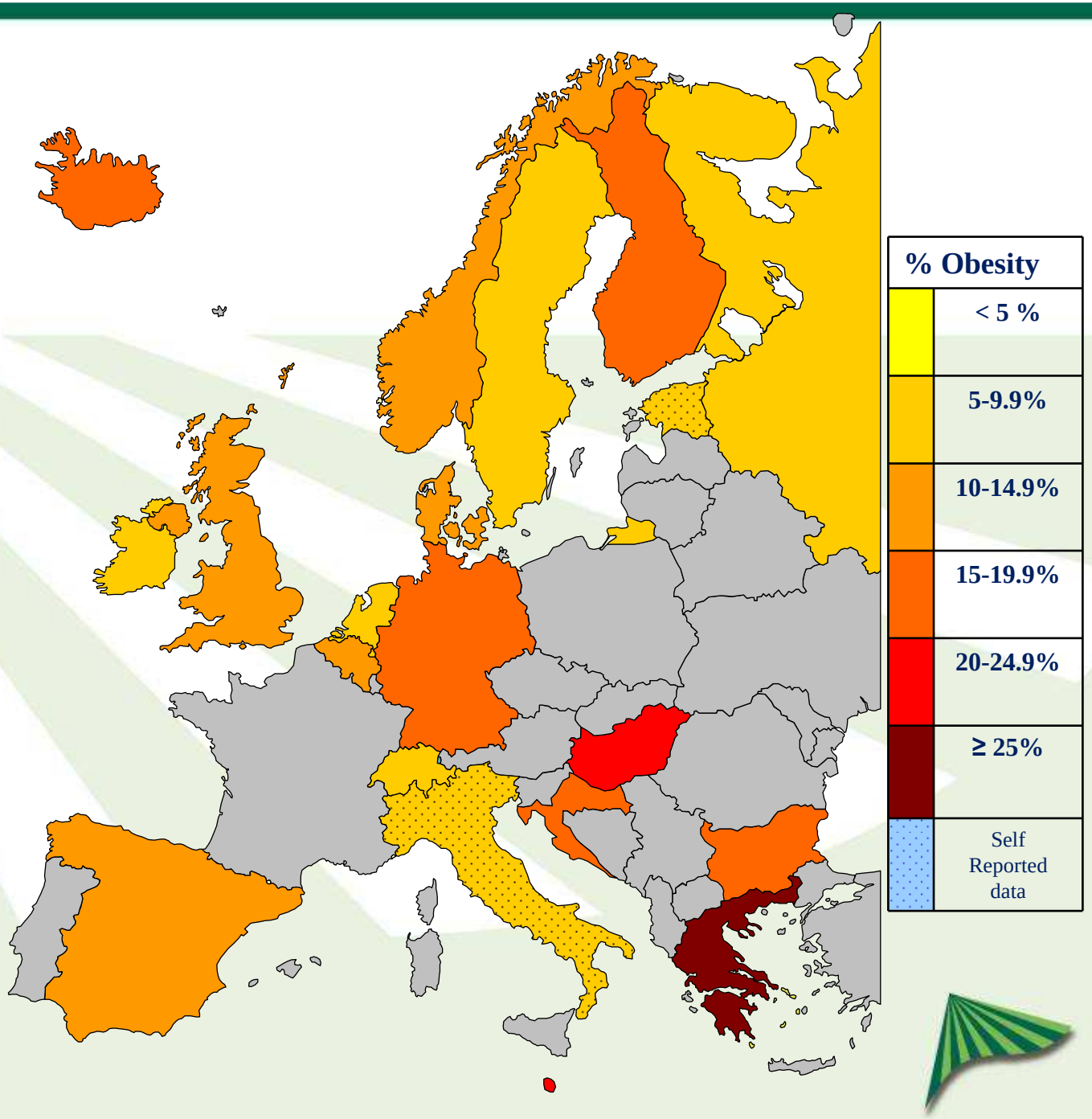
© International Obesity TaskForce 2005

Males
1985-1989



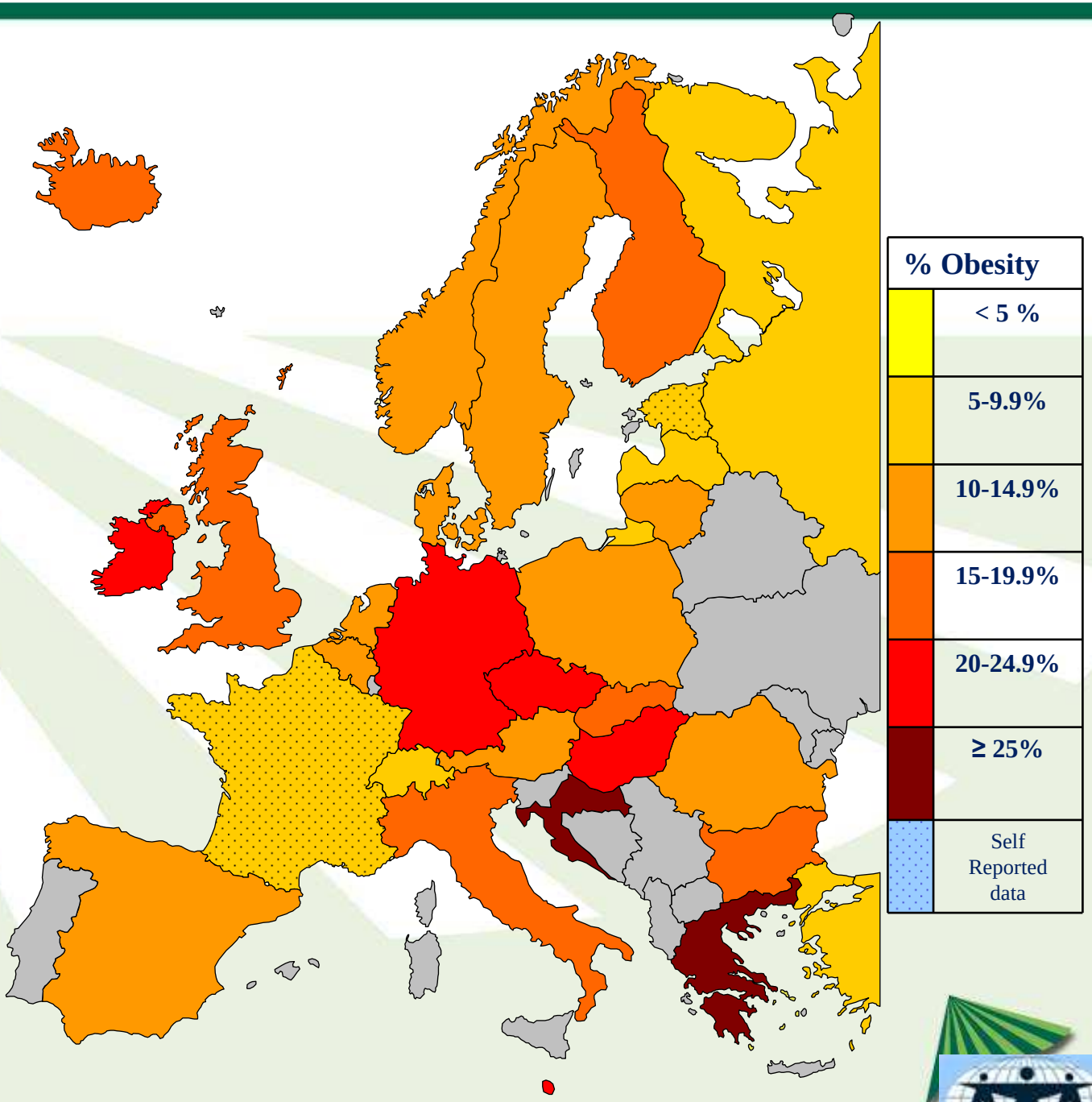
© International Obesity TaskForce 2005

Males 1990-1994

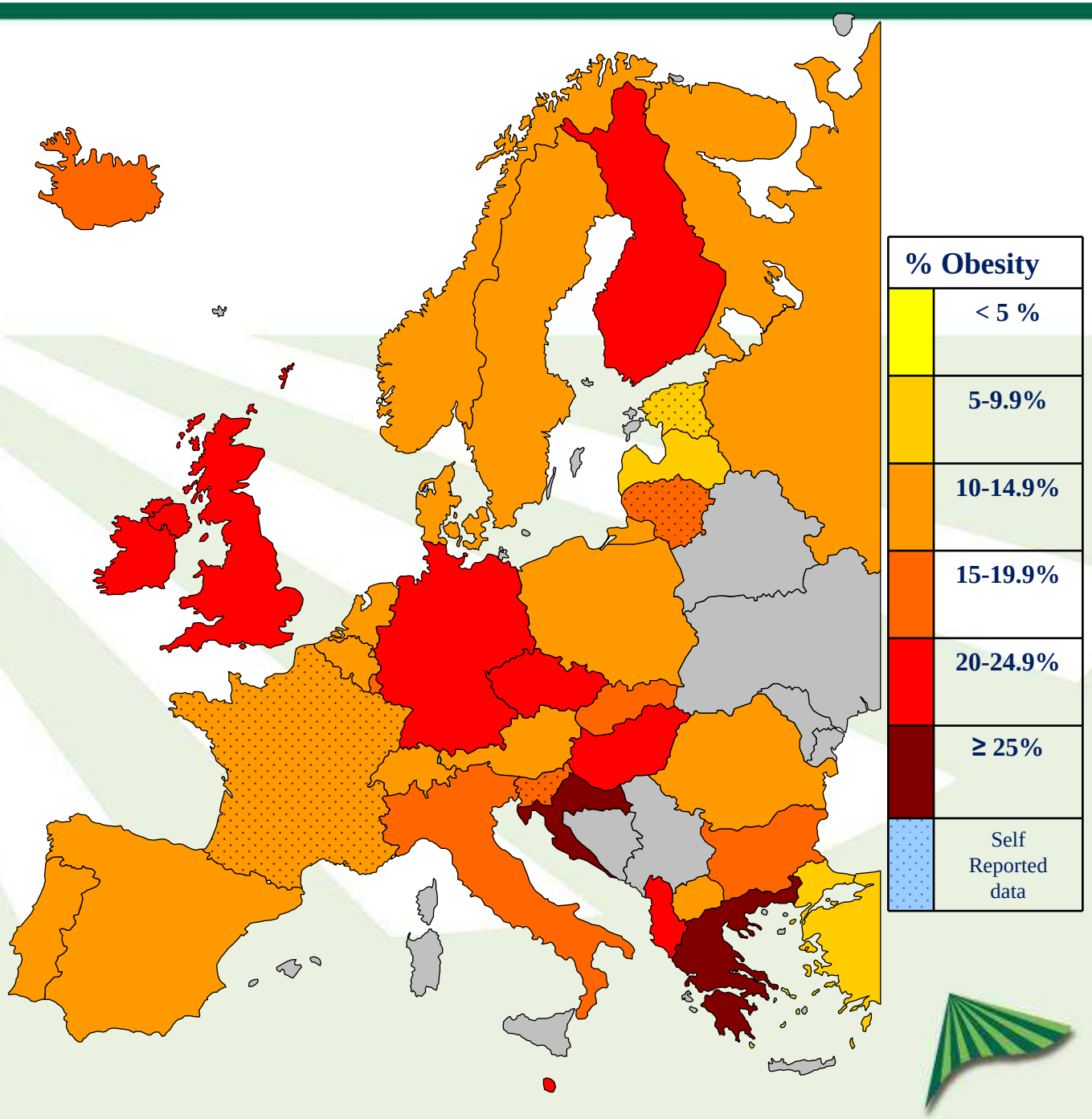


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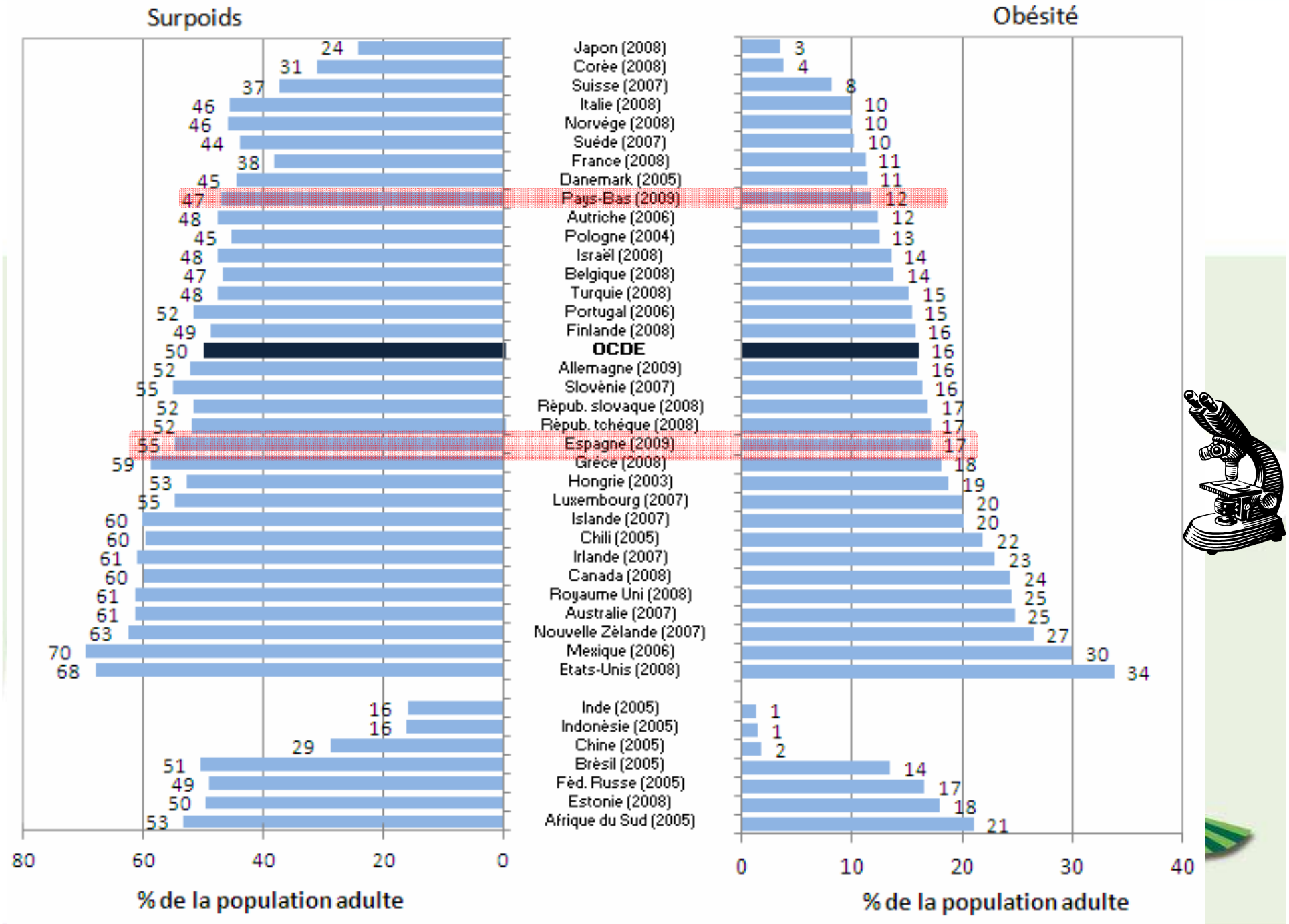
Males
1995-1999



Males 2000-2005



© International Obesity TaskForce 2005


Surpoids
Obésité
Japon (2008) 24 3
Corée (2008) 31 4
Suisse (2007) 37 8
Italie (2008) 46 10
Norvège (2008) 46 10
Suède (2007) 44 10
France (2008) 38 11
Danemark (2005) 45 11
Pays-Bas (2009) 47 12
Autriche (2006) 48 12
Pologne (2004) 45 13
Israël (2008) 48 14
Belgique (2008) 47 14
Turquie (2008) 48 15
Portugal (2006) 52 15
Finlande (2008) 49 16
OCDE 50 16
Allemagne (2009) 52 16
Slovénie (2007) 55 16
Répub. slovaque (2008) 52 17
Répub. tchéque (2008) 52 17
Espagne (2009) 55 17
Grèce (2008) 59 18
Hongrie (2003) 53 19
Luxembourg (2007) 55 20
Islande (2007) 60 20
Chili (2005) 60 22
Irlande (2007) 61 23
Canada (2008) 60 24
Royaume Uni (2008) 61 25
Australie (2007) 61 25
Nouvelle Zélande (2007) 63 27
Mexique (2006) 70 30
Etats-Unis (2008) 68 34
Inde (2005) 16 1
Indonésie (2005) 16 1
Chine (2005) 29 2
Brésil (2005) 51 14
Fèd. Russe (2005) 49 17
Estonie (2008) 50 18
Afrique du Sud (2005) 53 21
80 60 40 20 0
0 10 20 30 40
% de la population adulte
% de la population adulte

European Strategies for Reducing Obesity



- No harmonized approach to address obesity throughout the EU.
- Classical focus on nutrient intake (generally WHO guidelines), different recommendations in EU:













Availability (of F & V) key issue



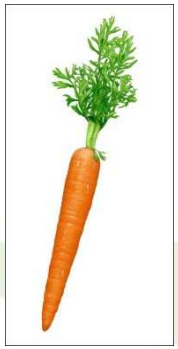
…why lower availability at home and/or outside the home?

- …lack of knowledge, health values…? (e.g. Ball et al. PHN 2006; Turrell Aus J Nutr Diet 1997)
- …lack of financial means…? (e.g. Darmon & Drewnowski Am J Clin Nutr 2008)
- …'food deserts'…? Evidence for the US, but not for UK, other EU countries, Australia, Canada (e.g. Cummins & McIntyre, Urban Studies 2002.)

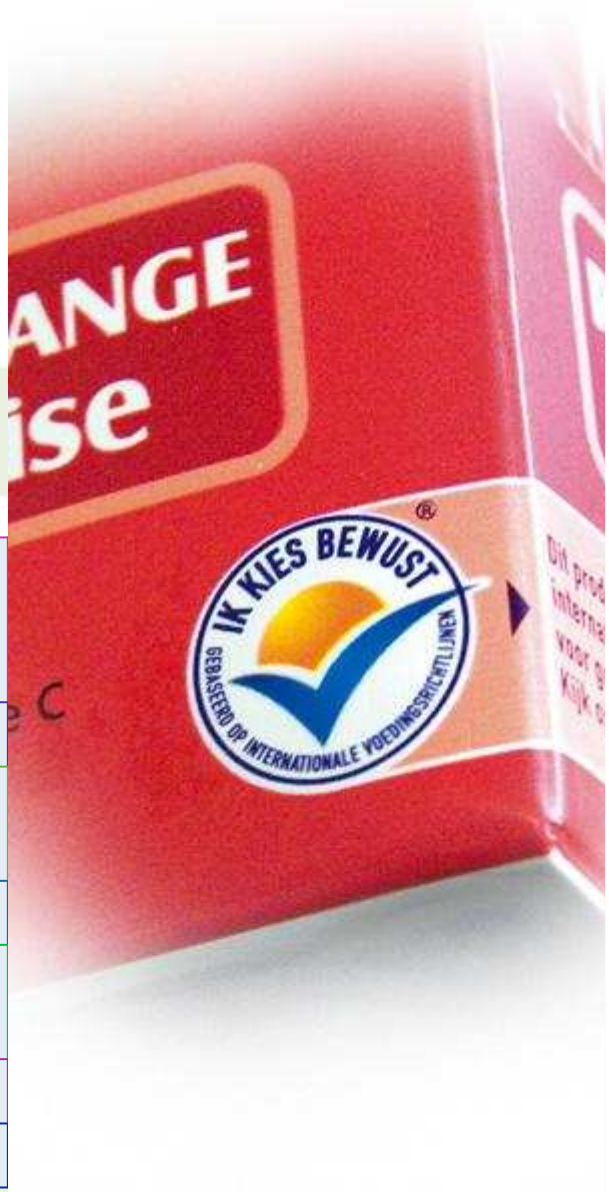


- Source: Johannes Brug, the EMSO institute

Healthy Choice



- Front-of-pack label ...



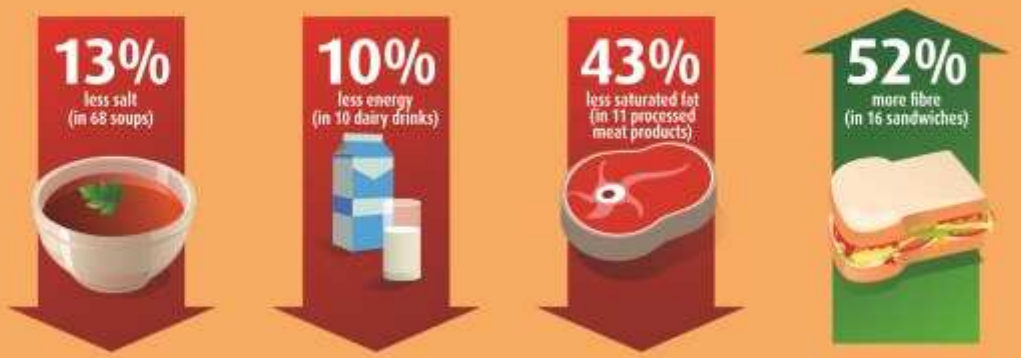
Nutriënt	International recommendation	Average intake per day	Ik Kies Bewust- per day
Energy	2000 kcal	2119 kcal	1783 kcal
SaFa	< 10 en%	< 15,7 en%	< 8,4 en%
Trans Fats	< 1 en%	< 1,2 en%	< 0,1 en%
Sugar	< 10 en% free sugar	< 13,2 en% added sugar	< 5,6 en% added sugar
Sodium	< 2400 mg	< 2858 mg	< 2335 mg
Fiber	> 25 g	> 18 g	> 25 g

- Source: www.ikkiesbewust.nl

	Companies	N products with logo
Start **2007**	38	105
End 2007	85	1700
March 2008	100	2200 (of which 600 fresh fruit/vegetable)
June 2008	105	2700 (600 FFV)
March 2009	114	3500 (1000 FFV)
June 2009	117	3700 (1000 FFV)
September 2009	119	4500 (1000 FFV)
December 2009	118	4750 (1000 FFV)
March 2010	120	4875 (1000 FFV)
June 2010	121	5000 (1000 FFV)
September 2010	122	5500 (1500 FFV)
December 2010	105	5500 (1500 FFV)

HEALTHY CHOICES MADE EASY

Choices logo stimulates innovation



Health? Really?

- Healthy Choice Clover
- Healthy Choices
- Less fat cheese

AH	Own Brand	HCC
2005	100	100
2006	109	123

+ 13%











2005: 87M€

2006: 100M€

(10% v/v, 15% v/€)

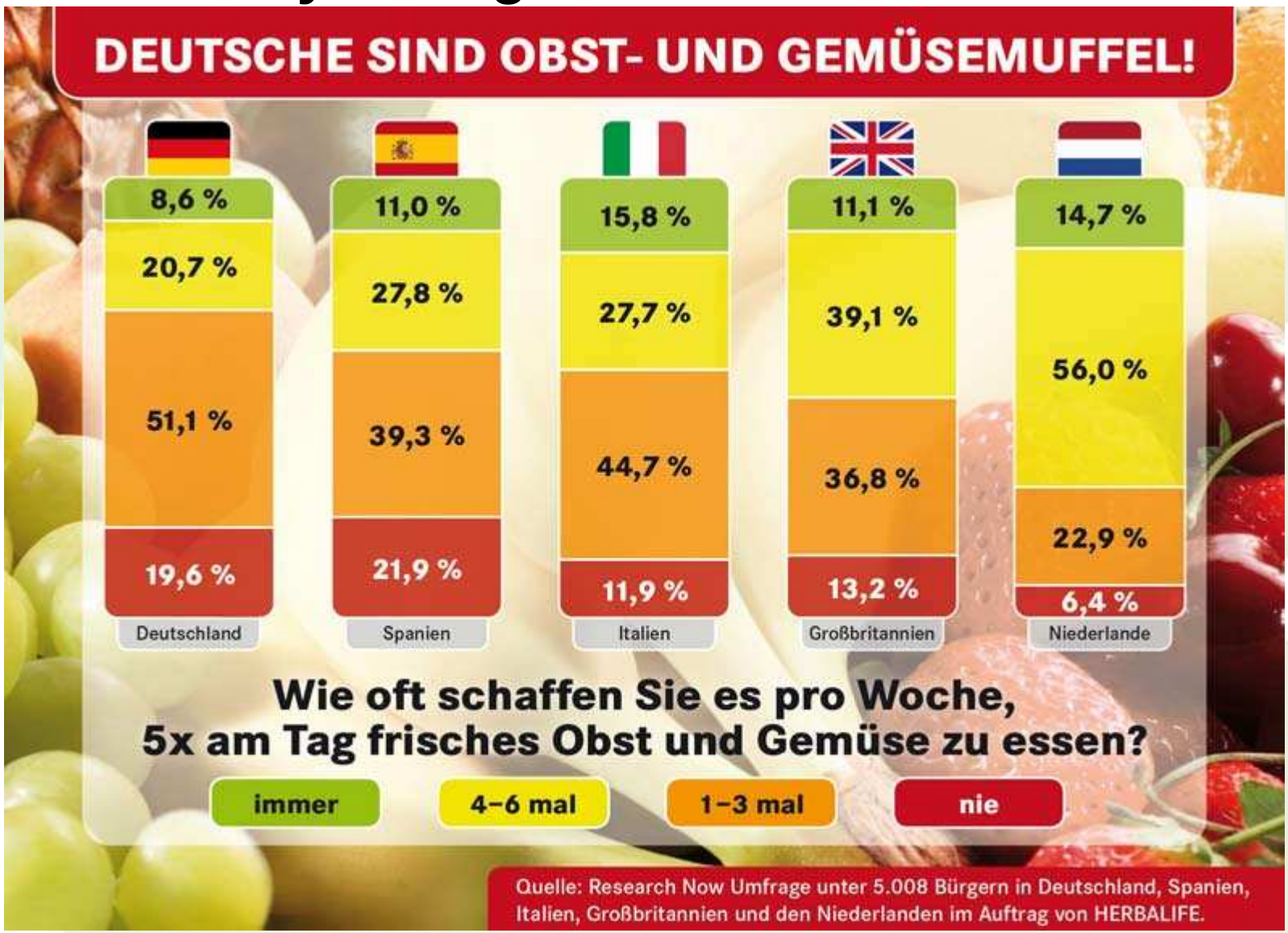
2007: Milner +33%

Sweden, ‘70s





Germany: “Large differences in intake”





Wochenspeiseplan

Bitte achten Sie auch auf unsere Tagesspecials!



03.KW	Montag	Dienstag	Mittwoch	Donnerstag	Freitag
	12.01.2009	13.01.2009	14.01.2009	15.01.2009	16.01.2009
Menü I	Vegetarische Moussaka mit Tsatsiki und Salat Kcal: 581, F: 16, K: 84, E: 21 3,10 €	Buntes gebratenes Gemüse *3,10 €	Nudeln mit Oliven-Tomatenragout *3,10 €	Scharfes Kartoffel-Paprikacurry mit Joghurtdip Kcal: 392, F: 12, K: 54, E: 15 3,10 €	Gemüseragout auf Provencalische Art *3,10 €
Menü II	Putenstreifen mit Bambus, Sojasprossen und Chinakohl *3,50 €	Schweinegulasch in Paprikarahm **3,50 €	Chilli con carne *3,50 €	Putengyros mit Zwiebelringen **3,50 €	Mariniertes Schweinenacken-steak mit Reis und buntem Salat Kcal: 602, F: 27, K: 50, E: 39 3,50 €
Menü III	Schweine-Rückensteak "Italienische Art" **4,20 €	Pochierter Pangasius mit rosa Pfeffersauce, Brokkoli und Salzkartoffeln Kcal: 447, F: 10, K: 48, E: 37 4,20 €	Hähnchenfilet Thailändische Art mit Wokgemüse und Basmatireis Kcal: 622, F: 23, K: 57, E: 46 4,20 €	Rheinischer Sauerbraten **4,20 €	Gebratenes Hokifilet in Zitronen-Kapernbutter **4,20 €

Freie Beilagenwahl: * Menü mit einer Beilage ** Menü mit zwei Beilagen

BIO Codenummer: DE-039 Öko-Kontrollstelle

Im Beilagenangebot finden Sie täglich wechselnde Komponenten aus kontrolliert biologischem Anbau, die Sie an der Kennzeichnung mit dem Biosiegel erkennen. Zertifiziert nach DE-039 Öko-Kontrollstelle.

Zur Nährwertoptimierung der JOB&FIT -Menüs wird täglich ein Dessert empfohlen, welches Sie in der Dessertheke gekennzeichnet sehen.

Bundesministerium für Ernährung, Landwirtsch und Verbraucherschutz

Hinweise zur Zusatzstoffvero

1) Farbstoff
2) Konservierungsstoff
3) Antioxidationsmittel
4) Geschmacksverstärker
5) geschwefelt
6) geschwärzt
7) Phosphat
8) Süßungsmittel

Unsere JOB&FIT -Menülinie erkennen Sie an der farblichen Kennzeichnung im Speiseplan!

Ein Projekt im Rahmen von IN FORM

Änderungen vorbehalten!

Fragen zum Speiseplan ?
Kontakten Sie unsere Betriebsleiterin Brigitte Ba
via eMail unter baba@aubergine-caterin
oder per Telefon unter: 0228-6202044

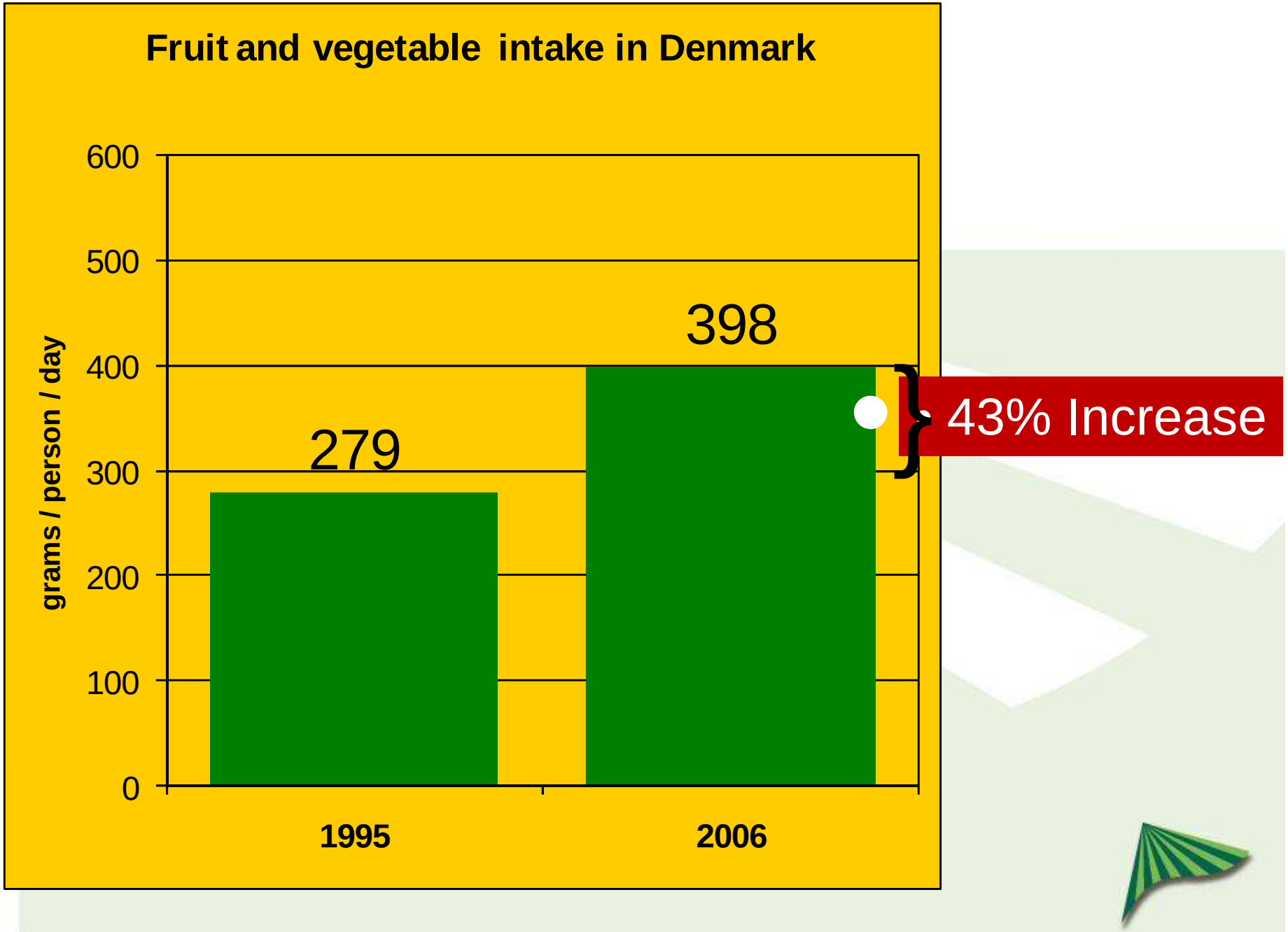
Speiseplan im Abo per
Einfach auf *aubergine-catering.de* registrieren.

Essensausgabe
Mo. - Fr.: 11.00 - 13.30

The Fat Tax - Denma

- 1 July 2010, tax increas
  sweets and soft-drinks
  on sugar-free soft drink
- Aim: ‘to reduce the prev
  illnesses and improve li
- Next: tax on saturated f
  which will affect margar
  high-fat dairy products,
  tobacco and alcohol.
- Gradually, and will be fu




Fruit and vegetable intake in Denmark
grams / person / day
600
500
400
300
200
100
0
398
279
1995
2006
43% Increase

Denmark: whole grain campaign



VÆLG FULDKORN FØRST

- Endorsed by Government and health NGOs

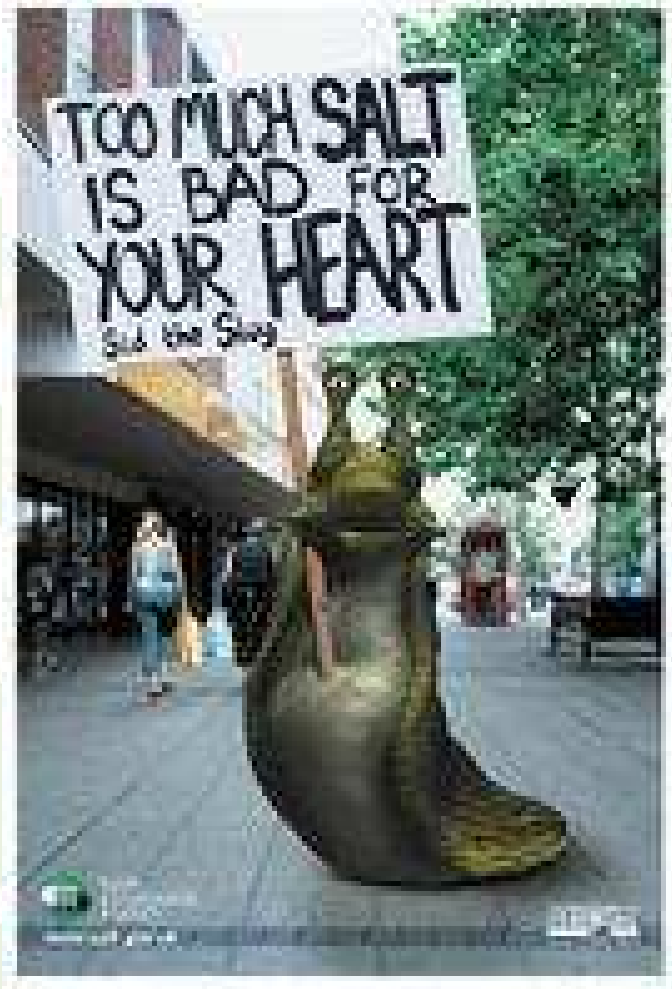
- Source: Anders Morten



UK: Sid the Slug

Launched 2004, UK FSA

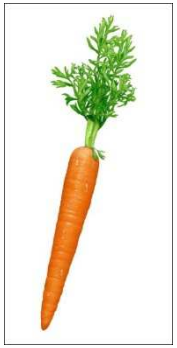
- Blood Pressure Association
- British Heart Foundation
- Bristol PCT
- Consensus Action on Salt and Health
- Diabetes UK
- Food Commission
- Haringey Teaching PCT
- Kent County Council Trading Standards
- Manchester Food Futures Partnership
- Men's Health Forum
- National Children's Bureau (NCB)
- Netmums
- National Federation of Women's Institutes (NFWI)
- Trading Standards Institute (TSI)



Country Activity

- Leading the way with no. of product launches claiming to be low sodium/low salt, is the United States with 22% of product launches, followed closely by the United Kingdom with 20%, Japan 17% and France 7%.
- In contrast to the levels of activity in the US and UK, there appears to be much less interest in Continental Europe to date. Very few launches with low sodium/low salt claims were recorded in 2007 in Germany.
- In France, low sodium/low salt activity was mainly recorded in the baby foods market. Spain and Italy fell between Germany and France in terms of the number of product launches marketed on a low sodium/low salt platform. Launches in Italy were mainly confined to the baked goods sector, particularly biscuits.

Would companies have done that without the campaign?

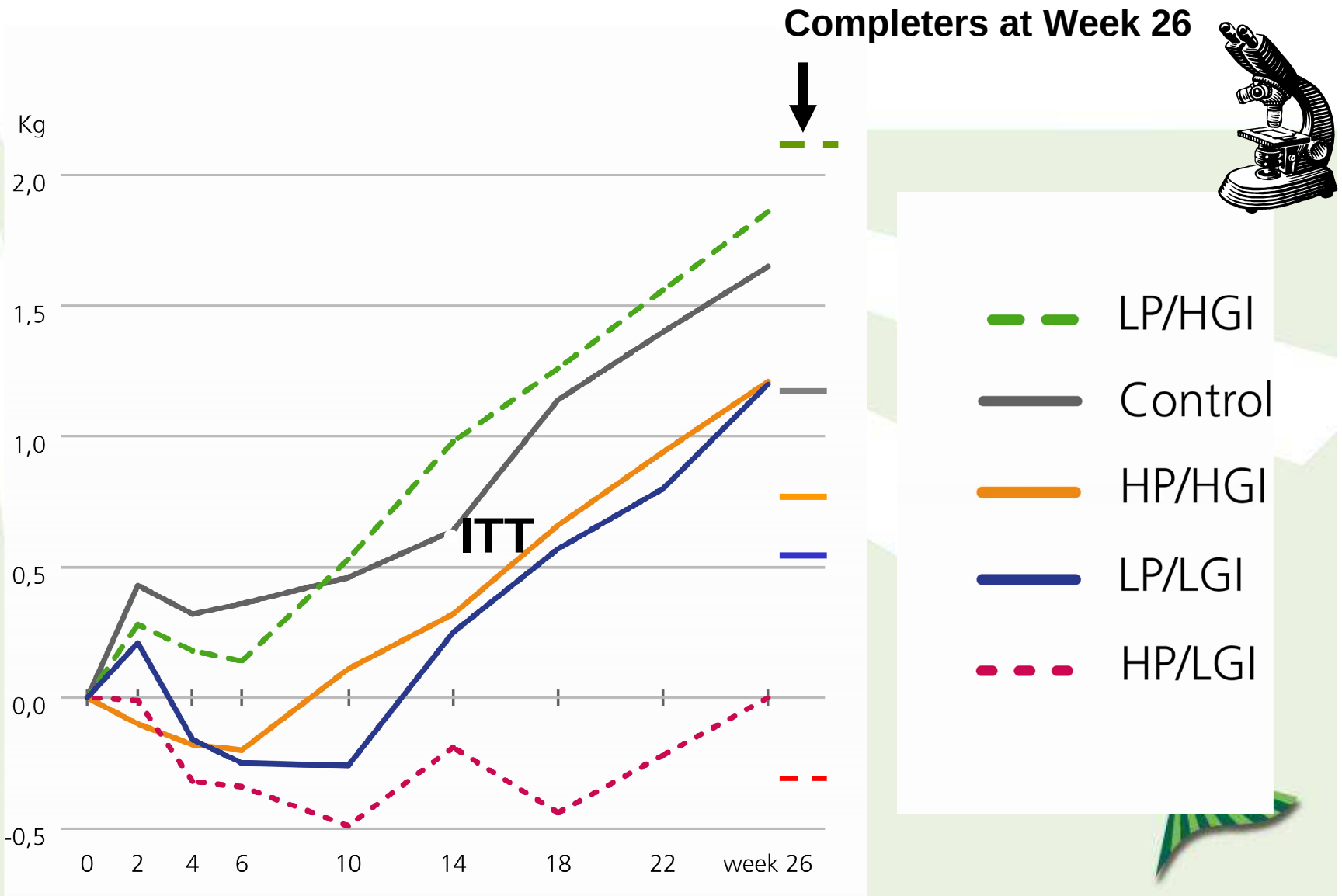




- EU framework 6, 2005-2010
- Recommendation: high protein, low GI is best for preventing weight gain after weight loss period.

- Source: Wim Saris, coordinator diogenes

In an ITT-analysis (N=773, mixed linear model) the weight regain was 0.93 kg (95 % CI: 0.31; 1.55, p=0.003) lower by HP than LP, and 0.95 kg (0.33; 1.57, p=0.003) lower by LGI than HGI diets.



France: EPODE

- Ensemble, Prévenons l'(
- Since 1992
- Sport, Eating & Cooking
- Each city: ‘Le Maire’ is ’(
- www epode org
- Being adapted by more (



- Spain: Methods & Social Marketing Techniques: Prof. Luis Moreno from Zaragoza.
- Spain: www thaoweb com





Communauté de communes Flandre Lys (7 communes)

Pays des Moulins de Flandre (55 communes)

Sailly-sur-la-Lys

Erquinghem-Lys

Saint-André

Roubaix

Lille

Wattrelos

Valenciennes Métropole (35 communes)

Gravelines

Pays de la Lys Romane (35 communes)

Saint Pol sur Ternoise

Communauté de communes de la Région de Bapaume (26 communes)

Communauté d'agglomération de La Porte du Hainaut (39 communes)

Beauvais

Cambrai

Saint-Quentin

Epernay

Evreux

Paris

Vitré

Asnières sur Seine

Melun

Royan

Meyzieu

Saint-Yrieix-La-Perche

Sorgues

La Grande Motte

Agde

Béziers

Narbonne

Saint Jean

Porto Vecchio

Food & Nutrition Delta

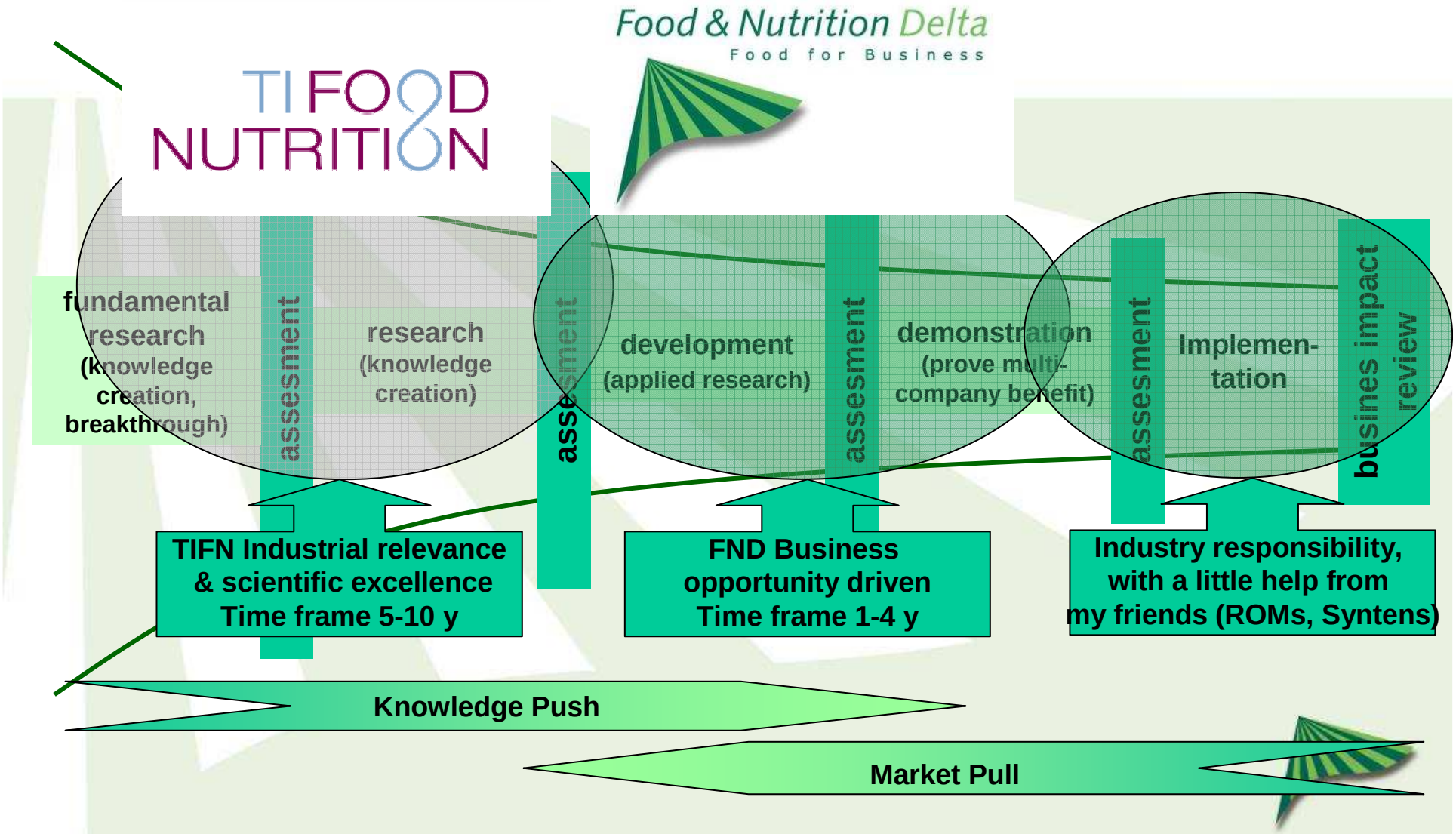
Food for Business



Food & Nutrition Delta is….

- Part of the Innovation Programme Food & Nutrition, a Public / Private Partnership
- From companies, for companies, with companies
- Owned by a foundation FND
- Supported by & executed with the ministry of Economic Affairs
- Built together with the ministries of Agriculture, Nature & Food Quality, and Public Health.
- Now residing under the ministry of Economic Affairs, Agriculture & Innovation.

Position in funnel



TI Food and Nutrition's partnership



Food & Nutrition Delta's partnership

Plus:

In total 383 companies

90% SME

22 knowledge providers

Update january 11 Food & Nutrition Delta

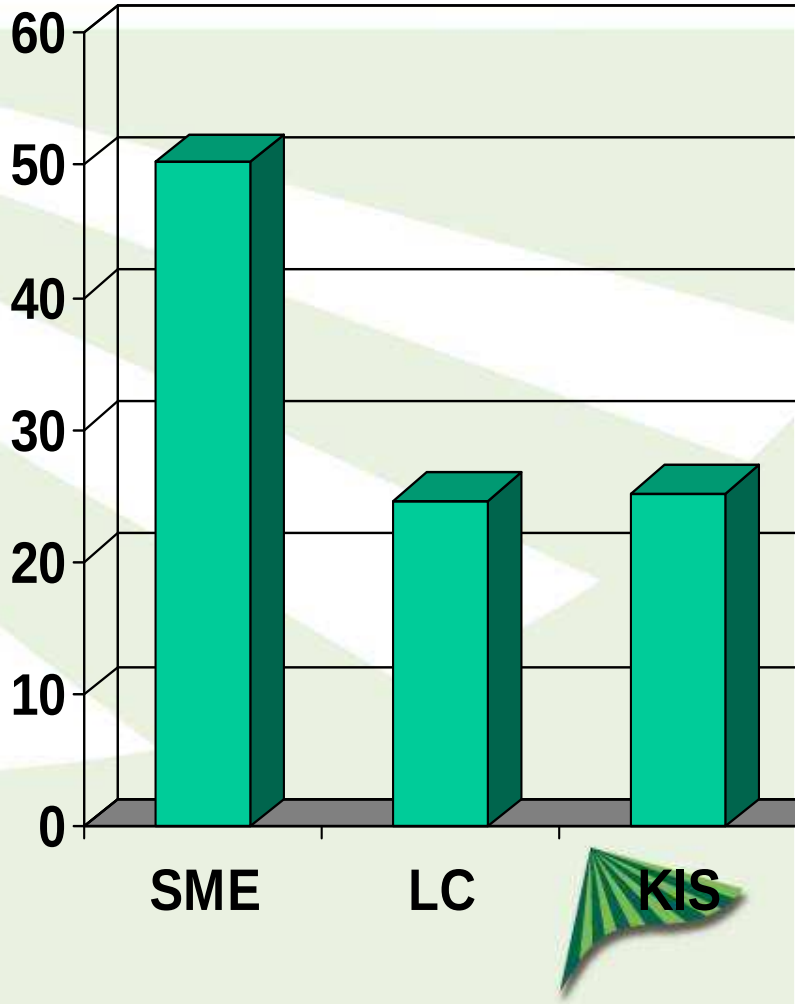
Key figures:

- 273 projects, 501 applied for.
- Partners: over 410; 383 companies, **90% MKB.**
- Of the companies, **79%** did not innovate before.

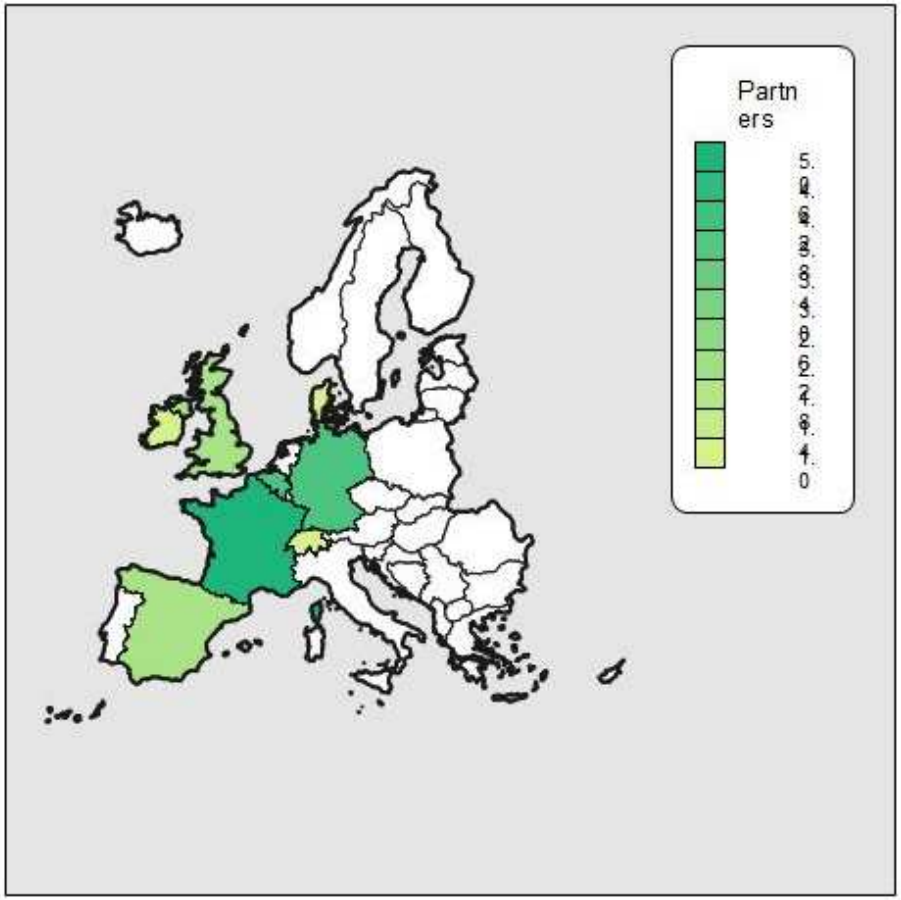
- ***Feasibility*** 6,6 M€ in 163 projects;
- ***SME-innovation***: 14,6 M€ in 58 proj.;
- ***Innovation***projects 35,6 M€ in 52 proj.

- 57,0 M€ co-investment leveraged to 138,9 M€ projects budget.

- **Distribution:**

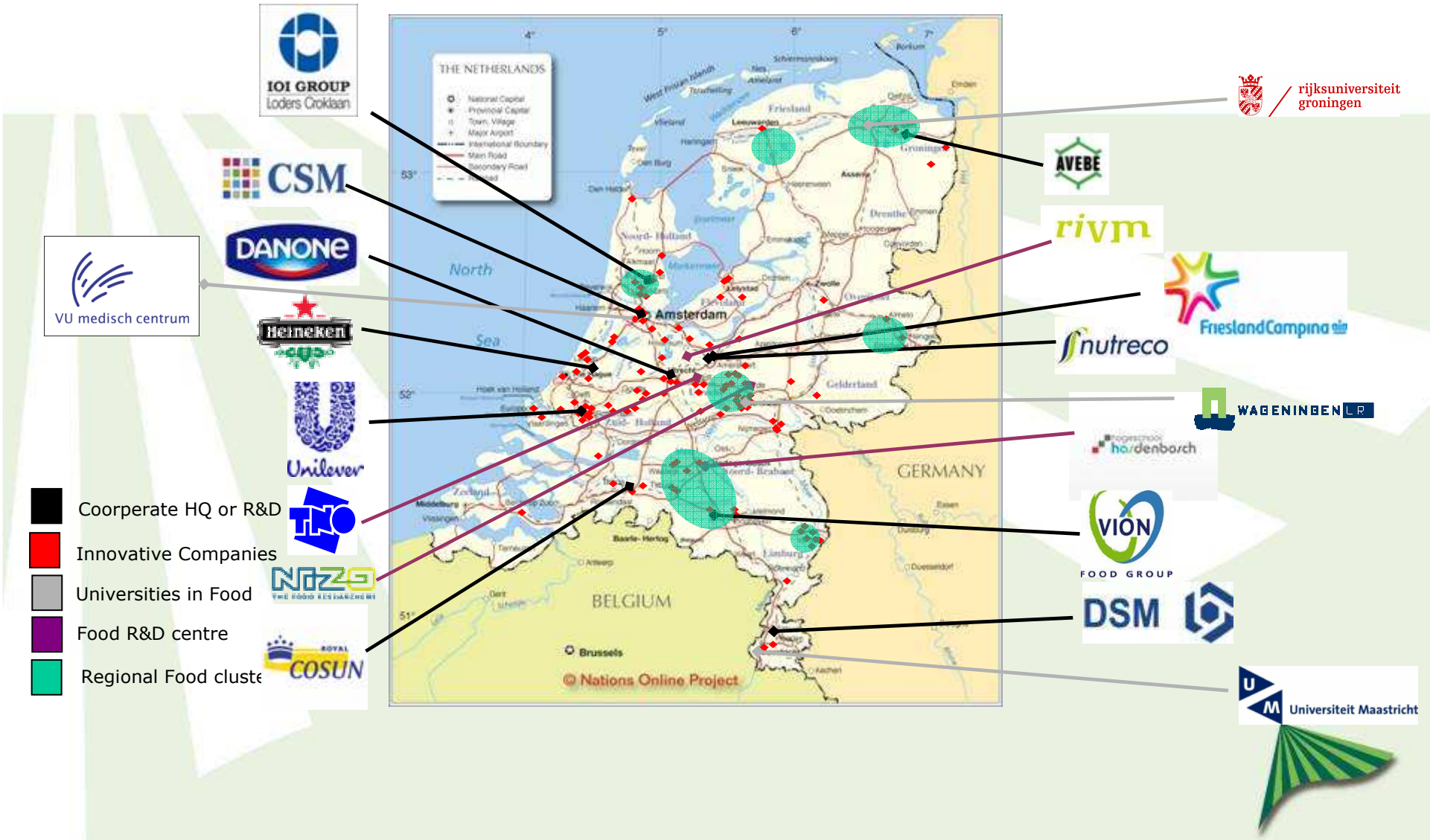


Cooperation in FND projects



23 foreign participants (+Canada, Costa Rica and South-Korea)

Food landscape in the Netherlands



Dutch development



- One single blockbuster



- That, even with Unilever, was copied



Current approach

- EFSA: ‘Pr
- Hence: un



PHILIPS

Let's make things better.

- We don’t bash EFSA, we talk to the EU Parliament.

The solution...



Food & Nutrition Delta

Food for Business



(Have A Nice Day!)

Empowered by
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