WORKING TOGETHER TOWARDS A BALANCED DIET

With the Convention for a Balanced Diet, Belgian food companies, retailers, restaurant franchises, collective kitchens and the Belgian government are joining forces to help consumers adopt a healthier and more balanced diet. These specific commitments across the food sector make Belgium a European forerunner.

of the average

sugar content

WHAT HAS ALREADY BEEN WHAT'S ON THE TABLE TODAY? ACHIEVED IN BELGIUM TODAY? and/or focus on a more contribute to a SALT INTAKE REDUCTION OF ENERGY extensive **OPTIMISATION** of the INTAKE **NUTRITIONAL COMPOSITION** CHOCOLATE PRODUCTS SOFT DRINKS PLANT AND SOY BASED DRINKS -5% average sugar TRANS FATS LESS THAN DAIRY PRODUCTS BISCUITS BREAKFAST CEREALS % of the energy intake, in line with the -3% saturated fats recommendations of the Belgian Superior Health Council wholegrain cereals fibres sugars Working on the nutritional composition of the food SAUCES, NECTARS, MEAT PRODUCTS, MARGARINES, ICE CREAM, SUGAR, CHOCOLATE AND BISCUITS, products, portion size and/or READY MEALS BAKERY PRODUCTS, POTATO PRODUCTS, SNACKS AND NUTS consumer awareness AUTUMN Responsible marketing: 2016 Belgian advertising code & Belgian Pledge (children < 12 years) Various initiatives with regard to the composition of products, Develop commitment through joined working groups the portion size and/or consumer awareness. (brands and private labels) Training, research and development of products Expanding product range WHICH PRODUCT CATEGORIES HAVE ALREADY DEFINED SPECIFIC TARGETS FOR 2017 - 2020 ? and offer SOFT DRINKS DAIRY PRODUCTS **ADDITIONAL** ADDITIONAL so in **total** so in **total**

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sugar content



WHAT IS THE ROLE OF THE GOVERNMENT?

- Monitoring
- A global food and health action plan
- Information and awareness
- Optimisation of the legal framework
- Support scheme for research
- A more fiscally attractive R&D?

AFTER EVALUATION 2017 & 2018*

Potential commitment until 2020

* For the sectors of FEVIA, part 1 of the commitment covers the period from 1st January 2012 until 31 December 2016.

For the sectors of COMEOS, part 1 of the commitment covers the period from 1st January 2012 until 31 December 2017.