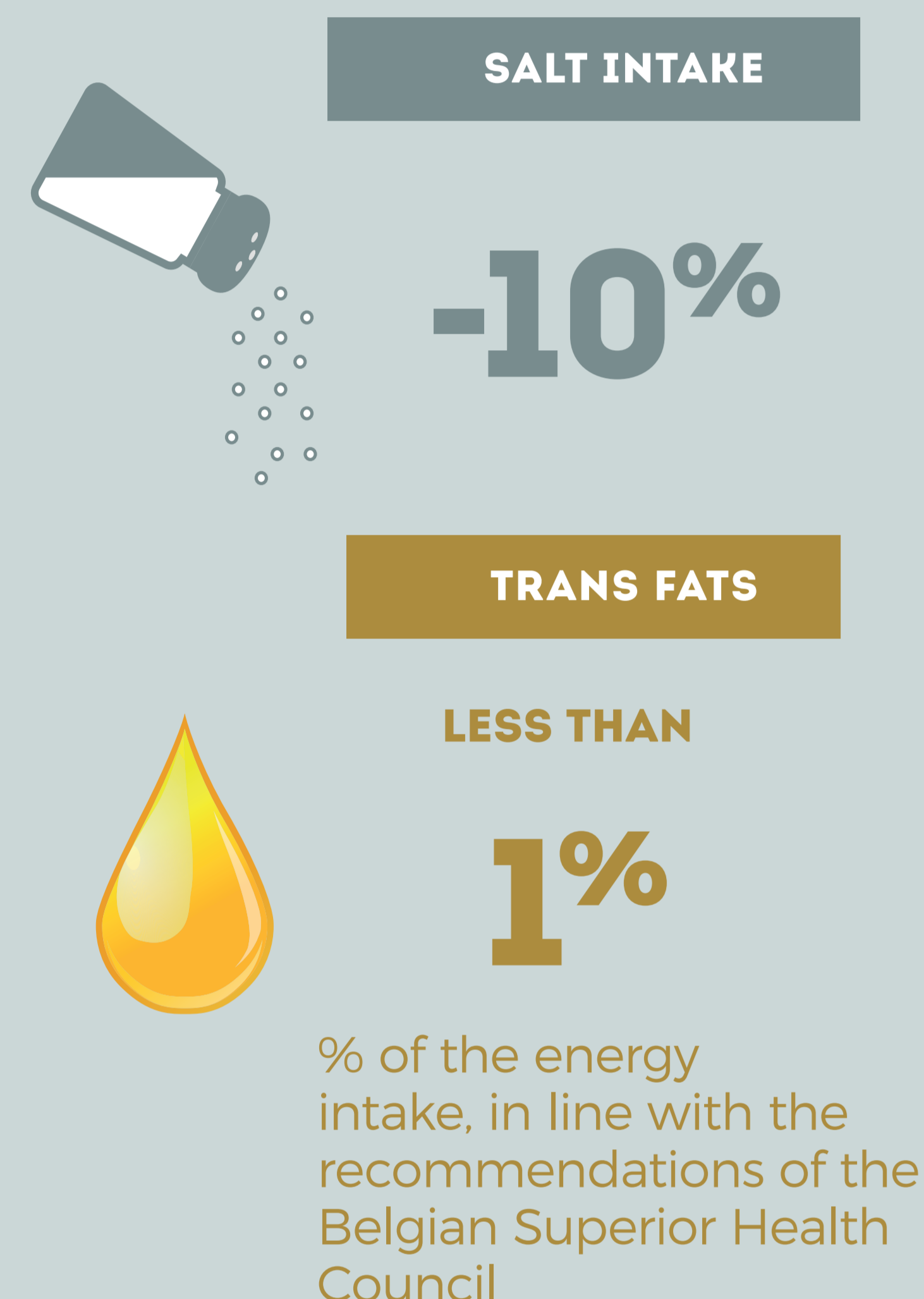


# WORKING TOGETHER TOWARDS A BALANCED DIET

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.

## WHAT HAS ALREADY BEEN ACHIEVED IN BELGIUM TODAY?



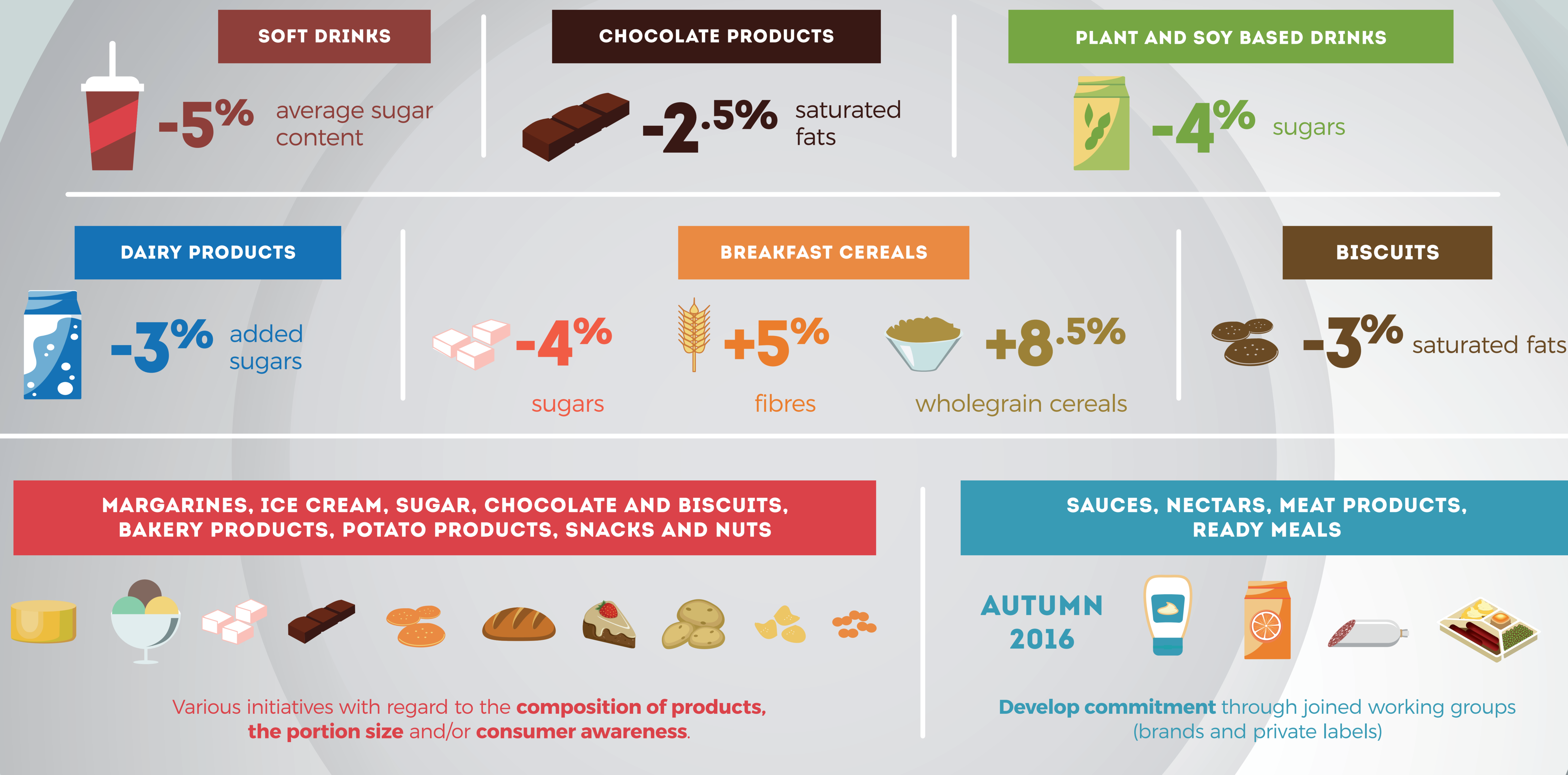
- Working on the **nutritional composition** of the food products, portion size and/or consumer awareness
- **Responsible marketing:** Belgian advertising code & Belgian Pledge (children < 12 years) 
- **Training, research and development of products**
- **Expanding product range and offer**

## WHAT'S ON THE TABLE TODAY ?

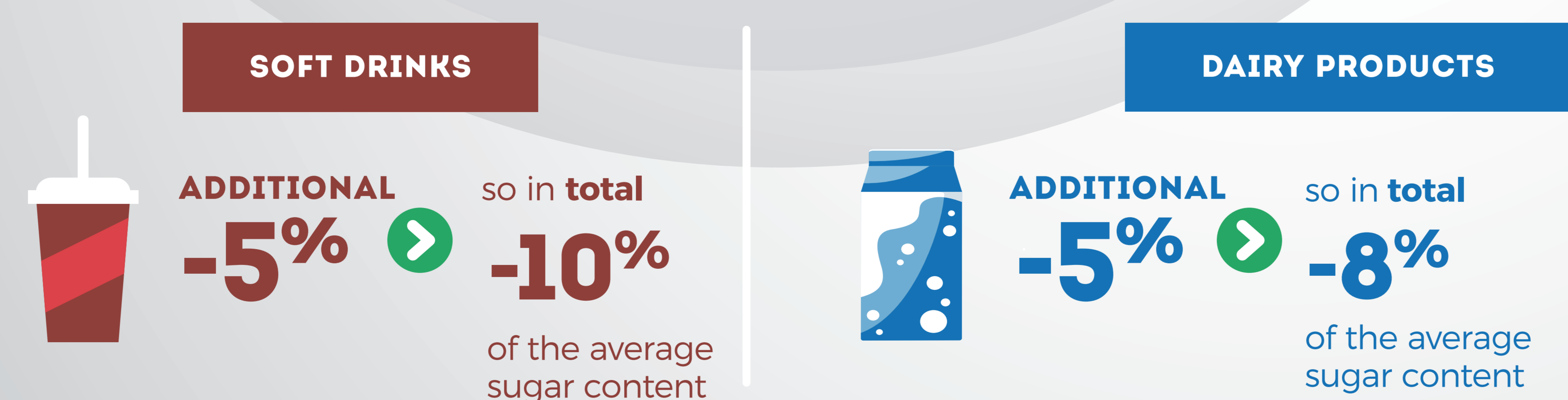
**-5%**

contribute to a **REDUCTION OF ENERGY INTAKE**

and/or focus on a more extensive **OPTIMISATION of the NUTRITIONAL COMPOSITION**



## WHICH PRODUCT CATEGORIES HAVE ALREADY DEFINED SPECIFIC TARGETS FOR 2017 - 2020 ?



## 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.