Best-ReMaP

Healthy Food for a Healthy Europe

WP 5 - REFORMULATION AND PROCESSED FOOD MONITORING

Monitoring the food market for a healthy Europe

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29.10.2020

WORK Package 5 - Reformulation and processed food monitoring

Work package Leaders & Team

27 beneficiaries
22 countries
WP leader: Anses

Co-funded by the Third Health Programme of the European Union

Audiences to hear about our work

Professional audiences : food regulators, ministries of health and agriculture, food producers, retailers, dieticians, nutrition experts

Lay audiences: nutrition aware consumers

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Direct benefits to European citizens

The activities of this Work Package will:

- ✓ Give an overview of the **nutritional quality of the food**
- ✓ Allow **comparisons between countries**
- ✓ Provide data to evaluate and adapt **nutrition policies**
- ✓ Identify best formulation to incite manufacturers **to improve the nutritional quality** of their products

Key information: nutritional quality monitoring / tool for nutrition policy / promoting reformulation

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Objectives of WP 5

Objective 1

Share and promote the best practices on how to implement a European sustainable monitoring system for processed food reformulation

- Food group prioritization
  New technologies and digital source of data evaluation
- Dissemination of the methodology
- Implementation of a 1st snapshot
- Implementation of a 2nd snapshot
- Trend assessment

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Tasks and responsibilities

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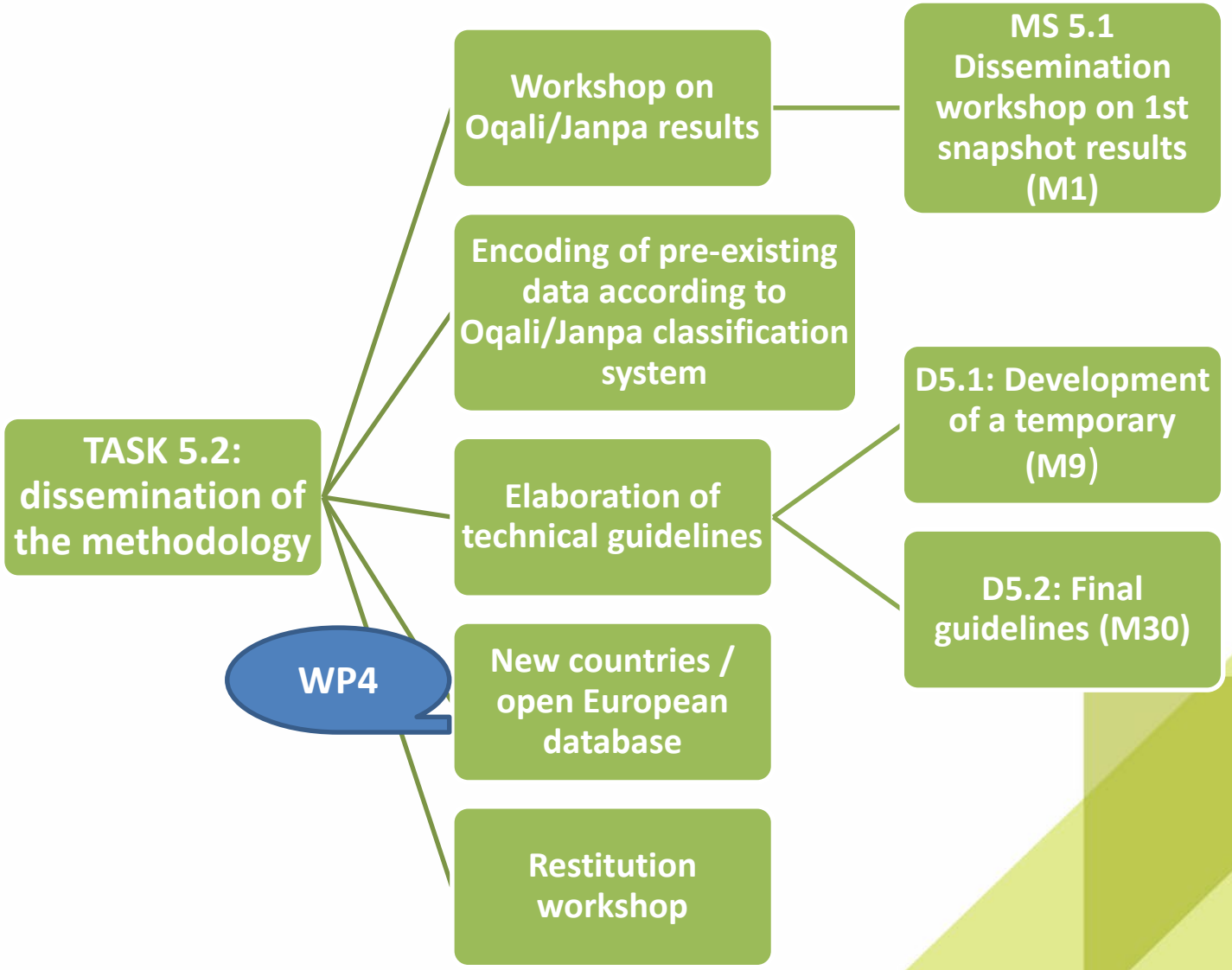
Tasks and responsibilities



Tasks and responsibilities

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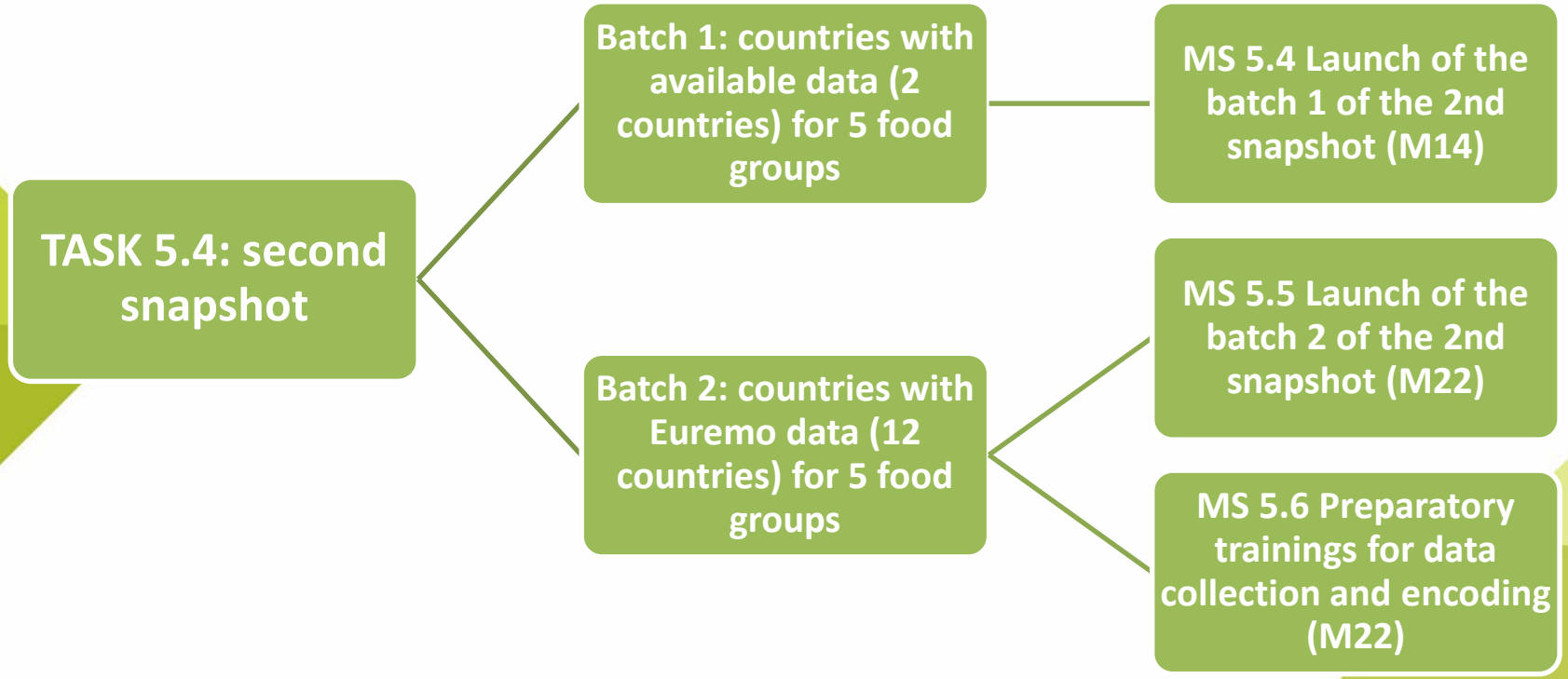

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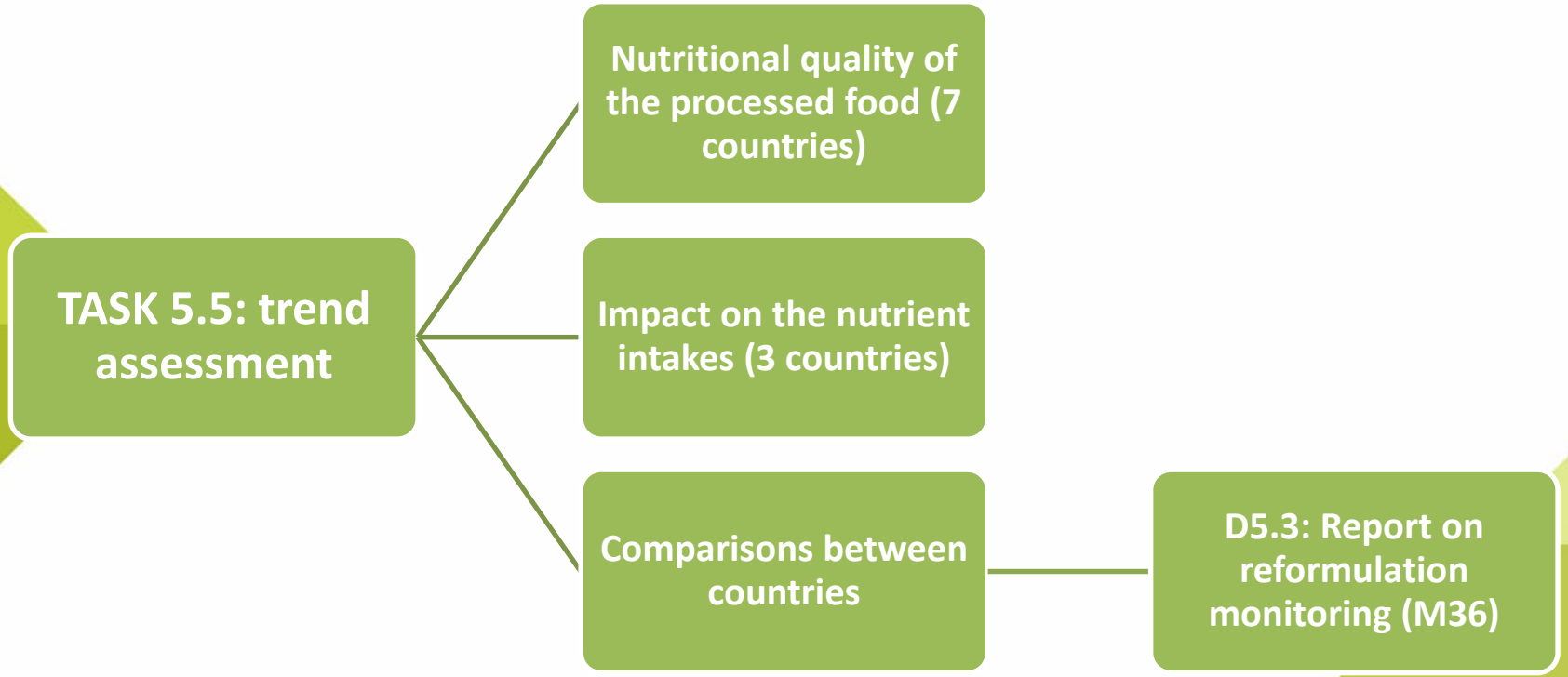
Tasks and responsibilities



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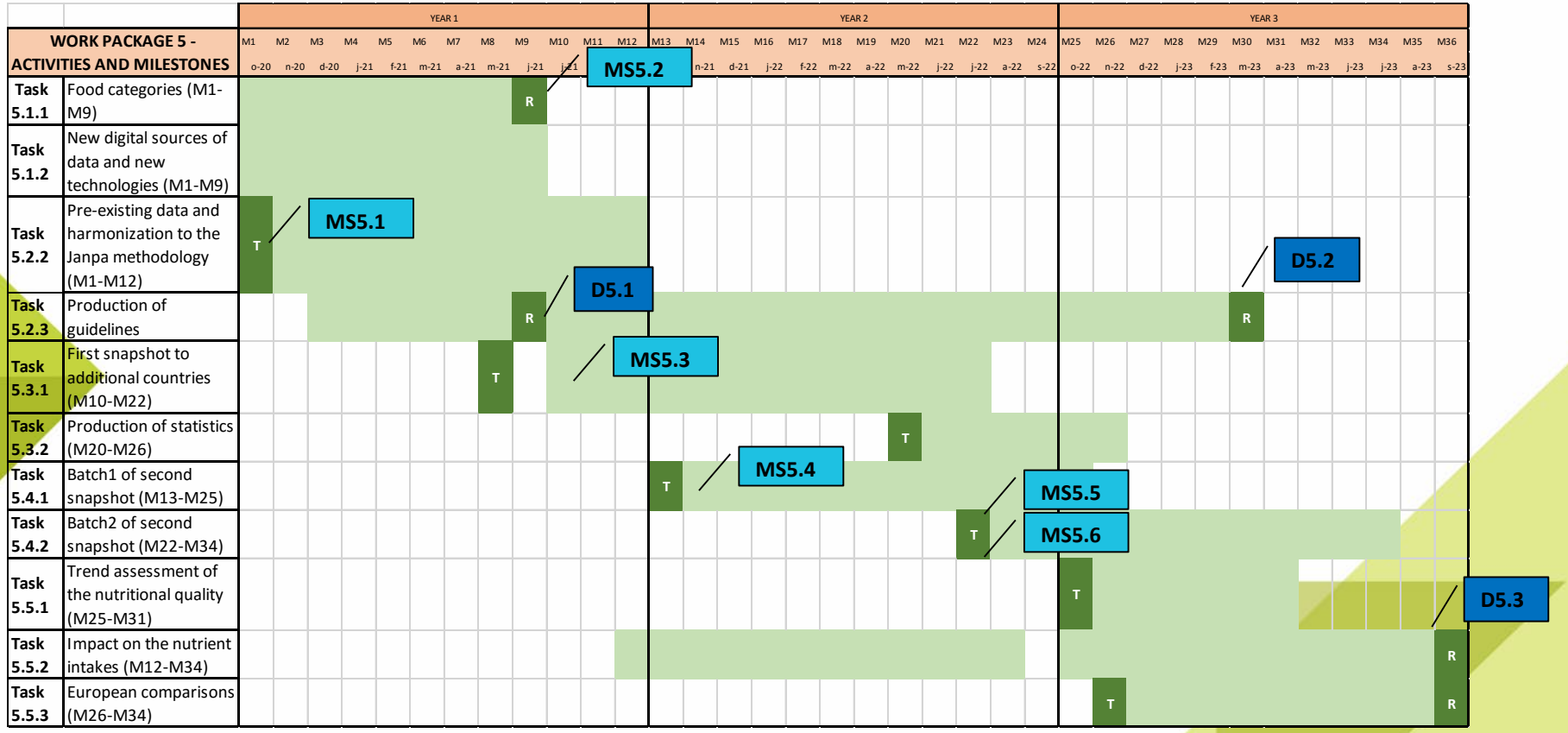
Timeline of activities



T: Training
R: Report

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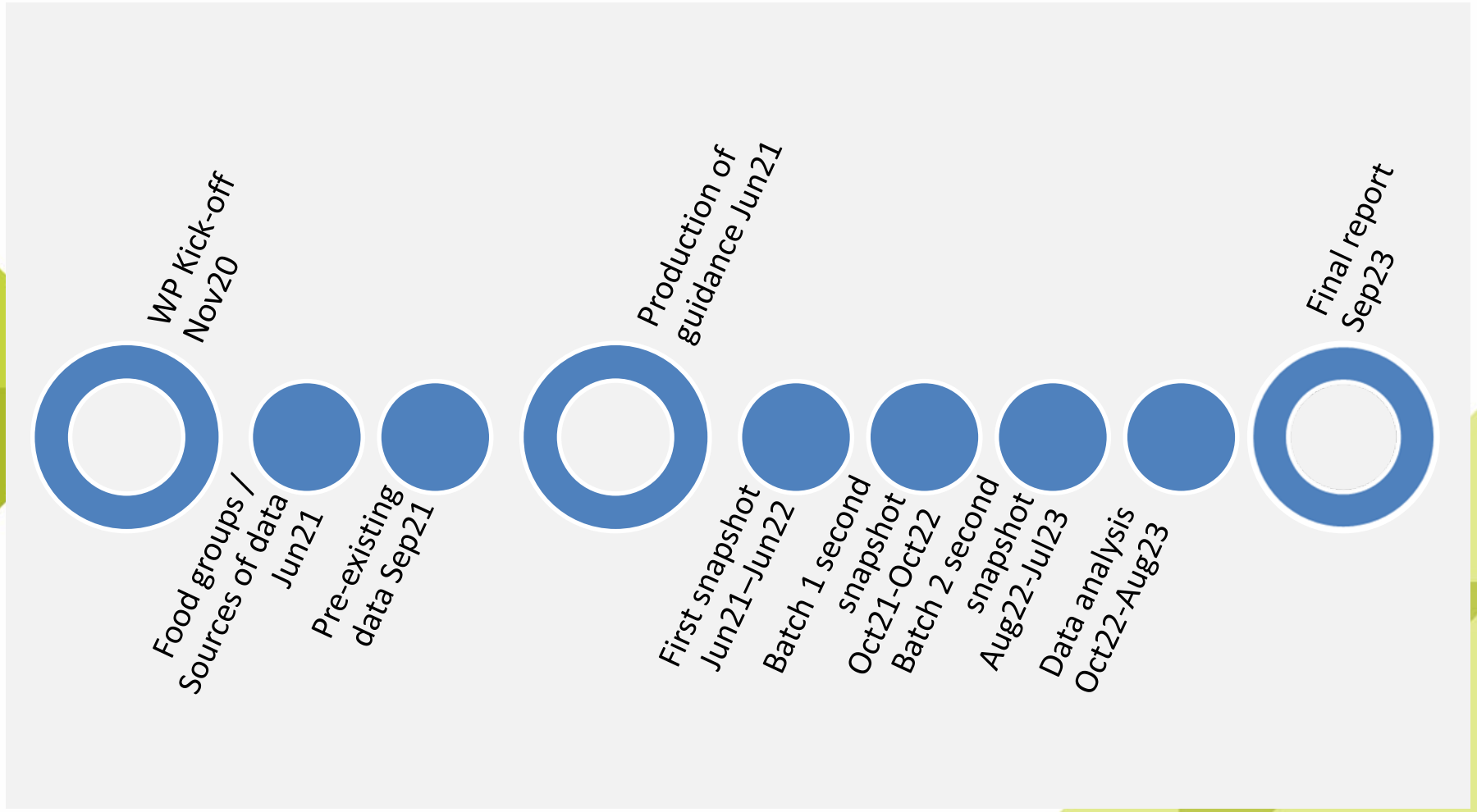
Timeline of activities



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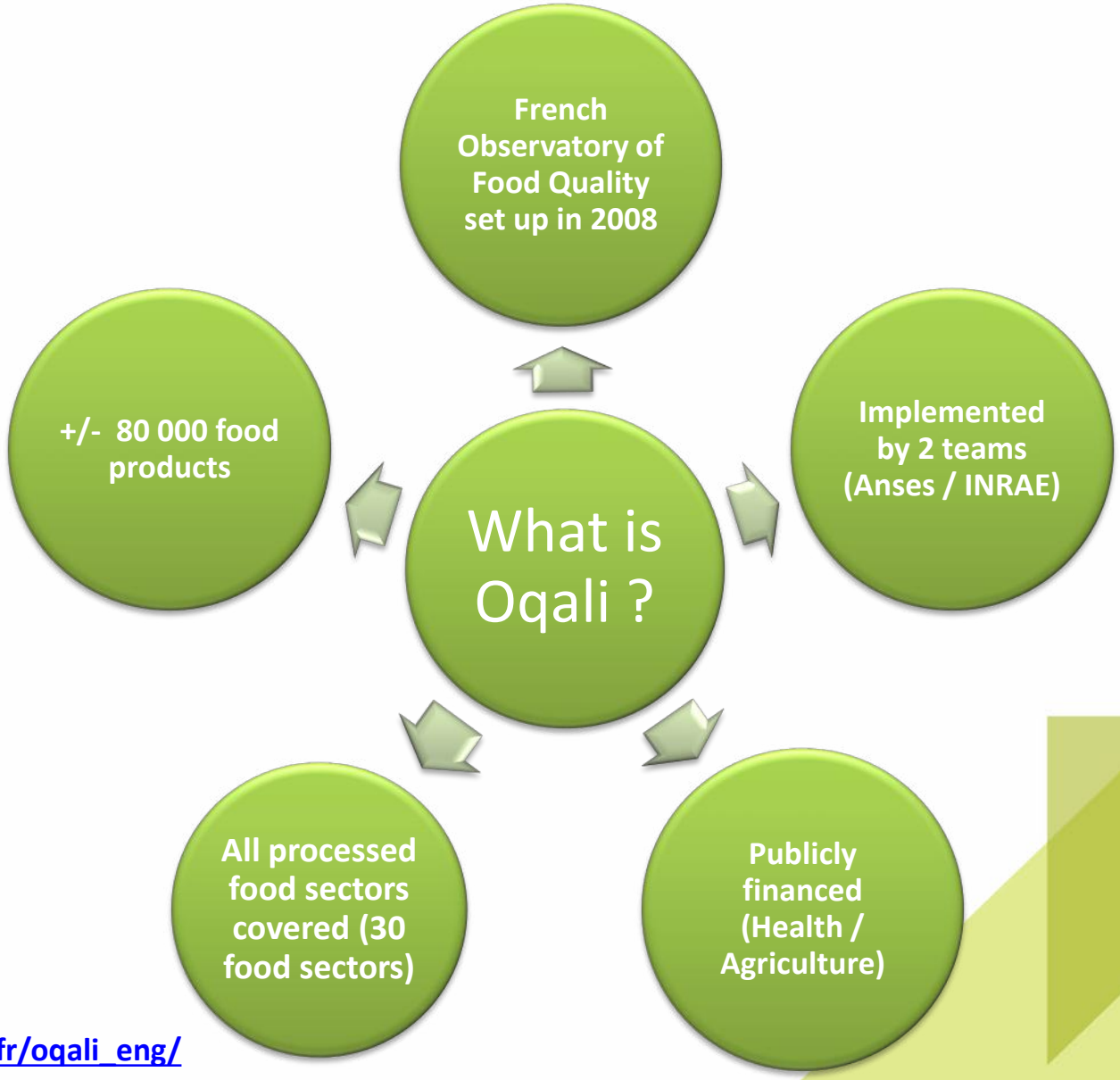

https://www.oqali.fr/oqali_eng/

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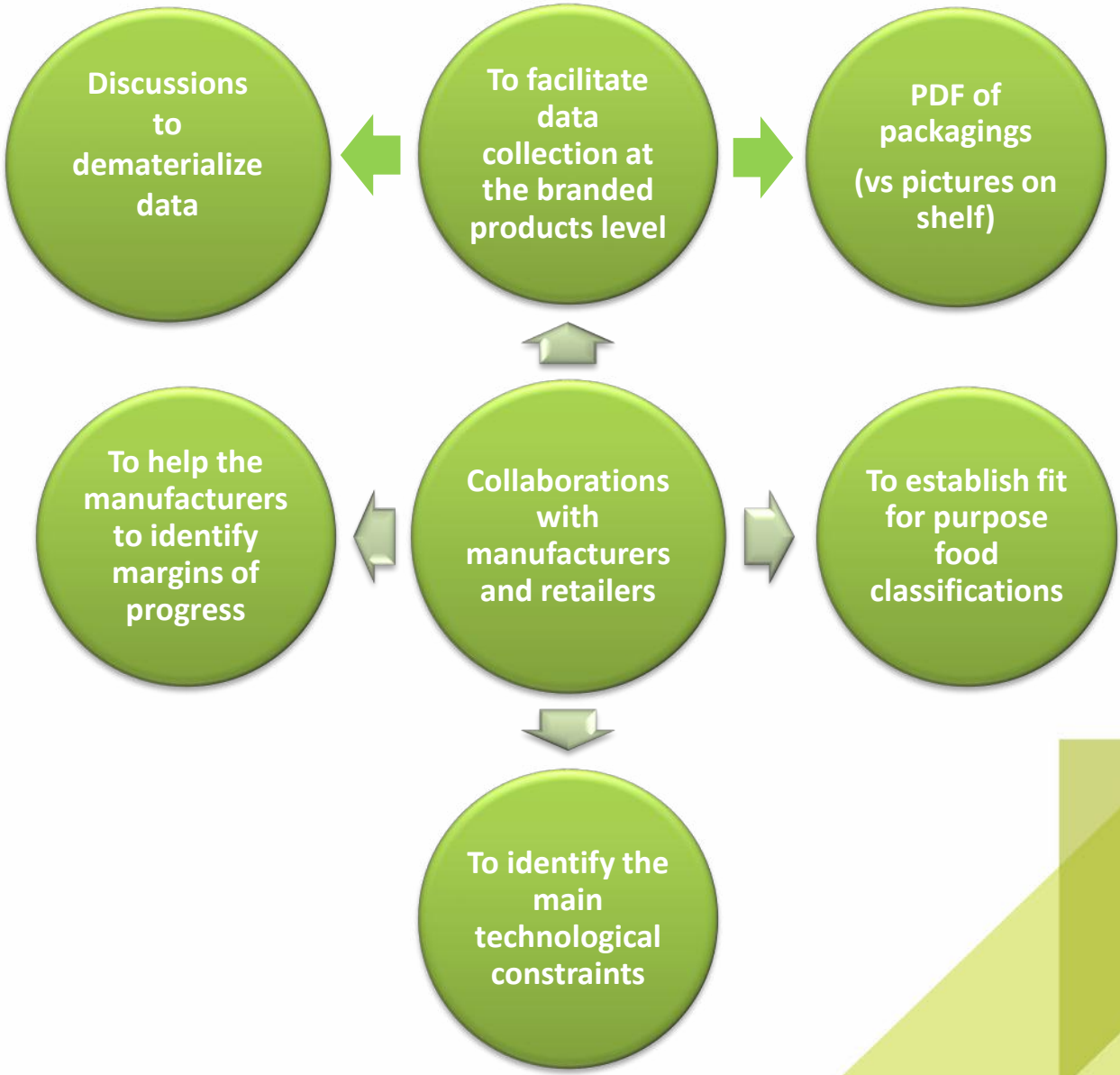

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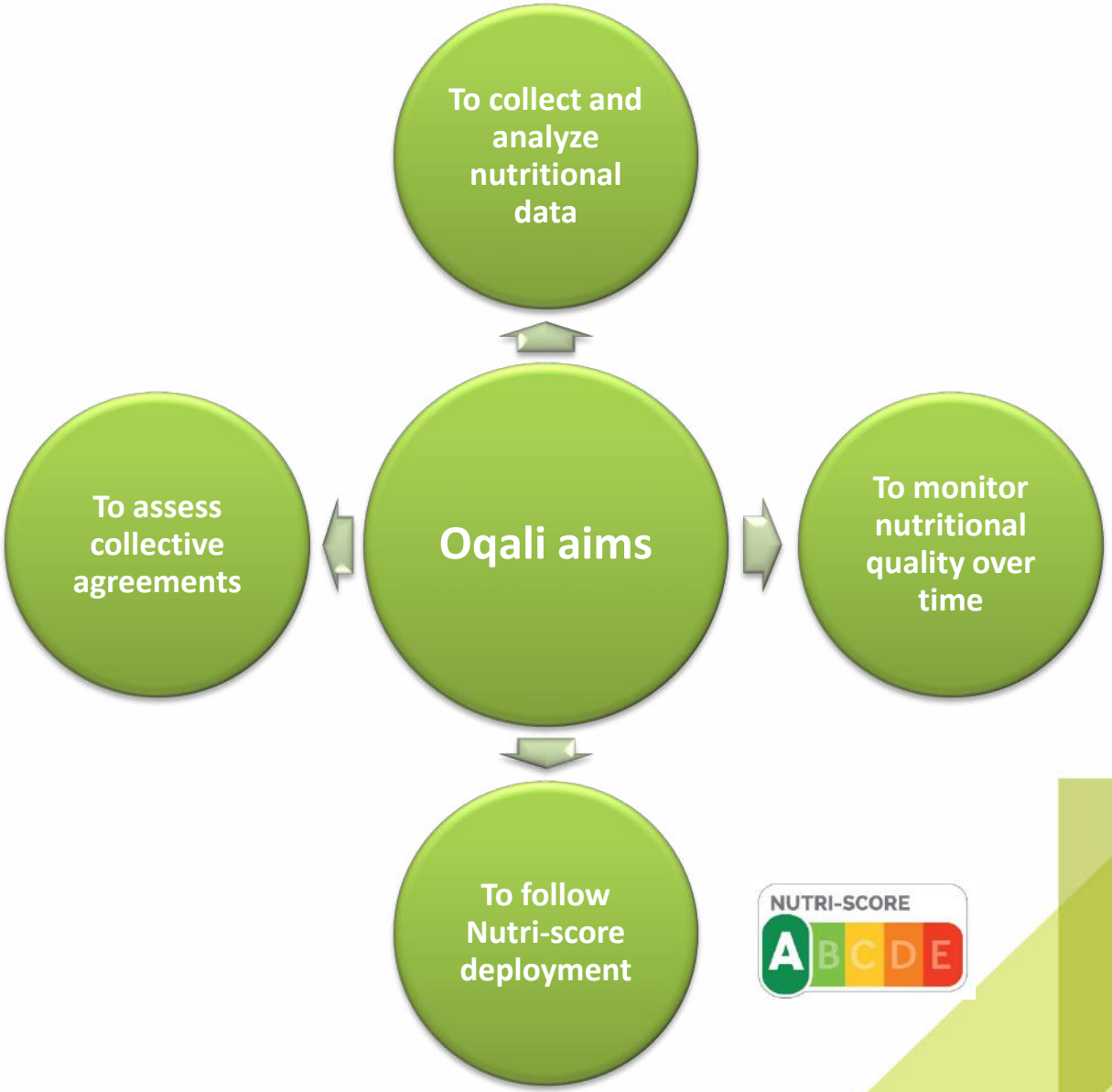

⇨ **Decision tool for the French authorities**

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⇨ Codification of the data before analysis

Oqali outcomes

Specific food sector studies

Monitoring of:

- ✓ Food offer
- ✓ Nutritional information (health and nutritional claims, serving size,…)
- ✓ Nutrient contents
- ✓ Nutrient composition variability

Thematic studies

- ✓ Impact of reformulations on consumer nutrient intakes or volumes of sold nutrients
- ✓ Ingredients study on all the food categories

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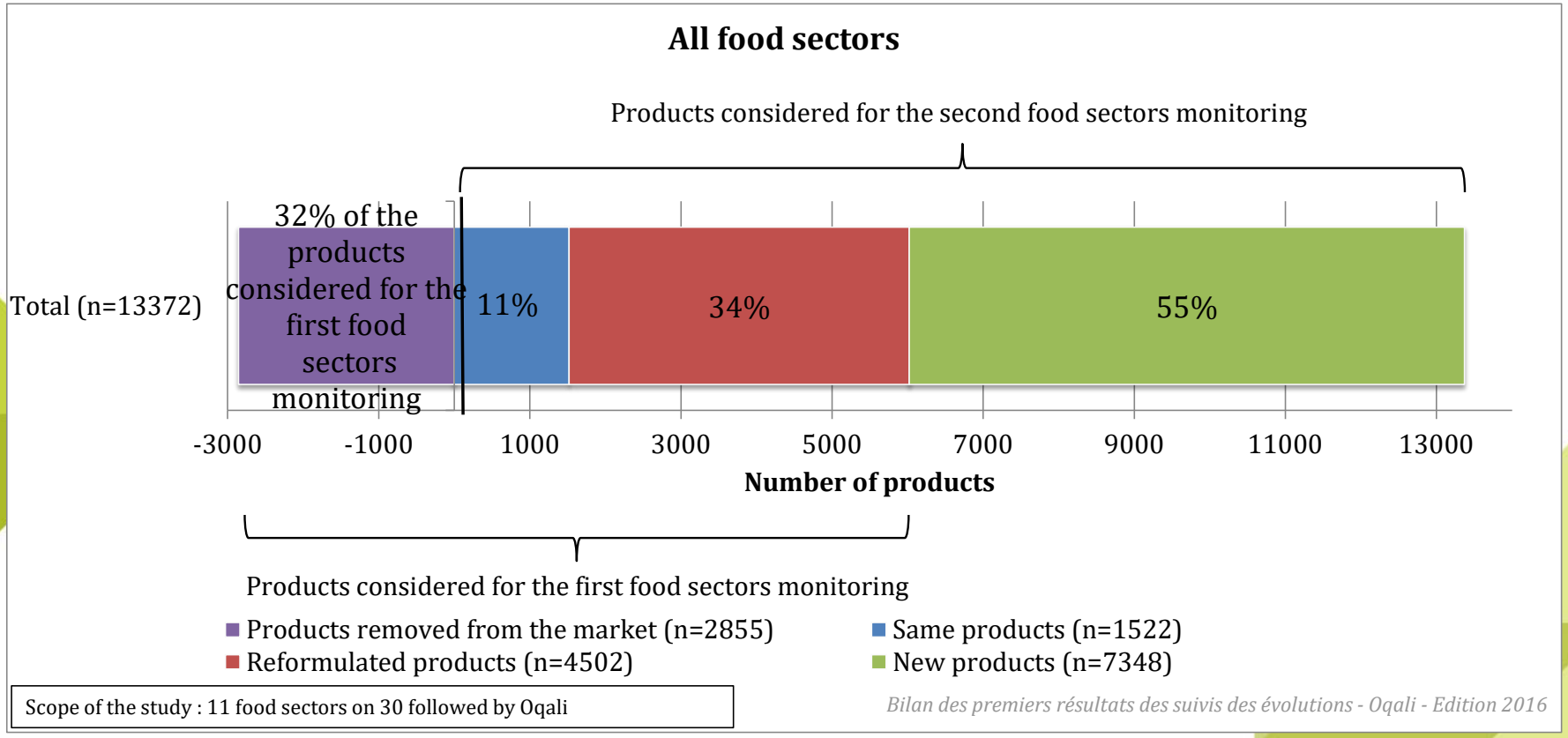
Food supply turnover



⇨ Significant renewal between first and second food sectors monitoring

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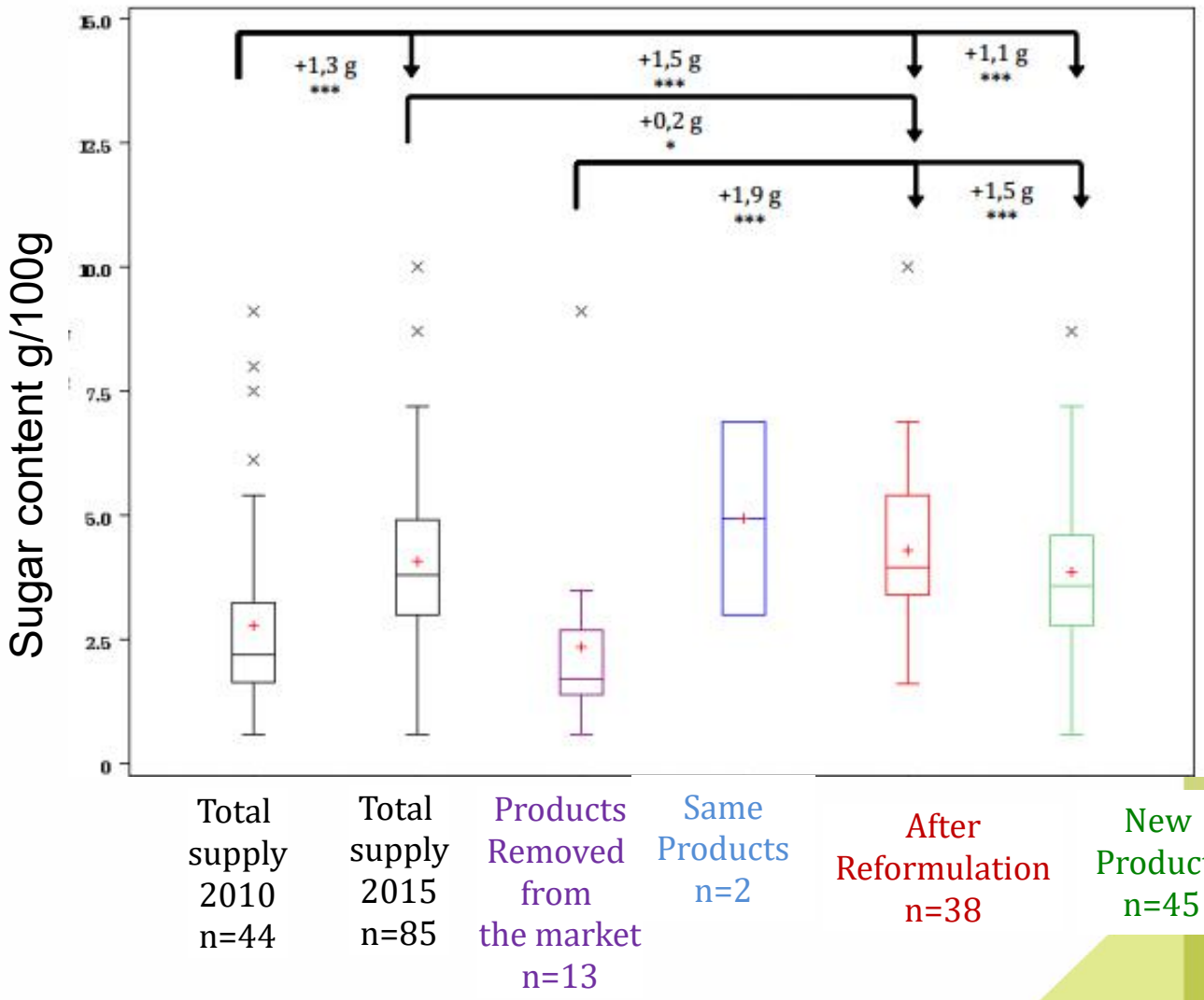
Sugar content distribution for pizza containing ham and cheese



⇨ Impact of the food supply turnover on the nutritional quality

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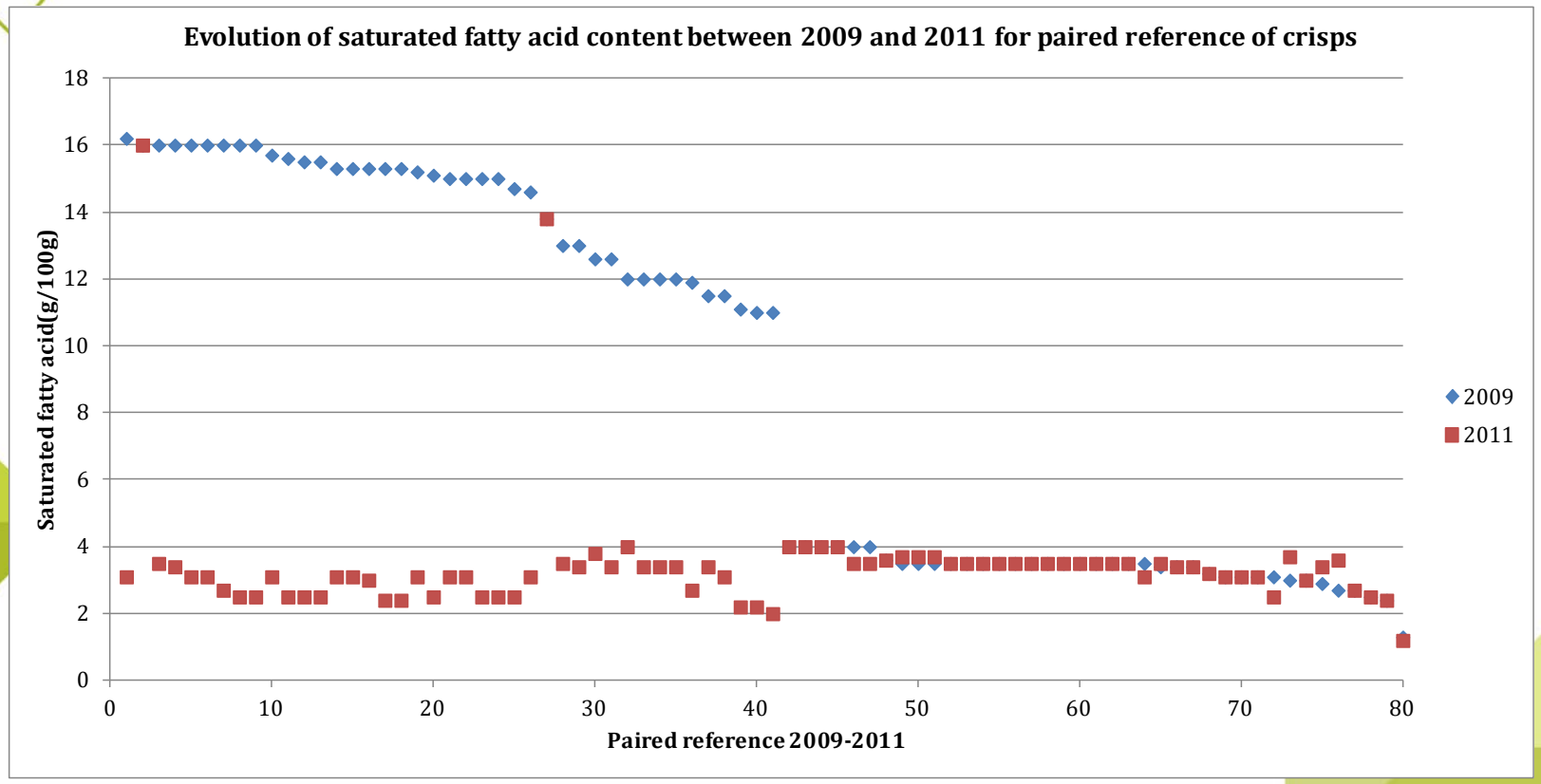


⇨ Decrease of saturated fatty acid content for 55% of the paired references = product reformulation

⇨ Approach started by some food operators from 2009

Main Oqali Results

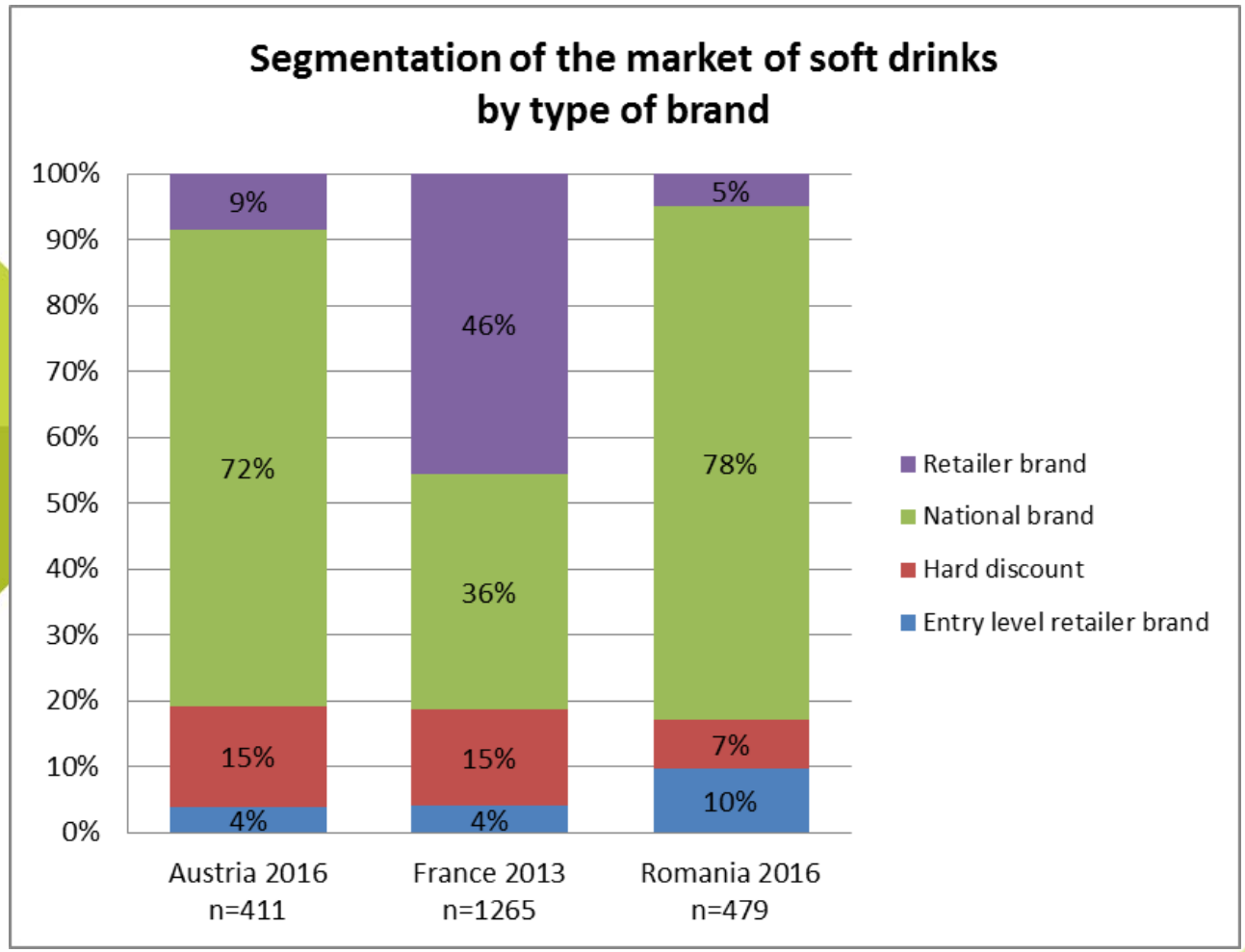
⇨ **An important turnover of processed products**

⇨ **Some evolutions of the nutritional composition, but in a limited number of products, and not necessary in the way of an improvement of the nutritional quality**

⇨ **With a limited but significant impact on nutrients intakes**

⇨ **Necessity to monitor food reformulation and nutritional quality of food supply at the branded product level**

Janpa: Segmentation of the market by type of brand for soft drinks



- ⇨ High prevalence of national brands in Austria and Romania ≠ France
- ⇨ Different segmentation of the market in the 3 countries

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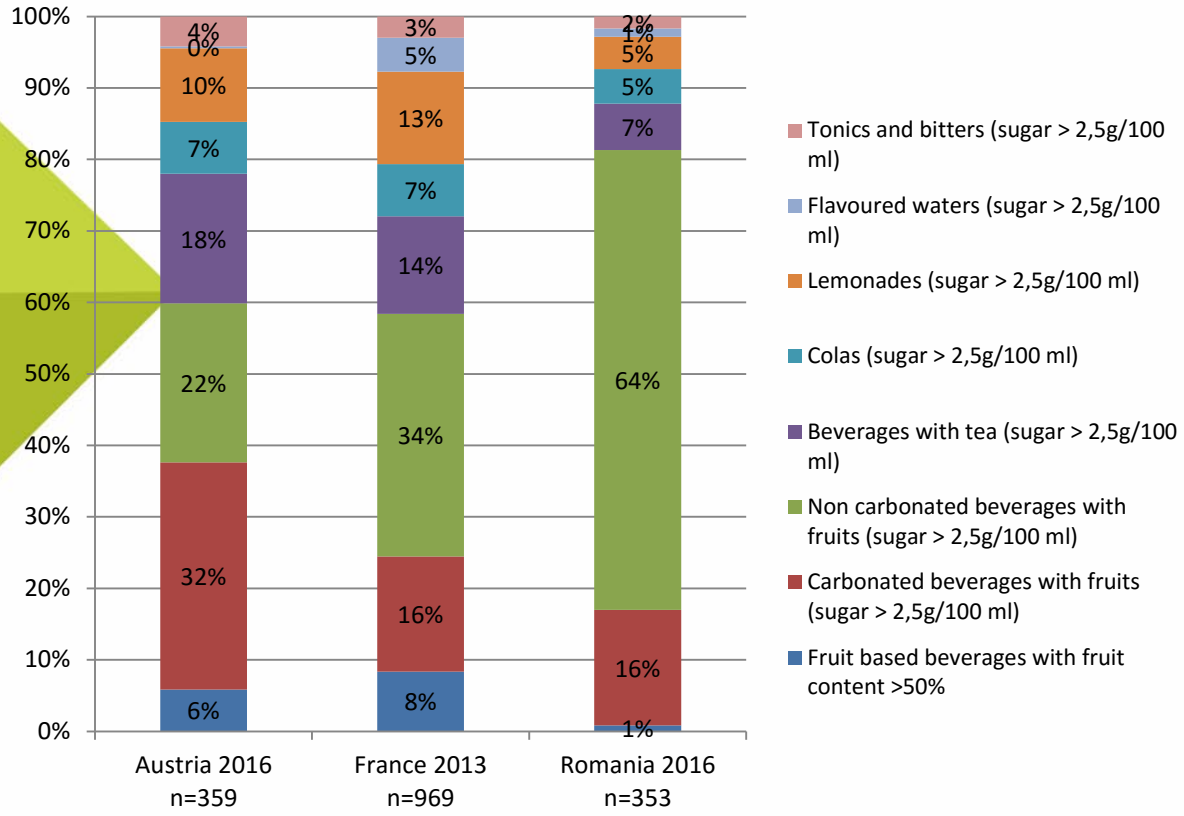
Janpa: Segmentation of the market by family of product for regular soft drinks

Proportion of the different families of products for regular soft drinks (in number of references)



- ⇨ Prevalence of beverages with fruits in the 3 countries (60-80%)
- ⇨ Much more non carbonated beverages with fruits in Romania
- ⇨ Different food offer in the 3 countries

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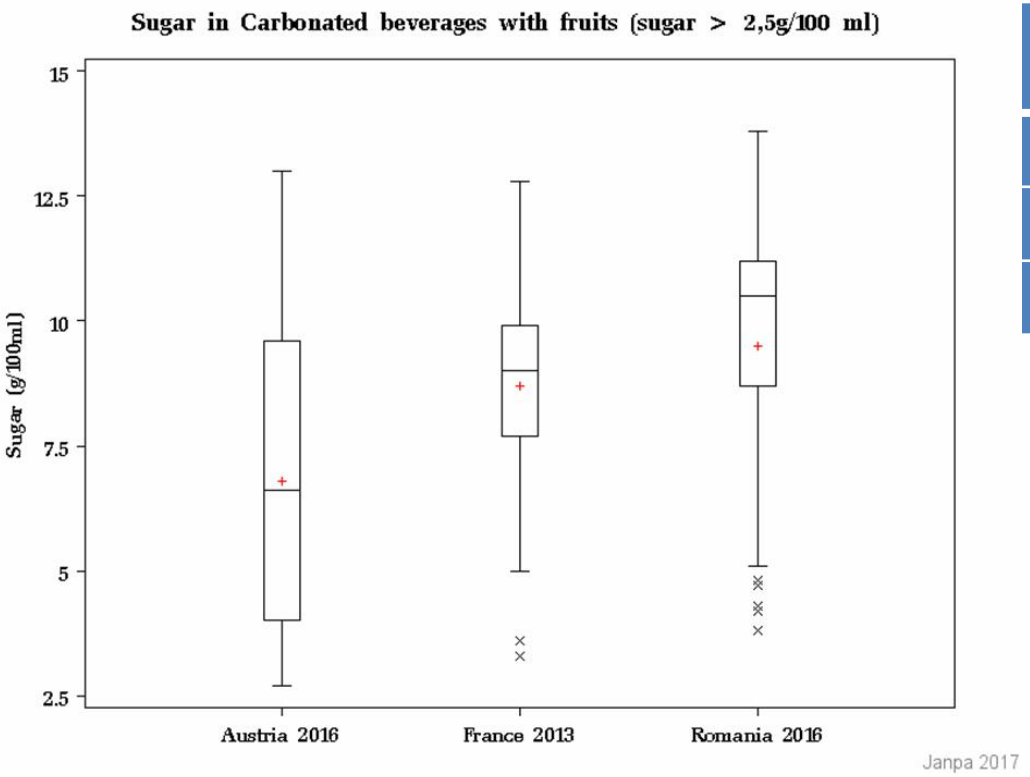
Comparison of sugar content in soft drinks between countries



Country	Number of products	Mean value	Standard deviation	Minimum value	Maximum value
Austria (2016)	114	6,8 [c]	2,8	2,7	13,0
France (2013)	150	8,7 [b]	1,7	3,3	12,8
Romania (2016)	57	9,5 [a]	2,6	3,8	13,8

⇨ High variability

⇨ Significant difference between the 3 countries but same variability of results

Janpa: comparison of sugar content in soft drinks for common references

2155 products → 33 common references → 21 similar products

⇨ Few common references

⇨ The same reference may have different formulations in different countries (adaptation to local taste / delay in implementation of reformulation / different owner of the brand)

⇨ **Food producers should be encouraged to reformulate some of their references on the basis of the "best in class" products, in order to reduce the sugar content of soft drinks in all countries**

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Janpa : main results for soft drinks

Resources

Janpa

2 countries (AUS/ROM)

890 soft drinks + 520 breakfast cereals

+/- 300 hours

(2 months)

Best-ReMap

Additionnal work:

List of ingredients

Follow up (T+1)

1 month/food sector for T0

2 months/food sector for T+1

⇨**Necessity to have a qualified and experimented person for data entry (with knowledge in nutrition)**

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Conclusions of Janpa

⇨ Monitoring tool managed by public authorities and fed by industry necessary

- to qualify the nutritional quality of the food offer
- to follow up the impact of the nutrition policies deployed

⇨ Necessity to work at the brand and at the country level

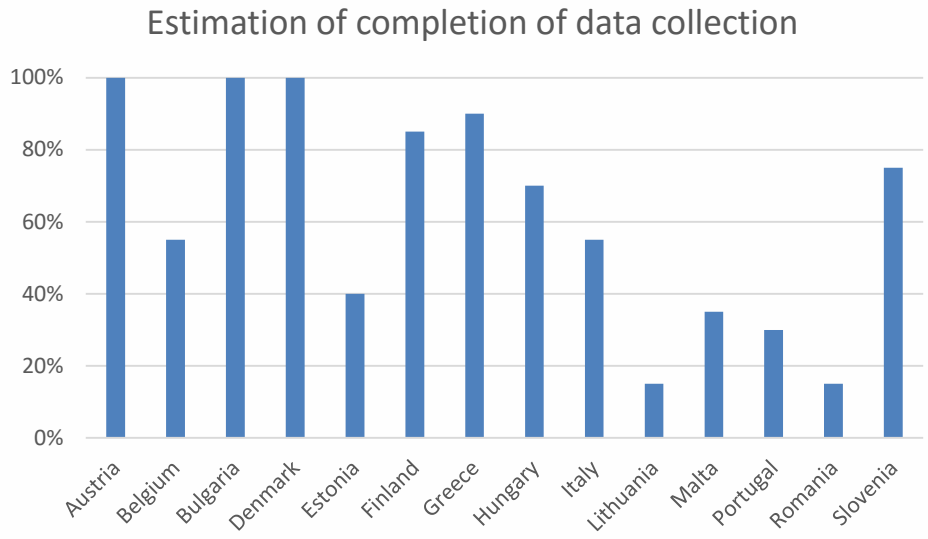
- the offer varies depending of the country
- but also because the composition of the products can be different from one country to another

⇨ Methodology used in Janpa possible to implement in other European countries to collect and process nutritional data: Euremo / Best-ReMap

Pending issues

- **Interaction with Euremo: delay in the data collection due to Covid 19**

Country	Austria	Belgium	Bulgaria	Denmark	Estonia	Finland	Greece	Hungary	Italy	Lithuania	Malta	Portugal	Romania	Slovenia
Number of products gathered	2911	1339	1665	2303	811	4226	3192	2993	1429	391	698	953	408	2426
Estimation of completion	100%	55%	100%	100%	40%	85%	90%	70%	55%	15%	35%	30%	15%	75%



⇨ Data collection still on going in 11 countries

⇨ Possiblity to achieve data collection regarding Covid situation ?

Pending issues

- **Interaction with Euremo:**

Impact on task 5.4.2: Batch2 of second snapshot for countries with a first snapshot covered by EUREMO project (12 countries) – M22

⇨ As the time gap will not be sufficient (<24 months) second snapshot will allow to:

- ✓ Complete Euremo data collection (=completion of first snapshot for untreated sectors)
- ✓ Realize partial follow up (limited to some sectors or some products, depending of Euremo progress)
- ✓ Disseminate the methodology for the follow up among participating countries for future data collection

Pending issues

- **Confidentiality of pre-existing data**

Impact on task 5.2.2: Analyses of the pre-existing data and harmonization to the JANPA/Oqali methodology (6 countries) – M1

Objective of the task= codification of data for use in trend assessment

- ✓ Codification of data and calculation of statistics will be realized by each partner, no circulation of raw data needed among partners
- ✓ For comparisons between countries (realized by Anses), data will be sent to Anses but results will be anonymized before publication (as for Janpa)
- ✓ Publication of results at aggregated level only in the report (family of products) or with anonymized products (for comparisons)

⇨ Is that acceptable for all partners (to be discussed during the first webinar)?

Best-ReMaP

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Thank you for your attention!

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The Joint Action focusing on the implementation of validated best practices in nutrition – Best-ReMap

This presentation arises from the Joint Action Best-Remap. This Joint Action is addressing the adaption, replication and implementation of effective health interventions, based on practices that have been proven to work in the areas of food reformulation, framing of food marketing and public procurement of healthy food in public settings, under the framework of the Third Health Programme (2014-2020). Sole responsibility lies with the author and the Consumers, Health, Agriculture and Food Executive Agency is not responsible for any use that may be made of in the information contained therein.