Best-ReMaP
Healthy Food for a Healthy Future

FABLE – the JRC Food and Beverages Labels Explorer

Jan Wollgast, Joana Dias & Eva Grammatikaki

18.09.2023

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the Health Programme
of the European Union

FABLE – the JRC Food and Beverages Labels Explorer

Facilitating the food offer monitoring in Europe

Jan Wollgast, Joana Dias & Eva Grammatikaki

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European Commission

Outline

Background

Methodology

Panel Discussion

European Commission

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Background

- The need for food reformulation & monitoring
- Policy Context – Best practice - FABLE

Methodology

Panel Discussion

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The need for food reformulation & monitoring

- High intakes of salt, sugars, total and saturated fats have been linked with higher prevalence of various non-communicable diseases. However, the actual range of intakes in adults across Europe for all these nutrients of concern is above the recommendations.

- According to WHO, '*reformulation policies for healthier food and beverage products*' is one of the NCD Best Buys to tackle unhealthy diets. To monitor the evolution/change, there needs to be a systematic collection of data across EU countries, and it needs to be available to the key stakeholders.

- However, currently there is a 'black box': no systematic approach to collect and access data to allow a continuous monitoring of the food supply. Industry reports success stories, with no possibility to verify data independently.

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Policy context – Best practice - FABLE

EU frameworks

- Salt reduction framework
- Framework for selected nutrients (incl. annexes on saturated fat and on added sugars)

MS priorities

- High Level Group on food reformulation identified monitoring as key tool for success in food reformulation
- Food reformulation monitoring prioritised by MS as a best practice for an implementation Joint Action
- MS to continue work on food reformulation monitoring during new Joint Action PREVENT NCD

EU-funded projects (and collected data)

- Joint Action on nutrition and physical activity (JANPA) piloting a possible transfer of France's OQALI nutrition monitoring system (Austria and Romania as piloting countries)
- EU project EUREMO (EU Reformulation Monitoring) – 'Feasibility study for a monitoring system on reformulation initiatives for salt, sugars and fat' – data on food composition from labels collected across 16 European countries
- JA Best-ReMaP to transfer the top three best practices to a large number of MS – one of them being Processed Food Monitoring and Reformulation

Policy needs

- In the context of the F2F, the Commission will seek opportunities to facilitate the shift to healthier diets and stimulate product reformulation
- SANTE and HaDEA requested that JRC develops a tool to make publicly available the data collected as part of EU-funded projects on nutritional quality of the food supply.

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Outline

Background	- Why FABLE - Policy Context
Methodology	- Data sources & visualization - General feel of the tool - An example: sugar in breakfast cereals
Panel Discussion	

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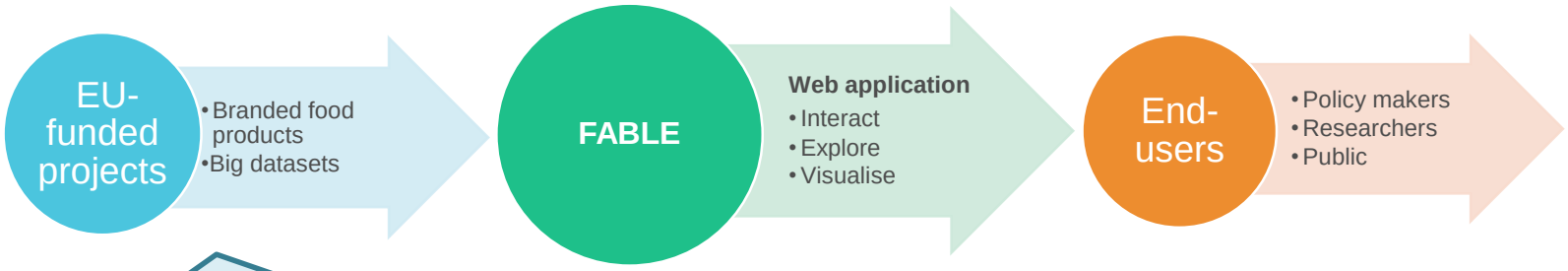
Data sources



EU REMO

- Data from 16 European countries
- 14 product categories
  (including the 5 priority food categories)
- >45,000 products

Best-ReMaP
Healthy Food for a Healthy Future

- Data from 21 European countries
- 5 priority food categories
  (bread products, delicatessen meats, soft drinks, breakfast cereals and dairy products)
- ~40,000 products

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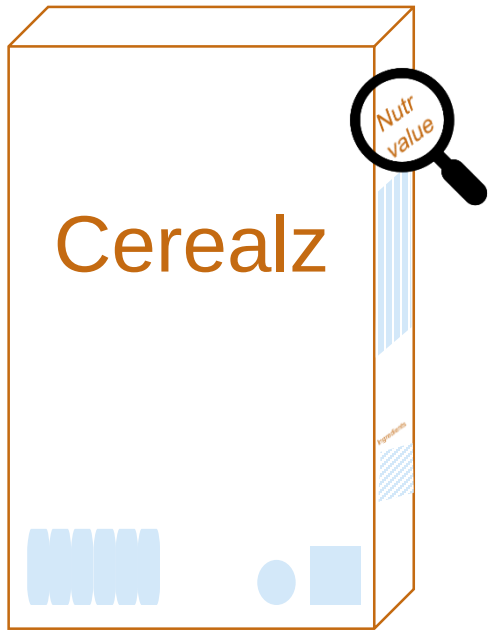
Data collected

- Euremo & Best-ReMaP: Information collected from label



- General product information
  - Product name [Original and EN]
  - Product description [Original and EN]
  - Country
  - Brand
  - Producer
- Energy and nutrient content
  - Energy, protein, CHO, total fat, SFA, sugar, salt, fibre
- Ingredients [Original and EN]
- Serving size
- Dietary claims

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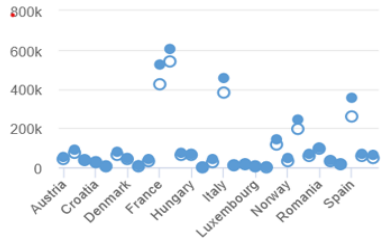
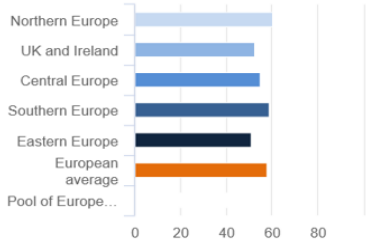
FABLE future vision

Explore the data

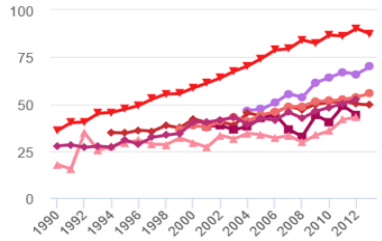
Product information



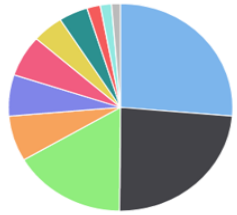
Nutrient content



Ingredients



Trends



Country factsheets

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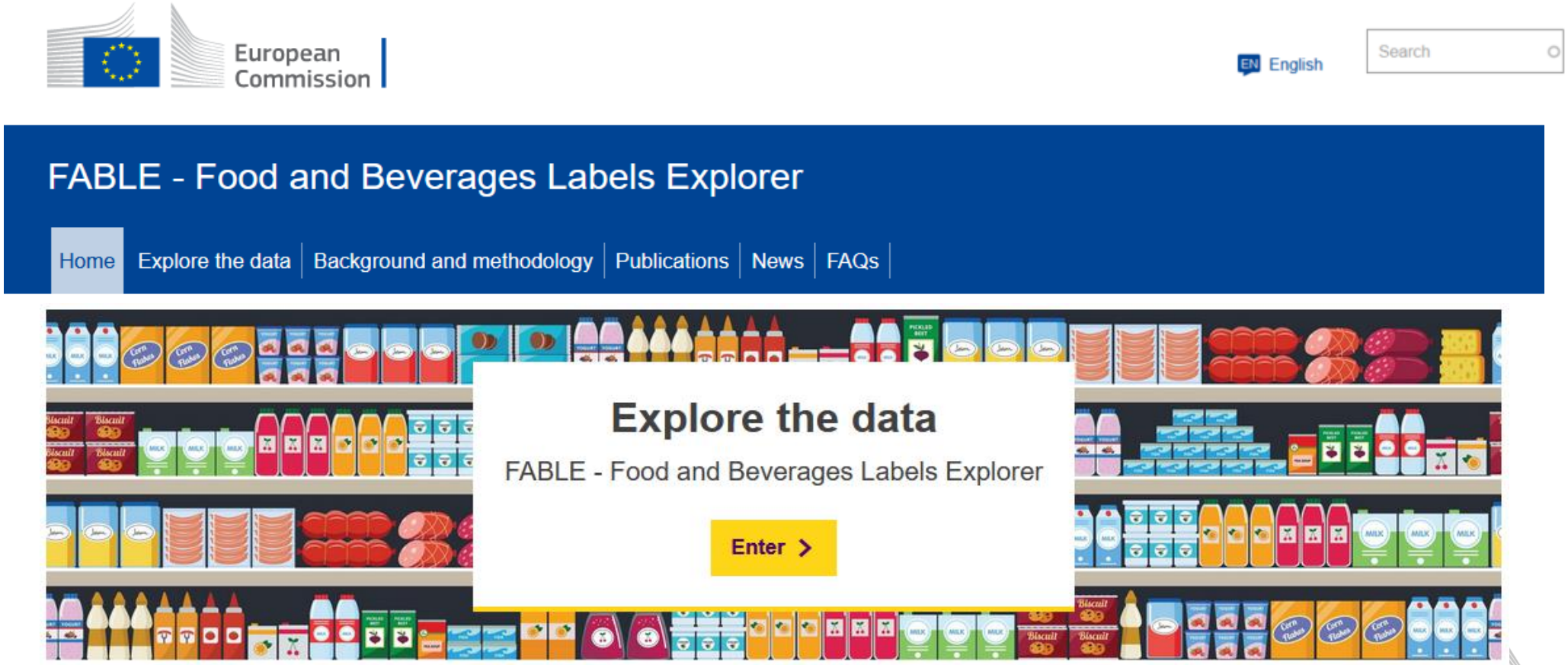
FABLE – Available now!

https://food-labels-explorer.jrc.ec.europa.eu/en



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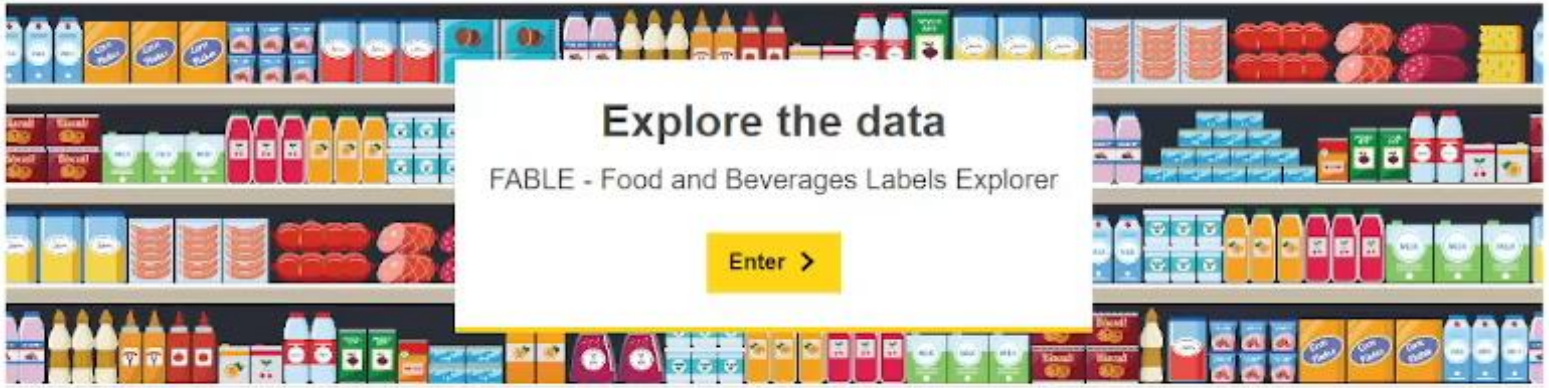

FABLE in Paris 2 of 2

Background and methodology

FABLE aims to close the information gap between research and end-users by making data collected on branded food and beverages through EU-funded projects publicly available for researchers, policy makers and the public. At the moment, FABLE hosts data collected during EUREMO and the Joint Action Best-ReMaP. Read more on the FABLE background and methodology by clicking here.

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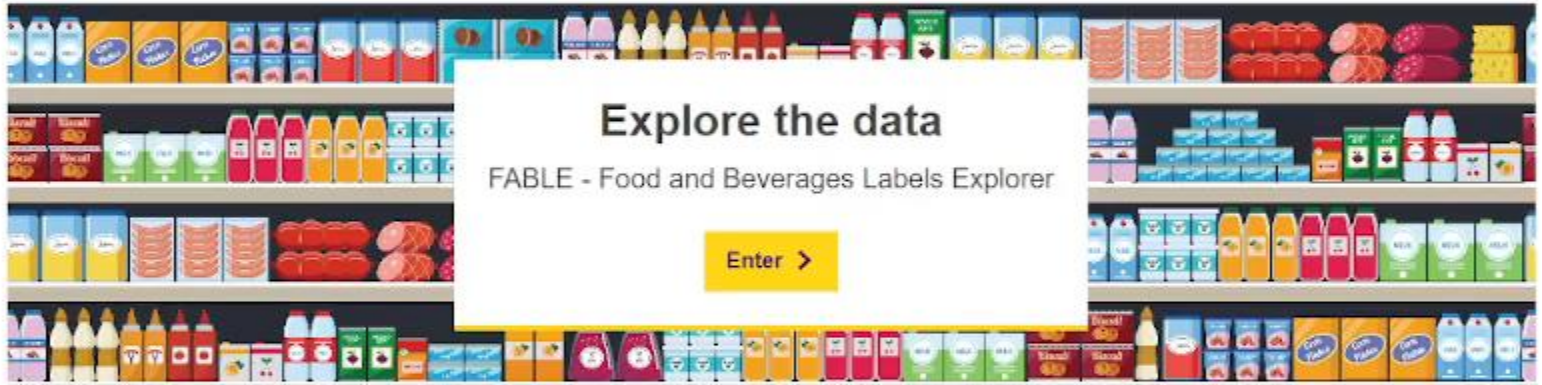

FABLE is out! 1 of 2

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Data sources

FABLE proposed timeline

Parallel Work streams	•Database structure •Website structure •Data visualization

FABLE is now available!

September

December

- Ask for partners feedback and adapt accordingly
- Add dashboards options
- Finalize inclusion of datasets (Best-ReMaP)

July

- Introduce new features (e.g. ingredients, claims, etc.)
- Add dashboard options

Future

- Addition of data into website – new collection rounds
- Improvement of existing features
- Add new expansions (e.g. supporting PFP, reducing harmful marketing to children, etc.)

Updates will be communicated in the FABLE website!

The **FABuLous tEam**

Enrico BEN

Michele ROVERA

Loizos BAILAS

IT – data processing & visualization

Eva GRAMMATIKAKI

Jan WOLLGAST

Joana DIAS

Nutrition – Health Promotion

European Commission

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Panel Discussion	- Moderator: Eva Grammatikaki

Q&A

Open for comments/questions

European Commission

Thank you

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