

This publication arises from the "SALUS" project which has received funding from the European Union in the framework of the Health Programme. This publication has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



SALUS e- Magazine

1



About SALUS

Unhealthy foods could be harming for your health and shortening your life-span!

Obesity is now a major public health issue for many industrialized nations around the world as there is an alarming increase in the prevalence of overweight and obesity over recent decades. Children and adolescents account for the group causing greatest concern. It is estimated that 14 million children are overweight, including 3 million who are obese, and this figure is rising at more than 400.000 a year, affecting almost 1 in 4 across the 25 European Member States.

The medical costs of obesity pose a huge and growing financial burden on national resources and have led national governments and the European Commission to devote an increasing level of resources to extend existing initiatives or launch new actions designed to reverse the obesity trend.



SALUS Project

SALUS project is working hard to fight obesity and to find solutions to this emerging problem. To be made, both consumer and food manufacturing need to work hand-in-hand.

SALUS is a European network whose objective is to follow-up the reformulation of the manufactured foods, to analyse of the EU context and to identify and exchange the best practices in terms of reducing of levels of fat, salt and sugar in manufactured foods and information campaigns for consumers.



To achieve these objectives and implement the project, 17 partners from different EU countries gathered at the Kick-off meeting on 8th September 2011 in Luxembourg, at the premises of the Executive Agency for Health and Consumers Office (EAHC).



2



How we proceed

SALUS will strive to make the food healthy option available and affordable for consumers across the EU, assisting the food industry (from producers to retailers) in making demonstrable improvements in such areas.

Based on these considerations, SALUS objectives are:

- to analyze the EU context and to identify and exchange the best practices, especially among new EU Member States, in terms of reduction of the levels of fat, saturated and trans fats, salt and sugar in manufactured foods.
- to follow-up the reformulation of the manufactured foods among SMEs and to perform a cost-effectiveness analysis of the major reformulations identified; and to establish the first European Clearing House for SMEs and consumers on healthy manufactured food.

The project work plan has been structured on the basis of these objectives and includes the following activities:

- The analysis of the local contexts based on the study of literature on the rules, laws and regulations about food reformulation in terms of reduction of salt, sugar and fat and on the technological/economic barriers and cultural values of food in the participating countries.
- The identification and exchange of best practices and experiences in the field of food reformulation all over the EU, in order to raise the knowledge about the effective methods already validated in other contexts and to transfer the identified information and data to SMEs, National authorities and NGOs from New EU Member States, Member States and Candidate countries.
- The organization of a follow-up of the food reformulation among SMEs to evaluate the impact of programs and policies and to assess the technical and economic aspects of food reformulation.
- A Cost-Effectiveness Analysis (CEA) of the major reformulations identified in response to SMEs needs, through an operational model to estimate the costs of compliance with regulations and the benefits for SMEs.
- the establishment of a European Clearing House on food reformulation for agri-food SMEs and consumers to provide and gather all the relevant information and to enhance the networking among existing centers of expertise and databases.

More information on <http://www.salus-project.eu>

SALUS in action ...First project meeting...

The 1st project meeting was held in Helsinki on 6th and 7th September 2012. The meeting was fundamental to present the results of the “Analysis of the local context” and to present the methodology to identify the best practices and to perform the follow-up of the major reformulations identified by the partners at European level. Furthermore, the event represented a key moment to analyse the project steps and to present the external evaluators identified by the consortium.

In order to understand the local contexts about food reformulation related to salt, fat and sugar reduction, the following relevant information were gathered and analyzed in each country:

- policy, legal and regulatory environment in which food producers operate and interact.
- good practices, technical and cultural values, and technological/economic barriers.

The analysis focused on data from the last 5 years, although older data have been included when considered necessary.

Thus, the aim of the analysis of the local context was to provide the background and identify the key issues in relation to food reformulation.



Europe fight against obesity “Result of analysis of the local context”

Several EU countries have a long history of fighting nutrition-related disease, with numerous recommendations and action plans on health and nutrition in existence long before the EU framework (table 1). However, follow-up on the implementation of these programmes was insufficient, calling for new and more effective strategies. Although a wide variety of low-salt, low-sugar, low-fat or fatty-acid-balanced products available on the market, populations of these states still consume too much sugar, salt and (saturated) fat.

Table 1. Previous attempts at food reformulation to tackle diet-related illnesses

Country	Salt (sodium)	Total fat	Saturated fat	Trans fat	Sugars	Energy
portion size						
Austria	-	-	-	Yes	-	-
Finland	Yes	Yes	Yes	-	Yes	Yes
France	Yes	Yes	Yes	-	Yes	-
Spain	Yes	Yes	Yes	Yes	Yes	-
UK	Yes	Yes	Yes	-	Yes	-

There are programs, public-private agreements, strategies and studies in nutrition, the amount of SFS intake by the population or related to food reformulation.





This publication arises from the "SALUS" project which has received funding from the European Union in the framework of the Health Programme. This publication has been prepared for the European Commission however it reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Developed by AGROHALL and ISES in collaboration with:



salus