



OPEN LETTER

To:
First Vice-President Frans Timmermans
Vice-President Jyrki Katainen
Commissioner Vytenis Andriukaitis
Commissioner Elżbieta Bienkowska

Brussels, 15 May 2017

Subject: Call for EU-wide nutrient profiles for nutrition and health claims

Dear Commissioners,

The undersigned civil society and private sector organisations want to express their support for the urgent adoption of EU-wide nutrient profiles for nutrition and health claims. In the fight against obesity, the EU needs to take action where it has the competences.

Without the underpinning of nutrient profiles, the EU's legal framework for nutrition and health claims made on foods (Regulation EC 1924/2006) has been incomplete for the past ten years. We believe that this situation is unsustainable and needs to be rectified as soon as possible:

- The lack of nutrient profiles to underpin the ability to make claims risks misleading consumers about the healthfulness and nutritional attributes of products.
- The absence of EU-wide nutrient profiles undermines the level playing field that industry needs to compete fairly and to innovate for health.

With the unprecedented severity of the public health and nutrition challenges that Europe faces, we cannot afford to maintain a situation where the EU legal framework does not fully empower consumers to make the choices that are best for them and it remains uncertain for both consumers and food business

operators. Nor can we ask food and beverage companies to invest in innovation for health and at the same time deny them the legal certainty and competitive level playing field that they need in order to make those investments.

We are concerned that the fitness check of the Nutrition and Health Claims Regulation that is currently under way will lead to further delay in setting the nutrient profiles – especially with the delays that this process encounters. We regret this; we had hoped that it could have provided an opportunity to finally solve this important issue, which has hampered the effectiveness of the EU legal framework for a decade without clear objective justification.

We call on the Commission to take decisive action by making a proposal for EU-wide nutrient profiles for nutrition and health claims without further delay.

The undersigned remain willing to contribute, provide our expertise and be part of the discussion.

Yours sincerely,



CC: Xavier Prats Monné, Director-General of DG SANTÉ (Health and Food Safety); Lowri Evans, Director General of DG GROW (Internal Market, Industry, Entrepreneurship and SMEs); Members of the European Parliament ENVI, IMCO.

Contacts

BEUC – Monique Goyens, Director General, mgo@beuc.eu

About BEUC: The European Consumer Organization (BEUC) has a membership of 43 independent national consumer organizations from 31 European countries (EU, EEA and applicant countries). BEUC acts as the umbrella group in Brussels for its members and our its main task is to represent them at European level and defend the interests of all Europe's consumers. For more information about BEUC please visit www.beuc.eu.

DANONE – Thomas Gauthier-Lafaye, Europe Public Affairs Director, thomas.gauthier-lafaye@danone.com

About Danone: Dedicated to bringing health through food to as many people as possible, Danone is a leading global food company built on four business lines: Fresh Dairy Products, Early Life Nutrition, Waters and Medical Nutrition. Through its mission and dual commitment to business success and social progress, the company aims to build a healthier future, thanks to better health, better lives and a better world, for all its stakeholders—its more than 100,000 employees, consumers, customers, suppliers, shareholders and all the communities with which it engages. Present in over 130 markets, Danone generated sales of approximately €22 billion in 2016. Danone's brand portfolio includes both international brands (Activia, Actimel, Danette, Danonino, Danio, evian, Volvic, Nutrilon/Aptamil, Nutricia) and local brands (Aqua, Alpro, Blédina, Cow & Gate, Bonafont, Horizon Organic, Mizone, Oikos, Prostokvashino, Silk, Vega). For more information please visit www.danone.com

EHN – Susanne Løgstrup, Director, slogstrup@ehnheart.org

About EHN: The European Heart Network (EHN) is a Brussels-based alliance of heart foundations and likeminded non-governmental organisations throughout Europe, with member organisations in 25 countries. The EHN plays a leading role in the prevention and reduction of cardiovascular diseases, in particular heart disease and stroke, through advocacy, networking, capacity-building and patient support, so that they are no longer a major cause of premature death and disability throughout Europe. For more information about EHN please visit <http://www.ehnheart.org/>

EPHA – Nina Renshaw, Secretary-General, nina@epha.org

About EPHA: EPHA is a change agent – Europe's leading NGO advocating for better health. We are a dynamic member-led organisation, made up of public health NGOs, patient groups, health professionals, and disease groups working together to improve health and strengthen the voice of public health in Europe. Our mission is to bring together the public health community to provide thought leadership and facilitate change; to build public health capacity to deliver equitable solutions to European public health challenges, to improve health and reduce health inequalities. For more information about EPHA please visit <http://www.epha.org/>

NESTLÉ – Bart Vandewaetere, Head of Relations with European Institutions, Bart.Vandewaetere@be.nestle.com

About Nestlé: Nestlé is the world's largest food and beverage company. It is present in 189 countries around the world, and its 328,000 employees are committed to Nestlé's purpose of enhancing quality of life and contributing to a healthier future. Nestlé offers a wide portfolio of products and services for people and their pets throughout their lives. Its more than 2000 brands range from global icons like Nescafé or Nespresso to local favourites like Ninho. Company performance is driven by its Nutrition, Health and Wellness strategy. Nestlé is based in the Swiss town of Vevey where it was founded more than 150 years ago. For more information, visit www.nestle.com.

PEPSICO – Gloria Gabellini, Public Policy, Government Affairs & Communications Manager EU, gloria.gabellini@pepsico.com

About PepsiCo: PepsiCo products are enjoyed by consumers one billion times a day in more than 200 countries and territories around the world. PepsiCo generated approximately \$63 billion in net revenue in 2016, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales. At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world is what enables PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit www.pepsico.com.

THE COCA-COLA COMPANY - Wouter Vermeulen, Senior Director, EMEA Public Policy Center, wovermeulen@coca-cola.com

About The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, offering over 500 brands to people in more than 200 countries. Of our 21 billion-dollar brands, 19 are available in lower- or no-sugar options to help people moderate their consumption of added sugar. At Coca-Cola, we're serious about making positive contributions to the world. That starts with reducing sugar in our drinks and continuing to introduce new ones with added benefits. It also means continuously working to reduce our environmental impact, creating rewarding careers for our associates and bringing economic opportunity wherever we operate. Together with our bottling partners, we employ more than 700,000 people around the world. For more information, visit our digital magazine Coca-Cola Journey at www.coca-colacompany.com.

UNILEVER – Renatte Georgescu, European External Affairs, Renate.Georgescu@unilever.com

About Unilever: Unilever is one of the world's leading suppliers of Food, Home Care, Personal Care and Refreshment products with sales in over 190 countries and reaching 2.5 billion consumers a day. Unilever's Sustainable Living Plan commits to helping more than a billion people take action to improve their health and well-being by 2020. Unilever was ranked the most sustainable food and beverage company in Oxfam's Behind the Brands Scorecard in 2016 for the second year. For more information about Unilever and its brands, please visit www.unilever.com. For more information on the USLP: www.unilever.com/sustainable-living/.

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