



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Eidgenössisches Departement des Innern EDI
Bundesamt für Lebensmittelsicherheit und Veterinärwesen BLV

Schweizer Ernährungsstrategie und Massnahmen in der europäischen Region



Symposium

Süsser Verführer Zucker: Hintergründe und Zucker und Handlungsbedarf

Liliane Bruggmann, Leiterin Fachbereich Ernährung



Inhalt

Internationale Strategien und Aktionspläne

Europäische Bemühungen

Schweizer Ernährungsstrategie

Zuckerreduktion in der Schweiz

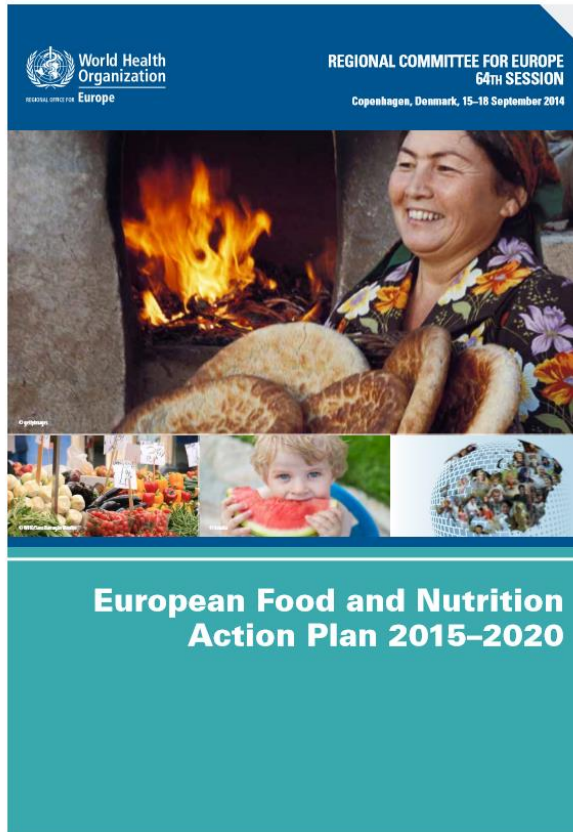


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Eidgenössisches Departement des Innern EDI
Bundesamt für Lebensmittelsicherheit und Veterinärwesen BLV

UNITED NATIONS DECADE OF ACTION ON NUTRITION

2016-2025



EU Action Plan on Childhood Obesity 2014-2020

24 February 2014 [updated 12 March and 28 July 2014]

Table of contents

1.1 Childhood obesity rates at a worrying trend.....	2
1.2 Health effects of childhood obesity, poor diet and physical inactivity.....	3
1.3 Multi-dimensional aspects of obesity.....	3
1.4 The Strategy for Europe on Nutrition, Overweight and Obesity-related Health issues.....	5
1.5 Childhood obesity as a focus.....	6
1.6 The support for an EU-wide action plan on childhood obesity.....	7
2. The Action Plan on Childhood Obesity.....	8
2.1 Objective.....	8
2.2 Main actors and competences.....	8
2.3 Areas for action.....	10
2.3.1 Support a healthy start in life.....	11
2.3.2 Promote healthier environments, especially in schools and pre-schools.....	12
2.3.3 Make the healthy option the easier option.....	13
2.3.4 Restrict marketing and advertising to children.....	15
2.3.5 Inform and empower families.....	16
2.3.6 Encourage physical activity.....	17
2.3.7 Monitor and evaluate.....	18
2.3.8 Increase research.....	19
2.4 Overarching actions.....	20
3. Actions to address childhood obesity.....	21
3.1. Areas for Action.....	22
3.2 Actions on childhood obesity by members of the EU Platform.....	62
Annex 1.....	63
Annex 2.....	64



Förderung einer gesunden und ausgewogenen Ernährung

Massnahmenpaket zur

- Stärkung der Ernährungskompetenzen
- Verbesserung der Rahmenbedingungen
 - Marketing
 - Lebensmittelzusammensetzung
 - Gemeinschaftsgastronomie
- Forschung und Monitoring
- Zusammenarbeit mit den verschiedenen Akteuren



Europäische Bemühungen zur Zuckerreduktion

EU FRAMEWORK FOR NATIONAL INITIATIVES ON SELECTED NUTRIENTS

By selected nutrients the framework refers to a complex set of target variables that may vary nationally, such as saturated fat, trans fat¹, energy, total fat content, added sugars, portion sizes and consumption frequency. Member States initiatives may cover one or a combination of these elements.

Background

The Strategy for Europe on Nutrition, Overweight and Obesity related health issues, adopted in May 2007, identified possible areas for action and collaboration. Some Member States are encouraging reformulation of foods, for example in terms of their levels of fat, saturated and trans fats, salt and sugars. The Strategy sets out the Commission's intention to facilitate, in a partnership context, the roll out of campaigns aimed at improving the nutrient content of manufactured foods in the EU. Salt is dealt with in a framework adopted in 2008.

At the High Level Group (HLG) meeting of 2 April 2009, several Member States expressed their interest to work together on actions to reduce consumption of fats and sugars. The HLG members asked the Commission services to help them building a similar framework as for salt reduction in the EU. Based on the results of 2 expert meetings on 10 November 2009 and 10 November 2010 on reformulation of nutrients other than salt and the discussions in the High Level Group in 2009 and 2010, a proposal for a possible EU Framework for National Initiatives on Fats and Energy was developed describing a common vision for a general European approach towards working on population intakes of the selected nutrients allowing for relevant specificities to be taken into account.

Why a European framework?

The overall goal of the EU framework on fats and energy is to contribute towards achieving population intake levels and dietary patterns in line with the national, the European Food Safety Authority and the World Health Organization (WHO) recommendations. Participation of Member States in this common framework is entirely voluntary. Participating countries can work within the framework as a large group towards a common goal. The proposed framework should support and reinforce national plans, as it will enable comparison of progress across the EU while maintaining flexibility for Member States to shape their national approaches to reduce the consumption of nutrients of national concern in accordance with national dietary advice and food-based dietary guidance. The framework will allow the Member States and, as appropriate, the Commission and interested stakeholders to give coordinated messages for reformulation and changing portion sizes offered of food products to the industry across the European Union and help to generate momentum and measurable action. Moreover, it will allow all players as identified in the EU Strategy on Nutrition, Overweight and Obesity-related health issues to take stock of their progress at the end of the Strategy's period as to objectives set and progress achieved. Actions resulting from this framework must not lead to increased salt levels in foods thus compromising the EU framework for

ANNEX II: ADDED SUGARS

EU FRAMEWORK FOR NATIONAL INITIATIVES ON SELECTED NUTRIENTS

Introduction

On 3 February 2011 the High Level Group (HLG) agreed on the EU Framework for National Initiatives on Selected Nutrients. The HLG members asked the Commission services to develop concrete benchmarks and major food categories to focus action on for this new framework in a similar way as for the salt reduction initiative of the EU. Based on the results of an expert meeting on 17 February and the discussions in the HLG in 2015, a proposal for a new annex to the EU Framework for National Initiatives on Selected Nutrients was developed.

At the Informal Meeting of Health Ministers in Riga in 21-22 April 2015, the majority of the Ministers of Health of the European Union expressed clear support and necessity of having a common framework for action to reduce free sugars in food and called for such framework to be developed to decrease overweight, obesity and Non Communicable Diseases risk factors.¹

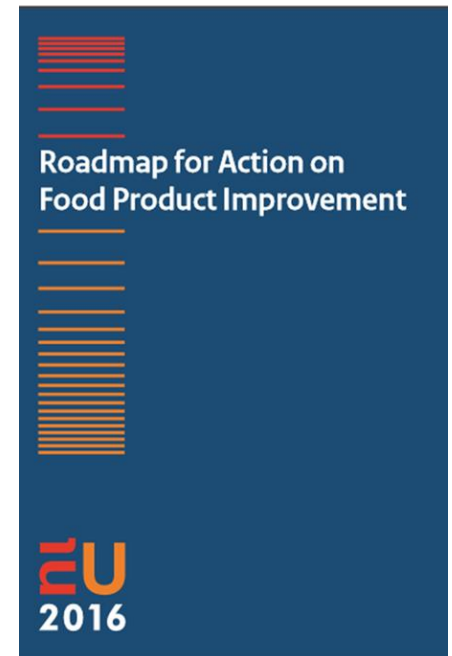
In the scope of this annex, (total) sugars and added sugars are defined according to the European Food Safety Authority (EFSA): the term "sugars" covers monosaccharides and disaccharides, the term "added sugars" refers to sucrose, fructose, glucose, starch hydrolysates (glucose syrup, high-fructose syrup) and other isolated sugar preparations used as such or added during food preparation and manufacturing. Sugar alcohols (polyols) such as sorbitol, xylitol, mannitol, and lactitol, are usually not included in the term "sugars". In the scope of this annex, the term "added sugars" is additionally considered to include sugars present in honey, syrups, and fruit juices and fruit juice concentrates.

This is the case because, for reformulation purposes, they can be described as providing energy while not significantly contributing other nutrients to foods.

This annex focuses on added sugars and complements the general EU Framework for National Initiatives on Selected Nutrients by setting detailed benchmarks and major food categories to focus action at EU level.

The annex can support Member States with the design, implementation and evaluation of reformulation and product improvement strategies in the context of their public health policies to reduce overweight and obesity, and nutrition-related non-communicable diseases, in the general population and especially in children.

It is meant as a tool for the benefit and voluntary use of Member States. Member States may focus their initiatives also on other target nutrients, food categories and strategies to bring intakes in line with recommended levels to fit national specificities. In addition, it is understood that a reinforcement of policies at Member State level may both contribute to and be supported by stronger concerted action at EU level.





Instrumente zur Zuckerreduktion in Lebensmitteln

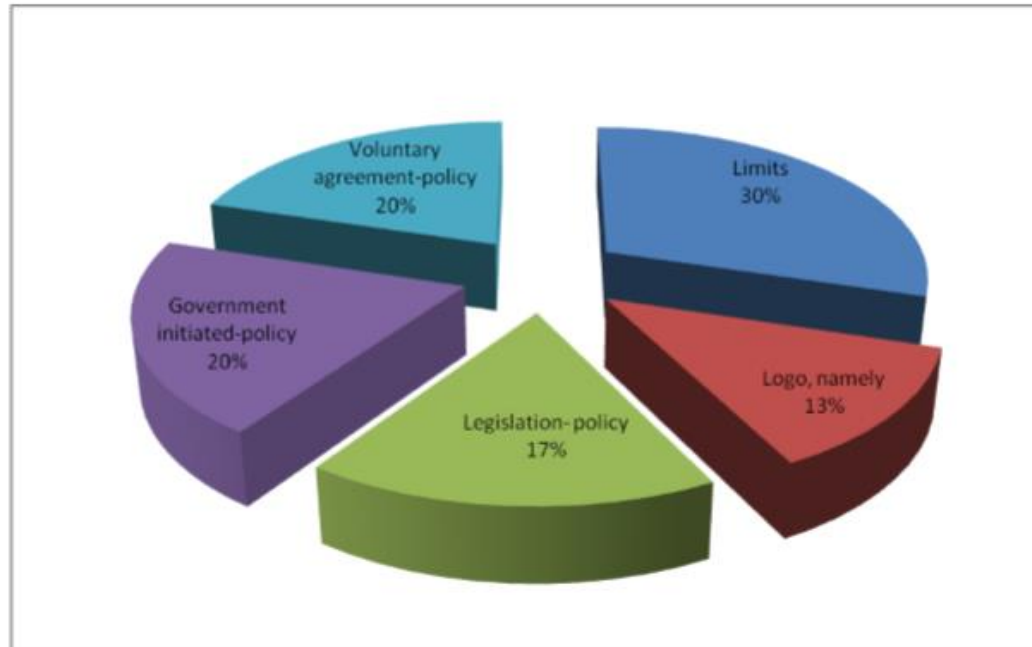


Chart 16: The way of implementation of food reformulation at the level of policy

Quelle: Best practices of the Member States in food reformulation, Survey on Member States „trio questionnaire 2016“



Schweizer Ernährungsstrategie 2017-2024



Alle Menschen in der Schweiz können sich aufgrund ihrer Kompetenzen sowie der Lebens- und Arbeitsbedingungen für eine ausgewogene und abwechslungsreiche Ernährung entscheiden und damit einen gesundheitsförderlichen Lebensstil pflegen, unabhängig von ihrer Herkunft, ihrem sozio-ökonomischen Status und ihrem Alter.



Ziele

Förderung eines gesunden Lebensstils



Kompetenzen

Ernährungskompetenzen stärken:

Informationen zur Ernährung müssen leicht verfügbar, für jede Person verständlich und im Alltag umsetzbar sein.



Umfeld

Rahmenbedingungen verbessern:

Das Ernährungsverhalten lässt sich nur dann verbessern, wenn das Umfeld verbessert wird (Gemeinschaftsgastronomie, Produktezusammensetzung)

Lebensmittelwirtschaft einbinden:

Der Dialog mit der Wirtschaft soll gefördert, die Anliegen der Gesundheitsförderung berücksichtigt werden (an Kinder gerichtetes Marketing, freiwillige Anpassung der Rezepturen)



Wo ist das Thema Zucker angesiedelt?

Überall!



Information und Bildung



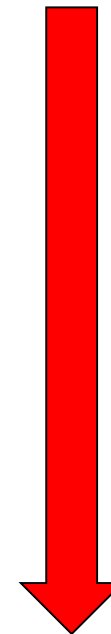
Rahmenbedingungen



Koordination und Kooperation



Forschung und Monitoring





Information und Bildung





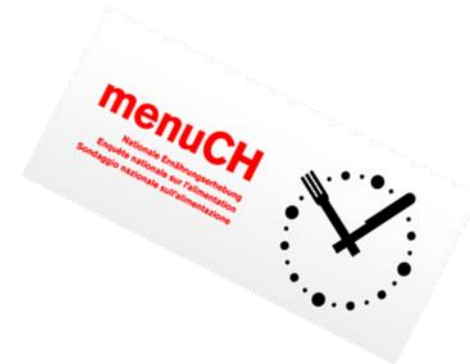
Koordination und Kooperation

- Internationalen Ebene
- Nationalen Ebene
 - Austausch mit den verschiedenen Akteuren
 - Forum



Forschung und Monitoring

- menuCH
- Zuckerkonsum
- Lebensmittelgruppen
- Technologische Machbarkeitsstudien
- Sensorische Analysen





Rahmenbedingungen

- Das an Kinder gerichtete Marketing für zu süsse, zu salzige und zu fetthaltige Lebensmittel
- Gemeinschaftsgastronomie
 - Schulen
 - Arbeitsplatz
- Lebensmittelzusammensetzung (Zucker, Salz)





Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Eidgenössisches Departement des Innern EDI
Bundesamt für Lebensmittelsicherheit und Veterinärwesen BLV



Rahmenbedingungen

Erklärung von Mailand zur Zuckerreduktion in Joghurts und Frühstückscerealien



1. Runder Tisch 2015



2. Runder Tisch 2017

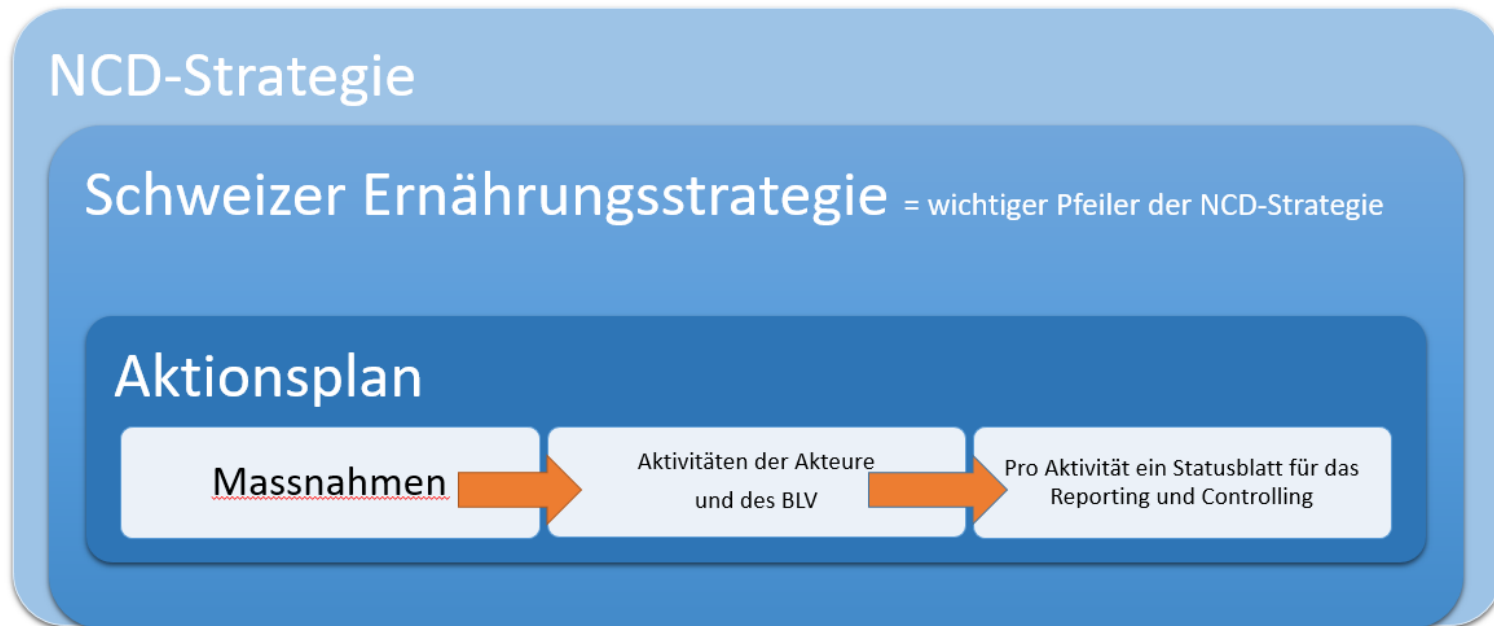


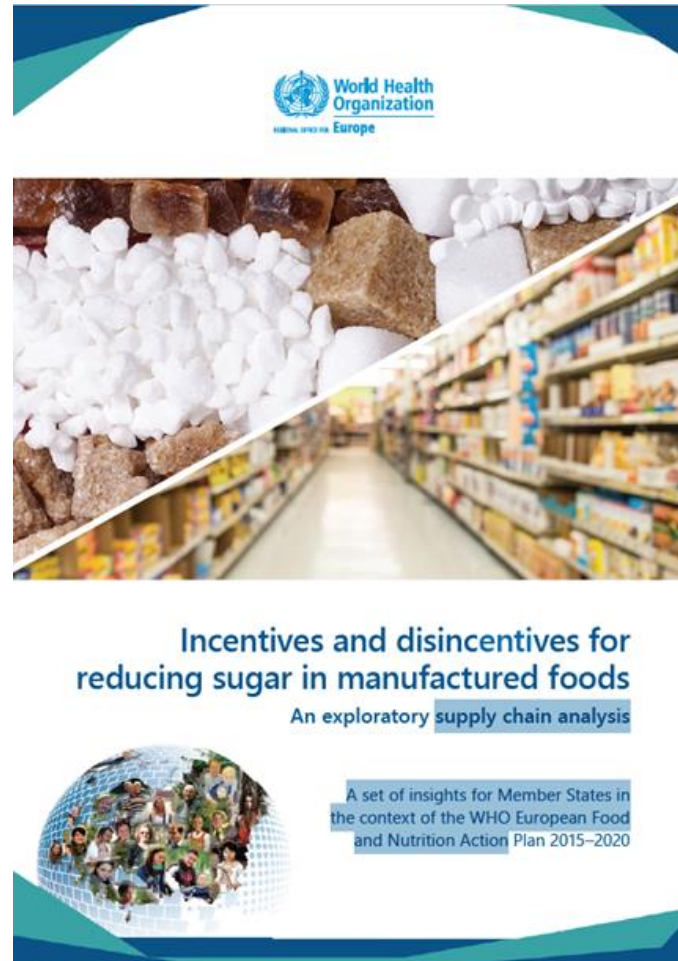
Wer sind unsere Partner?





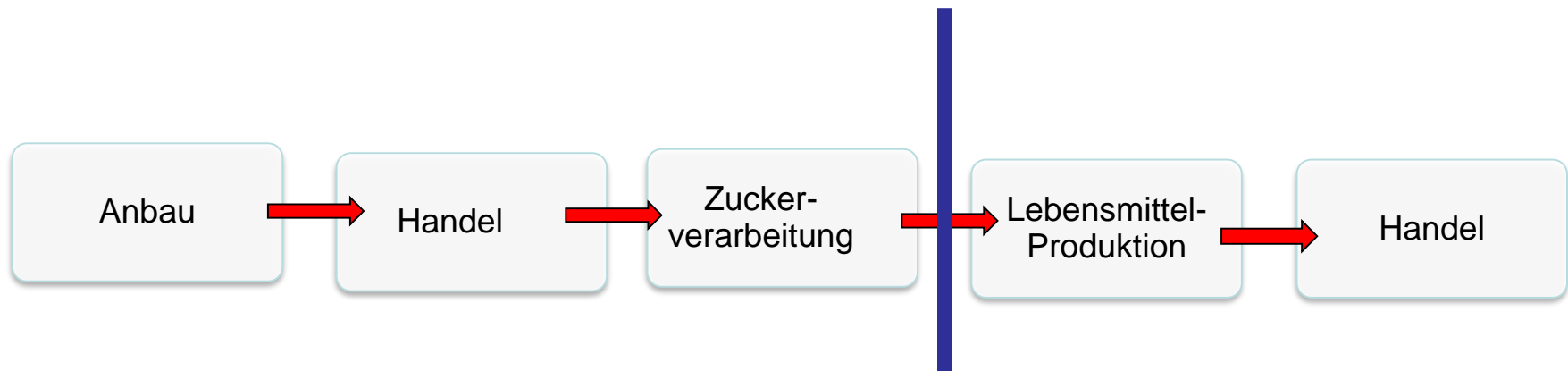
Aktionsplan Schweizer Ernährungsstrategie







Zucker: vom Anbau bis zum Konsum in Europa



Der grösste Anteil des Zuckers, der für den Konsum bestimmt ist, wird für die Lebensmittelproduktion gebraucht.

Quelle: Monteiro C, Moubarac J-C, Cannon G, Ng S, Popkin B. Ultra-processed products are becoming dominant in the global food system. Obesity Reviews 2013 21-8.



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Eidgenössisches Departement des Innern EDI
Bundesamt für Lebensmittelsicherheit und Veterinärwesen BLV

GENIESSEN UND GESUND BLEIBEN!