



Eimear O' Loughlin of the European Public Health Alliance.

Very glad to hear that the BRC and its members are willing to commit to healthcare initiatives.

Having studied your report, it is striking that nutritional profiling is not discussed at all. On page 11 of the document, the title is “Product development and Nutritional Profiling”, yet in the actual text nutritional profiling is not even mentioned!

For organisations working on health issues, it is crucially important that nutritional profiles are developed by independent bodies, such as EFSA, and that all food actors (including manufacturers and retailers) are obliged by legislation to follow such profiles.

This nutritional profile could decide which products can bear health claims and which cannot, which foods can be advertised on TV to children and which cannot.

In the past, the food industry has argued against disclosing their criteria used in developing the nutritional profiling for the so-called “healthy eating” ranges, on the grounds of commercial sensitivity.

However, from the viewpoint of public health, all our public health, it is vital that objective nutritional profiles are developed by an independent body and applied by all food actors. History shows us that this can only be achieved by legislation.

EPHA's questions today are -

What are retailers in the UK actually doing in this regard and how can retailers in the rest of Europe follow your example?