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Brussels, 15 February 2006

Briefing note to Members of the European Parliament

Nutrition and Health Claims –

**We need nutrient profiles and
prior authorisation for a healthier Europe.**

It is a fact that people consume too much fat, saturated fat, sugar and salt. Increasing levels of obesity and diabetes, and high levels of heart disease and cancer are the consequences of our current dietary lifestyles. From a health perspective, consumption of fat, saturated fat, sugar and salt should therefore be considerably reduced in people's diets. A regulation on Nutrition and Health Claims can play an essential role towards enabling consumers in making healthier choices - but only if claims send the right message.

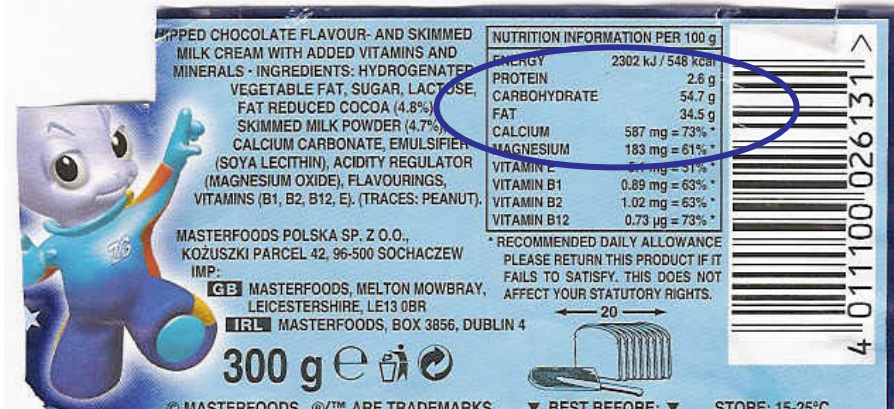
Health Ministers endorsed unanimously the principle establishing nutrient profiles for foods, which work as a pre-condition for food manufacturers to make a health or a nutrition claim related to their products. In other terms, only foods that have a desirable nutrient profile and thus truly contribute towards a healthy diet will be allowed to bear such claims. This should in principle prevent the use of health and nutrition claims in ways that are confusing to consumers. Such confusion occurs, for instance, in the case of a snack producer overstressing the positive nutritional characteristics of his products while omitting those that may be deleterious for health. Examples of true claims, but wrong messages are easy to find. We have given a few in the note attached.

It is our firm conviction that nutrition and health claims should only be put on food products which constitute a healthier choice and which contribute to a healthier diet. We therefore call on MEPs to keep Article 4 on nutrient profiles in the proposal on claims.

The acceptance of a prior authorisation system for new health claims, rather than a notification system, will also contribute to protection of human health. An authorisation system implies that foods bearing a health claim can be placed on the market only if the claim has been accepted by competent authorities as scientifically substantiated. This will avoid consumers being exposed to unsubstantiated claims on health properties of the food products they buy and will result in a strengthened consumer and health protection across the EU.

We call upon all Members of the European Parliament to support the Member States which unanimously agreed on prior authorisation of new health claims and to vote to keep articles 10 and 12 to 17 in the claims regulation.

WHAT YOU SEE IS WHAT YOU GET?



THE CLAIM & THE MESSAGE

The claim "rich in Calcium, Magnesium and Vitamins" makes people think this is a product which contributes to their health. However, the fat content is very high: 34.5g/100g.

The sugar content of this product is likely to be very high as well. However, it is not possible to tell this from the nutrition labeling, as the sugar content is not even mentioned.

THE HEALTH EFFECT

The negative impact of the high consumption of fat and sugar (leading to obesity for example) by far exceeds the benefits of consuming calcium, magnesium and vitamins via this product.

Note: According to the UK Food Standards Agency, a product containing 20 grams of fat per 100 grams is considered high in fat.

TRULY HEALTHY FOR OUR CHILDREN?

LU **NEW** **Petit LU**

Petit LU

Garanti en-cas sain
Gewaarborgd Gezond Tussendoortje

Valeur nutritionnelle moyenne Gemiddelde voedingswaarde	pour 100 g	Pour 3 Biscuits Per 3 koekjes (37.5 g)
Valeur énergétique Energiewaarden	470 kcal 1980 kJ	180 kcal 745 kJ
Protéines / Eiwitten	6.5 g	2.4 g
Glucides, dont Koolhydraten, waarvan sucres / suikers	75.0 g 25.6 g	28.1 g 9.5 g
Lipides, dont : Vetten, waarvan saturés / verzadigd	16.0 g 3.3 g	6.0 g 1.8 g
Fibres alimentaires Voedingsvezels	5.3 g	1.9 g
Sodium / Natrium	0.26 g	0.1 g
Vitamine B1	0.42 mg 30 % AJR/ADH	0.16 mg 11 % AJR/ADH
Vitamine B9	60 µg 30 % AJR/ADH	22 µg 11 % AJR/ADH

(*AJR : Apports Journaliers Recommandés
(*) ADH : Aanbevelen Dagelijks Hoeveelheid

Ingédients : Céréales 60.5 % (farine de blé 91.5 %, farine de seigle 8.5 %) - Sucre - Matière grasse végétale - Pépites de chocolat 6.5 % (émulsifiant : lécithine de soja) - Fibres de blé - Poudre à lever : carbonate acide d'ammonium, carbonate acide de sodium - Lait entier 0.7 % et écrémé 0.2 % en poudre (équivalent lait 7.5 %) - Dérivé du lactosérum riche en calcium - Sel - Emulsifiants : E472e, lécithine de soja - Arôme - Vitamines : B1, B9.
Contient : blé, lait, soja.
Fabriqué dans un atelier qui utilise : arachide, œuf, noisette, sésame.

Ingrediënten : Granen 60.5 % (tarwebloem 91.5 %, roggebloem 8.5 %) - Suiker - Plantaardig vet - Chocoladestukjes 6.5 % (emulgator: sojalecithine) - Tarwevezels - Rijsmiddel : ammoniumwaterstofcarbonaat, natriumwaterstofcarbonaat - Volle 0.7 % en magere 0.2 % melkpoeder (equivalent melk 7.5 %) - Weipoederderivaat, rijk aan calcium - Zout - Emulgatoren : E 472e, sojalecithine - Aroma - Vitaminen : B1, B9.
Bevat : tarwe, melk, soja.
Gemaakt in een bedrijf waar ook pinda, ei, hazelnoot en sesam worden verwerkt.

Commercialisé par / Verdeeld door :
LU, De Beukelaer - Pareinlaan 1,
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LU est une marque de la GROUPE DANONE LU une marque de GROUPE DANONE
DANONE - B.P. 2 / P.B. 2
1100 Bruxelles - Belgium

GRANENKOEKIES MET CHOCOLADESTUKJES
BISCUITS AUX CÉRÉALES ET AUX PÉPITES DE CHOCOLAT

Riche en Vitamines et au Lait - Rijk aan Vitaminen en met Melk

THE CLAIM & THE MESSAGE

This product claims to be healthy and it is marketed to children. However, it contains 25.6 grams of sugar per 100 grams. Although it claims to be rich in milk, milk is only 7.5% of the product.

THE HEALTH EFFECT

This product provides children mainly with a lot of sugar, and not with vitamins and milk.

Note: According to the UK Food Standards Agency, a product containing 10 grams of sugar per 100 grams is considered as high in sugar.

GOOD FOR YOUR HEART?

Fazer
1891

i LOVE
OAT CRISP

Siialtää runsaasti liukoista kaurakuitua (beta-glukaanina), joka auttaa tasaapainottamaan verensokeria ja hallitsemaan kolesterolia. Kaurakuitu tekee hyvää vatsalle ja sydämelle.

Ainekset: vehnäsiirrot, runsaslämpöinen kauralese (20 %), ruislese, kasvirasva, sokeri, hiiva, vesi sekä suola (1,6 %). Runsaskuituinen, maidoton, laktoositon. Säilytettävä huoneenlämmössä, suojattuna auringolta.

RAVINTOSISÄLTÖ	
100 g tuotetta sisältää keskimäärin	
energiaa	1700 kJ/400 kcal
proteiinia	15 g
hiilihydraatteja	73 g
josta sokereita	4,3 g
josta laktoosia	0,0 g
rasvaa	8,4 g
josta tyydyttyneitä rasvahappoja	0,4 g
kuitua	11,7 g
josta betaglukaania	3,0 g (100%)*
natriumia	0,6 g
B1-vitamiinia	0,3 mg (18,3%)*
folihappoa	50,1 µg (10,0%)*
magnesiumia	96,1 mg (32,0%)*
rautaa	4,6 mg (31,9%)*
sinkkiä	2,3 mg (15,1%)*

*-%ia suositellusta päiväannoksesta

Markkinoija Suomessa: Fazer Leipomot Oy Colombia, PL 17, 00941 Helsinki. Kuluttajapalvelu Suomessa 0800-0-5000. www.fazerleipomot.fi
Markkinoija Ruotsissa: FazerDelicato Försäljning HB Solna. Kuluttajapalvelu Ruotsissa 020-45 10 50. info@fazerdelicato.se
Valmistaja: Fazer Leipomot Oy, Oululaisen leipomo, Lahti, Suomi.

KAURA HAVRE

Hyvästi kaurakuitua, betaglukaania, ravittua havrefiberiä, betaglukaan.

kaurakorppu havrecrisp

360 g

Fazer
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i LOVE
OAT CRISP

Innehåller rikligt med löslig havrefiber (beta-glukan) som bidrar till att balansera blodsockeret och kontrollera kolesteroler. Havrefiber är bra för magen och hjärtat.

Ingredienser: Vetemjöl, fiberrik havrekli (20 %), rågkli, vägenämning, fett, socker, jäst, vatten samt salt (1,6 %). Fiberrik, mjölkfri, laktosfri. Förvaras i rumtemperatur. Bör skyddas mot sol.

NÄRINGSINNEHÅLL	
100 g produkt innehåller i medeltal	
energi	1700 kJ/400 kcal
protein	15 g
kolhydrat	73 g
varav sockerarter	4,3 g
varav laktos	0,0 g
fett	8,4 g
varav mättade fettsyror	0,4 g
kostfiber	11,4 g
varav betaglukan	3,0 g (100%)*
natrium	0,6 g
thiamin B1	0,3 mg (18,3%)*
folacin	50,1 µg (10,0%)*
magnesium	96,1 mg (32,0%)*
järn	4,6 mg (31,9%)*
zink	2,3 mg (15,1%)*

*-% av rekommenderat dagligt intag

Marknadsförs i Finland av Fazer Bageri Ab Colombia, PL 17, 00941 Helsingfors. Konsumentkontakt i Finland 0800-0-5000. www.fazerleipomot.fi
Marknadsförs i Sverige av FazerDelicato Försäljning HB Solna. Konsumentkontakt i Sverige 020-45 10 50. info@fazerdelicato.se
Tillverkare: Fazer Bageri AB, Oululainens bageri, Lahti, Finland.

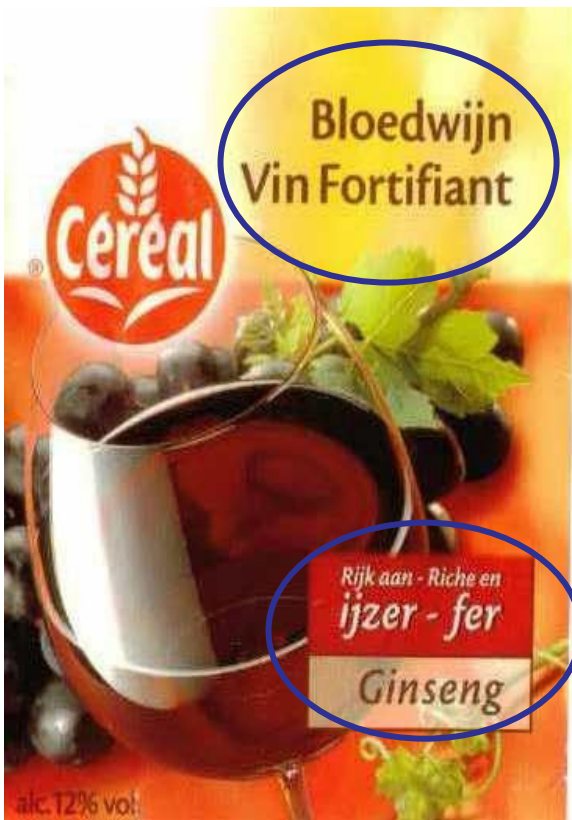
THE CLAIM & THE MESSAGE

This product claims to be good for stomach and heart because it contains a lot of fibre. However, it also contains a high salt level: 0.6 grams of sodium per 100 grams.

THE HEALTH EFFECT

Consumption of high quantities of salt increases the risk of cardiovascular disease.

Note: According to the UK Food Standards Agency, a product containing 0.5 grams of sodium per 100 grams is considered high in salt. Sodium and natrium are the same.



THE CLAIM & THE MESSAGE

The wine is fortified with iron and ginseng which gives the impression that it is less harmful or even protecting your health.

THE HEALTH EFFECT

Such a message will encourage people to drink more wine, and thus more alcohol. For all types of alcohol-related harm, including cancers, cardiovascular diseases and cirrhosis of the liver, the more an individual drinks, the greater the risk of harm.