

From: [REDACTED]
To: [VISEK Lukas \(CAB-TIMMERMANS\)](#)
Cc: [REDACTED] [\(CAB-TIMMERMANS\)](#); [REDACTED]
Subject: Follow-up to the meeting in between EVP Timmermans and [REDACTED] (Danone)
Date: mardi 10 novembre 2020 18:27:50
Attachments: [image001.png](#)
[Impact of the Nutriscore-what the science says.pdf](#)

Dear Mr Visek,

First, apologies for getting back to you only now – the past couple of weeks has proved to be more intense and challenging than anticipated.... We do hope that you are doing OK in these challenging times.

We wanted to thank you for your strong collaboration in the preparation of the meeting between EVP Timmermans and [REDACTED] on October 13. This was much appreciated and led to a very open and constructive meeting, highly appreciated by [REDACTED].

In terms of follow-up, we have noted down:

1. [Scaling-up the transition from intensive to regenerative agriculture](#)
 - It was great to the alignment in terms of point of views on this topic. We will continue pushing to a swift transition towards more regenerative agricultural practices, which should lead Europe towards more food sovereignty, thus maintaining its leadership role and position globally.
 - In the meantime, you might be aware of a specific development that will undoubtedly come to your attention regarding the actual trilogue negotiations on CMO, and specifically amendment 171 related to the use of dairy terms in marketing of non-milk products. The EP has come up with a new proposal to add new constraints/restrictions vs plant based denominations. We strongly believe that the existing policy framework (legislative + case law) entitles consumers to make the choice they want when buying plant based alternatives to dairy. Adding new constraints – as suggested in amendment 171 - will definitely hinder their choice. Prohibiting statements such as this product is "suitable for persons suffering from milk intolerance" or "is a plant-based alternative to yoghurt" is unlikely to help consumers in the choice they make (notwithstanding the fact that these statements are factually correct and do not mislead them as to the nature of the product), especially at a time where they express their intent to shift towards flexitarian diets.
2. [Pushing the EU Commission to promote healthy diets with the double objective of improving EU consumers health and unblock investment capacities in agriculture](#)
 - We are acutely aware of some of the expectations and challenges that the COVID-19 brought to us as a society (e.g. accessibility of food while consumers do not pay for the real price of food) and we will need to collectively address those.
 - Nutri Score in this respect can play a key role in providing information that consumers can actually use to improve their diets and consumption patterns. As requested in our preparation meeting, you will find attached a quick recap of some of the existing studies with a consumer focus.
3. [The need for more recycling capacities and investments in Deposit Return Schemes to be made at national level in order to comply with the EU's single use plastic directive \(SUP\)](#)

We will obviously continue working with all the teams involved in these different topics and share our expertise when and wherever relevant.

Thanks again for the collaboration and please do not hesitate to come back to us should you have any additional questions/comments.

Have a nice week,

Best regards,

[Redacted]

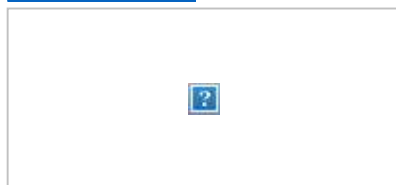
[Redacted]
[Redacted]

Quai des Usines 160, B -1000 Brussels, Belgium

M: + 32 [Redacted]

[Redacted] [@danone.com](mailto:[Redacted]@danone.com)

www.danone.com



Ce message électronique et tous les fichiers attachés qu'il contient sont confidentiels et destinés exclusivement à l'usage de la personne à laquelle ils sont adressés. Si vous avez reçu ce message par erreur, merci de le retourner à son émetteur. Les idées et opinions présentées dans ce message sont celles de son auteur, et ne représentent pas nécessairement celles de DANONE ou d'une quelconque de ses filiales. La publication, l'usage, la distribution, l'impression ou la copie non autorisée de ce message et des attachements qu'il contient sont strictement interdits.

This e-mail and any files transmitted with it are confidential and intended solely for the use of the individual to whom it is addressed. If you have received this email in error please send it back to the person that sent it to you. Any views or opinions presented are solely those of its author and do not necessarily represent those of DANONE or any of its subsidiary companies. Unauthorized publication, use, dissemination, forwarding, printing or copying of this email and its associated attachments is strictly prohibited.

Some of the scientific studies demonstrating the (bigger) positive impact of Nutri-Score's (especially vs other FOP schemes)

1. The [FOP-CE study](#) in 12 countries worldwide looking at the form of expression – M. Egnell, Z. Talati, S. Hercberg, S. Pettigrew and C. Julia

- Compares 5 different labels : the HSR, the Multiple Traffic Lights per 100g, the Nutri-Score, Reference Intakes and Warning Labels - across 12 countries (Argentina, Australia, Bulgaria, Canada, Denmark, France, Germany, Mexico, Singapore, Spain, the UK and the USA).
- ✓ **The Nutri-Score was the clear front-runner of the overall ranking of the FoPLs in terms of enhancing understanding of product healthiness.**

2. The [benchmark](#) with FBDGs in 8 European countries – L. Deano-Trécent, M. Egnell, S. Hercberg, P. Galan, J. Soudon, M. Fialon, M. Touvier, E. Kesse-Guyot and C. Julia

- Aimed to evaluate the applicability of the Nutri-Score in various European countries (Finland, France, Norway, Poland, Portugal, Slovakia, Sweden, and Switzerland), regarding its ability to discriminate the nutritional quality of foods and its consistency with national dietary recommendations.
- ✓ **It confirms the Nutri-Score's high discriminating ability for all food groups, with similar trends in the eight countries, and consistency with nutritional recommendations.**

3. The [study](#) estimating its impact using the PRIME model – M. Egnell, P. Crosetto, T. d'Almeida E, E. Kesse-Guyot and C. Julia, L. Muller

- Study's objective : assess the potential impact of FOP labels on reducing mortality from chronic diseases. 5 schemes (the Nutri-Score, the HSR, Multiple Traffic Lights per 100g, Reference Intakes and the SENS) evaluated. The use of FOPL substantially reduced mortality from chronic diseases.
- ✓ **When Nutri-Score was used, approx. 3.4% of all deaths from diet-related non-communicable diseases was estimated to be avoidable.**

4. The [study](#) on portion size selections – M. Egnell, E. Kesse-Guyot, P. Galan, M. Rayner, J. Jewell, J. Breda, S. Hercberg and C. Julia

- Study's objective : investigate the impact of 3 different labels (the Nutri-Score, Multiple Traffic Lights per 100g, and Multiple Traffic Lights per portion) on portion size selection, specifically for **less healthy products**.
- ✓ Compared to no label, the **Nutri-Score consistently lowered portion sizes**, followed by MTL per 100g. For MTL per portion, the effects differed depending on the food group : it lowered portion size selection for cheeses but increased it for spreads.

5. The [study](#) validating the long-term Nutri-Score M. Deschaseaux et al.

- Study's objective : demonstrate the association of the Nutri-Score's algorithm outputs with long term health outcomes in a cohort study in 10 European countries (Denmark, France, Germany, Greece, Italy, Netherlands, Norway, Spain, Sweden and the UK).
- ✓ Consuming foods with a higher FSAM-NPS score (lower nutritional quality) was associated with a higher mortality for all causes and for cancer and diseases of the circulatory, respiratory, and digestive systems, **supporting the relevance of FSAM-NPS to characterize healthier food choices in the context of public health policies (e.g. the Nutri-Score) for European populations.**



Published studies assessing the positive impact of Nutri Score on consumers' understanding and purchasing patterns

1. Santé publique's studies - Pauline Ducrot et al. & Noel Renaudin et al.

- Tests online, in lab settings, and in real shops show that the Nutri-Score's form of expression, compared to other schemes (Multiple Traffic Lights, Reference Intakes, others) has the best performance. It is well perceived (helpful, preferred, trustworthy, easy to identify, quick to process) and understood by consumers.
- It is the best performing system helping consumers classify food products correctly according to their nutritional quality.
 - In a first [on-line study](#) on five different food categories (fish dishes, pizzas, dairy products, breakfast cereals, and appetizers), 64.6% of consumers were able to classify correctly three products of the same category with the Nutri-Score vs 56.4% with Multiple Traffic Lights, 50.2% with GDAs and only 29.4% with Tick Labels.
 - In a second [study](#) achieved in real-conditions on four different food categories (industrial bakery, bread, canned and fresh ready-to-eat meals), 92.4% of consumer were able to classify three foods of the same category according to their nutrient profile with the Nutri-Score vs 29% only with Traffic Lights.
- ✓ The Nutri-Score was particularly appealing and useful for people with low nutrition knowledge, low education level and the lowest adherence to nutritional recommendations.

2. Leclerc's [study](#) (retailer) – Stephan Arino, Quality and Sustainability director

- Study's objective : study the impact of NutriMark & Nutriscore labels on consumer behaviour in real purchase conditions.
 - ✓ The [study](#) showed that shoppers exposed to the Nutri-Score bought foods which got an average score of 1.9, while those exposed to Nutrimark or not shown any label got an average score of 2.12. **It represents a 13% improvement in the nutritional quality of their purchases.**
 - ✓ **Young people under 30 were also strongly influenced by the Nutri-Score**, scoring 2.02 compared with 2.24 when not showing the logo – a 10% improvement.

3. The [impact](#) of Nutri-Score on perceived healthiness and purchase intentions – J. De Temmerman, E. Heeremans, H. Slabbinck, I. Vermeir

- This research investigates the impact of the presence of Nutri-score and its five icons on consumer's perception of the healthiness of products and their purchasing intents via EU consumers' online study.
- ✓ **The presence of Nutri-Score**
 - ✓ enabled respondents to better assess the healthiness of products and
 - ✓ it offers the potential to boost sales of healthy products without affecting sales of unhealthy products.
- ✓ The findings suggest the need to embrace Nutri-Score as the standard FOP to help fighting against the increasing obesity pandemic.

