

Briefing for Director-General Wolfgang Burtscher

MEETING WITH SCHWARZ GRUPPE (Lidl & Kaufland)

24/03/2023, 11:00

out of scope

Front of pack nutrition labelling (FOPNL) 5

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SCENE SETTER

You will meet with **art.4(1)(b) - personal data redacte** of the Schwaz Group, owning the supermarkets Lidl and Kaufland.

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TOPIC 2

Front of pack nutrition labelling (FOPNL)

KEY MESSAGES

- FOPNL is part of the proposal for a revision of the Regulation on Food Information to Consumers (FIC) which is under DG SANTE responsibility.
- It is an important initiative to harmonise the schemes in the EU to enable consumers to make informed and health-conscious food choices and contribute to the shift to more sustainable and plant-based diets.
- FOPNL is not meant to replace dietary recommendations. Awareness, communication, and education are of outmost importance.
- No decision has been made yet on the nutrition labelling:
 - The impact assessment (IA) with the different policy options is being finalized.
 - The IA is supported by scientific contributions of the JRC and an EFSA opinion which are all in the public domain.
 - The Commission's proposal will be based on science, evidence and objective grounds.
- The impact assessment is based on existing schemes already developed in the European Union including Nutri-Score but also other existing schemes in the EU. The EU proposal will not copy/paste any existing scheme.
- We understand that an evaluative scheme (similar to Nutri-Score) is easy to understand for consumers. DG AGRI has no objection to this.
- However, it is important to ensure that the algorithm to calculate the label score takes into consideration the specificities of some quality products or single-ingredients products such as olive oil and reflect the level of transformation.
- Unhealthy diets are driven by industrial products – often ultra-processed - rich in fats, sugar or salt but which rarely provide a full variety of nutrients for a balanced diet and may increase cancer mortality¹.
- We are closely following this initiative.

art 4(1)(b) - personal data redacted, B3, art 4(1)(b) - personal data redacted

⁽¹⁾ [2023_Lancet_study_UPF_and_cancer.pdf](#)

BACKGROUND

DG SANTE legislative proposal (part of the Farm to Fork Strategy)

In addition to the nutrition labelling, DG SANTE initiative for the FIC revision includes:

- a proposal to require origin indication for certain products.
- a proposal for a revision of date marking requirements (to fight food waste); and
- the introduction of the mandatory indications of the list of ingredients and the nutrition declaration for all alcoholic beverages.

An external study was launched in August 2021 to support the Commission's Impact Assessment in order to collect evidence and data for the analysis of the economic, social and environmental impacts of the proposed policy options including:

- an open consultation to citizens and stakeholders carried out from December 2021 to March 2022 with 3225 contributions; and
- targeted surveys from February 2022 to March 2022 for businesses and business associations, small and medium-sized enterprises (SMEs), national competent authorities and consumer/ health organisations, with 200 contributions.

In addition, the European Food Safety Authority (EFSA) published in April 2022 a scientific advice for the development of harmonised mandatory front-of-pack nutrition labelling and the setting of nutrient profiles for restricting nutrition and health claims on foods. The main findings of EFSA are:

- Intakes of energy, saturated fats, sodium and added/free sugars are too high in Europe, so reducing them would help to combat chronic diseases linked to unhealthy diets.
- Dietary fibre and potassium intakes, however, are too low in most European adult populations, so increasing them would also contribute to improved health.

Furthermore, the Joint Research Centre (JRC) published a scientific review of the current scientific evidence regarding front-of-pack nutrition labelling. The JRC study showed that consumers generally value front-of-pack nutrition labels as a quick and easy way to learn about nutrition information when making purchase decisions.

Art.4(3) - protection of the ongoing dec-making proc

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Art.4(3) - protection of the ongoing dec-making proc

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