

From: [REDACTED] (SANTE)
Sent: lundi 8 février 2021 08:57
To: [REDACTED] (SANTE)
Cc: [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE)
Subject: BTO meeting Arla Foods, 29/10/2020, F2F labelling initiatives

Dear all, here a late BTO of the meeting with Arla Foods which took place on 29 October.
With thanks to [REDACTED] for the notes.
Without further comments, I will register it in Ares and save it on the drive in the BTO folder.
Best
[REDACTED]

BTO Meeting between SANTE.E1 & Arla Foods, 29/10/2020, Role of sustainable dairy production in the context of Farm to Fork labelling initiatives

Participants

Arla Foods: [REDACTED]; [REDACTED]
[REDACTED]; [REDACTED] Hill and Knowlton Strategies
SANTE.E1: [REDACTED], [REDACTED], [REDACTED]

Summary

- The meeting was requested by Arla to exchange views on the role of sustainable dairy production within the context of the Farm to Fork Strategy, and in particular the Commission initiatives on a sustainable food labelling framework and nutrition labelling.
- Arla presented their company, their Corporate Social Responsibility strategy, which includes nutritional aspects, as well as their sustainability strategy aiming at reducing CO2 emissions by 30% through actions across the whole value chain (targeting farmers, the supply chain and consumers).
- Arla enquired about the format/criteria for FOP nutrition labelling. Arla highlighted the importance of the total diet for health and highlighted the current focus from science on the concept of 'whole foods' instead of 'individual nutrients'. Arla called not to reduce foods to negative nutrients.
- Regarding the sustainability label, Arla enquired about the further process and how any potential trade-offs would be handled (e.g. impact of sugar can be positive from environmental perspective but negative from nutritional perspective).
- Arla referred to results of two studies commissioned by them regarding teenagers attitudes towards food, nutrition and health, which they would share with the Commission (*received on 17 November*).
- SANTE explained the general objectives of the F2F strategy and the process foreseen for the different labelling actions. SANTE explained the next steps regarding the initiatives on FOP nutrition labelling, nutrient profiles and origin labelling and invited Arla to participate in the upcoming consultations.

From: [REDACTED] <[REDACTED]@hkstrategies.com>
Sent: Wednesday, September 30, 2020 4:00 PM
To: [REDACTED] (SANTE) [REDACTED]@ec.europa.eu>

Cc: Arla Team Brussels <[REDACTED]@hkstrategies.com>

Subject: Meeting request on behalf of Arla Foods

[REDACTED],

I hope this email finds you well. I am contacting you on behalf Arla, one of Europe's largest farmer-owned dairy cooperative. Their key focus is providing consumers around the world with nutritious dairy products that are sustainably produced.

Arla's [REDACTED], [REDACTED] would be keen get your views on the role of sustainable dairy production within the framework of the new EU Farm to Fork Strategy. More specifically, he would be happy to exchange views on how Arla can best support the transition towards an economically and environmentally sustainable European food industry and the work of the Commission on its upcoming proposal sustainable food labelling framework as well as the ongoing discussions on nutritional labelling.

Your colleagues from Unit D1 have referred us to you as they are currently going through some internal reorganization and said you would be placed to answer some of our questions. Would you have any availabilities in the coming days for a virtual meeting?

In anticipation of your response, I remain at your disposal should you have any questions.

Kind regards,

[REDACTED]

[REDACTED]

[REDACTED]@hkstrategies.com

M: [REDACTED]



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