

From: [REDACTED] (SANTE)
Sent: lundi 15 novembre 2021 09:20
To: [REDACTED]
Cc: [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE)
Subject: BTO meeting with Group BEL

Dear colleagues,

Please find here below for registration in Ares and saving on the U-Drive the final BTO for the meeting with Group BEL.

[REDACTED], could you please also add the BTO to the FOP table?

Many thanks!

Best,

[REDACTED]

BTO of the meeting with Group BEL on FOP
22 October 2021, 15:00 – 15:30h, Teams Meeting

Participants:

- **Group BEL:** [REDACTED], [REDACTED], [REDACTED]
- **SANTE.E1:** [REDACTED], [REDACTED], [REDACTED]

The meeting was organized at the request from Group BEL to present their nutritional commitments as an agri-food company and to discuss front-of-pack nutrition labelling, in particular the Nutri-Score.

Group BEL:

- Presented their company and global cheese portfolio (e.g. the Laughing Cow, Mini Babybel, Boursin and Kiri) and highlighted their mission to defend healthier and more responsible food for all.
- Expressed their support for harmonized front-of-pack nutrition labelling of cheese products.
- Argued that Nutri-Score, as it stands today, is not well adapted to cheese products:
 - The cheese category is very broad with significant variation in the nutritional composition of different products (high in fat, low in protein, optimized fats/salt/ protein).
 - Nutri-Score currently classifies the majority of cheeses as “D” independently of their optimization of nutrient content, resulting in a lack of consumer understanding regarding the differences between optimized cheese products and cheeses high in fat/salt.
 - The Nutri-Score algorithm currently has a maximum protein content of 8%. However, based on portfolio analyses, Group BEL found that cheeses often have a higher protein content than 8%.
- Has worked on a proposal for a modification of the Nutri-Score algorithm to reflect the reality of nutritional composition and to enhance differentiation of cheeses:
 - Switch to a portion-size approach to reflect the reality of consumption.

- Adapt the threshold for protein (and calcium) content: Keep the specific algorithm for cheese but widen the scale for positive points attributed to cheese for protein content (more than 8g/100g possible) and thus allow for better correlation with calcium content (higher protein content = higher calcium content).
- Regarding reformulation, Group BEL explained that their objective is develop a better cheese profile progressively and to continuously reduce unhealthy nutrient content over time.
- Group BEL will share with SANTE market and consumption data from different countries, as well as any other interesting resources regarding FOP nutrition labelling that could support the European Commission's evaluation.