

From: [REDACTED] (SANTE)
Sent: lundi 15 novembre 2021 17:56
To: [REDACTED]; [REDACTED] (SANTE)
Cc: [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE)
Subject: Final BTO - European Snack Association 21/10/2021

Dear colleagues,
Please find here below the final BTO for the meeting with the European Snack Association.
Could you please register it in Ares and save it on the U-Drive?
Many thanks in advance!
Best,
[REDACTED]

BTO of the meeting with the European Snack Association
21 October 2021, 10:00 – 10:30h, Teams Meeting

Participants:

European Snack Association: [REDACTED]

SANTE.E1: [REDACTED]

The meeting was organized at the request of the European Snack Association (ESA) to discuss the latest developments on reformulation initiatives and the establishment of nutrient profiles.

ESA:

- Introduced their association: ESA represents 80% of manufacturers and suppliers of branded, savoury snacks in the EU, representing 1.5% of total food & beverages turnover.
- Regarding reformulation, ESA:
 - Explained that their sector has been strongly involved in reformulation activities, including new techniques to reduce nutrients of public health interest (salt, fat) in their products.
 - Has participated in the EU Platform for Action on Diet, Physical Activity and Health.
 - Explained that they are not signatories anymore of the EU Code of Conduct on Responsible Food Business and Marketing Practices (due to the criteria for time-bound commitments) but are encouraging members to sign. ESA is still an unofficial signatory under FoodDrinkEurope.
 - Explained that they have developed internal commitments that are linked to the EU Code of Conduct to encourage their members to follow similar practices (i.e. monitoring framework, sharing best practices within the sector).
- Enquired about the progress of the Commission's plans in terms of reformulation in light of political pressure e.g. from the European Parliament and stakeholder expectations.
- Enquired about the Commission's progress in the potential setting of maximum limits for certain nutrients in certain food categories.

- Regarding nutrient profiles, ESA reported that they have updated their position paper and enquired how the Commission envisages to carry this work forward, for instance in terms of timeline (e.g. publication of the public consultation) and selecting/identifying relevant food categories and setting thresholds.
- Clarified their position that nutrient profiles should not discriminate against specific foods.
- ESA highlighted their willingness to contribute to the Commission's work and share relevant input, expertise and data.