

**From:** [REDACTED] (SANTE)  
**Sent:** mercredi 14 juillet 2021 13:56  
**To:** JUELICHER Sabine (SANTE)  
**Cc:** [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE); [REDACTED] (SANTE);  
**Subject:** BTO Meeting with Arla Foods on FOP - 18.06.2021

Dear [REDACTED],  
For your information, please find below the BTO, prepared by [REDACTED] of the meeting on FOP between E1 and Arla Foods.

Kind regards,

[REDACTED]

**Minutes of the meeting with Arla Foods on front-of-pack nutrition labelling**  
**18 June 2021, 15.30-16.00h, Teams Meeting**

**Participants:**

Arla Foods: [REDACTED]  
SANTE: [REDACTED]

The meeting was organized at the request of Arla Foods to follow-up on a previous meeting held in October 2020. Arla Foods is one of Europe's largest farmer-owned dairy cooperatives, and the largest producer of dairy products in Scandinavia. The purpose of the meeting was to discuss the upcoming FOP labelling initiative and present some of Arla's recent data-led action to accelerate the transition to a sustainable food system in support of the Farm to Fork strategy.

**Arla Foods:**

- Highlighted their commitment to help consumers make healthy and sustainable food choices easily.
- Regarding the scientific principles for FOP nutrition labelling, Arla Foods:
  - o Highlighted food based dietary guidelines as the scientific consensus for a healthy diet.
  - o Stressed the importance of acknowledging the complexity of whole foods including natural beneficial nutrients (e.g. vitamins and minerals).
  - o Stressed that a FOP nutrition labelling scheme should be food category-based (e.g. 'dairy') in order to make the comparison of foods relevant for consumers and the setting of thresholds for specific food groups easier.
- Regarding a successful implementation of a harmonised FOP nutrition labelling scheme, Arla Foods:
  - o Expressed their concern that a potential scheme could reward reformulated products and contradict scientific national dietary guidelines.
  - o Stressed that rewarding products with a relevant nutritional contribution in line with dietary guidelines would make a scheme trustworthy and a true guidance for consumers.

- Believes it would be easy to gain support from Member States, academia, NGO's and the food industry when supporting FOP nutrition labelling schemes that align with well-established dietary guidelines.
  - Highlighted the need to respect differences in national dietary guidelines and eating habits, while using the similarities across markets to create a sense of unity in the EU.
  - Proposed taking an approach that facilitates the nudging of better food choices by endorsing the "best in class" choice (e.g. Keyhole logo).
- Besides their views on FOP nutrition labelling, Arla Foods explained their efforts taken regarding sustainable food labelling, such as the introduction of pilot projects on sustainable labelling in some of their markets and the establishment of an internal sustainability team.
- Arla Foods enquired about the European Commission's timeline and process regarding the adoption of a harmonised FOP nutrition labelling scheme, the consideration of dietary guidelines in the evaluation and the progress made regarding sustainable food labelling.
- Arla Foods will share with SANTE any interesting resources and research regarding FOP nutrition labelling and sustainability labelling that could support the Commission's evaluation.