

From: [redacted] (SANTE)
Sent: mercredi 14 juillet 2021 14:33
To: [redacted]@ceereal.eu
Cc: [redacted] (SANTE); [redacted] (SANTE); [redacted] (SANTE); [redacted] (SANTE)
Subject: FW: CEEREAL manifesto for balanced diets and sustainable food systems
Attachments: CEEREAL F2F Manifesto_EC.pdf

Dear [redacted],

Thank you for your message. We acknowledge good receipt of CEEREAL's manifesto and thank you for your input.
Best regards,

[redacted]



European Commission - Directorate-General for Health and Food Safety
Unit E.1 - Food information and composition
Tel.: +32-2-[redacted]
e-mail: [redacted]@ec.europa.eu
Web: https://ec.europa.eu/food/food/labelling-and-nutrition_en

From: [redacted] <[redacted]@ceereal.eu>
Sent: Monday, June 28, 2021 2:09 PM
To: [redacted] (SANTE) <[redacted]@ec.europa.eu>
Subject: CEEREAL manifesto for balanced diets and sustainable food systems

Dear [redacted]

CEEREAL would like to inform you about the publication of our "From Seed to Spoon" manifesto (attached), which sets out four commitments of the European breakfast cereal and oat milling industry to achieve balanced diets and sustainable food systems.

The commitments relate to

- improving the nutritional value of breakfast cereals,
- helping people choose safe, nutritious and balanced breakfasts,
- continuing to advertise responsibly and to promote the benefits of breakfast,
- reducing the environmental footprint of breakfast cereal production and consumption.

You can find more information on <https://www.from-seed-to-spoon.info/>

These commitments are intrinsically linked to the European Commission's [Farm to Fork Strategy](#) and aim to make sure that people in Europe have access to a broad range of breakfast cereals that are safe, nutritious, sustainable and enjoyable.

Please do not hesitate to get in touch with the CEEREAL Secretariat, represented by [REDACTED] ([\[REDACTED\]@ceereal.eu](mailto:[REDACTED]@ceereal.eu)) and [REDACTED] ([REDACTED] [@ceereal.eu](mailto:[REDACTED]@ceereal.eu)), in case of questions.

Kind regards,
[REDACTED]

CEEREAL represents the European breakfast cereal and oat milling industry and brings together international brands as well as family-owned businesses of all sizes. CEEREAL currently has nine company members and nine national association members from eight countries. More information is available on www.ceereal.eu.



[REDACTED]

CEEREAL

European Breakfast Cereal Association

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