



# Innovation in the Healthy Food & Drink Sector



An introduction to innovation trends, public policies, and legal considerations in the sector



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# 1. What is innovation in the food & drink sector?

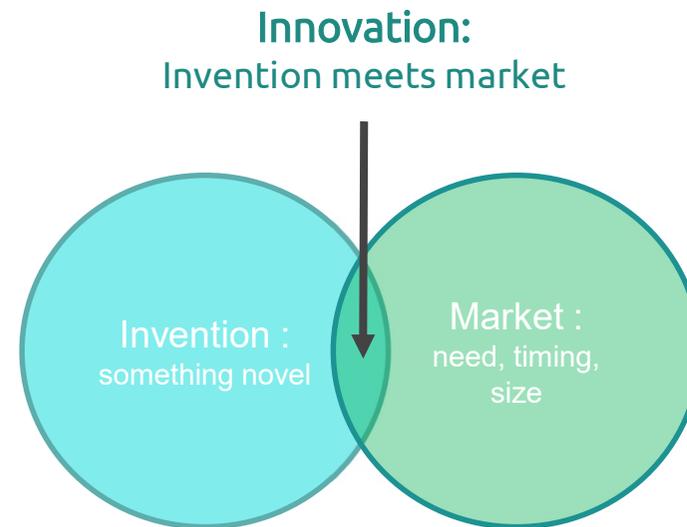
- 
- Definition of innovation
  - What is innovation in food and drinks?
  - Types of innovation in the sector

# What is innovation?



Innovation is the practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services.

Innovation is related to, but not the same as, invention: innovation is more apt to involve the practical implementation of an invention (i.e. new / improved ability) to make a **meaningful impact in a market or society**, and not all innovations require a new invention.



## What is innovation in the food & drink sector?



→ Using science and technology to develop new ways of producing, processing or packaging food and drinks.

Innovation here combines **technological, social and cultural innovation** in the entire food system, including production, harvesting, primary and secondary processing, manufacturing and distribution.



→ Consumer demands and expectations are constantly evolving, and retailers are seeking new products to meet these needs.



→ Innovation is essential for ensuring profitability and survival; and in the case of the food system, for sustainability.

## Types of innovation in the sector (I)

| Type of innovation               | Scope of Innovation   | Distinct Characteristic  |               |
|----------------------------------|---|--|---------------|
| <b>Product Innovation</b>        | Innovations related to goods and services.  | There are significant improvements in technical specifications, components and materials   | Technical     |
| <b>Process Innovation</b>        | Implementation of new processes or improvements to the significant production system.   | There are significant technological changes, production equipment and/or software  |               |
| <b>Market Innovation</b>         | Implementation of new marketing methods including significant changes in the design or packaging of products during its storage, market promotion and market-based pricing. | There is an increasing level of consumer satisfaction, creating new markets or market positions that are more profitable for companies to increase sales | Non-technical |
| <b>Organisational Innovation</b> | Implementation of new forms and methods in organising companies, work and external relationships.   | Implementation of business practices in the organisation of the workplace or external relationships as the implementation of strategic decisions.        |               |

\*Source: OEDC

## Types of innovation in the sector (II)

### - TECHNICAL -

Product



New soup category

Process



3-D food printing

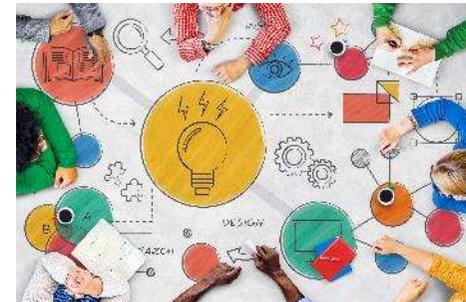
### - NON TECHNICAL -

Market



Attractive packaging

Organisational



Open innovation approach



## 2. Challenges for healthy food & drink innovation

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- Main challenges for innovation in the healthy food & drink sector
- The need for structured innovation processes in NPD
- Safety evaluation for novel products and labelling rules for healthy products.

## Main challenges for the innovation in the healthy food & drink sector - Early days of innovation -



- During the 1970s, the pace of advances in **food technology increased rapidly**. Companies developed new products and processes due to a shortage of food, and particularly animal protein. Understanding and promoting of food safety also increased.
- Novel foods were defined as foods not previously eaten by humans. Guidelines were introduced which identified the main categories of information needed to evaluate the **safety of novel foods** and some of the problems with **testing their security**.
- In the early 1990s, it became clear that developments in **gene technology** would have significant implications for the food supply, particularly in terms of **their potential to increase the quantity and quality of available foods**, and also in **food safety**.



# Main challenges for the innovation in the healthy food & drink sector

To address new emerging food/drinks formulations, industries must follow the recommended dietary guidelines to achieve a healthy product with balanced nutrition.

They include, for example, recommendations to reduce the intake of dietary sodium, cholesterol, saturated fats and sugars, while increasing the consumption of whole grains, vegetables, and fruits, as well as low-fat dairy products.



## Aspects to consider

- Sensory attributes
- Choice of ingredients
- Stability of ingredients & product
- Legislation and food policies



## Examples of product development

- Low sugar products
- Low fat products
- Lower sodium products
- Fortified Products



## Main challenges for the innovation in the healthy food & drink sector - Process Innovation -



Food technology can have a great impact on our diets, it can apply to processing, manufacturing and storage.

Processes affecting food nutrient content, such as:

- Fertilisers
- Milling
- Blanching
- Canning
- Freezing
- Pasteurisation
- High pressure processing
- Dehydrating



Technological innovation- nutrient content example:

Cultured meat can be created meeting the recommended dietary guidelines recommendations for a diet, for example: low in trans-fats, saturated fats, sodium, red meat, and refined carbohydrates.

As well as moving from food insecurity to food security

## Main challenges for the innovation in the healthy food & drink sector - Fortified food and Nutrition age groups -



We can create fortified food to help some age groups reach their nutritional needs, such as children and the elderly. But during in pregnancy and lactation or for a vegan diet there are more restrictive food choices.



- In the case of **children**, we can fortify food and beverages, such as milk and breakfast cereals, with vitamin D. However, formulators have challenges, including delivering the required amount of vitamin D without comprising areas such as flavour and solubility.

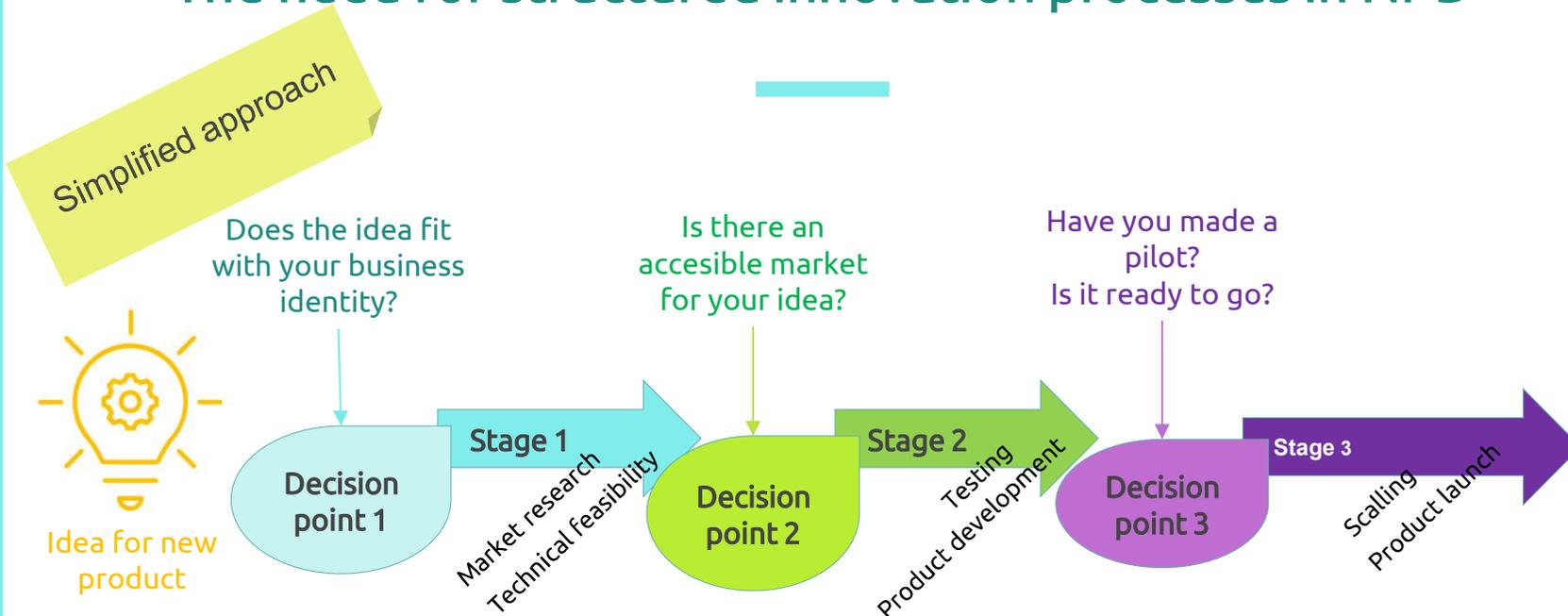


- Fortified beverages and supplementary foods, can be helpful when given during **pregnancy** when fortified beverages containing multiple micronutrients have been shown to reduce micronutrient deficiencies such as anaemia and iron deficiency.

- Our protein needs increase during the **ageing process**, and it's essential to maintain muscle mass and strength. To achieve that, we can formulate fortified bread with protein powder. Efficacy at specific portion sizes is an important consideration as people in older age groups tend to have less appetite.
- In recent years, innovation and sales of **plant-based products** have increased, however, this diet is very restrictive in many nutrients. This nutrient deficiency can be corrected by consumption of cultured meat, milk alternatives, egg alternatives, microalgae and fish alternatives which are all plant-based innovations.



# The need for structured innovation processes in NPD



# The need for structured innovation processes in NPD



- A **structured innovation process** allows your business to build a long-term culture of sustained innovation and helps you innovate in a methodical way.
- Establishing internal processes and structures within your company fosters your ability to innovate and to establish an independent innovation management system.
- The **innovation structure** must be:
  1. **Holistic** : coordinating processes, methods, structure and culture
  2. **Future-oriented** : by integrating the trends from the market, technology and consumers
  3. **User-integrated** : involving staff personnel, customers and suppliers
- To foster continued growth, it is advisable for organisations to schedule **regular ideation sessions**, a practice that increases the success of new products or services since the organisation is adopting a **proactive strategy** in the new product development process.
- See our training modules [P1-M4 Creative Ideation](#) and [P1-M5 Selecting Sparkle Ideas](#) for ways to originate and filter ideas.
- Inviting members from various departments to participate brings fresh perspectives, and cross-training or departmental rotations can help **speed innovation efforts** by giving people a **global understanding of a business**.

# The need for structured innovation processes in NPD

## Advantages of a Structured Innovation approach



Systematisation of innovation management



Increase success through better project selection



Boost internal cooperation & communication



More efficient use of resources

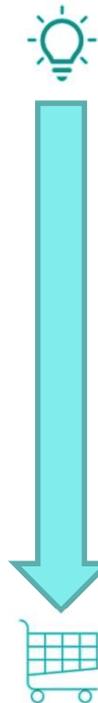


Reduce time to market for innovative solutions

## Safety evaluation for novel products

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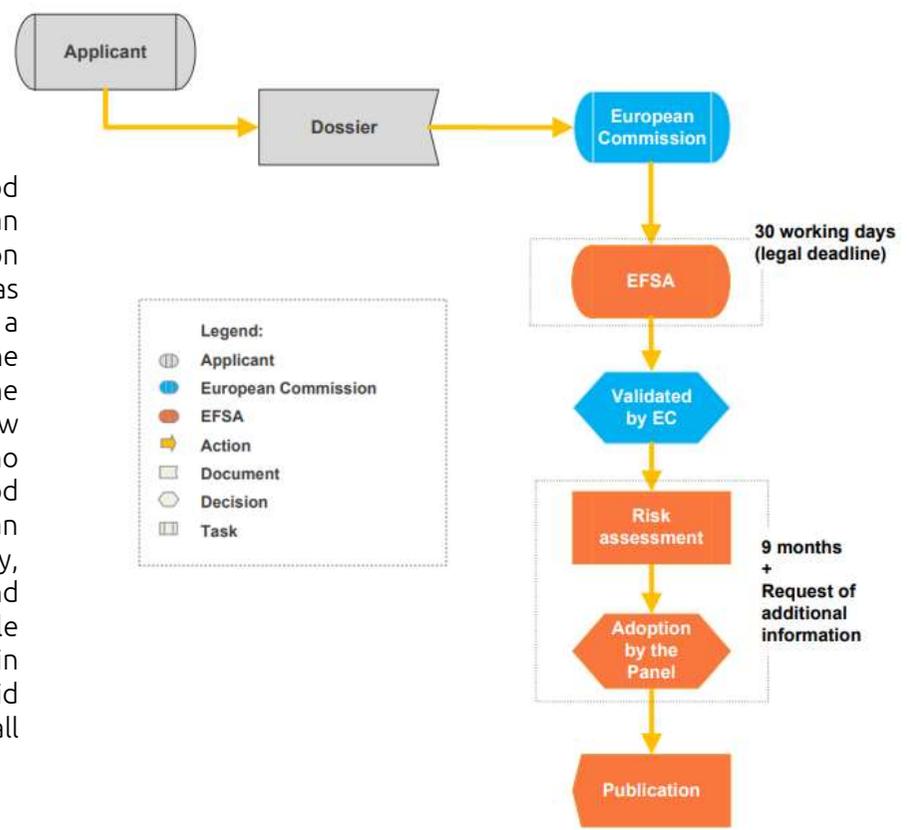
- Any food that was not consumed “significantly” prior to May 1997 is considered to be a **novel food**.
- The category covers **new foods**, food from **new sources**, **new substances** used in food as well as **new ways and technologies** for producing food.
- Food business can place a novel food on the European Union market only after the Commission has processed an online application for its **authorisation**.
- First, if the condition of novel food is confirmed, the product must undergo a **safety assessment** prior to the authorisation. This is assessed and authorised under the **Regulation (EU) 2015/2283 on novel foods** (details on next slide).
- If the novel food is liable to have an **effect on human health**, the Commission will request the European Food Safety Authority (EFSA) to carry out a **risk assessment**.
- If favourable, the Commission submits to the Standing Committee on Plants, Animals, Food and Feed a draft implementing act authorising the placing on the market. Once the act receives a positive vote from the **Standing Committee** and is adopted and published by the Commission, the novel food can be lawfully placed on the European Union market.





Regulation EU 2015/2283

\* Authorisation and use of novel foods and food ingredients have been harmonised in the European Union since 1997 when Regulation EC 258/1997 on novel foods and novel food ingredients was adopted. In 2013, the Commission presented a proposal for a new regulation on the matter. The co-legislators the European Parliament and the Council have reached an agreement with the new Regulation EU 2015/2283. An applicant who intends to place on the EU market a novel food should submit an application to the European Commission that, after having verified its validity, will make it available to the Member States and mandate EFSA for a scientific assessment (Article 10). The Authority shall adopt its opinion within nine months from the date of receipt of a valid application from the EC. Such procedure shall apply as of 1 January 2018.



# Safety evaluation for novel products

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## Application procedure

- The applicant must prepare a well-structured application to demonstrate the safety of the novel food following EFSA guidelines.
- In assessing the safety of novel foods, EFSA shall consider the following:
  - ✓ Whether the novel food concerned is as safe as food from a comparable food category already existing on the market within the Union
  - ✓ Whether the composition of the novel food and the conditions of its use do not pose a safety risk to human health in the Union
  - ✓ Whether the novel food, which is intended to replace another food, does not differ from that food in such a way that its normal consumption would be nutritionally disadvantageous for the consumer.

# Safety evaluation for novel products

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## Application procedure

- EFSA carries out its safety assessment based on dossiers provided by applicants.
- Requirements to be covered:
  - ✓ Description of the novel food
  - ✓ Production process
  - ✓ Compositional data and nutritional, toxicological, and allergenic properties
  - ✓ Specification
  - ✓ Proposed uses and use levels
  - ✓ Anticipated intake of the novel food
- Further sections on the history of use of the novel food and/or its source, absorption, distribution, metabolism, excretion, nutritional information, toxicological information and allergenicity should be considered by the applicant by default.

# Labelling regulation for healthy products

- Novel food is subjected to the general **labelling requirements** laid down in Regulation (EC) N° 1169/2011
- Any nutrition and health claim announced in a novel food or any reformulated recipe should be made in accordance with the requirements of the Health and Nutrition Claims Regulation (EC) N° 1924/2006 and its amendment by Regulation (EU) N° 1047/2012
- Innovative healthy new products usually include health claims such as *Low fat, sugar-free, high protein, high omega-3 fatty acids*, etc. These **claims** implying a particular beneficial **nutritional properties** must comply specific amounts or percentages for solids or liquids in order to be **properly used**.
- For specific claims namely low sodium/salt in waters, reduced components (such as trans fatty acids), or source of vitamin/s and mineral/s, **additional directives** must be followed, which are indicated within the Regulation (EC) N° 1924/2006.
- Any claim made on a food's labelling in the European Union must be clear, accurate and **based on scientific evidence**, which enable to protect consumers, **promote innovation and ensures fair competition**.



\*Source: AB Food Nutrition, Food Navigator, Freyr Solutions

\*Nutritional claim: [https://ec.europa.eu/food/safety/labelling-and-nutrition/nutrition-and-health-claims/nutrition-claims\\_en](https://ec.europa.eu/food/safety/labelling-and-nutrition/nutrition-and-health-claims/nutrition-claims_en)

## Labelling regulation for healthy products

\*The AHFES Project has additional training modules under development .

In Programme 5 a full module on Legal labelling will be delivered and made available on the project website in early 2022 :

<https://www.ahfesproject.com/training/>



### 3. Social trends & forecast, Market opportunities

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- Media/ popular trends in healthy food & diet
  - Market size, current scope and forecast to identify opportunities

### 3. Social Trends & Forecasts of Market Opportunities

The AHFES Project has produced several useful reports within the Project, that have been drawn upon for the design of this section of the training.

For more information, you can refer to these reports on the AHFES Website by clicking the links below.

*D5.1- Consumer Analysis,*

*D5.2 - Market analysis: innovation trends and market opportunities*

*D5.3 - Matching consumer demands, market opportunities and SMEs competencies and needs;*

## Media/ popular trends in health & diet (I)

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- ✓ Consumer's demand should define market evolution
- ✓ Companies aligned with the consumer's demand will be more successful
- ✓ Listen to the crowd: analyse factors that may influence consumer choices: including social, economic and cultural factors
- ✓ Choices are constantly changing: embrace innovation!
- ✓ Talk with clients and listen: surveys, samples, product market fit, what will stop consumers purchasing?

## Media/ popular trends in health & diet (II)

The AHFES project has already identified in its D5.1 report - [here](#) - , four primary anticipated future consumer trends in healthy food products within the research literature:

(1) health and wellness, (2) convenience, (3) sustainability, and (4) organic production and natural foods:



Latest trends show that consumers focus much more on their **health** than ever before. This has been reinforced with the COVID-19 pandemic since March 2020.



Consumers are asking for food and drinks products that are more transparent, healthy and **sustainable**, but also **convenient to prepare and eat**.



They are looking for **organic and natural foods**, also new flavours, ingredients and cooking techniques within a healthy lifestyle framework.



These social trends generate new **opportunities** for innovation in the healthy food & drinks sector.



## Media/ popular trends in health & diet (III)



### Health and wellness

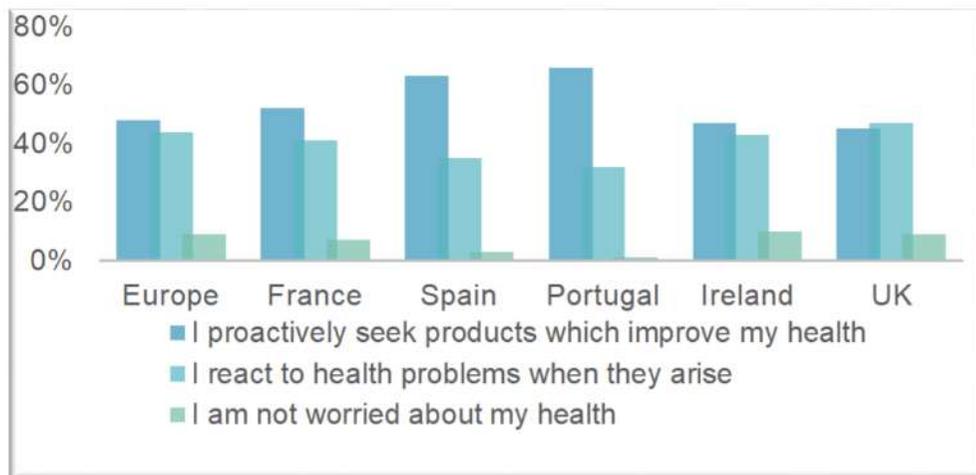
- ✓ Consumers are becoming increasingly aware that food has an impact on their health status which leads to a higher demand for “beneficial to health” products and a demand for personalised nutrition.
- ✓ Besides, diet, exercise and healthy habits are a common trend in all age segments.
- ✓ The “Over 65” age group is a highly demanding segment looking for products which are beneficial to their health.



## Media/ popular trends in health & diet (IV)

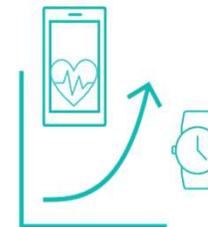


Health and wellness



Consumer concerns levels

(source: GlobalData2018Q4Consumer survey)



The use of digital devices at a user level for monitoring weight and exercise has been continuously growing in recent years. Around 30% of consumers globally use one of a variety of different tools. This shows the increase of the concern about health and diet within the population. (source: GlobalData TrendSights Overview: Health & Wellness)

## Media/ popular trends in health & diet (V)



### Sustainable and convenient

- ✓ The Impact that food production and consumption have on the environment is an area concern becoming more and more evident amongst the consumers, and is now reflecting in their consumption habits.
- ✓ Modern “busy” lifestyle prevalent now, means consumers are seeking a reduction of effort and cooking times, easy preparation of meals and even reductions in the time dedicated to grocery shopping.
- ✓ Sustainability and convenience are often at odds – achieving a concept which meets both demands is a big challenge in the healthy food and drink sector, but represents a formula to succeed.

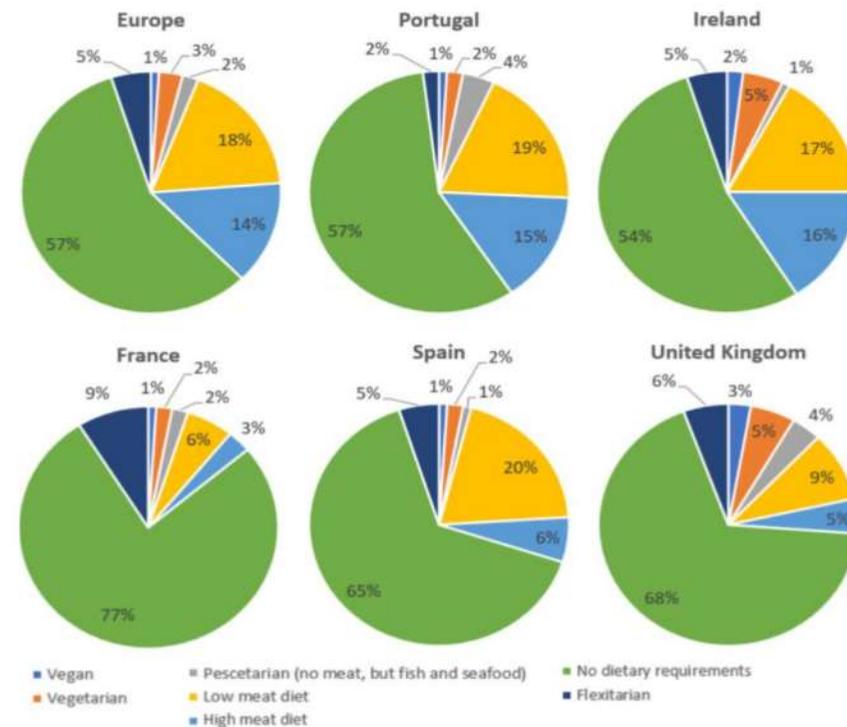


## Media/ popular trends in health & diet (VI)



### Sustainable and Convenient

- ✓ There is also a growing trend that consumers wish to align food and beverage choices with personal nutritional or ethical goals.
- ✓ Consumers are more aware of the sustainability of their diet: A "sustainable" diet is defined as a diet with low environmental impact, contributing to the food, nutritional and health security of future generations\*.
- ✓ Plant based diets have lower environmental impact, but the number of consumers who solely follow a plant-based diet is still very low:



Consumer diet segmentation by AA country:

\*Fresán, U., & Sabaté, J. (2019). Vegetarian Diets: Planetary Health and Its Alignment with Human Health. *Advances in Nutrition*, 10, S380–S388. <https://doi.org/10.1093/advances/nmz01>

## Media/ popular trends in health & diet (VII)

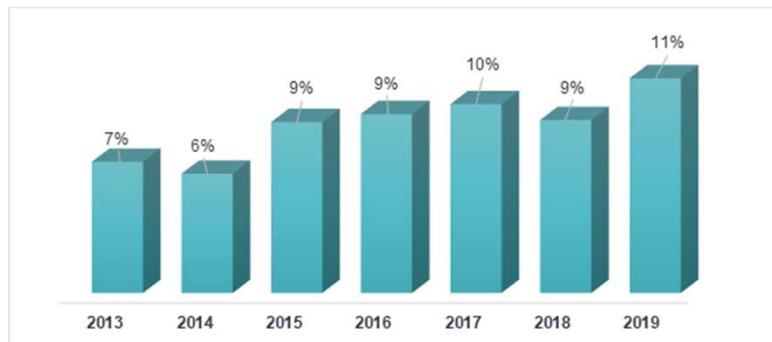


### Sustainable and **Convenient**

Convenience

Reduction of effort: time savings, physical energy

Food production chain at home (planning what the individual will eat, buy, prepare and consume)



Convenience is a trend that has gained strength in recent years.

Millennials are increasingly interested in high-quality products.

The busy lifestyles suggest that this trend will continue to increase in the future.

Importance of food convenience to the consumer  
(source: The NPD Group/National Eating Trends®, 12ME Feb. 2019)

## Media/ popular trends in health & diet (VIII)



### Organic and natural

- ✓ Nutritional value, food security and environmental issues are at the top of consumers' concerns.
- ✓ The European organic market grew to more than 37 billion euros in 2017, almost an 11% increase\*. Spain has the largest organic food sector in Europe.
- ✓ Low or un-processed food, together with organic/natural productions are a strong trend in the market that healthy food and drink businesses need to take into account.



\*Source: <https://www.bioecoactual.com/en/2019/02/18/european-organic-market/>

## Media/ popular trends in health & diet (IX)



Organic and natural

Organic

Vs.

Natural

- ✓ Consumers do not always distinguish between “natural” and “organic” but Companies should separate this concept and use the correct terminology each time.
- ✓ 35% of consumers globally consider these two trends to be equivalent
- ✓ For **organic foods**, regulation n° 834/2007 establishes that foods can be labelled "organic" if at least 15% of their agricultural ingredients are organic: and produced with no herbicides, chemicals, low pesticides, artificial fertilizers, etc.
- ✓ **Natural doesn't mean organic**, it is more used for cosmetics and means that ingredients come from plants, flowers, mineral found in nature with no petrochemical ingredients and never tested on animals.

## Media/ popular trends in health & diet (X)

Other specific trends in healthy food & drink market

- ✓ Global growth in packaged food: China ranked 1<sup>st</sup> in 2019
- ✓ Reduction in meat consumption: flexitarianism: eating meat or fish occasionally
- ✓ Snackification: flexible schedule for meals: anytime, anywhere and food eaten “on the go”
- ✓ Adventurous customers : new flavours, authentic recipes from global cuisines



## Media/ popular trends in health & diet (XI)

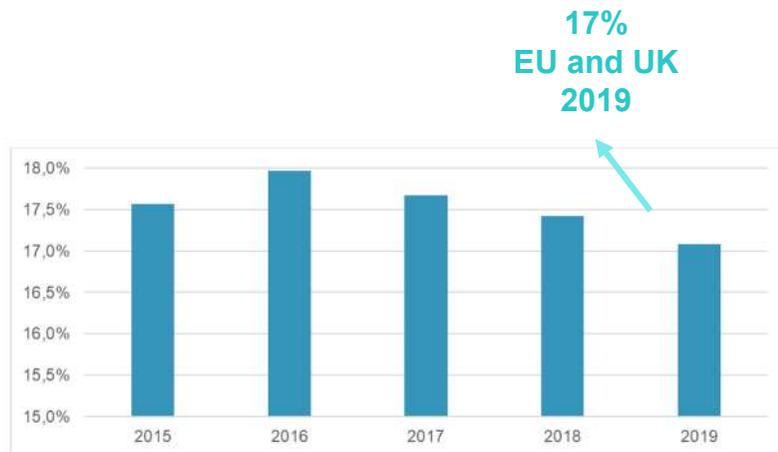
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Check here for more information and trending topics on healthy lifestyle and food:

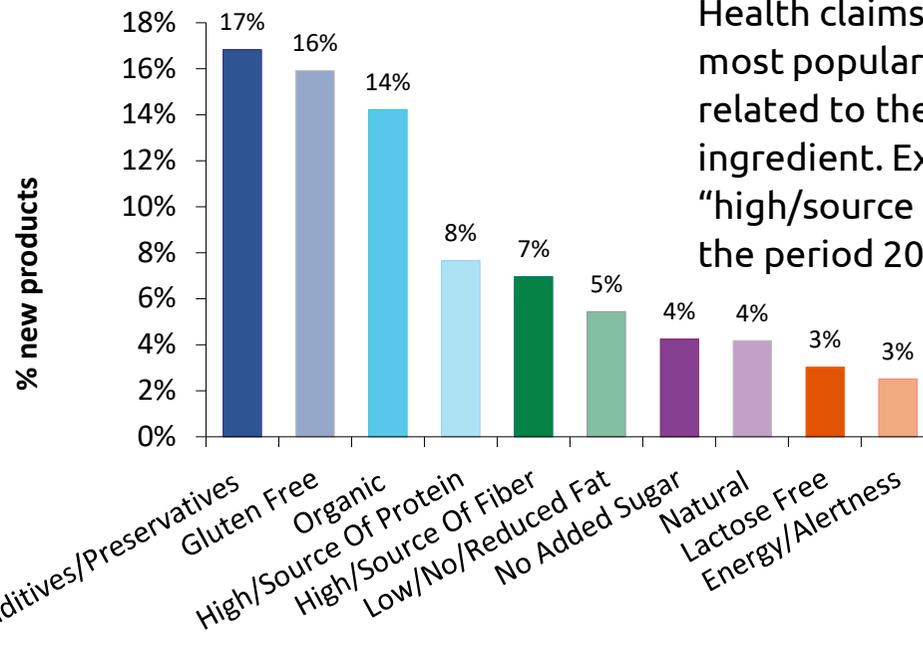
- The top 5 trends for the Agrifood industry in 2021: [EIT FOOD](#)
- Top 10 food trends in 2021: [IFT foundation](#)
- The future of food and agriculture: Trends and challenges: [FAO.ORG](#)

## Market size, current scope and forecast to identify opportunities

17% of new food products launched in 2019 carried a healthy attribute. This rate has been decreasing compared to previous years, despite new trends about health.



## Market size, current scope and forecast to identify opportunities - AHFES countries health claims -



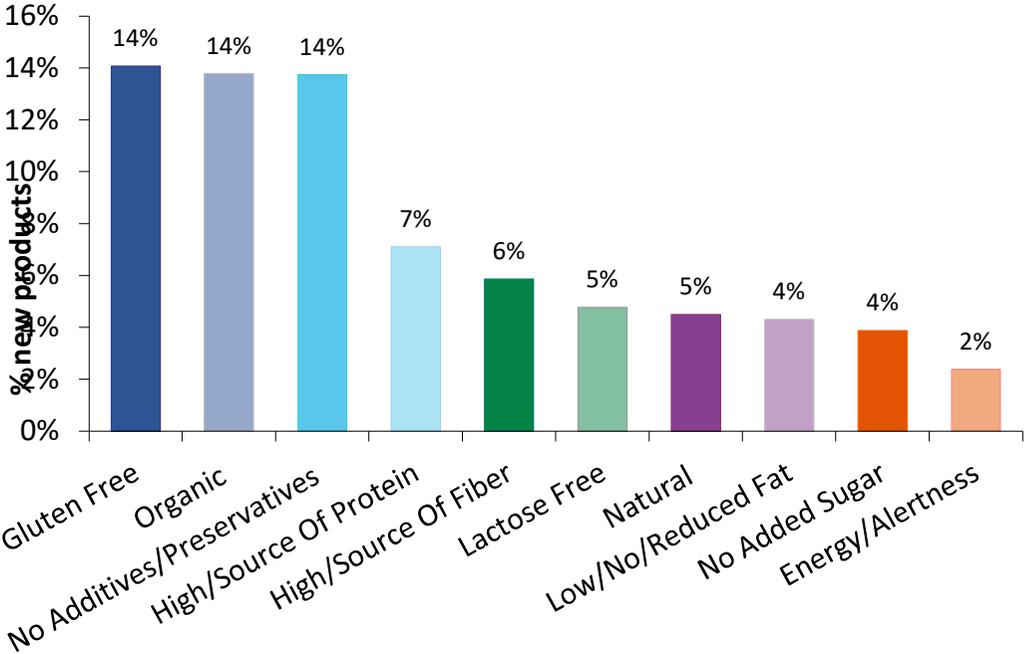
Health claims are a growing trend and are amongst the most popular claims in new products, such as those related to the reduction or high content of a certain ingredient. Examples are “reduced sugar” or “high/source of protein” presenting a growth within the period 2016-2020 of 11%.

Relevant growth (2016-2020):

No added sugar: 11%  
High/Source of protein: 11%  
High/Source of fiber: 8%

# Market size, current scope and forecast to identify opportunities

## - Europe countries health countries -



Relevant growth (2016-2020):

- No added sugar: 18%
- High/Source of protein: 14%
- High/Source of fiber: 9%

## Market size, current scope and forecast to identify opportunities

- With the increasing prevalence of chronic diseases, consumers are turning to **healthier food consumption**.
- Likewise, growing consumer interest and a greater understanding of how a proper diet can **boost immunity** are some of the key factors driving the growth of healthier food products in Europe.
- 32% of the market's growth will originate from Europe during 2020-2024 according to projections. **UK and France are the key markets** for health and wellness food in Europe.
- Within Europe, Germany is forecast to grow at approximately 3% CAGR while the “Rest of European” market will reach US\$186.5 Billion by the year 2027 in the Global Health and Wellness Foods Market

Technavio - <https://www.prnewswire.com/news-releases/global-health-and-wellness-food-market-2020-2024--drivers-restraints-opportunities-and-threats--technavio-301287265.html>

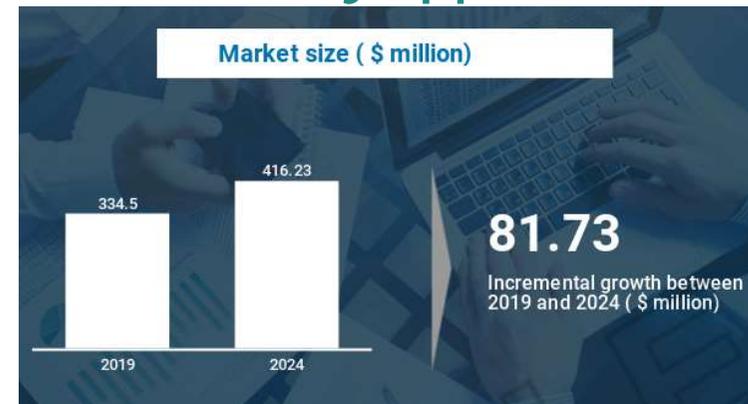
StrategyR - <https://www.strategyr.com/market-report-health-and-wellness-foods-forecasts-global-industry-analysts-inc.asp>

Intrado - <https://www.globenewswire.com/news-release/2020/10/01/2101979/0/en/Global-Health-and-Wellness-Foods-Industry.html>

# Market size, current scope and forecast to identify opportunities

## GROWTH & FORECAST

The health and wellness food market is concentrated with few players. The market growth is expected to change if the market structure changes due to industry consolidation or if some vendors exit the market. Technavio analysts estimate the market to grow at a CAGR of 8.40% till 2024. During the forecast period, the market will show an accelerating growth of \$338.95 billion.



## KEY COUNTRIES

Based on the analysis of various regions and their contribution to the global market, we estimate that US, UK, China, France and Japan will have the highest revenue share globally. These countries are expected to remain the largest markets for health and wellness food.

\*Sources: Technavio – Health and Wellness Food Market by Geography, Product, and Distribution Channel. Forecast and Analysis 2021-2025



## 4. Public policies framework

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- Mission of public health in EU – Global target for nutrition and diets
- Introduction to main public policies initiatives in AA countries.

## Mission of Public Health Nutrition

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To assure conditions in which people have access to adequate and appropriate food

To assure conditions in which people can achieve optimal nutritional health

## Public Health functions steering committee



Monitor health status to identify community health problems;



Diagnose and investigate health problems



Inform, educate, and empower people about health issues



Mobilise community partnerships to identify and solve health problems



Develop policies and plans that support individual and community health efforts



Enforce laws and regulations that protect health and ensure safety



Evaluate effectiveness, accessibility, and a quality of personal and population-based public health services



Research for new insights and innovative solutions to health problems

# Global targets relevant for nutrition- and diet : 2025



10% reduction in physical inactivity



0% increase in the prevalence of diabetes and obesity



# Global targets relevant for nutrition- and diet : 2025



Preventing malnutrition in all its forms



End to all forms of malnutrition



No increase in childhood overweight



## Healthy and lifestyles support structures and reforms

There are support structures and reforms for better consumer awareness, given the complementary and multi-complementary nature of healthy eating, lifestyle strategies and policies.

### Public Awareness Campaigns

Public awareness campaigns aim to raise awareness and change the population's behavior.

The transmission of information to the public can be carried out through several channels: events and social networks, and mass media.

### Education in specific environments

Schools are considered the best place to disseminate nutritional education, as it allows reaching children and, consequently, families.

The concept of healthy eating and lifestyles is carried out through:  
Food education classes; nutritional eating guidelines for implementation in the cafeteria and physical education classes.

### Funded Projects

Projects, mainly at the national level, facilitate the monitoring, implementing, and disseminating of healthy lifestyles and eating.

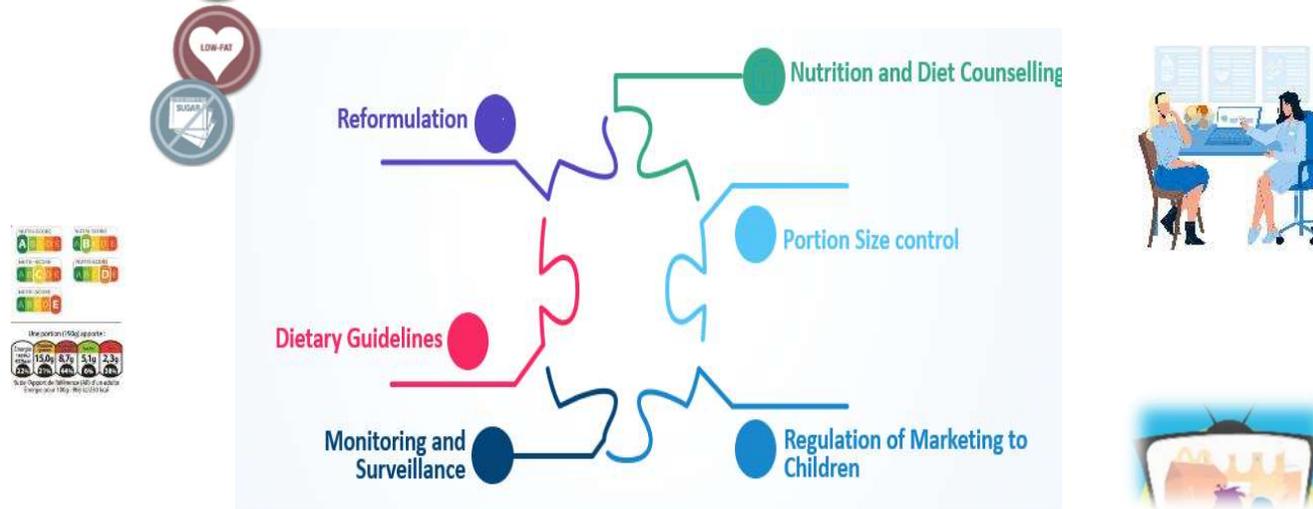
### Taxes and Nutrition Labelling

The introduction of taxes aims to reduce consumer demand for certain products and at the same time motivate companies to reformulate products with high sugar, salt and trans fat content.

On the other hand, the nutritional labelling of a product allows the consumer to select foods and follow a healthy and balanced diet.

# Health and lifestyles programmes and policies

All AA countries are implementing a national health plan based on the WHO Plan of Action goals.



Measures and policies are applied and adapted to the context of each country, taking into account legislation and individual culture. (Report D3.3 of Project AHFES)

## AA countries public initiatives – Spain (I)

The Spanish Ministry of Health manages the national initiatives for the promotion of healthy habits through the Spanish agency of food safety and nutrition (AESAN). Main initiatives are the following:



### Heroes in your meal

National initiative to fight against obesity in childhood promoting a healthy diet including more fruits and vegetables in children's meals. It points out the benefits of each fruit and vegetable through games and easy to understand information



### #I leave you sugar

Initiative from the Spanish agency of safe food and nutrition to promote the reduction in the consumption of sugar.

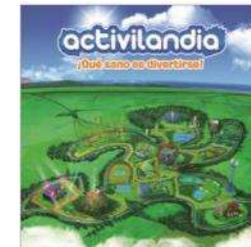
The target of the campaign are young people and adults, as in Spain the 37% of adult population is overweight



### NAOS Strategy

Since 2005, the NAOS Strategy is focused on Nutrition, activity and obesity prevention.

Supported by the law 17/2011 of July the 5<sup>th</sup> about safe food and nutrition. It is mainly focused on youth and children, promoting healthy diet and habits. The slogan is "Eat healthy and move!". It gathers dozens of awareness initiatives and cooperates with the Spanish Autonomies for promotion.



### Activiland

Ludic initiative for kids from 6 to 12 set as a virtual thematic park with games, contests and downloadable material. It promotes healthy food, sports, activity and safe habits for the kids. Promoted by the Spanish Health Ministry.



### Codigo PAOS

co-regulatory code to reduce sales pressure on children and improve the quality and content of all types of food and beverage advertisements aimed at minors.

It establishes a set of ethical rules that guide member companies in the development, execution and dissemination of their food and beverage advertising messages.

## AA countries public initiatives – Portugal (II)



### **Integrated Strategy for the Promotion of Healthy Eating:**

Encourages healthier food consumption habits as well as aiming to improve the nutritional status of the Portuguese population.

Followed the recommendations of WHO for an integrated approach on “health in all policies” fitting into one of the strategic axes of the National Health Plan, particularly the Public Health axis.



### **National Strategy School Fruit Scheme**

Promoting healthy eating habits by introducing or reinforcing eating habits in children, thus disseminating healthy habits throughout the population.

The strategy is strengthened by the free milk and fruit distribution programmes funded by the European Union



### **Portuguese Healthy Cities Network**

Promotes comprehensive and systematic policy and planning for health and emphasises the need to address inequality in health and human poverty, focusing on the needs of vulnerable groups

Others:

### **Advertising to Children Regulation**

The HFSS food and beverage advertising code were changed on television and in the audio-visual media between the 30 minutes before and after children’s programs and television programs.

### **Reformulation**

There is a protocol with a group of food industry associations that aims to reduce salt, fat, and sugar.

### **Taxes**

Products with elevated salt, fat or sugar are taxed.

## AA countries public initiatives - France (III)

The numerous French public health policies show that healthy food is a major concern for France  
Here are some examples of what is proposed in France:



### Promotion of the Nutriscore:

Today, faced with the real public health challenge represented by the quality of food and the nutritional balance of populations, the EHESP, French Grande Ecole of Public Health, is joining the European scientific community and is mobilising in favour of the deployment, of a scientifically validated, efficient label that would allow citizens to take an active role in their own health.



### Programme Malin:

Healthy nutrition for toddlers is a fundamental factor for their healthy and balanced development.

Programme Malin supports families on a low budget to enable them to provide healthy and balanced food for their babies.

The scheme, which has been tested in 14 departments since 2012, has now been extended throughout France.



### Upmarket catering with a 50% supply of organic, sustainable and quality products by 2022:

By 1 January 2022, meals served in French collective catering must contain 50% of sustainable quality food products, including at least 20% of products from organic farming.

This is in fact provided for in Article 24 of the so-called EGalim law of 30 October 2018.



### Sport on prescription:

The medical prescription of an adapted physical activity drastically increases the actual amount of sport practiced by patients. In France, INSERM issued recommendations in early 2019 that are favorable to this practice. In France, since 1 March 2017, doctors are entitled to prescribe sport to patients if they have a long-term condition or are obese.



### Free breakfast at school:

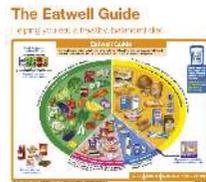
Healthy eating is a key element in children's learning at school. The French Government has introduced free breakfasts for schools in priority areas since March 2019, but also for socially disadvantaged families. This important support for the most disadvantaged families helps to tackle inequalities.

## AA countries public initiatives - Wales (IV)

Public Health is a devolved issue in the UK and therefore initiatives to improve public health & promote healthy lifestyles may be publicised by both the Welsh and UK Governments. In addition many charities, NGO's and retailers are very active in providing information this arena. Some examples are:



**Change4Life** from the NHS in Wales & England aims to ensure parents have the essential support and tools they need to make healthier choices for their families.



**The Eatwell Guide** is widely used by public bodies, charities – e.g. Age UK - and retailers to advise UK citizens about the components of a healthy diet and informs policy, for example on meals provided in Welsh schools.



The **5 a Day** campaign to increase consumption of fruit and vegetables is widely promoted by public & private organisations and features on products & marketing from supermarkets. 5 A Day TV offers resources in English, Welsh, Spanish and French on YouTube.



Many charities, e.g. Diabetes UK and the British Heart Foundation target specific advice to consumers seeking to live with, or avoid developing, certain health conditions.

Supermarkets such as Sainsbury's & Asda also take a proactive stance to promote consumers' healthy eating choices.



There are also other initiatives focused on **food allergy awareness** for both allergy sufferers, schools & manufacturers, promoted by Welsh & UK Government, Local Authorities and charities such as Allergy UK and the Anaphylaxis Campaign.



**Welsh Government** are committed to creating "a healthier Wales" with food & diet as a key component of achieving this. This drives public, academic & NGO research agendas such as Food for the Future published in February 2021 and A Welsh Food System Fit For Future Generations.

## AA countries public initiatives – Ireland (V)

The Healthy Eating and Active Living Programme is a priority program from Healthy Ireland, a Government-led initiative which aims to create an Irish society where everyone can enjoy physical and mental health, and where well-being is valued and supported at every level of society. Its main initiatives related to healthy food are:



The Childhood Obesity Surveillance Initiative (COSI) in the Republic of Ireland

The Healthy Food for Life resources are for the entire population over the age of five and define the Irish Government recommendations on healthy eating and a balanced diet. They provide a consistent and evidence-based approach for healthy eating advice.

Childhood Obesity Surveillance Initiative - HSE.ie a robust monitoring system that covers similar age groups with standardised methods of surveillance and research to fight against obesity in the childhood.

# AA countries public initiatives – Northern Ireland (VI)

Public Health is a devolved issue in the UK and therefore initiatives to improve public health & promote healthy lifestyles may be publicised by both the NI and UK Governments



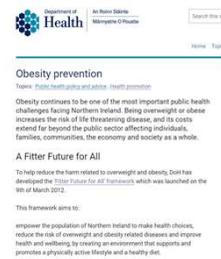
**Get help to buy food and milk**  
(The Healthy Start scheme)

**What is Healthy Start?**

If you're pregnant or have children under the age of 4 you can get free vouchers or payments every 4 weeks to spend on:

- cow's milk
- fresh, frozen or tinned fruit and vegetables
- infant formula milk

**Healthy Start** is a UK-wide statutory scheme providing a nutritional safety net to pregnant women and children under four in low-income families in receipt of certain benefits or tax credits



Department of Health  
An tSeirbhís Sláinte  
Healthcare Executive

Obesity prevention

Obesity continues to be one of the most important public health challenges facing Northern Ireland. Being overweight or obese increases the risk of life threatening disease, and its costs extend far beyond the public sector affecting individuals, families, communities, the economy and society as a whole.

**A Fitter Future for All**

To help reduce the harm related to overweight and obesity, DoH has developed the **2020 Targets for All Framework** which was launched on the 9th of March 2022.

This framework aims to:

- empower the population of Northern Ireland to make health choices, reduce the risk of overweight and obesity related diseases and improve health and wellbeing, by creating an environment that supports and promotes a physically active lifestyle and a healthy diet.

## **A Fitter Future for All**

To help reduce the harm related to overweight and obesity. Aiming to empower the population of Northern Ireland to make health choices, by creating an environment that supports and promotes a physically active lifestyle and a healthy diet.



## **School food** **The essential guide.**

This resource has been developed to support the school food: top marks programme in NI. Its aim is to provide the inspiration, practical advice, in promoting and implementing healthier eating and drinking in primary and post-primary schools



Health Alliance  
Connecting & Inspiring Communities

Funding Available for Remote Healthy Eating Projects

|                         |   |
|-------------------------|---|
| Funding                 | Home & Family & Other Services & Disadvantaged Groups Funding Available for Remote Healthy Eating Projects  |
| Open to                 | The Community Food initiatives (CFI)  |
| Funding Type            | up to a maximum of £1,000   |
| Funding Categories      |   |
| Children & Young People | The Community Food initiatives (CFI) is a healthy eating programme funded by safefood. The programme will run over a three year cycle and its purpose is to provide people with the knowledge and skills to provide healthy food options for themselves and their families. |
| Community Initiatives   |   |
| Disadvantaged Groups    | Safefood is providing funding to community organisations to deliver healthy eating projects to participants in their own homes.   |

## **The Community Food Initiatives**

(CFI) is a healthy eating programme funded by safefood. The programme runs over a three year cycle and its purpose is to provide people with the knowledge and skills to provide healthy food options for themselves and their families.



We hope that you have found this training module a useful and helpful support to your healthy food and drink innovation.

This training module is one of a number of training opportunities, organised into themed training programmes to support SME's (small & medium sized enterprises) in the participating regions of Wales, Northern Ireland, Ireland, Spain, Portugal and France to successfully bring new and reformulated healthy food and drink products to market.

The training was created by the partners within the AHFES project which is a quadruple helix Atlantic area healthy food eco-system for the growth of SME's funded by the European Union under the Interreg Atlantic Area Funding Programme.

This programme promotes transnational cooperation among 36 Atlantic regions of 5 European countries and co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

For more information about other available training [please click here](#).



This project is co-financed by the European Regional Development Fund through the Interreg Atlantic Area Programme

PARTNERS



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