Impact of new technologies on the health benefits and safety of bioactive plant compounds

The work of the CIAA

Karlsruhe, 31 March 2006

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Director Scientific and Regulatory Affairs
The voice of the European food and drink industry

CIAA Role and Mission

- Represents the interests of the food and drink industries producing in the EU
- Contributes to the creation of the most favourable economic and legislative environment possible for the development of the food and drink industry
- Promotes the image of a dynamic and responsible industry
- The voice of the European food and drink industry
CIAA Members

- **COUNTRIES**
  - 24 National food industry federations
  - Including 2 observers from Norway and Romania
- **SECTORS**
  - 32 European Sector Associations
- **COMPANIES**
  - 21 major companies producing in the EU
The F&D industry in Europe

• Number One manufacturing industry in Europe
  – 13% of total EU manufacturing production value,
  – 11% of jobs in manufacturing
• Close to €800 billion of sales
• More than 4 million employees
• €45 billion in exports
• Purchases and transforms 70% of European agricultural production
• A sector dominated by SMEs (90% of food companies have less than 250 employees)
CIAA Priorities

- **Increase consumer confidence** in the food and drink industry
- Guarantee the smooth functioning of the internal market through a competitive regulatory framework and an increase in self/co regulation for the food and drink industry
- Strengthen food and drink industry competitiveness to meet the challenges of globalisation, on EU and world markets
- Manage sustainable development through enhanced competitiveness and more responsible corporate practices
Trends in Society

The function of Food is changing

• **What** we eat: calories ==> “experience” ==> nutrition & health, variety
• **When** we eat: regular meals ==> grazing
• **Where** we eat: in-home ==> out-of-home
• **With whom** we eat: social ==> individual
• **How we prepare our food**: from scratch ==> ready-to-eat & heat & eat
Trends in Society

A Wealth of Choice

• Primary production: year round, global supply
• Food industry: preserved, frozen, chilled, freshly prepared
• Role of retail
• Out-of-home
Trends in Society

Aging Population

• Change in population demographics
• Changes in life span
• Over-50s have special needs
  • Over-50s have a high degree of interest in body health & appearance
Trends in Society

Changes in lifestyle and dietary patterns

- Let to the increase of the incidence of chronic non-communicable diseases incl., such as:
  - Obesity
  - Cardiovascular diseases
  - Hypertension
  - Diabetes mellitus
  - Certain cancers
The voice of the European food and drink industry

Trust

Can I trust this company?

Can I trust this brand?

Does it do what the advertising claims?

What does the label mean?

Does it taste good?

Is it good for me?

Can I trust this brand?

First case of BSE found in goat

Confirmation that the fatal brain disease has jumped species from cows to alarmed sheep farmers. Valerie Elliot reports.

The first case of BSE has been found in a sheep. The disease has been linked to contaminated meat and, in the past, to people. The disease is known to be highly contagious and lethal. The leakage of the news has caused a significant increase in the price of lamb and beef.

02-11-2004

Food poisoning alert over salmonella in Spanish eggs

James Walton and Glenys Frantzen in Madrid.

European consumer groups and food poisoning organisations are warning consumers about Spanish eggs, after health officials said that the first case of salmonella in Spain has been investigated.

People who have eaten eggs from the affected area are advised to seek medical advice. The eggs have been removed from the market in Spain and the European Union.

15-10-2004

Fast food roasted over hidden fats

A consumer group says the Government must act against manufacturers to cut use of artificial fats, Valerie Elliot writes.

The Food Standards Agency is to be asked to force manufacturers to cut the amount of artificial fats used in fast food. The Government has been urged to take action after a study found that fast food is the major source of artificial fats in the diet.

07-10-2004

School meals fail salt and fat tests

Lucy Ward, Education correspondent.

Primary school children in England and Wales are being served school dinners containing high levels of fat, sugar and salt than recommended, researchers have warned. The study showed that many children were eating more than half the recommended daily intake of salt and sugar.

28-10-2004

Takeaway troubles

Alarming growth increase put down to fast foods

The Government is to be urged to take action against fast food outlets, which are causing a rise in obesity and poor health.

07-10-2004

Quality

Does it taste good?

Food Safety

Is it safe to eat?

Naturalness

What was added?

Familiarity

What does the label mean?

Honesty

Does it do what the advertising claims?

Trust

Can I trust this company?

Can I trust this brand?

Does it do what the advertising claims?

What does the label mean?

Does it taste good?

Is it good for me?

Can I trust this brand?

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Food recalls on the rise

Allergy fears add to contamination list

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07-10-2004
Consumer expectations from food

- To be safe
- To be of high quality
- To be wholesome
- To have good organoleptic properties
- To meet personal needs
- ..................
The voice of the European food and drink industry

Industry is responding to these changes and demands of society

1. Food safety
2. Improvement of food quality
3. Improvement of production processes
4. Improvement of nutritional quality of foods
5. Food and health
The voice of the European food and drink industry

ETP Food for Life

Communication, Training & Technology Transfer

Food & Consumer

Food Quality & Manufacturing

Food & Health

Sustainable Food Production

Food Safety

Food Chain Management
Improvement of food quality

• Development of innovative food products, fulfilling consumer requirements for superior product quality, convenience and availability
Improvement of Processes

- **Food & Convenience**
  - Novel packaging systems; adapting to changing society; novel technologies for heat & eat concepts

- **Food & Manufacturing**
  - Minimally-processed foods maintaining freshness and shelf life
  - Flexible processing to comply with personal demands
  - Use of modern biotechnology where benefits for the whole food chain and in particular consumers can be achieved
Improvement of Processes

Food & Sustainability

• Creating a greater synergy between economic growth, social equity and environmental protection (following the Environmental Technologies Action Plan)
  • Full Life Cycle Analysis of food chains prioritising issues preventing sustainability
  • New modelling tools to assess key economic, social and environmental factors of sustainability + identification of influencing factors
  • New farming technologies across a diversity of farm management systems
Improvement of nutritional quality of food

• Reduction in:
  • sugar,
  • fat or
  • salt levels
  without compromising the taste
• Increase in fibers
• Offering improved functionality of the food
Food & Health

• **New and effective food-based strategies to optimise**
  • children’s growth and development,
  • lean body mass in adults including prevention of obesity,
  • immune, cognitive function in the elderly, and
  • healthy gut for improved well-being and resistance to disease.

• **New and effective food-based strategies for reducing the risk of diet-related diseases**
  • obesity
  • cardio-vascular disease,
  • diabetes,
  • cancer and
  • osteoporosis.
Diet and Health

- CIAA will work on a Strategic Research Agenda to enable the development of innovative food products and process innovations that will make a major contribution to the well-being of European consumers. Close links will, therefore, be maintained with the EU Action Platform on Diet, Physical Activity and Health.
Consumer Information (1)

CIAA Recommendations to its Members

- Provide responsible and helpful information to consumers
  - If CIAA choose to provide consumers, where practical and meaningful, with clear user-friendly nutritional labelling, using GDAs
- Increase the use of information tools, such as websites, help lines, in-store leaflets and brochures
- Raise awareness about the existence and usefulness of nutritional labelling, use science-based, truthful and not misleading nutrition and health claims. Increase co-operation with national authorities to help consumer understanding, work together with other stakeholders
Consumer Information (2)

**CIAA Commitment**

- CIAA will develop a common framework, suitable for further adaptation at national level, for an informative/educational brochure/package aimed at informing consumers on how to interpret/understand nutritional information and nutritional claims.
CIAA Recommendations to its Members

• Apply responsible advertising practices, through adherence to codes of conduct at global, regional or national level, supported by self-regulatory systems

• Respond to public concerns and work with relevant partners on questions related to advertising and commercial communications to children

• Implement the CIAA Food and Beverage Advertising Principles and the new CIAA Food and Beverage Product Marketing Communications Principles (adopted in October 2005 – attached), and to seek their incorporation into national self-regulatory codes of conduct as appropriate
Advertising and Commercial Communication (2)

**CIAA Commitment**

- CIAA will encourage implementation of both its Principles for Food and Beverage Advertising and Product Marketing Communications.
- CIAA will collaborate with relevant stakeholders to promote a “Healthy Lifestyles Public Information and Advertising Campaign”, suitable for national adaptation and adoption.
- CIAA will promote consumer research to improve the understanding of what kind of educational messages will best promote balanced diets and healthy lifestyles.
Products and choice

CIAA recommendation for its Members

• Continue to use existing scientific knowledge and technological expertise to offer and produce enjoyable, good tasting, nutritious, convenient foods which make it easier for consumers to make appropriate food choices and to follow a diet suitable for their individual lifestyles and physical activity levels

• Continue to increase the range of food products with different energy and nutrient content, and in different portion sizes, to help consumers to adjust their purchases to meet individual requirements
Where to find more information about CIAA

CIAA Public Website
http://www.ciaa.be

Access to news and positions
THANK YOU FOR YOUR ATTENTION