



XLII CONGRESS
16-19 June 2009
COPENHAGEN, Denmark



New developments related to sugar in nutrition and health

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CIBE 2009,



THE SECOND WHO EUROPEAN ACTION PLAN FOR FOOD AND NUTRITION POLICY 2007-2012



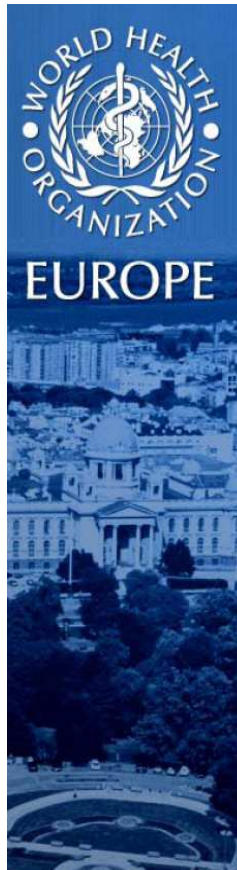
12. The Second Action Plan aims to achieve the following health goals:

- to reduce the prevalence of diet-related noncommunicable diseases
- to reverse the obesity trend in children and adolescents
- to reduce the prevalence of micronutrient deficiencies
- to reduce the incidence of foodborne diseases.

14. In order to achieve these health goals, population nutrition goals should be adopted in line with FAO/WHO recommendations (22):

- <10% of daily energy intake from saturated fat
- <1% of daily energy intake from trans fatty acids
- <10% of daily energy intake from free sugars
- 400 g fruits and vegetables a day
- <5 g a day of salt.

Specific Actions:



2. Promote the reformulation of mainstream food products in order to reduce the amount of salt, added sugar, saturated fat and *trans* fatty acids and promote the availability of ranges of healthier products, by establishing a dialogue with food manufacturers; providing technical support (particularly to small businesses) and public recognition; and setting specific reformulated targets after an assessment of all potential effects.

4. Improve the nutritional quality of the food supply and food safety in public institutions (e.g. health and social services, child care services, schools, workplaces, elderly nutrition services, military institutions, leisure facilities) by adopting guidelines and regulations on food procurement; applying of food-based dietary guidelines and good hygiene practices to catering and food services, including safe drinking-water (27); and offering and promoting foods at retail outlets located in public institutions.

5. Ensure that the commercial provision of food products is aligned with food-based dietary guidelines by involving urban planners and local commercial associations in deciding on the location of catering establishments, food retail shops and vending machines; and developing guidelines,

WHO Global Strategy on Diet, Physical Activity and Health

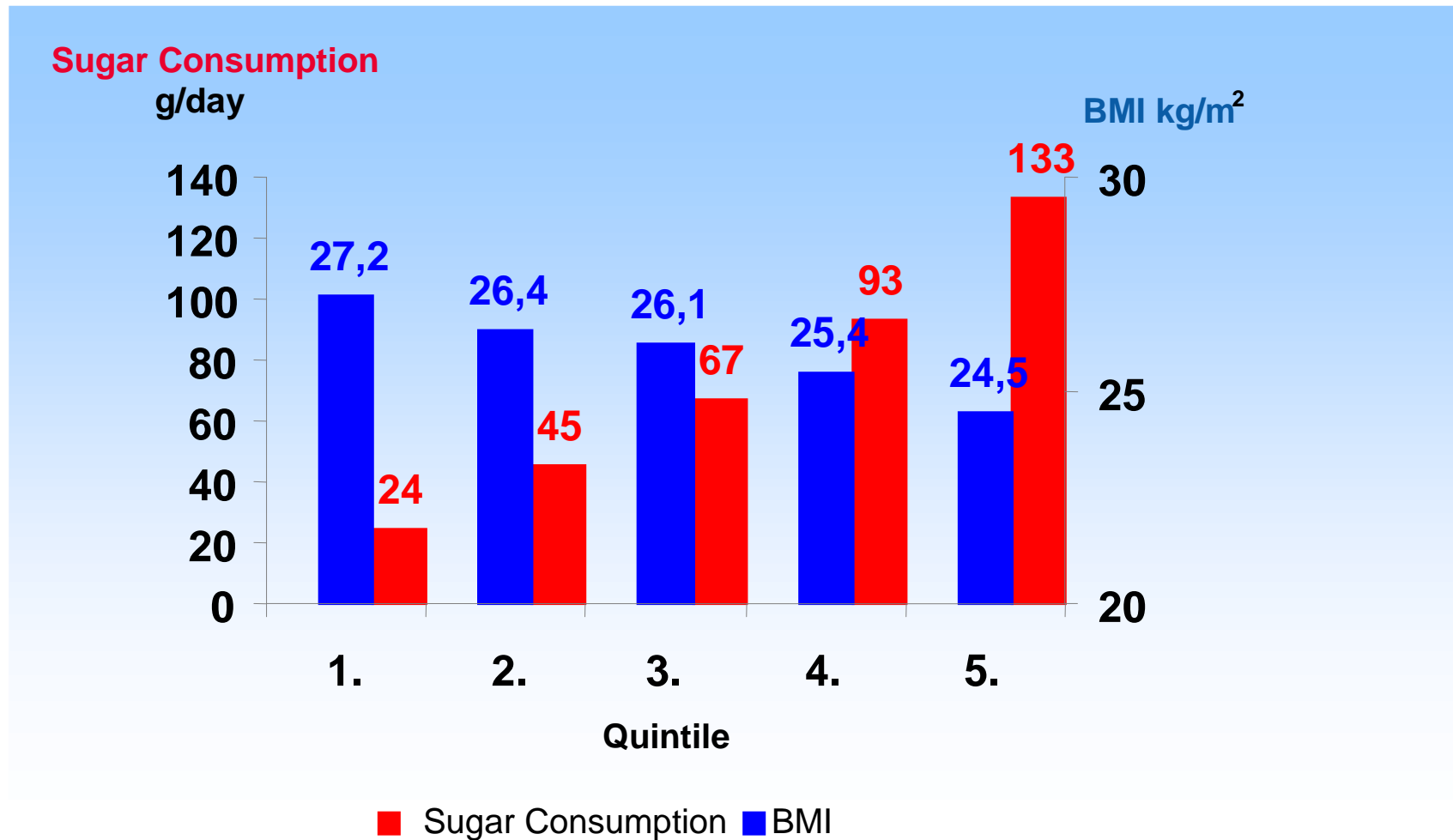
Recommendations to Private Sector I

- Develop and provide affordable, healthy choices to consumers;
- Limit levels of saturated fats, *trans*-fatty acids, free sugars, salt in existing products;
- Introduce new products with better nutritional value;
- Provide adequate, understandable product composition and nutrition information to consumers and national authorities;
- Practice responsible marketing that supports the strategy,
 - especially foods high in saturated fats, *trans*-fatty acids, free sugars, or salt; and especially to children;

Department of Chronic Diseases and Health Promotion



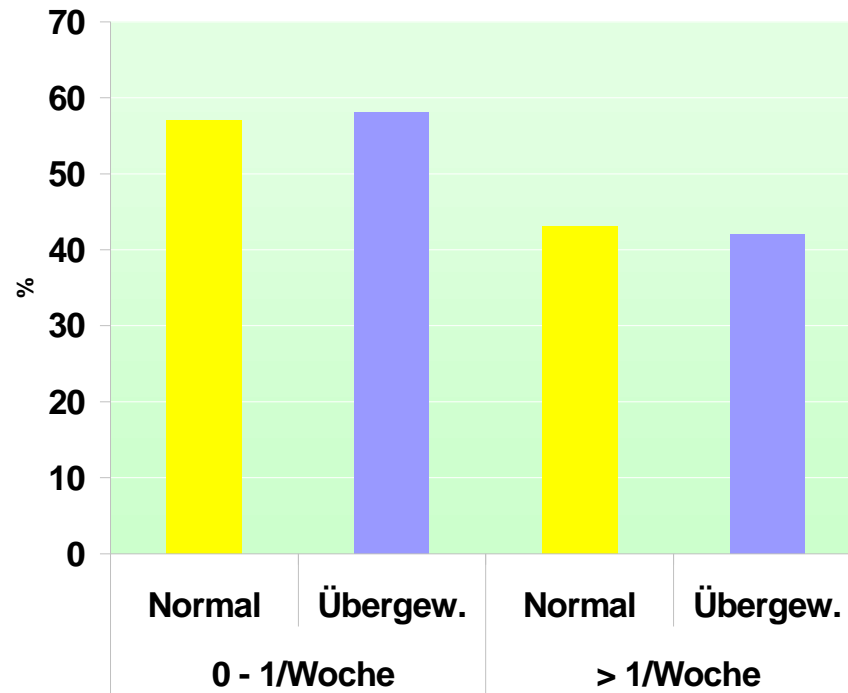
Relationship between Body-Mass-Index (BMI) and Sugar Consumption



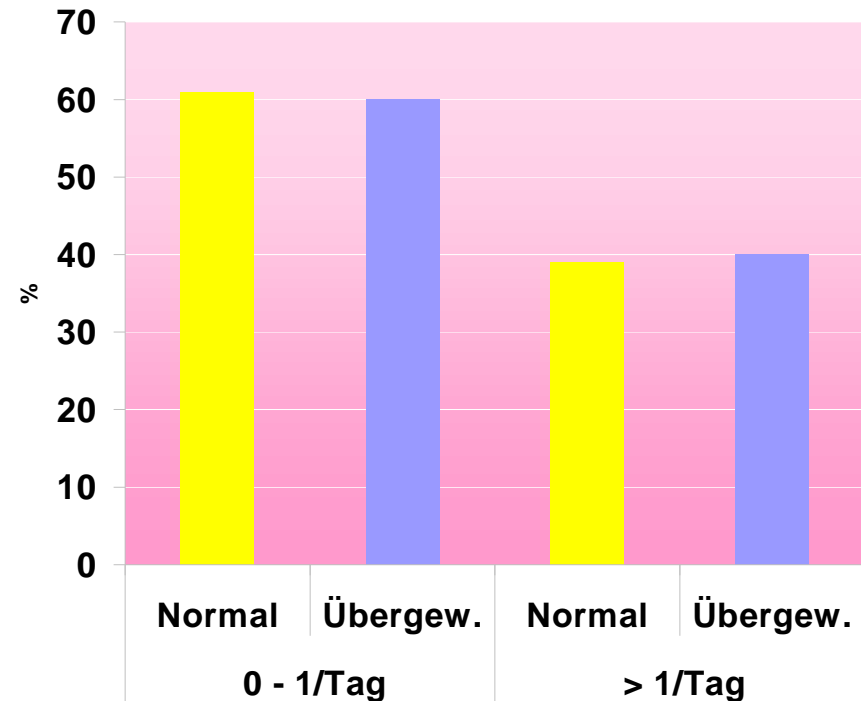
(source: Bolton-Smith & Woodward: Int. J. Obesity 1994; men)

Consumption frequencies of chocolate and sugar-sweetened beverages: no difference between normal- and overweight schoolchildren

Schokolade

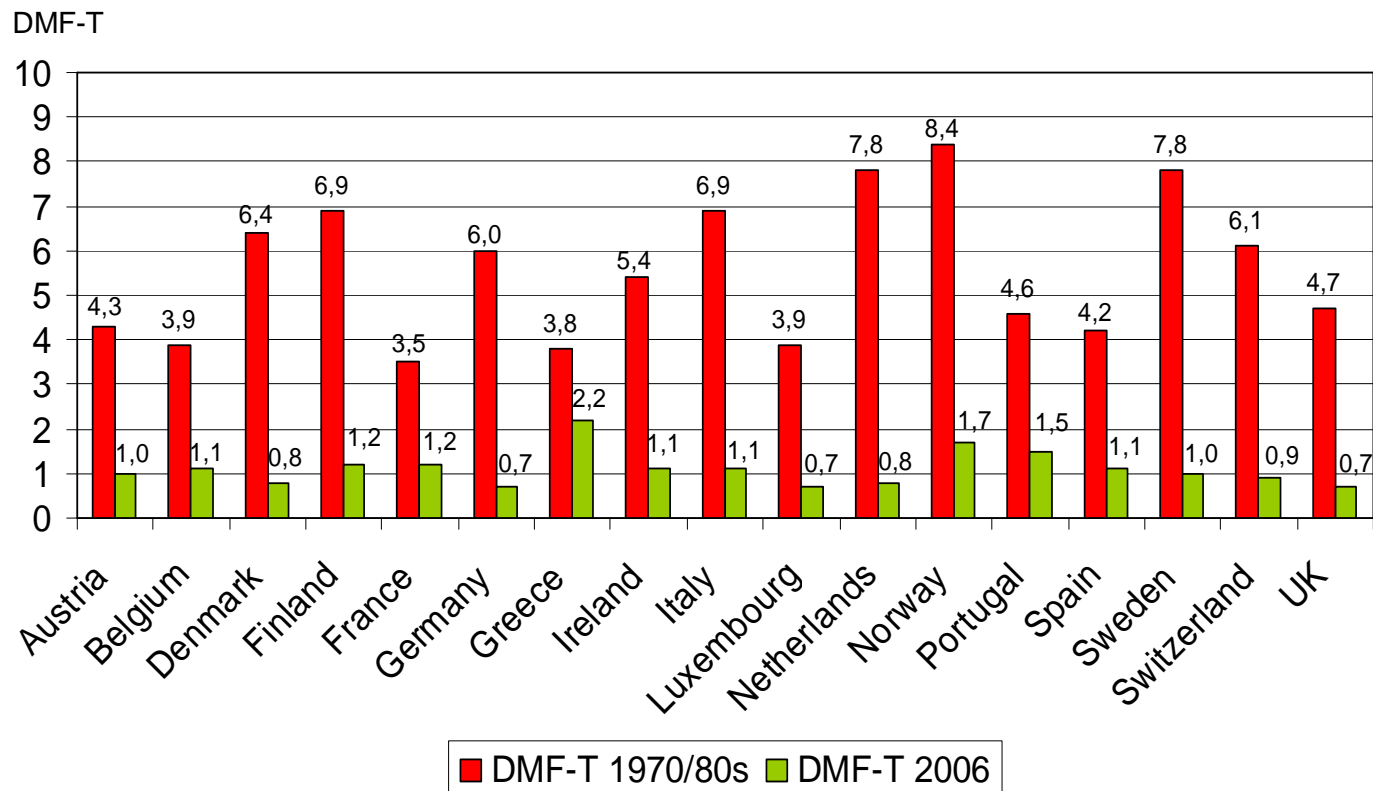


Gezuckerte Getränke



(Koletzko, 2004)

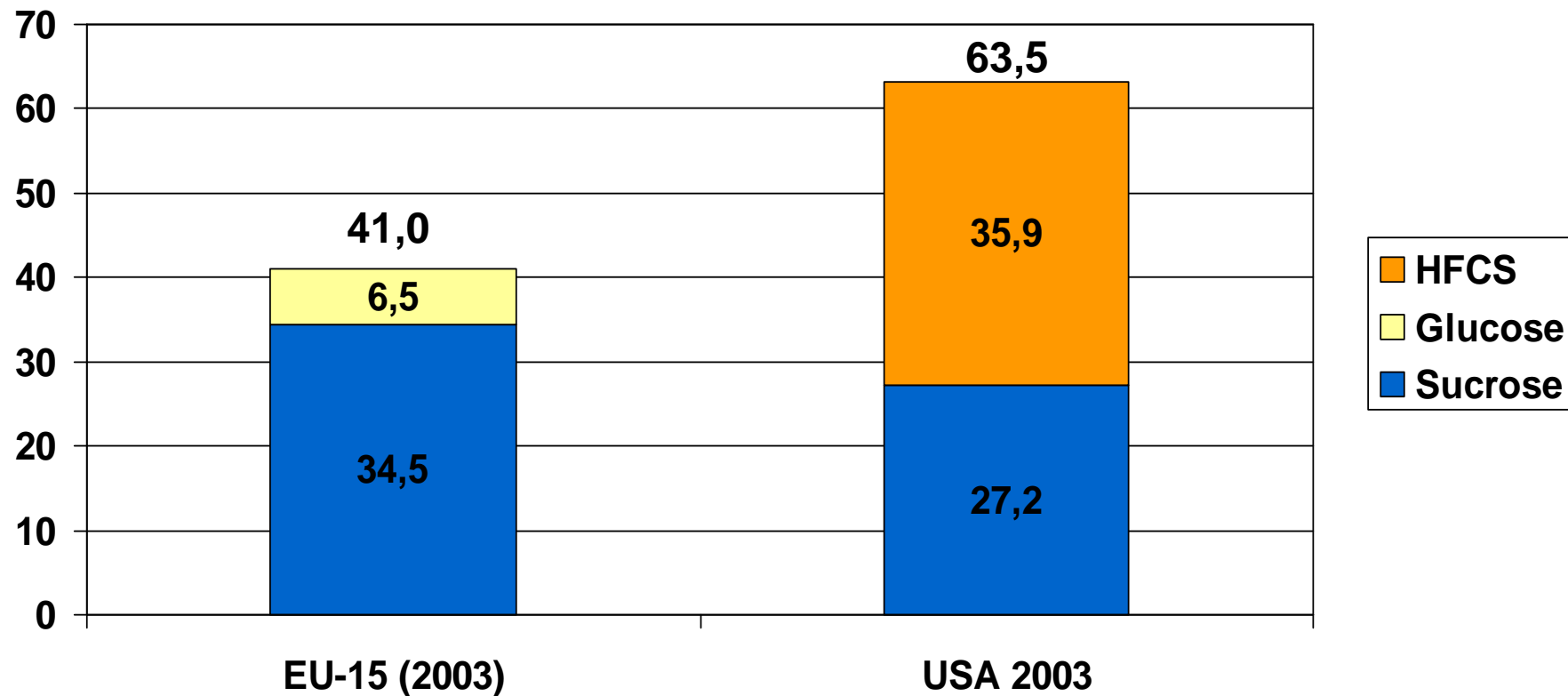
Caries Decline in 12-year-old children in various EU member states in 1970/80s and in 2006



(Sources: WHO Europe Health for all Database & WHO Oral Health Country /Area Profile Programme)



Sucrose and other caloric sweeteners: Europe vs. USA (supply in kg/caput and year)



White Paper on

A Strategy for Europe on Nutrition, Overweight and Obesity related health issues

30.5.2007 COM (2007) 279 final

DG SANCO is marshalling community actions on

- **Better informing the consumer**, such as through better labelling on food products
 - Claims Regulation
 - Nutrition labelling
 - Strengthen restrictions on advertising of HFSS (high in fat, salt and sugars) foods to children
- **Making the healthy option available**, such as making fruits and vegetables available to schools, e.g. “healthy food supply” by
 - CAP: market reform
 - Reformulation: reduce level of nutrients which play a role in the development in chronic disease (saturated fat, trans fats, salt, sugar)
 - Salt reformulation campaign based on the clear evidence of their effectiveness; roll out in EU-27
 - Study in 2008 on reformulation with an assessment of voluntary & regulatory measures taken to date, as a baseline to assess future progress
 - Campaigns aimed at improving the nutrient content of manufactured foods in the EU more generally



Traffic Light Labelling in UK:



	Per serving	GDA
FAT	7.7g	70g
SATURATES	2.0g	20g
SUGAR	42.4g	40g
SALT	2.0g	6g

■ HIGH
 ■ MEDIUM
 ■ LOW

	Low	Medium	High
Total sugars	< 5 g/100g	5-12,5g/100g	> 12,5 g/100g
	< 2,5g/100ml	2,5-6,3g/100ml	> 6,3 g/100ml

GDA of UK/FSA for total sugars (60 g) and for added sugar (40 g) under debate.



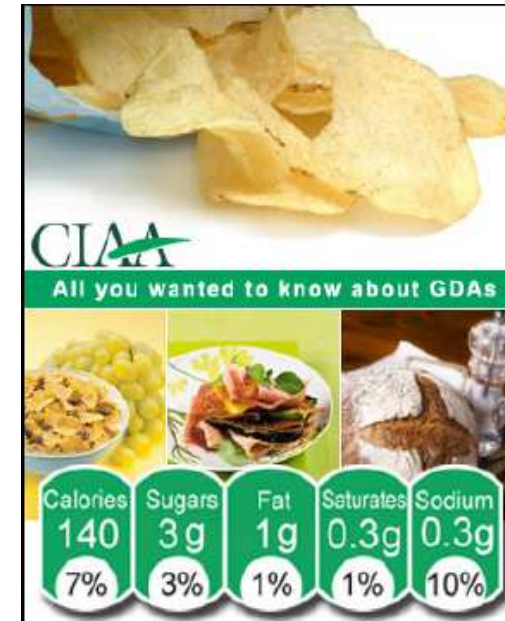


Multiple Traffic Lights



Dietary Reference Values for Labelling with Guideline Daily Amounts (GDAs)

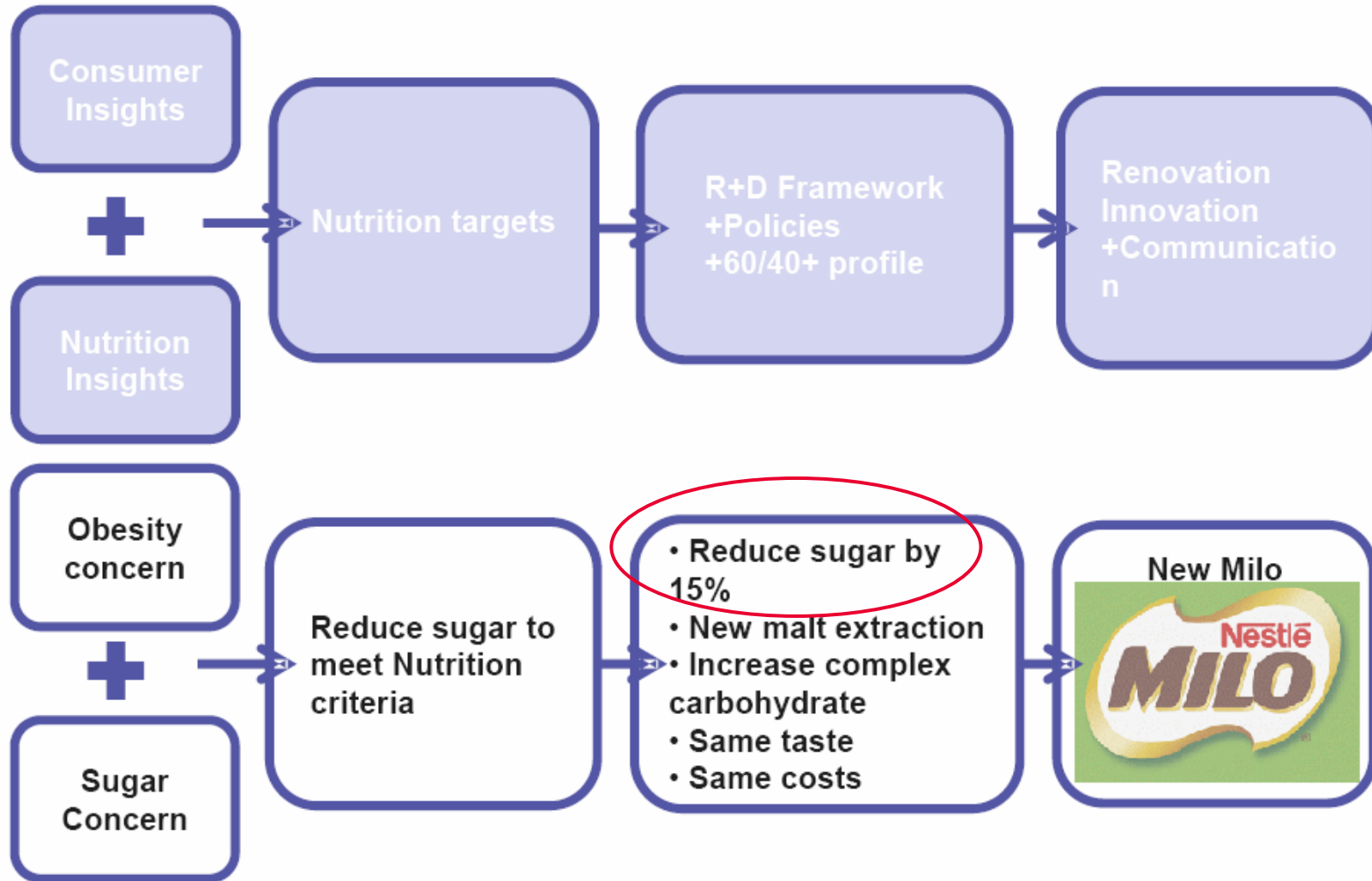
Energy or nutrient	Reference Intake EU proposal	Reference Intake EFSA (in 2009)
Energy	8400 kJ (2000 kcal)	8400 kJ (2000 kcal)
Total fat	70 g	70 g
Saturates	20 g	20 g
Carbohydrate	230 g	260 g
Sugars	90 g	90 g with 45 g nat & 45 g added (18 E %)
Salt	6 g	6 g



EFSA: no reference value set for protein

Product Reformulation: Sugar Reduction

Health & Nutrition strategy in action



Product Reformulation: Sugar Reduction

Unilever – My Choice Criteria

Calorie-based translation from dietary guidelines to nutritional benchmarks for foods

Nutrient	Benchmark	Category 1	Category 2	Category 3	Unit
Trans fatty acids	Content	≤ 1	1 - 2	> 2	% of energy
	Insignificant level	< 0.1	0.1 - 0.2	> 0.2	g/100 g
Saturated fatty acids	Content	≤ 10	10 - 15	> 15	% of energy
	Quality	< 25	25 - 33	> 33	% of total fat
	Insignificant level	< 1	1 - 2	> 2	g/100 g
Sodium	Content	≤ 0.9	0.9 - 1.6	> 1.6	mg/kcal*
	Insignificant level	< 50	50 - 100	> 100	mg/100 g
Sugars	Total sugars	≤ 15	15 - 25	> 25	% of energy
	Added sugars	≤ 3	3 - 7	> 7	g/100 g

* assuming daily energy intake of 2,250 kcal

LOGO LOGO NO LOGO



- benchmark based on more stringent global guidelines
- longer term strategy

- benchmark based on less stringent national guidelines
- ensures sufficiently large bandwidth
- helps in making a first step in optimising products

healthier choice

market standard

In the near future, our aim is to move towards the more stringent recommendations (Category 1)



Product Reformulation: Sugar Reduction

Regular vs reduced sugar
content:

Caloric density remains stable



Nährwertgehalt	pro 100g
Energie	1578 kJ 371 kcal
Proteine (Eiweiß)	4,5 g
Kohlenhydrate	87 g
– davon Zucker	39 g
– davon Stärke	48 g
Fett	0,6 g
– davon gesättigte Fettsäuren	0,1 g
Ballaststoffe	2 g

Nährwertgehalt	pro 100g
Energie	1566 kJ 369 kcal
Proteine (Eiweiß)	6 g
Kohlenhydrate	85 g
– davon Zucker	25 g
– davon Stärke	60 g
Fett	0,5 g
– davon gesättigte Fettsäuren	0,1 g
Ballaststoffe	2,5 g





Product Reformulation: Sugar Reduction



FOOD
STANDARDS
AGENCY

- Example from UK FSA Report on Industry Case studies (February 2009)

Mr Kipling Apple Slice	Per 100g		
	Old Delightful	New Delightful	% Reduction Old to New
Calories (kcal)	317	300	5%
Sugars (g)	37.6	19	49%
Fat (g)	3.9	3.2	18%
of which Saturates (g)	1.7	0.9	47%

Sugar
reduction but
no energy
reduction

Mr Kipling Chocolate Slice	Per 100g		
	Old Delightful	New Delightful	% Reduction Old to New
Calories (kcal)	310	307	1%
Sugars (g)	31.5	17.8	43%
Fat (g)	7.4	6.4	14%
of which Saturates (g)	4.1	3	27%



Marketing food and non-alcoholic beverages to children

- **Political requests:** „Food companies have to take responsibilities for the significant influence they have on the behaviour of children“
- **UK:** OfCom – Advertising banned in TV of HFSS foods up to 16 years around television shows made for children. Restrictions are enforced by the FSA nutrient profiling model.
- **PoLMark Project (EU): Policies on Marketing Food and Beverages to children**
 - examines how advertising food and beverages to children impacts nutrition and obesity
 - investigates the strength and effectiveness of current EU regulations and codes of practice
- **Food and Beverage Industry (11 companies, representing over 50 % of the food and beverage advertising market in EU) reacted with voluntary measures of selfregulation: „Pledge-EU“ (December 2007)**

They each committed to implement by year 2008 the following :

 - No advertising of products to children under 12 years on TV, print and internet, except for products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guideline
 - No communication related to products in primary schools, except where specifically requested by, or agreed with the school administration for educational purposes
- **CIAA: Principles of Food and Beverage Product Marketing Communications (2008)**

Taxation of „Junk Foods“?

- MEP in April 2009: „taxing fatty foods won't help curb obesity“
- **Denmark:** excise tax on sugar sweetened beverages and candies, but decrease on beverages sweetened with intense sweeteners (in 2010)
- **France:** French Parliamentary Report (2008) suggested:
 - increase VAT on HFSS products (from 5.5 % to 19.6%) and reduce VAT on fruits and vegetables (from 5.5% to 2%),
 - increase tax on advertising for products with added sugar (from 1.5 to 5%) and withdraw the exoneration companies can currently benefit from, when they provide one out of four obligatory nutrition messages
- **USA:** Senate Finance Committee (June 2009) debate on lifestyle tax to help pay for healthcare – no formal bill yet
 - an excise tax on soft drinks sweetened with caloric sweeteners
 - no tax for artificially sweetened beverages.
- **WHO Europe:** Nutrient profiles for use in labelling, marketing, economic tools and food procurements and taxation