



Food product improvement

priority of the NL Presidency

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Dutch EU presidency team Food Product Improvement
Ministry of Health, Welfare and Sport**



2016



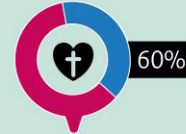
cardiovascular diseases



In EU death per 100,000
to circulatory diseases



In EU death per 100,000
to coronary heart disease



60% results in death
due to an unhealthy diet



Diabetes prevalence

2016



60 million people,
with diabetes

2040



71 million people,
11 million more



Overweight and Obesity

prevalence



Half of the EU citizens
are overweight



Of which one out of five
is obese



Financial impact

of unhealthy foods on healthcare



€ 196 billion

Cardiovascular diseases
estimated yearly costs

Diabetes accounts for 6% - 13%
of total healthcare expenditure
in EU Member States

Making the healthy choice the easy choice



Public health & internal market





EU
2016



High level conference Food Product Improvement

Amsterdam 22-23
February 2016

[https://www.youtube.com/
watch?v=2pNwKgpMLw](https://www.youtube.com/watch?v=2pNwKgpMLw)





Roadmap for Action

The supporters of this Roadmap endorse the urgency to develop more concerted action to move step by step towards a healthier product offer by lowering levels of salt, saturated fats and added sugars (calories), and do so according to the following lines:

- I Work in close multi stakeholder collaboration at EU level on food product improvement:
- II Improve scientific basis, monitoring and data collection and sharing at EU level
- III Exchange best practices & facilitate implementation by companies

These agreements and actions should contribute to a healthier choice being more easily available in the EU by 31 December 2020.



This Roadmap for action on food product improvement is endorsed by:

The EU Member States and EFTA countries:

Austria	Lithuania
Belgium	Malta
Bulgaria	Netherlands
Croatia	Poland
Cyprus	Portugal
Denmark	Romania
Estonia	Slovakia
Finland	Slovenia
Germany	Spain
Hungary	Sweden
Ireland	Norway
Latvia	Switzerland

The food business operators:

EuroCommerce
FoodDrinkEurope
FoodServiceEurope
Serving Europe

The NGOs

European Chronic Disease Alliance
European Healthy Lifestyle Alliance
European Heart Network
European Kidney Health Alliance

Amsterdam, 22 February 2016
Dutch Presidency EU Conference
Food Product Improvement



Further Presidency plans

- Continue close cooperation with EC
 - Informal Council April 17,18
 - EPSCO Council June 17: Council Conclusions
 - AGRIFISH Council
 - Close coordination with trio-presidencies
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