

Nutrition / food reformulation – list of initiatives promoted by HOTREC members

Country	Initiative developed
Belgium	<p>HORECA Vlaanderen commitment for reduction of salt:</p> <p>HORECA Vlaanderen, as a federation, cannot impose actions on its members, but can however make recommendations.</p> <p>HORECA Vlaanderen committed to:</p> <ul style="list-style-type: none"> - call on its members to reduce their salt consumption on the one hand and to replace the ingredient salt with iodine salt on the other. HORECA Vlaanderen intend to launch this call by sending an e-mail to our members and through an article in our journal. - distribute any useful information about salt reduction - use of iodine salt in the food chain through our journal; - launch a formation ‘replacing salt’. <p>HORECA Vlaanderen commitment for reduction of salt:</p> <p>HORECA Vlaanderen, as a federation, cannot impose actions on its members, but can however make recommendations.</p> <p>HORECA Vlaanderen committed to:</p> <ul style="list-style-type: none"> - recommend its members to use less fat and sugar. - distribute information through Horeca Vlaanderen Journal. (in the context of salt reduction was at the time f.e. a series of recipes published with, in each case, a little salt or salt replaced by iodine, and this could possibly be repeated for fat and sugar) - try to include energy reduction as much as possible into existing food- and drink- trainings of our Training Centre (Horeca Vorming Vlaanderen).
Greece	<p>The Hellenic Chamber of Hotels is actively engaged in the Greek Breakfast initiative. http://www.greekbreakfast.gr/en</p> <p>This initiative called the “Greek breakfast” is designed to promote the healthy Mediterranean diet, through the promotion of high quality local products. Several hundreds of hotels already participate in this program.</p>

Ireland	<p>Details about IHF initiative to encourage healthy eating in the younger generation can be found here: http://www.beourguest.ie/BeOurGuest_2015.html#15/z</p> <p>The Irish Hotels Federation's Healthy Food for Kids initiative was developed to guide and encourage hotels and guesthouses to provide healthier menu options for young diners. The initiative was launched in March 2008 by the then IHF President, Matthew Ryan, and has generated great interest and support from the Irish Hotels Federation members.</p> <p>In excess of 187 establishments have committed to the programme and customer feedback has been excellent. According to the current IHF President, Stephen McNally, everyone has a role to play in encouraging the promotion of healthy food to young people to assist in reducing the prevalence of obesity. This has been the first national hospitality programme of its kind which has aimed to constructively highlight the problems of childhood obesity. Feedback has been very positive and parents are enjoying the experience of seeing their children eating a tasty and healthy meal when dining in participating hotels and guesthouses.</p> <p><u>The guidelines, which were compiled in conjunction with a prominent dietician, contain the correct balance of proteins and carbohydrates as deemed appropriate for an optimum healthy children's meal. The IHF guidelines also recommend cooking methods to ensure that whilst the food is nutritious, it remains tasty, attractive and fun for children</u></p>
Italy	<p>FIPE Italy recently signed a document with various Italian Associations of food industry and the Ministry of Health about the reduction of salt, saturated fat, etc. in food for children from 3 to 12 years old.</p> <p>This document sets some objectives of food industry to be achieved in 2017. FIPE supported this initiative attending all the meetings about it last year. The document was signed last 28 October in Expo Milano 2015.</p>
Netherlands	<ul style="list-style-type: none"> - KHN is partner in the 'Akkoord Verbetering Productsamenstelling', an agreement to come to a healthier range of products in industry, retail and foodservice. KHN committed to activities to increase awareness and in that way increase the healthier mentality in HORECA. (I have asked our ministry for an English version, when I receive that I will sent it to you) - KHN focuses on: portion sizes, 'proportions on the plate' (in Dutch bordsamenstelling: it means less animal, more vegetables!) and more concepts based on vegetables. But also on 'how to present your dishes'. For instance the way to serve the food can be of influence on how much a person eats. Food on the plate is eaten more than food served in extra cup(s) that come with the main dish. Also the size of the plates is important: take smaller plates and consumers will eat less (and don't notice!). - KHN provides its members with tips and tricks, present them best practices and organize meetings with members to discuss food related issues. - KHN also did some research: <ul style="list-style-type: none"> • Is health a trend and what can be done to make this stronger? (Results will be available soon) • At three locations (SME restaurants) KHN did research on food waste. Focus was on portion size, presentation and serving less sauce. Point of research: 'can we prevent food waste by implicitly try to change the behaviour of the guest?' – this is also relevant for health issues since it is related to portion size and consumption. • More vegetables, less meat: at a big restaurant chain (Van der Valk) KHN did research on 'more vegetables and less meat'. Results will come in March. For now: customer satisfaction is positive (stays the same or grows even!), profit margins are positive, kitchen is happy: it is doable!

	<ul style="list-style-type: none"> • Together with GroenteFruitHuis (association of Vegetables and Fruits businesses), Veneca (catering), WUR/HAS/Hotelschool Maastricht (Universities) and Voedingscentrum (health information NGO by the government) KHN joined in a ‘Groentecoalitie’ – a vegetables coalition. To make vegetables more attractive and ask the government for coordination, budget and projects on stimulating the consumption of vegetables. • In every magazine that KHN sends to her members there is a two page story on an entrepreneur that does something with health. To present a best practice, to create ambassadors.
Norway	<p>In Norway the Directorate of Health launched in June 2014 its action plan 2014-18 to reduce salt intake in the population.</p> <p>One of the measures in the plan is a Salt partnership, which is a collaboration between the food industry, catering industry, R & D groups, advocacy organizations and health authorities. The Norwegian Hospitality Association is part of this partnership.</p> <p>A main task for the partnership is to increase awareness that salt reduction improves public health. The overall aim is to initiate work on salt reduction in foods and served food and by that reach the goal to reduce the salt intake in the population with 15 percent by 2018.</p> <p>The partnership prepares salt reduction targets for different food categories, so-called salt lists. Monitoring of salinity in food product development/research, human resource development, better labeling and information to consumers are other key tasks for salt Partnership.</p>
Poland	<p>The Institute of Food and Nutrition has implemented Polish Standards of Nutrition as a part of the National Program of Prevention of Civilisation Diseases. The Program determines standards of healthy nutrition including reduction of salt as well as other harmful food components such as saturated fats.</p> <p>Following the Institute’s guidelines <u>Polish hotels and wellness and spa establishments are currently introducing into their menus an increasing number of healthy ingredients as well as offering a variety of vegetarian and vegan dishes.</u> More and more hotel restaurants provide their clients with detailed information on composition of dishes they offer, allergen contents etc. In many hotels guests can request special dishes with reduced amount of calories, salt and saturated fat acids.</p>
Spain	<p>FEHR participates to the following initiatives:</p> <p>NAOS Strategy</p> <p>In 2005, the NAOS Strategy (Strategy for Nutrition, Physical Activity and the Prevention of Obesity) was set up by the Ministry of Health and Consumer Affairs, through the Spanish Agency for Food Safety and Nutrition (AESAN), with the aim of making the population more aware of the problems obesity means for health, and of promoting any initiatives that help to encourage citizens, particularly children and young people, to adopt healthy lifestyles, mainly through healthy diets and regular physical activity.</p> <p>The NAOS Strategy aims to serve as a platform for any actions which help to meet this objective, by joining forces with, and with the widest possible participation of, all components of society, Public Administrations, experts in the field, private sector businesses, consumers and the whole population. Therefore, the scope and areas of action and influence of the NAOS Strategy are multiple: families, schools, the business world and the health system.</p> <p>To favour a framework of collaboration with companies in the food industry to promote the production and distribution of products which contribute to a healthier and more balanced diet to provide a varied and nutritionally balanced diet, enabling the selection of healthy options. Especially in the hospitality sector:</p>

	<p>Reduction in saturated fats: the restaurants undertake to gradually reduce, as supplies allow, the content of saturated fats in food. At the same time, animal fats will be replaced by vegetable fats in those products where this is possible.</p> <p>With respect to the oil used for frying certain products, they undertake to gradually reduce, before the end of 2006, levels of trans-fatty acids and saturated fatty acids of vegetable oils used for frying.</p> <p>Large portions: the restaurants undertake not to encourage the consumption of huge individual portions.</p> <p>“Spanish breakfast”</p> <p>FEHR has collaborated with the Interprofessional of Olive Oil (a non-profit official organization representing all members of the olive oil sector) to promote the “Spanish breakfast”.</p> <p>Spain’s Interprofessional of Olive Oil wants the breakfast – based on the much-lauded Mediterranean Diet – to be a standard menu option. As well as promoting a balanced meal, as a way to increase awareness and consumption of olive oil. Fruit, dairy products, bread, tomatoes and coffee are other key ingredients and they could also be accompanied by ham, sausages, honey, eggs and nuts.</p>
Sweden	<p>Visita is since a few years part of a project together with SP, Technical Research Institute of Sweden. The project – which now may be prolonged (application for funds has been done at Vinnova – The Swedish Innovation’s Agency) – has the title “<i>Salt reduction in foods for improved public health and stronger competitiveness</i> “ and aims to reduce the use of salt. Other parts of the project are – amongst many others – The National Food Agency, producers, organisations for consumers etc.</p> <p>Here is a short description of the project:</p> <p>The salt consumption in Sweden is twice the level recommended by the National Food Agency. This consumption pattern may result in serious health problems, such as high blood pressure, cardiovascular diseases and stroke, which in turn lead to considerable economical costs for society. Efforts to reduce the salt intake are therefore high on the agenda. Approximately 75 % of our salt consumption originates from food that is either produced by food companies or cooked in restaurants. Thus, there is a strong need in the food sector to be able to offer products with lower salt levels in order to meet the demands from authorities as well as from consumers. Efforts to reduce salt levels must therefore be made also for commercial purposes. In the future it will be essential to offer products with low salt levels in order to compete on an international market. The ultimate aim of the project is to halve the salt content in foods produced in the industry. However, salt has many important functions in food, and it is a big challenge to reduce the salt levels without jeopardizing the quality, safety or shelf life of the Products. The proposed project aims at developing innovative techniques for producing foods with reduced salt levels while maintaining their eating quality, microbial safety and storage stability. These methods include encapsulation, surface treatment, controlled release, salt distribution, taste adaptation and the use of different alternatives to sodium chloride, i.e. common table salt. The project group currently consists of representatives from food producers, restaurant businesses, retailers, authorities, consumer organisations and researchers from many different areas. The project group will be expanded ahead of the next step of the work</p>
UK	<p>The UK Government encourages such initiatives through the Public Health Responsibility Deals, website https://responsibilitydeal.dh.gov.uk/</p> <p>Public Health Responsibility Deal</p> <p>The pub and restaurant businesses are engaged in the UK Government Public Health Responsibility Deals which include the <u>reduction of salt, energy and saturated fats in meals and nutrition.</u></p>

Information on the UK Public Health pledges can be found at:

<https://responsibilitydeal.dh.gov.uk/pledges/>

OVERVIEW OF THE INITIATIVES UNDERTAKEN UNDER THE RESPONSIBILITY DEAL UMBRELLA

The UK government operates the Public Health Responsibility Deal, through businesses can voluntarily commit to actions and targets intended to enhance public health.

- The ALMR is actively involved with the Responsibility Deal and is a signatory to multiple pledges. As a trade association, the ALMR is a signatory to wide-ranging pledges of support rather than to specific actions, but many ALMR members have committed to specific targets and actions across the full range of pledges.
- The Responsibility Deal is an outgrowth of co-operation between private and public sectors over public health issues of common concern and as such encompasses more than just food.
- The Deal includes pledges on health-at-work, physical activity and alcohol reduction goals too. The alcohol Deal saw UK consumption reduced by 1bn units thanks to increased use of lower-alcohol drinks, smaller serving sizes and other measures.
- The alcohol Deal also led to wider use of unit labelling on pre-packaged alcohol and this has been imitated by the food Deal which has driven for greater calorie labelling.
- The food Deal has focused its efforts at the top of the supply chain, which leads to improvements cascading down to all businesses. It has been marked by flexibility further down the supply chain, e.g. for calorie information restaurants are able to determine how they provide information while packaged products are more tightly prescribed.
- Building on the unit-reduction success of the alcohol Deal, the Responsibility Deal food network focuses chiefly on reformulation.
- Pledge signatories commit to reducing the amount of certain nutrients in their food; in the case of catering businesses, this is usually accomplished by either redesigning a dish (e.g. different accompaniments, smaller size etc) or by changing ingredients (e.g. sourcing a healthier instance of the same menu item, replacing one ingredient with another etc).
- UK hospitality operators have had considerable success. Evaluations conducted during the course of the Responsibility Deal (which began in 2011) have shown reduced levels of salt, sugar and fat in meals – and particularly children’s meals – offered by the overwhelming majority of high street chains.
- This success has resulted in changes to pressures and incentives in hospitality supply chains, encouraging additional reformulation further up the supply chain. Hospitality operators are therefore also able to benefit from pledges made by suppliers, which may enable operators to reduce further the fat, sugar or salt content of a meal.
- The Responsibility Deal emphasises the role of consumer choice as the driver of

healthy lifestyles and so works in tandem with government public health campaigns such as Change4Life, an app which informs consumers about ‘sugar swaps’ and other ways to reduce sugar, salt and fat intake.

- By allowing operators the flexibility to meet pledges however they see fit, the Responsibility Deal has harnessed private sector innovation to deliver public health goals and by sharing best practice widely among participants and more widely through a dedicated website, it has allowed effective actions to spread quickly. Its considerable successes are the result of this co-operative approach.

Salt:

- The UK leads the world in salt reduction, having decreased average consumption from 9.5g in 2001 to 8.1g in 2011 (-15%).
- The UK government recently set a new target of 6g per day and there is a pledge ([F9. Salt Reduction 2017](#), “We recognise that achieving the public health goal of consuming no more than 6g salt per person per day will necessitate further action across the whole food industry, Government, NGOs and by individuals. We will support and enable individuals to further reduce their salt intake by continuing to review and lower levels of salt in food. We commit to working towards achieving the salt targets by December 2017. For some products this will require acceptable technical solutions which we are working to identify and implement.”) supporting this goal.
- This pledge sets maximum salt levels for 76 food groups identified as contributing to high salt intake (e.g. sausages, bread) and requires a signatory to meet this limit in 95% of cases, rising to 100% by 2017.
- Hospitality operators are also able to achieve salt reduction through pledges [F5\(a\). Salt Catering: Training and Kitchen Practice](#) (e.g. using smaller quantities of high salt ingredients and avoiding adding extra salt through seasoning such dishes), [F5\(b\). Salt Catering: Reformulation of products as purchased by the customer](#) (e.g. reformulating recipes to reduce the salt in products) and [F5\(c\). Salt Catering: Procurement](#) (e.g. using mineral salts with lower sodium content).

Saturated fat:

- The UK aims to reduce saturated fat consumption to less than 11% of energy intake per person from the current level of 12.7%.
- There are two related Responsibility Deal pledges applying to catering businesses, [F8. Saturated Fat Reduction](#) (“We will support and enable people to consume less saturated fat through actions such as product/menu reformulation, reviewing portion sizes, education and information and incentivising consumers to choose healthier options. We will monitor and report on our actions on an annual basis. Progress in reducing people’s saturated fat intakes will be measured via the National Diet and Nutrition Survey.”) and [F3\(a\). Non use of Artificial Trans Fat](#) (“(a). We do not use ingredients that contain artificial trans fats; (b). We are working to remove artificial trans fats from our products within the next 12 months.”).
- Saturated fat reduction efforts have been concentrated higher up the supply chain, for example in reformulation of margarine and use of lower-fat cream for dessert products.
- Catering businesses have been able to meet these pledges through similar substitutions in the kitchen, e.g. cooking with vegetable oil, but chiefly through purchasing decisions.

Sugar/calories:

- Sugar reduction is achieved through Pledge [F1. Out of Home Calorie Labelling](#) (“We will provide calorie information for food and non alcoholic drink for our customers in out of home settings from 1 September 2011 in accordance with the principles for calorie labelling agreed by the Responsibility Deal.”) and Pledge [F4. Calorie Reduction](#) (“We will support and enable our customers to eat and drink fewer calories through actions such as product/ menu reformulation, reviewing portion sizes, education and information, and actions to shift the marketing mix towards lower calorie options. We will monitor and report on our actions on an annual basis.”).
- Per-capita calorie consumption in the UK is declining, with sugar consumption declining at a faster rate. Hospitality operators are able to effect changes primarily through reformulation and updated kitchen practices, e.g.:
- [JD Wetherspoon](#) provide meals up to 500 calories as a healthier/lower calorie option and they are labelled as such on menus to help consumers make a lower calorie choice. It hopes to grow its range of dishes under 700 calories to 55% of the menu content.
- [Beefeater](#) has reduced its average three course meal by 105 calories by removing higher calorie accompaniments and provides a choice of starters from 242 calories, mains from 339 calories and desserts from 360 calories, enabling a guest to eat a three course meal of less than 50% GDA for energy (women).
- [Sodexo](#) introduced smaller portion size sugar sachets saving 23,863,075 calories throughout 2013/14.
- [Whitbread](#) no longer advertises bottomless chips.
- Numerous operators now offer low- or no-calorie alternatives to sugar-sweetened beverages unless the customer specifically requests the full-sugar version.