



French Government approach on improvement of the Nutritional quality of processed food

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A global policy

- A goal : to improve the health of the population by acting on the nutritional determinant.
- A multidisciplinary approach : Health, agriculture, consumption, education, research,... the private sector, consumer associations, public local authorities
- A long term policy : from 2001 - 2006 - 2010,

From 2001-2005:

Building the frame of coherence : to make an expert “voice” emerge from public authorities

On the food supply side : work on the aspect of salt

Reduction of salt

- 2001 : an expert group, including representatives from the various food sectors (dairy products, cooked foods, bakers, food industry)
- 2002 : a political decision to reduce by 20% in 5 years the intake of salt. A self regulation approach
- 2004 : a goal set in the law
- 2003 - 2005 - 2007 : meetings with the food sector
- 2003 - 2005 - 2008 : a surveillance on 400 food items
- 2006 : the salt intake decreased from 9-10g/day in 1999 to 8,3-8,5g/day in 2006 with less people with very high intakes : (NaCl > 10g/day from 35,4 to 24,7% in men ; 7,8 to 4,7% in women)

A sectorial analysis

- Technological difficulties for cheeses : how to reduce the intra variability of salt within specific cheeses (more than 365 kinds) : Guidelines for good practices.
- A large diffusion is difficult towards the 33000 independant bakers of France : communication, training of baker trainees
- Irregular improvements for meat products (with a lot of small producers and some food security aspects)
- Some real improvements for industrial soups (but almost 70% of the soups are home maid)
- Very irregular improvements for “plats cuisinés” (convenience food)

PNNS2 2006-2010

- Launched in september 2006
- A strong food supply side strategic approach
- The public authorities open the possibility to the food private sector operators to sign “charters of commitments to nutritional improvements” on clear, dated, precise goals that have to be followed-up

December 2006, three ministers asked a public expert group chaired by a High Level Civil Servant to write a standard reference document in two months (with experts, the private sector, consumers associations)

A main strategy to reduce social inequalities

Main points of the reference document

- Eligible areas of action :
 - Mandatory
 - Actions on the nutritional composition of existing products
 - Creating alternative products
 - Improving the selling environment
 - Additional
 - Actions within companies (for the employees)
 - Support of external actions (research, sports...)

Main points of the reference document (2)

- Applicants :
 - Companies or professional or cross professional organisations producing, processing or distributing food products
- 11 principles
 - Honesty, effectiveness, monitoring, transparency...

Signed by the State

A sentence : “Company implementing a nutritional initiative encouraged by the State (PNNS)”

Main points of the reference document (3)

- To get the signature :

A Quantitative aspect

- For a company 2/3rd of its turnover/or the food products that it produces processes or distributes must have been taken into consideration by the charter
- For a professional body : 2/3rd of the membres must have subscribed to the charter by the end of the commitment

What is the situation in April 2008

- A committee for the validation of the proposed commitments
 - Created in June 2007 by the 3 ministries (Health, Agriculture and Consumption)
 - Composition : public sector experts (nutrition, food technology, food economy, food marketing).
Chaired by a High Level Civil servant.

7 meetings, 15 files were submitted (from food industries, food distributors, fast food restaurants)

Only one file got the signature.

What is the situation in April 2008 (2)

- A lot of interest ;
- The difficulty to produce a strong enough commitment

Creation by the Ministries of an “Observatory of the food quality”

With AFSSA and INRA

First main goal : to monitor the nutritional quality of the foods

(first : meat products, biscuits, breakfast cereals)

Programme
National

Nutrition
Santé

