



PRESS RELEASE

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“Together for More Balanced Diets” Europe’s Food & Drink industry calls for joint action on balanced diets

On the occasion of the European Business Summit, as part of a panel on “Sustainable Living: Foresights for 2050”, FoodDrinkEurope launched today a **Call for Action** to help improve diets and promote good nutrition and health. In so doing, the organisation of Europe’s food and drink industry calls upon all interested parties and stakeholders to join forces and look ahead to tackle together today’s societal challenges related to nutrition and health.

“Together with partners, we want to generate a positive move to stimulate and contribute to better nutrition”, declared Gilles Morel, President of FoodDrinkEurope. “Only by working hand in hand to improve diets can we make a difference and accelerate progress; this is why we call directly upon public authorities, retail, catering, farmers, restaurants, consumers, dieticians, healthcare professionals and non-governmental organisations to join forces by sharing a common EU ambition to improve the diets of citizens all over Europe.”

He added: *“Working with European partners, for instance by optimising the nutritional composition of food, meals and diets, can help us achieve a 10% reduction of the overall calorie intake of European consumers by 2020 and create new opportunities for business and society.”*

Dialogue, synergies, a coordinated approach and a more positive communication to consumers can only help reinforce all partners’ efforts. The food industry is committed to work, amongst others, on product formulation, innovation, choice and portion sizes, clear labelling and awareness raising to contribute to a more balanced diet, as illustrated in FoodDrinkEurope’s [Eat & Live Well](#).

Dr. Vincenzo Costigliola, President of the European Medical Association (EMA), welcomed the initiative and commented: *“What we eat and drink makes a vital contribution to our health - and our wellbeing. Food producers, healthcare professionals and others must cooperate to make sure that patients and consumers benefit from a balanced diet. Training, education and information about nutrition and health are essential to help patients eat properly according to their individual needs.”*

FoodDrinkEurope looks forward to welcoming more partners to support this initiative, which includes a series of roundtable discussions to identify synergies and opportunities to act “Together for More Balanced Diets”.

Note to the editors:

FoodDrinkEurope is the organization of Europe’s food and drink industry, the largest manufacturing sector and leading employer in the EU and a key contributor to its economy (286 000 companies, 99% SMEs, 4.2 million employees).

Press contact:

Florence Ranson, Director of Communications

f.ranson@fooddrinkeurope.eu - +3225081028