

Collaboration PLAN for the improvement of the composition of food and beverages and other measures 2017-2020



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SUMMARY DOSSIER

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Working together for a more balanced and healthier diet



The Ministry of Health, Social Services and Equality, through the Spanish Agency for Consumer Affairs, Food Safety and Nutrition (AECOSAN) together with various sectors from the food industry is promoting a great PLAN to improve the composition of several groups of food and beverages, in line with new consumer requirements and the trends in the European Union, and thus make the easier choice the healthier choice.

THE COLLABORATION PLAN FOR THE IMPROVEMENT OF THE COMPOSITION OF FOOD AND BEVERAGES AND OTHER MEASURES 2017-2020 contains the reformulation commitments of the Manufacturing and Retail Sectors for several groups of food and drink regularly consumed by children, young people and families. This

is based on the reduction of added sugars, salt and saturated fats. Consequently, the PLAN will have an important impact on the “shopping basket”, in view of the large number of companies that have signed up to the PLAN and the quantity of products to be modified.

The PLAN also includes the agreements with the Contract Catering, Modern Restaurant and Vending sectors.

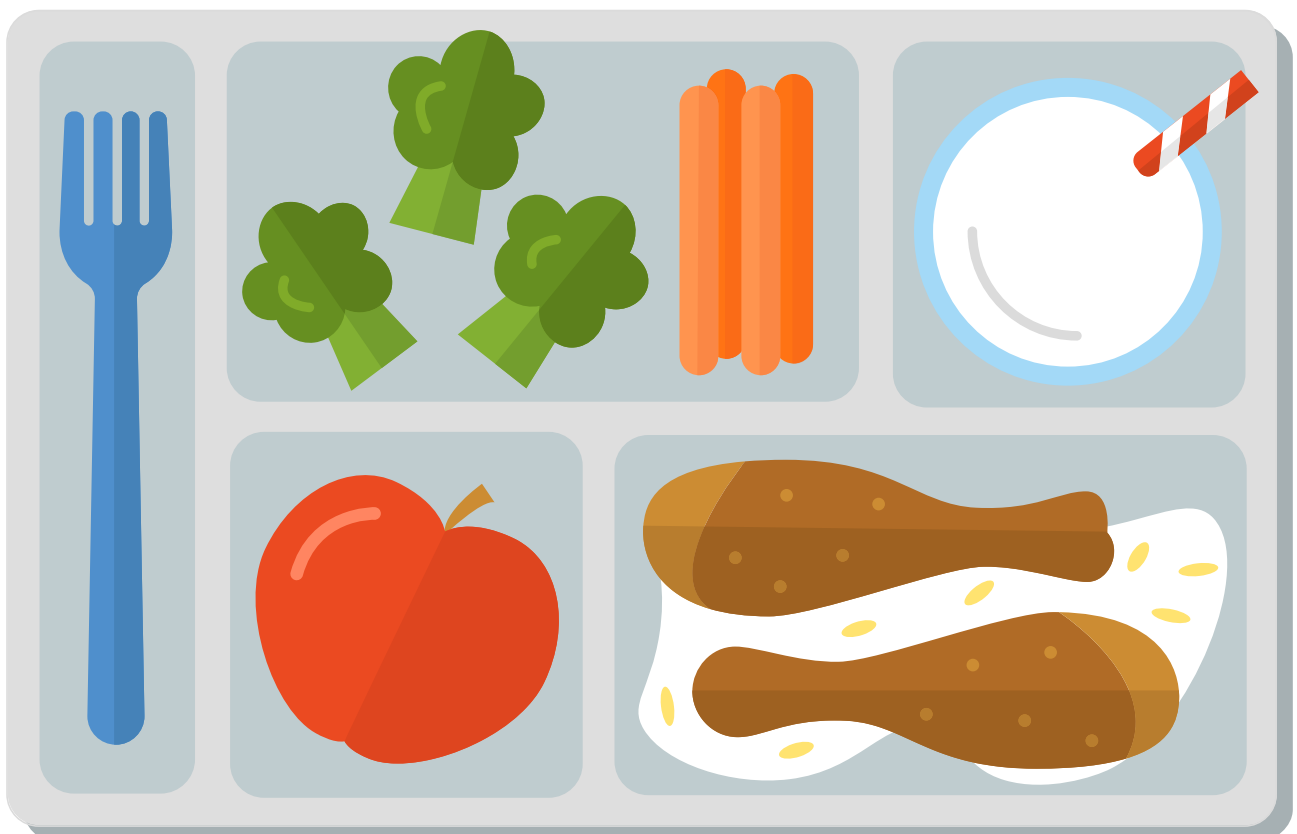
This PLAN is open to other sectors and companies which may sign up later with new commitments.

This PLAN reflects the response to the call for action from the Ministry of Health, through the AECOSAN. Several sectors work synergistically, enabling citizens, in particular children and young people, to achieve a more balanced diet with a higher nutritional quality, by obtaining a lower intake of added sugars, salt and fat. This will benefit their health and help to prevent obesity and other related diseases, diabetes, cardiovascular disease, etc.



Key points in the collaboration PLAN for the improvement of the composition of food and beverages and other measures 2017-2020

- The reformulation commitments in many products regularly consumed by families, children and young people will have an impact on the shopping basket.
- The offer of more balanced and healthier menus in other places or environments where food is regularly consumed outside home (schools, work, residential care homes, etc.) for a better diet.
- The voluntary and joint agreements, commitments and collaboration of the sectors and companies with the AECOSAN.
- Visibility which may have a progressive knock-on effect, paving the way to more commitments with other companies and food business operators.
- Transversality and synergy which have an impact on the shopping basket and in different environments.
- The boost to consumer awareness of the benefits of consuming fewer sugars, salt and fats in their diet.
- The impact that may have on health and on the prevention of obesity and other diseases.
- The elimination of inequalities in access to a healthy diet.
- In line with the European policies of the World Health Organisation (WHO) and the European Union (EU).



Why the collaboration PLAN for the improvement of the composition of food and beverages and other measures 2017-2020?

It responds to public health concern and the current demand from consumers and it is based on commitment, consensus and experience



Obesity and overweight in Spain

In Spain, as in the rest of Europe, the rates of obesity and overweight are a serious problem and a real challenge for public health. Both are risk factors for non-communicable or chronic diseases. Although there are multiple determining factors behind obesity, these can be prevented as they are linked to lifestyle and behaviour.

Nevertheless, and according to the ALADINO Study 2015, conducted by the Observatory of Nutrition and the Study of Obesity of the AECOSAN, since 2011, in children aged 6 to 9 years, a statistically significant reduction has been observed in overweight, from 26.2 % to 23.2 %. Moreover, there has been a non-significant decrease in the prevalence of obesity, being 18.1 % (20.4 % in boys and 15.8 % in girls). Consequently, and altogether, excess weight (overweight and obesity) in children aged 6 to 9 years has been reduced since 2011 to 2015 by three points: from 44.5% to 41.3% (from 47.6 % to 42.8% in boys, and from 41.2% to 39.7% in girls).

There are also hopeful results for the adolescent population, aged 11 to 15 years. According to the latest report from the WHO European Region, and based on the study of

School Children's Health-related Behaviour, from 2002 to 2014, only in Spain and Norway, a fall in the prevalence of obesity among adolescents was observed. More specifically, a decrease was observed among boys in all the age groups studied (11, 13 and 15 years) of one percentage point between 2002 and 2014. The prevalence of body weight excess is 17%, which is high as in the other countries in the south of Europe, but is two percentage points below the average for the prevalence of overweight or obesity in the 44 European countries which took part in the study, where it is 19% (HBSC Study).

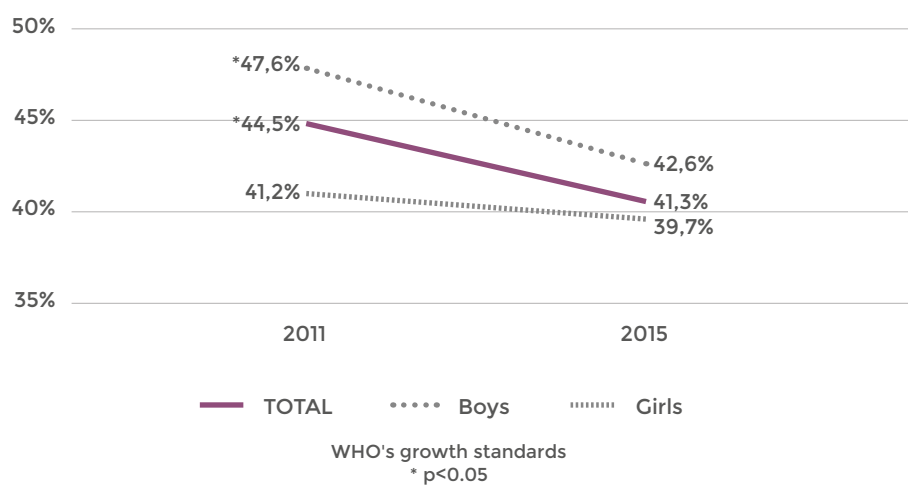
In adults, according to figures from the European Health Survey in Spain 2014, the tendency for the prevalence of obesity from 2011 to 2014 has stabilised for the first time, with the prevalence of overweight at 36.7 % and of obesity at 17.0 %.

The stabilisation of the prevalence of obesity in adults, and more specifically the reversal of the tendency in the prevalence of childhood overweight and obesity towards a healthier weight in Spain, can be explained by the continued major efforts over several years of all the stakeholders involved. Therefore, it is essential to continue strengthening these in order to reduce all the prevalence figures.

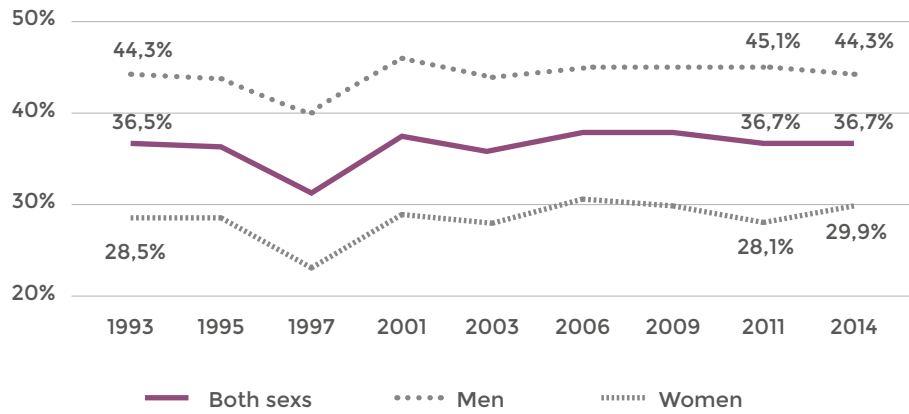




PREVALENCE OF BODY WEIGHT EXCESS IN BOYS AND GIRLS AGED 6-9 YEARS OLD ALADINO 2011 AND 2015 STUDIES



PREVALENCE OF OBESITY IN ADULT BY GENDER
ENS 1993 - 2011. EES 2009 AND 2014



PREVALENCE OF OVERWEIGHT IN ADULTS BY GENDER
ENS 1993 - 2011. EES 2009 AND 2014





The European boost

In 2004, the 57th World Health Assembly approved the Global Strategy on Diet, Physical Activity and Health, in response to the growing concern of Member States of the WHO about the problem of obesity.

In 2008, the European Commission created the High Level Group on nutrition and physical activity with the Member States that over the years has agreed frameworks for the reformulation of several nutrients: the EU framework for national salt initiatives (2008) and the EU framework for national initiatives on selected nutrients with 2 annexes on saturated fats (2012) and added sugars (2015). The groups of food products and sectors for which the food reformulation policies were prioritised and which generally are the food and drinks most consumed by children, were established.

The European Commission also established the Action plan on Childhood Obesity 2014-2020. In the 2016 and 2017 Health Council Conclusions, Member States and their governments were invited to develop a PLAN for food product improvement collaborating with the food business operators concerned. In turn, the WHO European Region includes this line of action in the European Food and Nutrition Action plan 2015-2020, and recently in the Strategy for the Prevention and Control of Noncommunicable Diseases 2016-2025.

This European boost is contributing decisively to the fact that in many countries, the public administrations for nutrition and health are drawing up agreements with food business operators. These are intended to improve the nutritional quality of the food available in the market and facilitate industry efforts to the reformulation and achieve agreements in each Member State more efficiently as they are political measures adopted by all the countries in our environment.



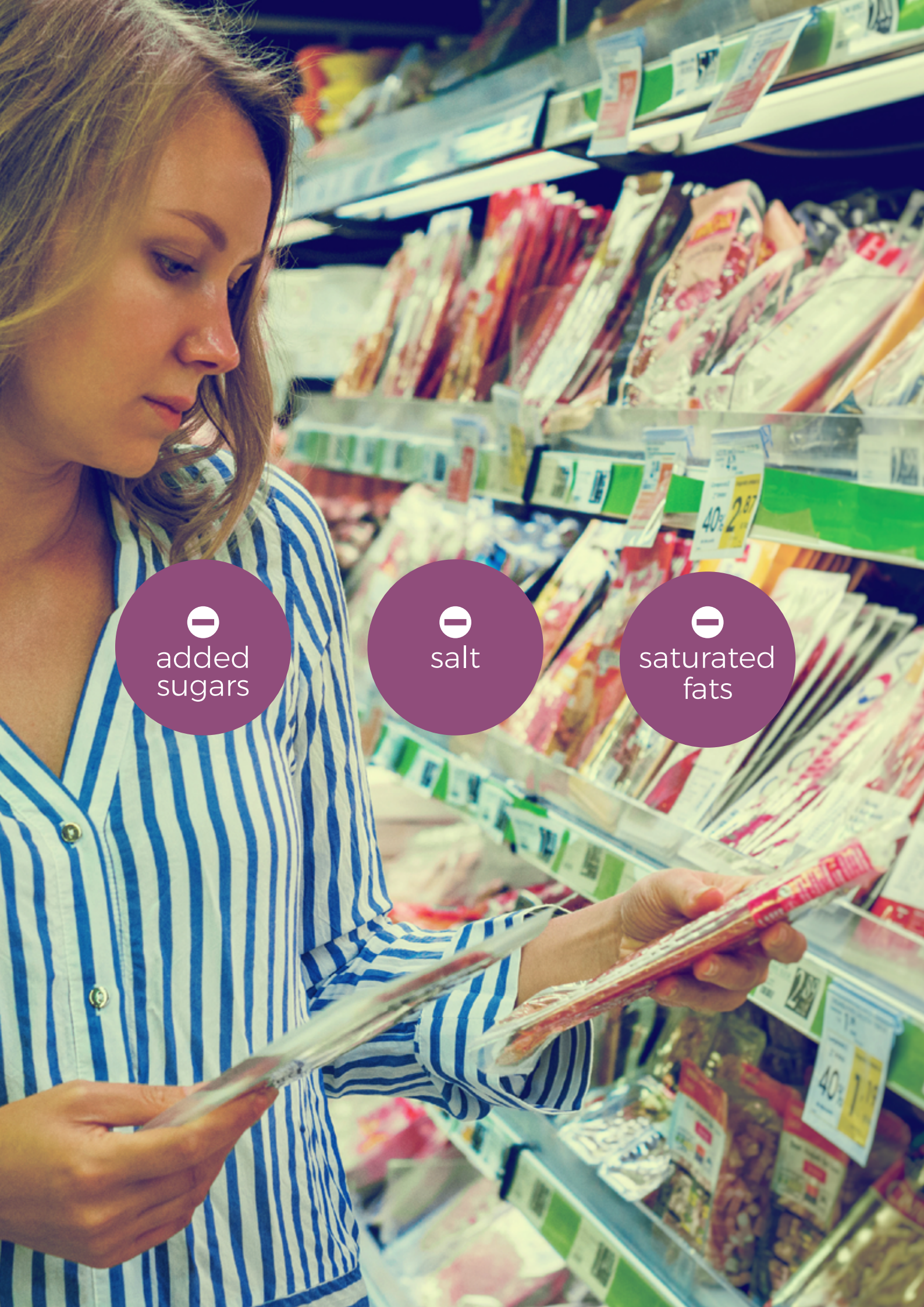


The Reformulation Experience in Spain

Reformulation means improving the content of certain selected nutrients (saturated fats, trans fats, salt or sugars) in foods and beverages without involving an increase in the energy content or in the quantity of other nutrients of concern¹, and maintaining food safety levels, flavour and texture so that the product continues to be accepted by consumers. This is possible up to certain limits due to technological, organoleptic, legislative, microbiological and economic aspects.

In Spain, reformulation policies have been promoted since 2005 with the launch of the Strategy on Nutrition, Physical Activity and Prevention of Obesity (NAOS Strategy) of the AECOSAN which forms part of the High Level Group, and it is in line with the agreements adopted in this group. The NAOS Strategy, among the measures to protect health promoted in different areas of intervention and in particular in the business area, includes activities or initiatives on food product improvement or food reformulation. Along this line, over the years several voluntary agreements have been signed with the manufacturing sectors for the reduction of certain nutrients in food and beverages with effective results (PLAN for the Reduction of Salt Intake in Spain, and several agreements with specific sectors including the Spanish Confederation of Bakers - CEOPAN, the Spanish Confederation of Meat Retailers - CEDECARNE, the Association of Snack Manufacturers - AFAP).

¹ European Framework Agreements and Annexes for the Reformulation:
http://www.aecosan.msssi.gob.es/AECOSAN/web/nutricion/subseccion/reformulacion_alimentos.htm



⊖
added
sugars

⊖
salt

⊖
saturated
fats

Why a PLAN with various sectors?

They all add up. Broader offer and greater accessibility of reformulated products

Since the launch of the NAOS Strategy of the AECOSAN in 2005, one of the actions which has been promoted in the business sector includes the improvements of food composition or food reformulation, always in line with European policies. Since then, a number of initiatives have been developed to improve the composition of many products through voluntary agreements with the AECOSAN and with specific action taken by companies, mainly focussing on salt and trans fats.

This PLAN goes one step further. The manufacturing industries, retailers and other food business operators responsibly respond to the call for action of the AECOSAN and take a commitment with consumers, showing an efficient public-private collaboration in line with the European boost.

The manufacturers and the retailers are key players throughout the food chain. Each one promotes its marketing strategies, the transformation of the nutritional quality of the offer (through reformulation and other measures) and helps consumer achieving a more balanced diet, gradually accepting these changes in palatability.

Therefore, it is essential that both sectors take part in this PLAN, which involves a broad transversal process to improve the composition of food and beverage products that are regularly found in the shopping basket, offering from the different approaches a synergistic and decisive contribution for the benefit of consumers and for their acceptance, without losing any competitiveness.

The other sectors involved in the PLAN are also strategic because they represent usual alternatives to daily out-of-home meals for a significant part of the population in schools, at work, at leisure on different occasions and in different spaces.

Many sectors and associations with every type of business -small, medium and large- have joined the PLAN. The agreements of the PLAN will mean that, within three years, the shopping basket of all the families in Spain may contain more products manufactured with less sugar, salt and saturated fats, which would be found in many chains and supermarkets, in addition to other catering services in their environment.

All of this implies that from different places and at different moments in their daily life, consumers will be able to access healthier products more easily. This will impact positively on their diets and consequently on health.





Why three years for reformulating and improving the composition of the food and beverages?

Reformulation requires some time. It is a complex process involving many departments within a company and affects the product specifications, labelling and quality control in addition to other areas.

Moreover, it should be borne in mind that the products with an improved composition will be incorporated into the commercial network as the stock is replenished.

It is also necessary to consider the operating possibilities, consumer preferences and other determining factors, such as technological and economic challenges, in order to introduce the improvements in the medium term, allowing many food business operators and more countries throughout the European Union to join these initiatives.

Although for many years manufacturers and retailers have been reformulating, it should be remembered that the extent of this PLAN -with the quantity of regularly consumed products included- requires time to allow the consumer to adapt to the new flavours of food and beverages with lower sugar, salt or fat content.

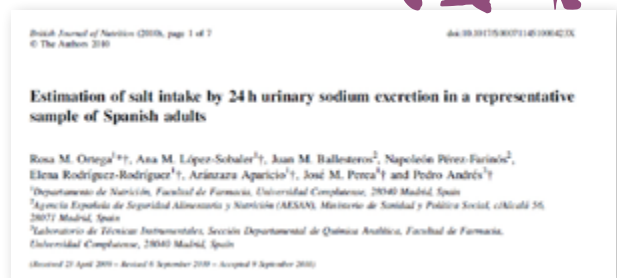
There are segments of the population which are demanding these improvements in the composition of food products, but not all consumers are aware of the benefits of reducing these nutrients. The process must be facilitated with gradual and general reductions to permit their acceptance.

The duration of the PLAN is three years, 2017-2020, so that in this period more reformulated products will be progressively introduced into the market with a gradual reduction until the levels agreed in this PLAN are reached.

What is the intake of salt, sugar and trans fats in Spain?

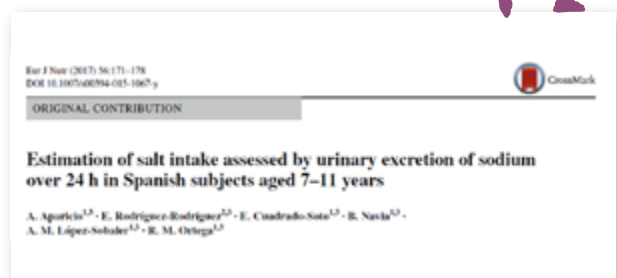
SALT

Salt intake in adults:
9.8 g of salt/person/day
(Data 2009)



Estimation of salt intake by 24 h urinary sodium excretion in a representative sample of Spanish adults. Ortega RM, López-Sobaler AM, Ballesteros JM, Pérez-Farínos N, Rodríguez-Rodríguez E, Aparicio A, Perea JM, Andrés P. Br J Nutr. 2011 Mar; 105(5):787-94. http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/publicacion_analisis_consumo_sal.pdf

Salt intake in children:
7.8 g of salt/person/day
(Data 2014)



Aparicio A, Rodríguez-Rodríguez E, Cuadrado-Soto E, Navia B, López-Sobaler AM, Ortega RM. Estimation of salt intake assessed by urinary excretion of sodium over 24 h in Spanish subjects aged 7-11 years. European Journal of Nutrition. 2017;56(1):171-178. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5290043/>

SUGAR

Sugar intake in the Spanish population

2017

Secondary data from the ENALIA and ENALIA 2 studies (2013-2015)

USUAL INTAKE OF TOTAL SUGARS IN ADULTS (18-75 YEARS):

78.1 g/day

(82.1 g/day males and 73.4 g/day females)

19% of the total daily energy
(17.9% males and 19.9% females).



USUAL INTAKE OF TOTAL SUGARS IN INFANT AND ADOLESCENT POPULATION (6 MONTHS TO 17 YEARS OLD):

95.1 g/day

(101.9 g/day boys and 88.3 g/day girls)

21.5% of total daily energy
(21.7% boys and 21.4% girls)



Intake of added sugars in the Spanish population.

2017

Secondary data from the ENALIA and ENALIA 2 studies (2013-2015)

USUAL INTAKE OF TOTAL SUGARS

In adults (18-75 years):

34.7 g/day

(37,4 g/day males and 32,1 g/day females)

8% of the total daily energy
(7,7% males and 8,1% females)



Pregnant women:

42 g/day

9.6% of the total daily energy



In infant and adolescent population (6 months to 17 years old):

48 g/day

(53.3 g/day boys and 44.2 g/day girls)

10.4% of the total daily energy
(10.8% boys and 10.3% girls)



Boys and girls aged 3 to 9 years old:

52.7 g/day

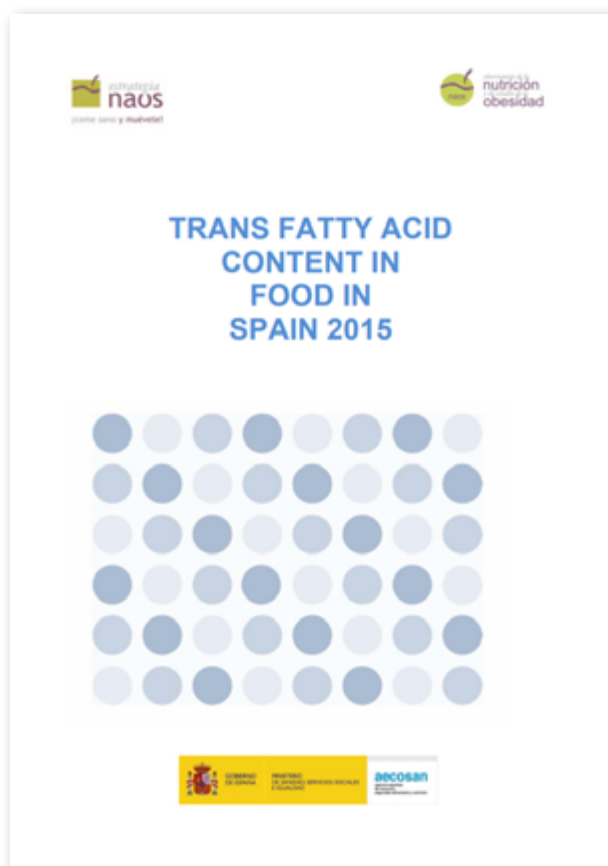
(62.1 g/day boys and 47.6 g/day girls)

11.7% of the total daily energy
(12.3% boys and 11.2% girls)



Although the median value of the daily energy intake from added sugars is close to the limits established by the WHO (< 10% of the total daily energy), the figures from the AECOSAN studies (nutritional surveys ENALIA² and ENALIA 2³) indicate that 53.9% of children and adolescents exceed that limit. The group in which a higher percentage of the population exceed the limit established by the WHO are boys and girls aged from 3 to 9 years old with 70.5%. In addition, 25.6% of adults and 44.9% of pregnant women exceed that limit.

TRANS FAT



Given that the TFA content in foods in Spain is very low, the mean intake of TFA in a balanced diet can also be expected to be low.

http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/nutricion/Informe_AGT2015_Ingles.pdf

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2 http://www.aecosan.msssi.gob.es/AECOSAN/docs/documentos/seguridad_alimentaria/gestion_riesgos/Informe_ENALIA2014_FINAL.pdf

3 http://www.aecosan.msssi.gob.es/AECOSAN/web/seguridad_alimentaria/subdetalle/enalia_2.htm

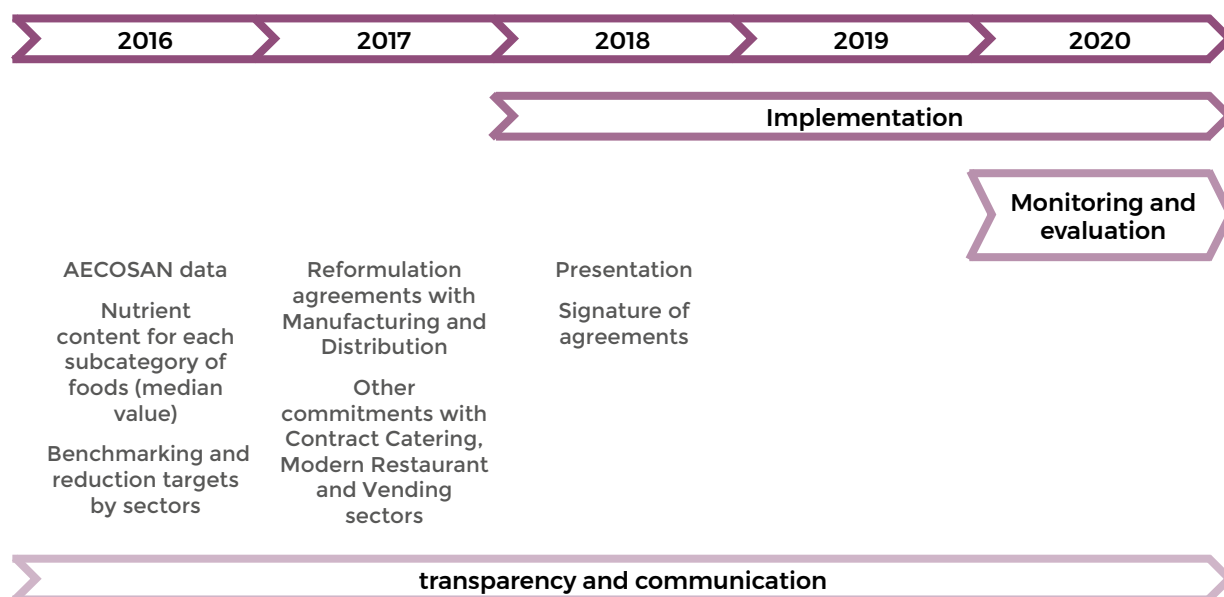


How is the PLAN developed?

In line with the methodology agreed in Europe



PHASES OF THE PLAN



Since the joint agreements on reformulation were launched from the European Commission and the Member States in 2008 through the High Level Group on Nutrition and Physical Activity (HLGN&PA), a common methodology has been established at European level. The various phases of the PLAN are summarised in the above graph.

According to this methodology, it was first necessary to determine the baseline, considered at the end of 2016, as regards the content of added sugars and of other nutrients to be reformulated in selected foods and beverages. To this aim, a number of specific studies were conducted at the end of 2016 on the content of certain nutrients in a representative sample of 1173 foods and beverages, corresponding to the most sold products according to market data for 2015. Data were obtained from analytical

determinations and from the nutritional information on the labelling. In some cases, this information was completed with data provided by the sectors and supervised by the AECOSAN.

With this data, the baseline contents of nutrients were established for each product subcategory, which for this PLAN was the median value (quantity of added sugars or of other nutrient represented by P50).

Next, reduction targets were established (benchmarking) for each group and subcategory of food and beverage products. This was always in line with the objectives established in the European agreements and considering the differences in content of each nutrient between the products from the same subcategory and the number of products with content in nutrients above or below or equal to the median.

From the end of 2016 and throughout 2017, more than 75 face-to-face meetings were held, hundreds of e-mails sent and calls made to the different sectoral associations, mainly from manufacturing, as well as retailer and other sectoral associations, to discuss and study from a technical viewpoint the previously established objectives.

At the end of December, the sectoral objectives for the reduction of added sugars or salt or, in some cases, fats were agreed for all the food products in each subcategory. These objectives were considered feasible, quantifiable and achievable by the end of 2020, based on the quantities observed in 2016, and according to technological, legal and food safety factors, etc., and in line with the framework and objectives established in the European agreements. Other commitments were agreed and these will contribute achieving a more balanced and healthy diet.

Once all these sectoral agreements had been reached, the commitments were presented at an act on 5th of February 2018, and subsequently, before the summer of 2018, they will be ratified with the relevant Agreements.

The agreed measures will be applied up to the end of 2020, and the food products will be gradually reformulated. The other commitments will also be introduced progressively.

As established in the methodology agreed at European level, all the commitments will be followed up and monitored with the relevant studies.

Objectives of the PLAN

General objectives

- To reduce added sugars by around 10% of the median content by the end of 2020, in different food and beverages groups and subcategories regularly consumed by children and young people, which normally form part of the family shopping basket, to contribute to attaining certain adequate nutritional objectives and to prevent obesity and other related diseases.
- To continue with the commitment to reduce salt, saturated fats and trans fats of industrial origin⁴ in various food and beverages groups and subcategories
- To ensure that the reductions and substitutions do not increase the caloric content.
- To increase the offer of healthier menus or meals provided outside home through catering, restaurants and vending machines, and which contain fewer added sugars, salt or saturated and trans fats of industrial origin and fewer calories.
- To reaffirm and boost the voluntary and consensual collaboration and effort of different companies (small, medium and large companies), from different sectors of the food environment.
- To support and promote the research and development of food products which constitute a diet with fewer added sugars, salt, saturated and trans fats of industrial origin and calories. Also, at international level (given the cross-border trade of food and beverages) so that all European citizens may benefit.
- To encourage “best practices” for an effective implementation of measures which help to improve the whole diet.
- To have a positive health and social impact on the family “shopping basket” with reformulated products, in order to attain more balanced diets.

⁴ Trans fats which are not naturally present in food.

- To facilitate the coordination of these measures with the different administrations.
- To contribute at European level to improving the scientific knowledge and the collection of data which promote these initiatives and their monitoring.

Specific objectives

- Manufacturing sector: reductions in the content of sugars and/or saturated fats and/or salt in certain products and other specific measures for the manufacturing sector.
- Retail sector: the same objectives to reduce nutrient content as for the manufacturing sector and other specific measures for the retail sector.
- Catering sector: improving the composition of menus, incorporation of reformulated products and other measures specifically for the sector.
- Vending sector: incorporation of reformulated products, presence of food which constitutes a healthy diet and other measures specifically for this sector.

Which groups and subcategories of food and beverages will be reformulated under the framework of this PLAN?

13 groups and 57 subcategories of food and beverages

Food and beverages groups and subcategories addressed in the PLAN:

SAVOURY SNACKS

Microwave popcorn
Crisps
Snacks
Fried snacks

SUGAR SWEETENED BEVERAGES

Lemon-line non-caloric sweeteners free soft drinks

CAKES AND PASTRIES

Brioche rolls with chocolate chips
Filled brioche rolls
Brioche rolls (without filling)
Croissant
Muffins
Filled an covered cake
Filled cake
Iced doughnuts
Doughnuts (without icing)

BREAKFAST CEREALS

Chocolate-flavoured children's breakfast cereals

CREAM SOUPS

Cream of vegetable soup





MEAT PRODUCTS

Chorizo
Extra cooked ham
Fresh sausage
Turkey breast
Cooked Sausages/mortadela
Salchichon

BISCUITS

Family and children's breakfast biscuits
Sandwich biscuits

ICE-CREAMS

Water-based children's ice-creams

FRUIT NECTARS

Unsweetened peach nectar
Unsweetened orange nectar
Unsweetened pineapple nectar

PRE-PACKED BREAD

Sliced white bread
Sliced brown bread
Toasted white bread
Toasted brown bread

READY MEALS

Squid rings
Restructured squid rings
Croquettes
Small pies
Lasagne/cannelloni
Nuggets
Surimi products (eel analogue)
Surimi products (crab analogue)

DAIRY PRODUCTS

Rice pudding
Flavored milks
Cream caramel (egg)
Cream caramel (vanilla)
White pasteurized cheese (petit)
Drinking fermented semi-skimmed milk
Vanilla custard
Fruit yoghurt
Flavored yoghurt
Fruit Greek yoghurt
Sugar sweetened Greek yoghurt
Sugar sweetened yoghurt
Drinking yoghurt

SAUCES

Ketchup
Mayonnaise
Fine sauce
Tomato sauce, basic recipe

The food and beverages included
in the PLAN account for

44.5%

of the total daily energy
provided by food and beverage
products containing added
sugar



What are the sectoral agreements and commitments?

180 sectoral measures or commitments

This PLAN is mainly focussed on reducing, by around 10%, the content of added sugars, considering as baseline the median content of added sugars in 2016 in the subcategories of selected foods and beverages. In addition, in some food and beverages subcategories there will be also a reduction in salt and/or saturated fat.

The establishment of the reduction targets represented a challenge. Technological and food safety limitations have been considered, together with the constraints as regards the organoleptic properties/consumer acceptance.

In this respect, priority has been given to ensuring that the reduction percentage in each subcategory is assumed by all the companies in a sector which have this type of food or beverage, rather than to higher reductions only assumed by a few companies. This is one of the key aspects of the PLAN and it is one of the main differences in comparison to initiatives in other countries. A combined sectoral effort has been promoted so that the reduction targets and the products to which they are applied are voluntarily assumed by all companies (small, medium and large).

It is important to highlight that the PLAN will be a framework of reference, a starting point. It establishes a reduction target attainable by all the companies in each sector, in order to obtain a higher number of food and beverages implying a high degree of representativeness of the products which form part of the average shopping basket of the Spanish population. This commitment results in a broad impact and an effective reduction of added sugar, salt and saturated fats, which will have a knock-on effect for other subsequent initiatives.

Reformulation is a gradual process, in which consumer preferences and taste are decisive. It must therefore be implemented through moderate and gradual steps which imply a non-conscious adaptation to food products (without requiring compensation using

other paths) that guarantee compliance with food safety requirements, optimum quality products and the adequate nutritional intake required for a healthy lifestyle.

4 general measures agreed with the manufacturing and retail sectors

1. To maintain low limits or the absence of industrial trans fatty acids.
2. The reductions and measures agreed must be attainable within the time frame and for the products agreed. The companies and sectors who sign up to the PLAN must do so with these objectives.
3. If additional reductions are made to the same products and/or in others, which would also provide health benefits, these will be defined by technological, food safety, acceptance and legislative limits.
4. If new products from the subcategories forming part of the PLAN are launched, these should be in line with the reduction targets.

75 quantitative measures of reduction percentages of the nutrients agreed with the manufacturing and retail sectors (reformulation specific measures)

ADDED SUGARS



DAIRY PRODUCTS: Sugar sweetened yoghurt, flavored yoghurt, fruit yoghurt, drinking yoghurt, white pasteurized cheeses (petit), drinking fermented semi-skimmed milk and flavored milks.

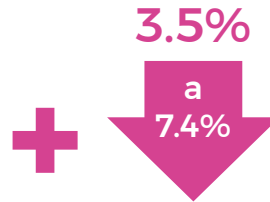
MEAT PRODUCTS: Extra cooked ham, turkey breast, cooked sausages/mortadela, chorizo, salchichon and fresh sausage.

FRUIT NECTARS: Unsweetened peach, unsweetened orange and unsweetened pineapple nectars.

SAUCES: Basic recipe tomato sauce.

SUGAR SWEETENED BEVERAGES: Lemon-lime non-caloric sweeteners free soft drinks.

CHOCOLATE-FLAVOURED CHILDREN'S BREAKFAST.



INDULGENCE DAIRY PRODUCTS: Vanilla custard, creme caramel (vanilla), Sugar sweetened Greek yoghurt, Fruit Greek yoghurt and rice pudding.



SAUCES: Mayonnaise.



CAKES AND PASTRIES: Filled cake, filled and covered cake, filled brioche rolls, brioche rolls (without filling), iced doughnuts, doughnuts (without icing). Croissants and muffins.

BISCUITS: Family and children's breakfast biscuits and sandwich biscuits.

WATER-BASED CHILDREN'S ICE-CREAM.

PRE-PACKED BREAD: Sliced white bread, sliced brown bread, toasted white bread, toasted brown bread.

SAUCES: Ketchup and fine sauce.

Reduction of median nutrient content

SALT

16%



MEAT PRODUCTS: Extra cooked ham, turkey breast, cooked sausages/mortadela sausage, chorizo, salchichon and fresh sausage.

SAUCES: Mayonnaise.

13.8%



CHIPS.

6.7%



CREAM OF VEGETABLE SOUP.

10%



SAVOURY SNACKS.

READY MEALS: Croquettes, small pies, nuggets, lasagne/cannelloni, surimi products (eel analogue), surimi products (crab analogue), squid rings and restructured squid rings.

SAUCES: Basic recipe tomato sauce.



5%



SAUCES: Ketchup and fine sauce.

Reduction of median nutrient content

SATURATED FATS

10%



SAVOURY SNACKS: Chips, fried snacks and microwave popcorn.

READY MEALS: Nuggets.

5%



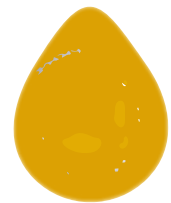
BISCUITS: Family and children's breakfast biscuits and Sandwich biscuits.

INDUSTRIAL CAKES AND PASTRIES: Iced doughnuts, Doughnuts (without icing) and Brioche rolls with chocolate chips.

5%



MEAT PRODUCTS: Chorizo and salchichon, Cooked sausages/mortadela and Fresh sausage.



Reduction of median nutrient content

27 quantitative measures agreed with other sectors and 68 other measures agreed with all the sectors

QUANTITATIVE MEASURES agreed with the MANUFACTURING and RETAIL sectors:

SAVOURY SNACKS

1. 13.8% reduction in the median content of salt in crisps.
2. 10% reduction in the median content of salt in snacks.
3. 10% reduction in the median content of saturated fats in crisps.
4. 10% reduction in the median content of saturated fats in snacks.
5. 10% reduction in the median content of saturated fats in microwave popcorn.

SUGAR SWEETENED BEVERAGES

6. 10% reduction in the median content of total sugar in lemon-lime non-caloric sweeteners free soft drinks.

CAKES AND PASTRIES

7. 5% reduction in the median content of total sugar in filled covered cake.
8. 5% reduction in the median content of total sugar in filled cake.
9. 5% reduction in the median content of total sugar in filled brioche rolls.
10. 5% reduction in the median content of total sugar in brioche rolls without filling.
11. 5% reduction in the median content of total sugar in doughnut (without icing).
12. 5% reduction in the median content of total sugar in iced doughnut.
13. 5% reduction in the median content of total sugar in croissants.
14. 5% reduction in the median content of total sugar in muffins.
15. 5% reduction in the median content of saturated fat in doughnuts (without icing).
16. 5% reduction in the median content of saturated fat in iced doughnuts.
17. 5% reduction in the median content of saturated fat in brioche rolls with chocolate chips.

BREAKFAST CEREALS

18. 10% reduction in the median content of total sugar in chocolate-flavoured children's breakfast cereals.

CREAM OF VEGETABLE SOUP

19. 16.7% reduction in the median content of salt in cream of vegetable soups.

MEAT PRODUCTS

20. 16% reduction in the median content of salt in extra cooked ham.
21. 16% reduction in the median content of salt in turkey breast.
22. 16% reduction in the median content of salt in cooked sausages/mortadela.
23. 10% reduction in the median content of salt chorizo/salchichon.
24. 16% reduction in the median content of salt in fresh sausages.
25. 5% reduction in the median content of total fats in cooked sausages/mortadela.
26. 5% reduction in the median content of total fat in chorizo/salchichon.
27. 5% reduction in the median content of total fats in fresh sausages.
28. 10% reduction in the median content of total sugar in extra cooked ham.
29. 10% reduction in the median content of total sugar in turkey breast.
30. 10% reduction in the median content of total sugar in cooked sausages/mortadela.
31. 10% reduction in the median content of total sugar in chorizo.
32. 10% reduction in the median content of total sugar in salchichon.
33. 10% reduction in the median content of total sugar in fresh sausages.

BISCUITS

34. 5% reduction in the median content of total sugar in family and children's breakfast biscuits.
35. 5% reduction in the median content of total sugar in sandwich biscuits.
36. 5% reduction in the median content of total saturated fats in family and children's breakfast biscuits.
37. 5% reduction in the median content of saturated fat in sandwich biscuits.

ICE-CREAMS

38. 5% reduction in the median content of total sugar in water-based children's ice-creams.

FRUIT NECTARS

39. 10% reduction in the median content of added sugar in unsweetened peach nectar.
40. 10% reduction in the content of added sugar in unsweetened orange nectar.
41. 10% reduction in the content of added sugar in unsweetened pineapple nectar.

PRE-PACKED BREAD

42. 5% reduction in the median content of added sugar in sliced white bread.
43. 5% reduction in the median content of added sugar in sliced brown bread.
44. 5% reduction in the median content of added sugar in toasted white bread.
45. 5% reduction in the median content of added sugar in toasted brown bread.

READY MEALS

46. 10% reduction in the median content of salt in croquettes.
47. 10% reduction in the median content of salt in small pies.
48. 10% reduction in the median content of salt in nuggets.
49. 10% reduction in the median content of salt in cannelloni/lasagne.
50. 10% reduction in the median content of salt in surimi products (crab analogues).
51. 10% reduction in the median content of salt in surimi products (eel analogues).
52. 10% reduction in the median content of salt in squid rings.
53. 10% reduction in the median content of salt in restructured squid rings.
54. 10% reduction in the median content of saturated fat in nuggets.

DAIRY PRODUCTS

55. 10% reduction in the median content of added sugar in sugar sweetened yoghurt.
56. 10% reduction in the median content of added sugar in flavored yoghurt.
57. 10% reduction in the median content of added sugar in fruit yoghurt.
58. 10% reduction in the median content of added sugar in drinking yoghurt.
59. 10% reduction in the median content of added sugar in white pasteurized cheese (petit)).
60. 10% reduction in the median content of added sugar in drinking fermented semi-skimmed milk.
61. 10% reduction in the median content of added sugar in flavored milks.
62. 3.5% reduction in the median content of added sugar in creme caramel (egg).
63. 6% reduction in the median content of added sugar in vanilla custards.
64. 5% reduction in the median content of added sugar in sugar sweetened Greek yoghurt.
65. 6.6% reduction in the median content of added sugar in fruit Greek yoghurt.
66. 7.4% reduction in the median content of added sugar in rice pudding.
67. Reduction of added sugar in creme caramel (vanilla) in products with higher content.

SAUCES

68. 10% reduction in the median content of added sugar in basic recipe tomato sauce.
69. 10% reduction in the median content of salt in basic recipe tomato sauce.
70. 5% reduction in the median content of added sugar in ketchup.
71. 5% reduction in the median content of salt in ketchup.
72. 18% reduction in the median content of total sugar in mayonnaise.
73. 5% reduction in the median content of total sugar in fine sauce.
74. 16% reduction in the median content of salt in mayonnaise.
75. 5% reduction in the median content of salt in fine sauce.

QUANTITATIVE MEASURES AGREED with the CONTRACT CATERING sector:

Schools/companies/hospital canteens/armed and security forces/public administration centers and 7-day full board residential centres (except social and health care sector)

76. A 100% increase in the offer of dishes using lean meat rather than other meats for the second course: in schools where meat is offered once a week, going from once a month to twice a month and in companies/hospital canteens/armed and security forces/public administration centers, in the case of a set menu, going from offering it once a week to twice a week.
77. 50% increase in the offer of dishes using lean meat rather than other meats for the second course in 7-day full board residential centres (except social and health sector), in the case of set menus, going from offering meat twice a week to 3 times a week.
78. 100% increase in the offer of grilled, boiled and baked dishes, cooked without adding stir fried mixes or ready-made sauces in schools and in companies/hospital canteens/armed and security forces/public administration centers (in the latter, if there is a varied choice of menus) going from offering this 4 times a month to 8 times a month.
79. 80% increase in the offer of grilled, boiled and baked dishes, cooked without adding stir fried mixes or ready-made sauces in 7-day full board residential centres (except social and health sector), going from offering this 5 times a month to 9 times a month.
80. Reduction from 10% to $\leq 7\%$ in the offer of precooked fried dishes (croquettes, San Jacobo [deep-fried breaded ham and cheese], small pies...) either as a main course or a side dish in schools.
81. Reduction from 15% to $< 10\%$ in the offer of precooked fried dishes (croquettes, San Jacobo [deep-fried breaded ham and cheese], small pies...) either as a main course or a side dish in companies, hospital canteens, armed and security forces and public administration centers (if there is a varied choice of menus).
82. 20% to $\leq 15\%$ reduction in the offer of precooked fried dishes (croquettes, San Jacobo [deep-fried breaded ham and cheese], small pies...) either as a main course or a side dish in 7-day full board residential centres (except social and health sector).
83. Increase from 0 to 1 day/week in the offer of brown bread as an alternative to white bread in schools.

Companies/hospital canteens/armed and security forces and public administration centers/7-day full board residential centres (except social and health care sector)

84. 100% increase in the offer of vegetable-based first courses in companies/hospital canteens/armed and security forces and public administration centers (in the case of set menus), going from offering this once a week to twice a week.
85. 50% increase in the offer of vegetable-based first courses in 7-day full board residential centres (except social and health sector) if there is a varied choice of menus, going from offering this 4 times a week to 6 times a week.
86. 100% increase in the offer of pulse-based first courses companies, hospital canteens/armed and security forces and public administration centers and 7-day full board residential centres (except social and health sector) if there is a varied choice of menus, going from offering this once a week to twice a week.
87. 50% increase in the offer of second courses with a vegetable side dish, including vegetables or pulses in companies/hospital canteens/armed and security forces and public administration centers if there is a varied choice of menus, going from offering this twice a week to 3 times a week.
88. 14% increase in the offer of second courses with a vegetable side dish, including vegetables or pulses in 7-day full board residential centres (except social and health sector) in the case of set menus, going from offering this 7 times per week to 8 times per week.
89. 100% increase in the offer of fish as a second course companies/hospital canteens/armed and security forces and public administration centers if there is a set menu, going from offering this once a week to twice a week.
90. 33% increase in the offer of fish as a second course in 7-day full board residential centres (except social and health sector) in the case of set menus, going from offering this 3 times a week to 4 times a week.

91. 33% increase in the offer of choices of dessert: fresh in-season fruit (whole or chopped, for example fruit salad) in companies/hospital canteens/armed and security forces and public administration centers (in the case of set menus), going from offering this 3 times a week to 4 times a week.
92. 42 % increase in the offer of choices of dessert: fresh in-season fruit (whole or chopped, for example fruit salad) in 7-day full board residential centres (except social and health sector) in the case of set menus, going from offering 7 out of 14 portions, between lunch and dinner, to 10 out of 14 portions, between lunch and dinner.
93. 100% increase in the offer of plain yoghurt without sugar compared to the total offer of dairy products in companies/hospital canteens/armed and security forces and public administration centers (in the case of a varied choice of menus) and in 7-day full board residential centres (except social and health sector), going from offering 1 out of 8 per month to 1 out of 4 per month.

Day full board residential centres (except social and health sector)

94. Increase from 10% to 50% in the offer of biscuits/bread without salt and from 10% to 25% in the offer of sugar-free biscuits compared to the total offer of biscuits.

QUANTITATIVE MEASURES AGREED with the MODERN RESTAURANT sector:

Sit-down establishments, self-service establishments and take-away establishments

95. 50% reduction in the sugar content in single-dose packets.
96. 33% reduction in the salt content in single-dose packets.
97. Increase from 20% to 50% of breakfasts and coffees in which low fat or semi-skimmed milk is used in sit-down establishments.

QUANTITATIVE MEASURES AGREED with the VENDING MACHINE sector:

98. 15% reduction in the maximum dose of added sugar in hot drinks from vending machines.
99. 100% Purchase of reformulated products.
100. Increase from 30% to 50% of balanced food which enhance a healthy diet of the total products included in the machine.
101. Increase from 30% to 45% of water in cold drinks vending machines of the total of drinks offered in the machine.
102. Increase from 5% to 7% of soft drinks without added sugars in cold drinks vending machines of the total of soft drinks offered in the machine.

OTHER MEASURES AGREED with the MANUFACTURING sectors:

SAVOURY SNACKS

1. Continuous improvement of the lipid profile of snacks.

SUGAR SWEETENED BEVERAGES

2. Reduction between 8 and 16% of the total sugar content in orange and lemon soft drink products.
3. 5.3% reduction the total sugar content in tonic water.
4. 21% reduction the total sugar content in isotonic drink products.
5. 10% reduction the total sugar content in sugar sweetened beverages (cola, orange, lemon, lime-lemon, tea and isotonic drinks).
6. No marketing communication and promotion in printed media, websites or during broadcast programs specifically aimed at children under 12 (except the information included as part of the labelling, which is regulated by the applicable legislation).
7. No sampling or sponsorship at sports events aimed at children under the age of 12 years.
8. During sport events aimed at adults, but also with the presence of children, sponsored or supported via sampling by ANFABRA's members, the sampling to children under 12 will only take place if the child is accompanied by his parent, teacher or tutor.

9. Maintenance and reinforcement of ANFABRA's existing commitment keeping primary and secondary schools as commercial-free spaces. Therefore, if ANFABRA's members are in charge of vending machines in secondary schools, those will be unbranded.
10. Maintenance and reinforcement of the sector's existing commitment avoiding engaging in any direct commercial activity (sale) in primary schools.
11. Only no/low calorie drinks will have direct commercial activity (sale) in those secondary schools which require soft drinks, in case an ANFABRA's member is in charge of the commercial activity.
12. Promotion of a new distribution order for drinks in vending machines such that the upper rows contain no -or low- calorie drinks and drinks with a higher calories content are placed in the lower rows, in vending machines that are owned/run by ANFABRA members. The percentage of no/low-calorie drinks will never be less than 51%.
13. In vending machines that are owned/run by other agents, ANFABRA's members will draft a guide describing the commitment and its application will be promoted.
14. In cinemas, promotion among the stakeholders of the foster a variety of drinks, giving priority to no or low calorie drinks, rather than the regular ones.
15. In cinemas, promotion among the stakeholders of the commitment with training of the staff responsible for the snack bar, in order to promote no/low-calorie drinks over drinks with a higher calorie content.
16. In cinemas, promotion among the interested parties of the availability of the nutritional information for the drink sold at the establishment easily visible to the consumer.

CAKES AND PASTRIES

17. Reduction of the presence of sugar and saturated fatty acids in new launches.
18. Replacement, where possible, of vegetable oils with a high content of saturated fat with vegetable oils with a lower saturated fat content.
19. Increased use of wholegrain cereals in the new product launches and for products already present in the market where possible.

20. Reduction in the size of portions, where possible.
21. Extension of the range of products, offering alternatives without added sugars or products in which the sugars are replaced by fibre or other ingredients with a lower caloric content.

BREAKFAST CEREALS

22. Continuous improvement of products, including other reductions of added sugars, saturated fats and salt; and the increase of fibre, placing special emphasis on those categories of breakfast cereal intended for children.

MEAT PRODUCTS

23. Reduction of the total sugar and/or total fat and/or salt content which affects all meat products, except traditional products.

BISCUITS

24. Reduction of the presence of sugar and saturated fatty acids in new launches.
25. Increased use of wholegrain cereals in new product launches and for products already present in the market where possible.
26. Reduction in the size of portions and increased use of packaging making it easier to control portion sizes.
27. Extension of the range of products, offering alternatives without added sugars or products in which the sugars are replaced by fibre or other ingredients with a lower caloric content.

ICE-CREAMS

28. Establishment of a maximum energy content of 110 Kcal/portion, a maximum saturated fat content of 5 g/100 g or 100 ml, and a maximum total sugar content of 20 g/100 g or 100 ml in other children's ice-creams.
29. Establishment of a maximum of 300 Kcal/portion in ice-creams for adults.
30. Reduction in the size of the ice-cream portion for adults.
31. Reduced portions, mini formats, formats adapted to food intolerances (lactose-free, gluten-free, low fat, no added sugar), formats directed at infants with a nutritional profile adjusted to their needs, individual formats or formats for sharing, etc.).

FRUIT NECTARS

32. Increase in the percentage content of juice in fruit nectars or their mixtures with other less acid or denser juices to compensate.
33. Substitution of sugars with artificial sweeteners.
34. Reduced size of the portions in packages of less than 1L, especially in catering and the impulse channel.

PRE-PACKED BREAD

35. Reduction of the presence of sugar and saturated fatty acids in new launches.
36. Replacement of vegetable oils with a high content of saturated fat with vegetable oils with a lower saturated fat content in those products in which the change has not yet been made.
37. Increased use of wholegrain cereals in the new product launches and for products already present in the market where possible.
38. Reduction in the size of slices, thereby reducing the portion size, where possible.
39. Extension of the range of products, offering alternatives without added sugars or products in which sugars are replaced by other ingredients with a lower caloric content.

DAIRY PRODUCTS

40. Promote the possible support of other manufacturers and impact on imported brands.
41. Work on the size of the portions in the occasional consumption segments.

OTHER MEASURES AGREED with the RETAIL sector:

42. Improved marketing of fresh products and with improved formulation, by means of increased presence and information in the commercial offer.
43. Development and introduction of fresh products in the selections and development of fresh products and in-season products in signs, social networks, Web, physical channels.
44. Development of training and education programmes for staff on reformulation, diet and healthy habits.

45. Participation and promotion of research and technological studies, in collaboration with the scientific community, related to the improvement of nutritional awareness and the improvement of distributor brand products.

OTHER MEASURES AGREED with the CONTRACT CATERING sector:

Companies/hospital canteens/armed and security forces/public administration centers and 7-day full board residential centres (except social and health care sector)

46. Increase from 10% to 100% of the associated companies collaborating in the promotion of health-related messages or tips regarding diet and physical activity to increase consumer awareness, through the media used by the companies.
47. Increase from 10% to 70% of the associated companies offering training in nutrition and healthy habits to staff employed in the company kitchens.

Schools

48. Increase from 10% to 50% of the associated companies which promote agreed health-related messages, during the school year, in menus or other means which permit the businesses to spread these messages.

7-day full board residential centres (except social and health sector)

49. Increase from 50% to 100% of the associated businesses which offer brown bread as an alternative to white bread.

Companies/hospital canteens/armed and security forces and public administration centers

50. Increase from 75% to 100% of the associated businesses which offer brown bread as an alternative to white bread (if there is a varied choice of menus).

OTHER MEASURES AGREED with the MODERN RESTAURANT sector:

Sit-down establishments/self-service establishments and take-away establishments

51. 90% of companies will purchase reformulated products.
52. Increase from 40% to 100% in the number of sit-down establishments which use sunflower oil, high oleic sunflower oil and/or olive oil for frying.
53. Increase from 50% to 100% in the number of self-service establishments which use sunflower oil, high oleic sunflower oil and/or olive oil for frying.
54. Increase from 40% to 85% in the number of take-away establishments which use sunflower oil, high oleic sunflower oil and/or olive oil for frying.
55. Reduction in the size of holes in salt pots.
56. Increased use of spices to reduce added salt content.
57. Offer consumer virgin olive oil for dressing salads.
58. Increase in the use of fats or oils with a healthier nutritional profile such as olive oil and sunflower oil instead of certain saturated fats.
59. Increase in the offer of vegetable side dishes as an alternative to French fries.
60. Increase in the offer of side dishes containing pulses.
61. Inclusion of fruit in salads.
62. Increase in the offer of fruit and fruit juices as an option for dessert.
63. Offer of fruit all day long (at other meals) and no reduction in its offer as an alternative dessert.
64. Increase in the availability of tap water to the customer, on request.

Sit-down establishments

65. Increase from 10% to 70% in the number of establishments which offer dishes prepared with culinary techniques such as baking, steam and grilling rather than frying.

Sit-down establishments and take-away establishments

66. Increase from 30% to 70 % of establishments without salt pots and sauces on the tables. These will be offered to the customer on request.

Self-service establishments and take-away establishments

67. Increase from 20% to 90% of businesses which use low fat or semi-skimmed milk in breakfasts and coffees served all day.

Sit-down establishments and self-service establishments

68. Increase from 13% to 50% in the number of sit-down establishments with reduced-size portions or an increase in the offer of dishes "to share".
69. Increase from 15% to 50% in the number of self-service establishments with reduced-size portions or an increase in the offer of dishes "to share", different sized products.
70. Increase from 12% to 50% in the number of sit-down establishments which offer alternatives to white bread and/or increase the offer of wholegrain cereals.
71. Increase from 5% to 50% in the number of sit-down establishments which offer alternatives to white bread and/or increase the offer of wholegrain cereals.

OTHER MEASURES AGREED with the VENDING sector:

72. Incentive measures to encourage consumption of reformulated products and foods which are part of a healthy diet by placing these in the machine in areas which are more visible to the consumer, as permitted by the technical constraints of the machine (temperature, etc.).
73. Inclusion of information or messages about healthy habits on the machines.
74. Information for professionals from the sector regarding their Health plan.



Addressing equity and the reduction of inequalities in the access to a healthy diet

The development of the PLAN will help eliminating certain social or cultural barriers. Whether or not consumers are committed to a healthier diet, or whether they read the label, they will have access to a better diet and will benefit from the results.

This is the reason why this PLAN contributes decisively to reducing health inequalities. The entire population will have easier access to more reformulated products, and from many establishments and in any area of Spain.

Transparency and communications

In order to communicate the agreements and measures in the PLAN, information will be published in due time and at least on the AECOSAN website.

The agreements signed with the sectors will also be published.



Follow-up and monitoring of the measures of the PLAN

A follow-up and monitoring of the measures of the PLAN will be carried out in order to assess whether the collaboration has reached its objectives with respect to the composition and other aspects. It involves collecting, revising, checking and assessing the data and evidence in order to analyse compliance with the established agreements. The other measures agreed for each sector will also be assessed.

This follow-up will be conducted by the AECOSAN and the collaboration of other administrations may also be requested.

The collection of data will be carried out with the same methodology previously used to define the baseline for this PLAN and in accordance with other monitoring of reformulation agreements.



Role of the AECOSAN and the sectors

AECOSAN

- To maintain the leadership in reformulation policies and other measures which facilitate healthier options.
- To establish the legal support for the agreements.
- To monitor and supervise the measures agreed.
- To ensure transparency and communication.
- To inform citizens about the benefits of reformulation and other measures in order to reduce the excessive intake of sugar, salt, saturated fats and trans fats in particular among children and young people.
- To promote training and information to improve the dietary patterns towards healthier ones and the practice of physical activity to prevent obesity and other related diseases.
- To collaborate with other administrations to facilitate the application of these measures.
- To keep alignment with the policies of the European institutions and with the Member States and to eliminate barriers and facilitate a more balanced and healthier diet for all European citizens.

Sectors

- To maintain the commitment to health and the willingness to collaborate in initiatives which promote healthier diets, especially among children and young people.
- To develop innovation and the search for products with better nutritional quality.
- To promote in other European countries the measures agreed so that imported products also contain fewer sugars, salt and/or saturated fats.

Relevant data of the PLAN

44.5% TOTAL DAILY ENERGY

The energy provided by the food and beverages which are to be reformulated makes up 44.5% of the total daily energy provided by the food and drinks with added sugar.

5 SECTORS

- MANUFACTURING
- RETAIL
- CONTRACT CATERING
- MODERN RESTAURANTS
- VENDING

20 SECTORAL ASSOCIATIONS

MANUFACTURING

Under the auspices of the FIAB (Spanish Federation of Food and Drink Industries)

- AEFH (Spanish Association of Ice-cream Manufacturers)
- AEFC (Spanish Association for Breakfast Cereal Manufactures)
- AFAP (Spanish Association of Snack Manufacturers)
- AGRUCON (Spanish Group of Manufacturers of Canned Vegetables)
- ANFABRA (Spanish Association for Soft Drink)
- ANICE (National Association of Meat Industries in Spain)
- ASEFAPRE (Spanish Association of Manufacturers of Ready-made Meals)
- ASEMAC (Association of the Spanish Industry of Bakery and Pastry)
- ASOZUMOS (Spanish Association of Juice Manufacturers)
- CULINARIOS (Spanish Association of Culinary Products)
- FECIC (Spanish Association for Business Federation of Meat and Meat Industries)
- FENIL (Spanish National Federation of Dairy Industries)
- PRODULCE (Spanish Sweet Association)

DISTRIBUTION

- ACES (Association of Spanish Supermarket Chains)
- ANGED (Spanish National Association of High Volume Retailers)
- ASEDAS (Spanish Association of Distributors, Self-service Stores and Supermarkets)

CATERING

- FEADRS (Spanish Federation of Associations Dedicated to Contract Catering)

RESTAURANT

- MARCAS DE RESTAURACIÓN (Association of Restaurants)

VENDING MACHINES

- ANEDA (Spanish Association of Vending Machine Distributors)

+ 511 COMPANIES

**13 GROUPS OF FOOD
57 SUBCATEGORIES**

180 COMMITMENTS OR MEASURES

4 GENERAL REFORMULATION COMMITMENTS
(Manufacturing and Retail)

**75 QUANTITATIVE COMMITMENTS TO REDUCE
NUTRIENTS (REFORMULATION)** (Manufacturing
and Retail)

27 QUANTITATIVE COMMITMENTS (Modern
Restaurant, Contract Catering and Vending)

74 OTHER COMMITMENTS (all sectors)

+ 3.500 PRODUCTS FOR REFORMULATION

Madrid, 05 February 2018

