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## **EUROPEAN SNACKS INDUSTRY WELCOMES COMMISSION'S EMPHASIS ON PARTNERSHIPS AND MONITORING TO PROMOTE HEALTHY LIFESTYLES**

Hot on the heels of the presentation of the Commission's White Paper on Nutrition, Overweight and Obesity on 30 May, Director General of the Commission's DG Sanco, Robert Madelin, has commended the snacks industry for its efforts to reformulate its products, to improve consumer information and to act as responsible advertisers. He encouraged continued partnership building and extended networks as the way forward.

Speaking in Barcelona on 4 June at SNACKEX 07, the European Snacks Association (ESA) conference, the Director General stressed the importance of engaging business in an open and tolerant way to make the Commission's White Paper on Nutrition a success for society.

"Rules are necessary," commented Madelin, "but more important are the extended networks around legislation, building partnerships from farmers to food and drink companies and national authorities in order to develop and spread best practice."

Screening a video clip showcasing two projects from around Europe – Food Dudes from Ireland, focused on eating and nutrition and Fit-am-Ball from Germany, financed by Intersnack and focused on physical exercise - Mr Madelin also outlined three action priorities of reaching out to local leaders, launching targeted information efforts toward the under 12 year olds, and investing more in monitoring.

ESA President, Mr. Mathias Adank, welcomed the Commission's emphasis on partnership and on the continued role of the EU Platform for Action on Diet, Physical activity and Health:

“ESA is honoured to be thanked by the Commission for its efforts. As a part of our commitments to the EU Platform our industry has significantly reduced salt and fat in its products while also adopting voluntary nutrition labelling and promoting healthy lifestyles. We in turn thank the Commission for its open attitude which has allowed us to play a constructive role as a part of the solution in facing up to the obesity challenge” said Mathias Adank.”

**ENDS**

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For more information on the ESA's work to promote healthy lifestyles, consumer education and enhancing the nutrition quality of snacks through reduction of calories, fats and salt, please see [www.esa.org.uk](http://www.esa.org.uk) or contact:

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