



# ceereal in FOCUS

European Breakfast Cereal Association

## NEWS FROM THE EUROPEAN BREAKFAST CEREAL ASSOCIATION

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### A WELCOME FROM CEEREAL



I am delighted to welcome you to 2014's CEEREAL in Focus, the third edition of our newsletter which aims to update stakeholders on the work of CEEREAL and its members. As newly elected president, I am proud to lead an association that works so actively to build a more in-depth understanding of Europe's breakfast cereal industry, an activity I am confident is reflected in this edition.

I hope you find this newsletter an informative and engaging read and we look forward to working with you in 2014.

Yours sincerely

Maurico Garcia de Quevedo  
CEEREAL President

### INTERVIEW

with **Mauricio Garcia de Quevedo, CEEREAL's new president**

#### Q What are your priorities for CEEREAL for 2014?

**A** My priorities for CEEREAL for the next 2 years are threefold. I firstly and fundamentally want to keep promoting the importance of breakfast consumption across Europe. The cereal industry, backed by scientific studies, is actively contributing to the debate on nutrition and health. Numerous academic studies show that eating breakfast and choosing breakfast cereals each day is a simple and very valuable step towards achieving a more balanced diet and healthy lifestyle. We will continue to strengthen this message through dialogue with our stakeholders and also through our collaboration with the Breakfast is Best Campaign, of which we are an active member.



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SUPPORT OUR  
**"Together 4 Breakfast"**  
 INITIATIVE

### CEEREAL's 'Together for Breakfast' Initiative Donates More Than 14,000 Bowls of Breakfast Cereal

CEEREAL launched its 'Together for Breakfast' initiative on the 2nd of December, cementing a nine year collaboration by donating the largest amount of breakfast cereal to the Belgian charity Les Restos du Coeur to date.

Encouraging its stakeholders as well as the public at large to get behind this charitable initiative, and as part of CEEREAL's longstanding tradition of donating cereal during Breakfast Week, CEEREAL initially committed to donate a minimum of 10,000 bowls of cereal, an equivalent of approximately 1,000 boxes of cereal. However, due to overwhelming support from CEEREAL's members, the total number of boxes donated was 1,200.

Hosting an online poll to help understand Europe's breakfast consumption patterns, perceptions and habits, CEEREAL pledged to donate an additional bowl of cereal for every questionnaire submitted. This questionnaire was completed by more than 140 representatives from the European Parliament, the European Commission, Member States, the media, NGOs and health organisations. As a result, about 16,800 bowls of cereal were donated in total.

A positive and balanced regulatory environment is of course key to ensuring sustainable growth and innovation for EU breakfast cereal and oat milling companies in Europe. We will continue to focus on key policy areas that impact our industry, notably food safety related issues, nutrition and health policies, including claims and labelling, and issues linked to the sustainability of our sector.

To achieve these objectives, our national members are crucial partners – providing ‘on the ground’ insight into key issues, bringing expertise to the table, and helping communicate the message around the positive benefits of eating breakfast and breakfast cereals. One of our key priorities in 2014 is to continue to strengthen and reinforce dialogue with national members.

*“Scientific studies continuously show that having cereals for breakfast is a simple and valuable step towards achieving a more balanced diet.”*

**Q What do you think are the biggest nutrition and health challenges in the EU at the moment? What is CEEREAL doing to address these?**

- A** Public health and nutrition are high on the European agenda, with a particular focus on improving young people’s diets. There is a growing concern about childhood obesity which the EU Action Plan on Childhood Obesity is addressing and there is an overwhelming attempt to educate consumers and encourage Europeans to understand the importance of eating a balanced diet and regular physical activity.

Europe’s breakfast cereal industry has led the way in providing voluntary nutritional information to consumers and is an active member of the EU Platform on Diet, Physical Activity and Health. Our focus up until today has been to ensure constructive dialogue with policymakers on a wide range of nutrition and health issues, something that I am looking forward to building upon throughout my tenure.

**Q In today’s economic climate, European SME’s are instrumental in helping with growth and competitiveness. How important are the cereal SMEs in helping support this?**

- A** SMEs play a critical role in the European breakfast cereal and oat milling industries. As family owned companies with an often very long history in the cereal processing sector they are the basis for growth and innovation and usually have a very strong regional anchorage. Key to CEEREAL’s ongoing success and technical expertise is the combination of SME and multinational members which allows us to approach an issue on a very broad basis and achieve positive results for the benefit of the entire industry.



**Q How sustainable do you think the European breakfast cereal industry is?**

- A** For many years, the European breakfast cereal industry has been heavily involved in reducing its impact on the environment. From building sustainable and lasting relationships with local farmers to pursuing policies of zero waste to landfill, our members are involved in numerous activities and projects to ensure they are reducing its impact on the environment.

However, despite our efforts in this area, we know and acknowledge that there is still a long road ahead. We look forward to continued dialogue with policy makers and civil society to take our sustainable achievements further by identifying new priorities and activities.

<sup>1</sup> Livewell: a balance of healthy and sustainable food choices - Livewell Report 2011, see page 36, WWF UK; [http://assets.wwf.org.uk/downloads/livewell\\_report\\_jan11 .pdf](http://assets.wwf.org.uk/downloads/livewell_report_jan11.pdf)





## NATIONAL ASSOCIATION in FOCUS

CEEREAL's newsletter provides an opportunity to highlight the work of its national members in promoting the benefits of breakfast and breakfast cereals.

For our third edition, CEEREAL reports on the work of the 'Asociación Española de Fabricantes de Cereales' (AEFC), the Spanish Association of Breakfast Cereal.



Established in 1988, the AEFC has actively encouraged the role of breakfast cereals in healthy eating, advocating their consumption as part of a balanced diet. This association also represents, defends and promotes the general interest of its members towards third parties such as consumer organisations and public administrations.

### Did you know?

- The Spanish Association of Breakfast Cereal currently represents over 60% of the production of cereal in Spain.
- In Spain, around 2.2 kilograms of breakfast cereal and around 1.1 kilograms of cereal bars are consumed per person per year.
- Geographically, inhabitants of Madrid and Southern parts of Spain consume more breakfast cereal than Spaniards from other regions.



*"Whilst much has been achieved over the past year, there is still a lot to be done to increase public awareness of the AEFC, our products and sector regarding our contribution to a healthy and well – balanced diet. We look forward to building on past achievements in 2014".*

Jorge de Saja, Secretary General AEFC

### On the Policy Agenda

AEFC actively participates in forums and working groups related to promoting and encouraging the consumption of breakfast cereals across Spain. Working with the Ministry of Agriculture, the Spanish Agency for Food Safety and Nutrition (AESAN) as well as Spanish Members of the European Parliament and the Spanish Permanent Representation to the European Union, AEFC realises that 2014 is a busy year with an active policy agenda.

AEFC in particular will be looking out for:

- The many political changes that will take place in Brussels with European Parliamentary elections coming up as well as the renewal of the European Commission.
- Developments regarding EU law on Food Information to Consumers, especially with regard to origin labelling, allergens labelling and GDAs.
- Working alongside CEEREAL vis-à-vis the Spanish Food Safety and Nutrition Authority with regard to issues related to food safety.

## SME in FOCUS

For the first time, CEEREAL's newsletter also looks into the numerous European SMEs working in the cereal and oat milling industry. This time, we have chosen Flahavan's, an Irish company at the forefront of oat-based products



Flahavan's has been milling Irish oats for over six generations at the family mill in Kilmacthomas, Waterford. Flahavan's currently supplies the domestic retail, wholesale and export markets. Its brands have a broad age-group appeal and are extremely popular among families, something that adds to a healthy bottom line.

This company has pioneered a dramatic change in the way Irish consumers view oat-based products and brands. Driven by innovation, it is also working towards promoting the importance of breakfast and breakfast cereals for a healthy and balanced lifestyle.

Innovation, driven by consumer insight, is at the fore of Flahavan's product development. The company proudly maintains the highest standard of quality and responds to the relevant lifestyle and health needs of consumers through innovative products. Flahavan's looks forwards to building on its successes in the future.



## CEEREAL SUPPORTS EFAD DIETS 7TH CONFERENCE



EUROPEAN  
FEDERATION OF  
THE ASSOCIATIONS  
OF DIETITIANS

CEEREAL was proud to sponsor the EFAD (European Federation of Association of Dietitians) – DIETS conference in November 2013 entitled 'Non-Communicable Diseases: The Response to Health 2020 by Dietitians'. Headed by Trudy Wijnhoven from the WHO, this two day programme was an informative and invigorating session with a number of high level speakers. Addressing today's challenges to effectively tackle non-communicable diseases, the conference also disseminated deliverables from the Thematic Network of Dietetics (DIETS) project, including their newly published guide to Lifelong Learning and the Pedagogic Standards for dietetic placement teachers.

CEEREAL and EFAD have been in close cooperation for many years, both working towards the promotion of the health benefits of breakfast consumption throughout Europe.

## SCIENCE SNAPSHOT

### The Benefits of Voluntary Fortification

A recent review of scientific studies has indicated that voluntary food fortification can improve status for selected micronutrients, such as vitamin D and folate, in children and adults, whilst also reducing the risk of adverse effects from high micronutrient intakes. Much of the data is gathered from studies on the impact of fortified ready-to-eat breakfast cereals. All in all, voluntary fortification practices have been shown to improve intake and status of key micronutrients in European Union population groups and do not contribute appreciably to risk of adverse effects.<sup>1</sup>

<sup>1</sup> Hennessey et al. The impact of voluntary food fortification on micronutrient intakes and status in European countries: a review, February 2013

### CEEREAL's Breakfast Week to Celebrate its 10th Anniversary in October

This year, CEEREAL will celebrate its 10th Breakfast Week, an annual event held in the European Parliament aimed at strengthening dialogue with policy makers on key issues relevant to our industry. We look forward to telling you more about it soon and hope to see you there!



### ceereal

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CEEREAL represents the breakfast cereal and oat milling industries towards the European Union and its institutions, industry and consumer associations. CEEREAL was established in 1992 by eight national breakfast cereal associations and counts today 10 member associations and 8 associate members in 14 European countries. For more information on CEEREAL please contact info@ceereal.eu, visit our website at [www.ceereal.eu](http://www.ceereal.eu), or join us on Facebook.

### UPCOMING EVENTS

- High Level Greek Presidency Conference on Nutrition and Physical Activity - 25-26 February, Athens
- 2014 Food Symposium on Food Safety - 7th to 9th May
- European Congress on Obesity - 28th to 31st May