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European Breakfast Cereal Association

NEWS FROM THE EUROPEAN BREAKFAST CEREAL ASSOCIATION

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A MESSAGE FROM THE PRESIDENT

As President of CEEREAL, I am proud to lead an association that works so actively to build a more in-depth understanding of Europe's breakfast cereal industry, and which promotes the positive dietary contribution of eating breakfast and breakfast cereals. In 2011, the activities of CEEREAL are focused around three key priority areas:

Engaging with EU stakeholders on nutrition, health, and food safety issues

- 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 is on ensuring constructive dialogue with policymakers on a wide range of nutrition and health issues, as well as those which impact on the competitiveness and sustainability of our industry.

Reinforce dialogue with National Associations

- 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 2011 is to strengthen and reinforce dialogue with national members.

Promoting the importance of eating breakfast across the EU

- Numerous scientific 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. In 2011, we will be developing creative and engaging ways of getting this important message across.

I hope you find this newsletter an informative and engaging read, and I look forward to reporting further progress on these priorities.

Yours sincerely

Jean-Jacques Caspari
CEEREAL President



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MARK YOUR DIARIES FOR BREAKFAST WEEK 2011!



We are delighted to announce that CEEREAL's 7th Annual European Breakfast Week will take place on 18-19 October 2011 in the European Parliament in Brussels, hosted by Jo Leinen MEP, Chair of the European Parliament Environment,

Public Health and Food Safety Committee. A key event on the EP calendar, Breakfast Week serves as an important reminder of the role that breakfast cereals play in improving the diet and nutritional status of Europeans. Breakfast Week is a fun and enjoyable event, but also fulfills an important commitment of CEEREAL to the EU Platform for Action on Diet, Physical Activity and Health to promote awareness of the nutritional benefits of breakfast to European stakeholders.

Breakfast Week is an opportunity to enjoy a convivial breakfast amongst colleagues; find out more about breakfast cereals, diet and health; speak directly to nutritionists; and meet the CEEREAL team. Also look out for Breakfast Week 2011 on Facebook – there will be an opportunity to take part in a fun and informative quiz, to share breakfast habits, and participate in an online poll.



For further announcements, keep an eye on the CEEREAL facebook page.

NATIONAL ASSOCIATION

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 second edition, CEEREAL finds out more about the work of the 'Syndicat Français des Céréales prêtes à consommer ou à préparer' (the French Breakfast Cereal Association).



The 'Syndicat Français des Céréales prêtes à consommer ou à préparer' (the French Breakfast Cereal Association) represents a diverse range of France's leading cereal manufacturers including:

Artenay Cereals, Brueggen, Cereco, CPW France - Nestlé & General Mills, Dailycer, Favrichon, Kellogg's, Pepsico France (Quaker), Sevenday, Weetabix.

DID YOU KNOW?

- France is one of the Big 5 European countries in terms of breakfast cereal consumption (UK, Spain, Germany, Italy and France)
- French shoppers spent a total of €717m on breakfast cereal in the last year, up from €695m in 2009.

Breakfast cereal consumption in France¹

Breakfast cereals are consumed by 60% of children and 17% of adults on at least one day per week, based on weekly food consumption records.

Amongst consumers, breakfast cereals are the 1st (or 2nd) source of vitamins B1, B2, B3, B5, B6, B9, iron and complex carbohydrates, whilst also providing an important contribution to intake of fibres. Regarding sugar and salt, breakfast cereals make only a modest contribution to the diet – less than 5% of daily intakes.

¹ Source: treatment CREDOC – study INCA2*

ON THE POLICY AGENDA IN FRANCE

- In September 2010, the French Government launched a National Programme for Food (PNA) which aims to facilitate equal access to high quality, safe and sustainable food. Various sections of the programme are in the process of being rolled out in 2011.
- Later in 2011, the Government is also expected to launch a new National Nutrition and Health Programme.



Partnership with OQALI (Observatoire de la Qualité de l'Alimentation)

In 2008, the French Breakfast Cereal Association joined forces with Oqali (the French Observatory of Food Quality) to monitor and measure the nutritional value of breakfast cereals, supporting the French Government's broader strategy to improve nutrition and public health.

The French Observatory of Food Quality (Oqali) was set up in 2008 by the Ministries responsible for Agriculture, Health and Consumer Affairs. It was created as part of the French National Nutrition and Health Programme 2006-2010 (PNNS 2), a nutrition-based programme aimed at improving public health.

The purpose of Oqali is to centralise and process data related to nutrition (such as nutritional composition and claims) as well as socio-economic factors (such as average prices, market shares and consumption levels), in order to ensure an accurate survey of the supply of processed foods in France, and to monitor the evolution of its nutritional quality.



"Data in France also points to the important role that breakfast cereals play as a source of daily nutrients in the diet."

Karima Kaci, Secretary General

The Observatory works together in partnership with manufacturers and retailers right across the food chain. This partnership approach facilitates the collection of information, and is important for the validation of the scientific methods used to analyse the data.

Cooperation between the French Breakfast Cereal Association and Oqali began in 2008 in order to monitor the French breakfast cereal market. This follows an earlier feasibility study which began in 2007. Monitoring the breakfast cereals market essentially involves analysing the information listed on the packaging, especially nutritional values, claims, and food intake guidelines (related to a balanced diet, physical activity or other lifestyle factors).

Relevant reports and analysis based on 2008 and 2009 data can be found on the OQALI website:

www.oqali.fr/oqali/publications_oqali





Matins Céréales: Breakfast Cereal Information Service

Founded in September 2001, 'Matins Céréales', is the information service of the French Breakfast Cereal Association. It provides easily accessible information on the breakfast cereal industry to consumers, healthcare professionals and the media. The information service has its own dedicated website containing a wealth of fact-based, scientific information on the benefits of breakfast. The site can be visited at: www.matinscereales.com

In the first half of 2011, *Matins Céréales* has been working on a range of short films to explain the manufacturing process of breakfast cereals.

Two of these films are available on the website at: www.matinscereales.com/?menu=video&page=fab&skin=video

In Spring 2011, *Matins Céréales* participated in the French professional congress of nutrition, 'Dietecom', and in the 49th Study Days of the French Association of Nutritionists-Dieticians. These congresses provided valuable opportunities to discuss and exchange information on the benefits of balanced breakfasts together with health professionals.

BRUSSELS IN BRIEF

This section provides a round-up of key issues on the EU policy agenda which are of interest to CEEREAL and its members.

Food Information to Consumers

European policymakers are currently working on a Food Information to Consumers Proposal, which aims to empower consumers to make informed food choices. The proposal introduces a harmonised Europe-wide system of on-pack nutritional labelling.

The proposal was voted on by MEPs in the European Parliament Environment, Public Health and Food Safety Committee in April 2011, and will be voted on by the full plenary at the beginning of July. To date, Europe's Breakfast Cereal industry has been at the forefront of providing voluntary nutritional information to consumers via the Guideline Daily Amounts (GDA) Scheme. CEEREAL members therefore support a Europe-wide approach based on GDAs as the most effective route to informing and empowering consumers.



Health Claims

Under European law, the European Food Safety Authority (EFSA) is responsible for verifying the scientific substantiation of health claims, some of which are currently in use, and some of which are proposed by applicants. Until the end of August, EFSA is consulting on draft guidance on the scientific process for the substantiation of health claims, with the aim of enabling the authority to set out more clearly what has to be demonstrated by the food industry in order to secure a positive opinion. CEEREAL is actively monitoring this process on behalf of its members.

Addition of Nutrients

In 2006, the EU adopted legislation on the addition of vitamins and minerals to foods, the aim of which is to ensure a well functioning internal market in fortified foods and a high level of consumer protection. A key element to achieve this goal is the setting of EU-wide maximum amounts – common rules on the levels of the various substances that can be added to foods. Currently Member States decide on these levels and the lack of a common framework creates variations for consumers across the EU and obstacles to the free movement of foods. CEEREAL believes that breakfast cereals fortified with selected vitamins and minerals at appropriate levels can make an important contribution to consumers' micronutrient intake, and extend consumer choice. The on-going delay in the setting of these maximum amounts is of concern to Europe's breakfast cereal industry, and CEEREAL is actively calling for this to be considered as a matter of urgency going forward.

Polish Presidency Agenda

Poland begins its six-month Presidency of the European Union on the 1st July 2011. Its three main priorities will be: 'European integration as a source of growth', developing a 'secure Europe', and creating a 'Europe benefiting from openness'. Under the 'secure Europe' strategy, global food security will be high on the agenda, and in particular, ensuring agricultural security through reform of the Common Agricultural Policy.



FIRST NATIONAL BREAKFAST WEEK IN IRELAND



In March 2011, the Irish Breakfast Cereal Association (IBCA) hosted its first national Breakfast Week to highlight the benefits of eating breakfast and breakfast cereals to Irish consumers. At the launch event,

Professor Albert Flynn of the Irish Universities Nutrition Alliance (IUNA) presented his research findings into the nutritional contribution of breakfast cereal to the diet of Irish children. Professor Flynn highlighted the vital role of breakfast in providing a high quality source of energy and nutrients, which can help prevent snacking later on in the day. Margot Brennan of the Irish Nutrition and Dietetic Institute also participated in the event, encouraging parents to ensure that as their children grow older, they continue with positive breakfast habits.



National media joined in during Breakfast Week, with Radio 2FM running a promotion with the opportunity to win breakfast hampers and a family holiday to the USA. TV3's national morning television programme 'Ireland AM', also contained a discussion feature on the benefits of breakfast and breakfast cereal.

To find out more, and to view the official Irish Breakfast Week video please visit: www.ibca.ie or www.ceereal.eu

CEEREAL PEOPLE

At the end of 2010, CEEREAL members elected a new Vice President, Mr John Wanvig. John, who is also Regional Director (Cereal Northern Europe, Africa, and Middle East for CPW (Cereal Partners Worldwide) brings extensive expertise and experience of the breakfast cereal industry in Europe and beyond. John will provide senior leadership for CEEREAL's activities together with CEEREAL's President, Jean-Jacques Caspari.

² 'Skipping breakfast: longitudinal associations with cardiometabolic risk factors in the Childhood Determinants of Adult Health Study. Kylie J Smith, Seana L Gall, Sarah A McNaughton, Leigh Blizzard, Terence Dwyer, and Alison J Venn. The American Journal for Clinical Nutrition December 2010 vol. 92 no 6 1316-1325.

SCIENCE SNAPSHOT

The American Journal for Clinical Nutrition has published research into the long-term effects of skipping breakfast in childhood and adulthood on cardiometabolic health². Researchers analysed a national sample of 9-15 year old Australian children in 1985, following up again during 2004-2006. Participants were classified into four groups (those who never skipped breakfast as either children or adults; those who did skip breakfast both as children and adults; and those who skipped breakfast only in childhood or only in adulthood). Differences in mean waist circumference and blood glucose, insulin, and lipid concentrations were then measured. After adjustments for age, sex, socio-demographic and lifestyle factors, participants who skipped breakfast in both childhood and adulthood had a larger waist circumference, higher fasting insulin, and higher cholesterol concentrations than those who did eat breakfast at both time points. The researchers conclude that skipping breakfast over a long period may have detrimental effects on cardiometabolic health, and that promoting the benefits of eating breakfast could be a simple and important public health message.

UPCOMING EVENTS

- **June 2011** – The end of the Hungarian Presidency of the EU. The Polish Presidency will begin on the 1st July.
- **October 5** – The Annual European Health Forum in Gastein, Austria. The topic for 2011 is 'Innovation and well-being: European health in 2020 and beyond.' For further details go to: www.ehfg.org/congress.html
- **October 21** – The European Federation of the Association of Dieticians (EFAD) will be hosting their 5th Diets Conference. For further details go to: www.thematicnetworkdietetics.eu
- **October 26** – The Federation of European Nutrition Societies (FENS) will be hosting its 11th European Nutrition Conference in Madrid, Spain. For further details go to: www.fensmadrid2011.com
- **The CEEREAL European Breakfast Week 2011 will take place on 18-19 October 2011 – mark your diaries for an enjoyable and engaging start to the day.**

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 as well as consumers. CEEREAL was established in 1992 by eight national breakfast cereal associations and counts today 12 member associations in 11 European countries. For more information on CEEREAL please contact info@ceereal.eu, visit our website at www.ceereal.eu, or join us on Facebook.