

# 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 CEEREAL in Focus, the first edition of our bi-annual newsletter, which aims to update stakeholders on the work of CEEREAL and its members, and to highlight other issues of interest relating to Europe's breakfast cereal and oat milling industries.

CEEREAL is active all year round in sharing the knowledge and expertise of the European breakfast cereals sector, contributing to policy debates on nutrition and health, offering technical know-how and scientific understanding, and highlighting the contribution of the industry in supporting balanced diets and healthy lifestyles.

We welcome your feedback, comments or questions on this, our first issue, which can be submitted to [info@ceereal.eu](mailto:info@ceereal.eu)

Yours sincerely

Alexander Jess,  
Secretary-General, CEEREAL

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## BREAKFAST WEEK 2010 MAKES ITS MARK ON HISTORY

CEEREAL's sixth annual breakfast week took place on the 28th-29th September in the European Parliament in Brussels, commemorating great moments in history which took place in the morning. The event engaged policymakers in the importance and nutritional benefits of breakfast cereals. In combination with appropriate nutritional information and educational programmes, breakfast cereals can play an important role in improving the diets and nutritional status of Europeans. ▶



**AROUND  
7000 BC**

The first cereals  
are cultivated



**AROUND  
100 AD**

Roman soldiers add  
porridge to their diets



**1463**

The first use  
of the word  
"breakfast"



**1498**

Vasco da Gama  
becomes first explorer  
to sail directly to India



**1789**

The storming  
of the Bastille

## INTERVIEW



Registered nutritionist, Wendy O' Neill talks to CEEREAL about her work with ACFM in the UK

**What are the biggest health and nutrition challenges in the UK at present?**

Public health and nutrition are high on the agenda in the UK, with a particular focus on improving young people's diets. There is growing concern about childhood obesity, and the need to ensure that people understand the importance of eating a balanced diet, and building regular physical activity into daily life.

The incidence of cardiovascular disease, cancer, and diabetes are exacerbated by our ever-expanding waistlines. The importance of forming healthy eating patterns in childhood to reduce the prevalence of these diseases later in life, along with all the associated complications, reduced quality of life and cost to health services, is challenging and requires regular re-enforcing. Increasing physical activity and learning healthy eating behaviours that can easily be adopted and assimilated into peoples' busy lives are what we should be focusing on now.

**Breakfast cereal is a popular choice amongst UK consumers, what role can it play in improving overall diet and lifestyle?**

Breakfast cereals are widely consumed because they offer a quick, easy and nutritious start to the day, but worrying numbers of people still skip breakfast altogether, which can have a negative impact on health. Breakfast cereals, when consumed with semi-skimmed milk, offer a great option for a low-fat, healthy start to the day. Socio-demographic changes can have a negative impact on healthy, family-based eating patterns, but consuming breakfast cereals reflects intakes of a wide range of nutrients, which is linked generally with healthier behaviours. It guarantees an excellent source of energy to start the day, vitamins and minerals, fibre and wholegrain, including calcium. All of these are essential, especially for forming healthy bones and immune systems and ensuring good cognitive function in children. In addition they are simple to prepare and children can easily fix their own breakfast if their parents have already left for work. A bowl of cereal can also offer a healthy snack after school. There is also a very wide choice of cereals on the market, meaning that a wide variety of taste preferences can be catered for.

**What are your future priorities in working with ACFM?**

There is still much work to do in spreading the message about the importance of breakfast and breakfast cereals, and we will continue to offer evidence-based resources on this topic. Through research and partnerships we will continue to explore and explain the relationship between breakfast cereals and health, and share the most up-to-date findings with our stakeholders.

*"The link between what goes on in the UK, and the work of CEEREAL in Europe is increasingly important.*



*Big decisions on issues such as nutritional labelling take place at European level, but clearly have an impact on the way we communicate with consumers in the UK."*

**Andrew Pyne – ACFM & CEEREAL  
Communication representative**

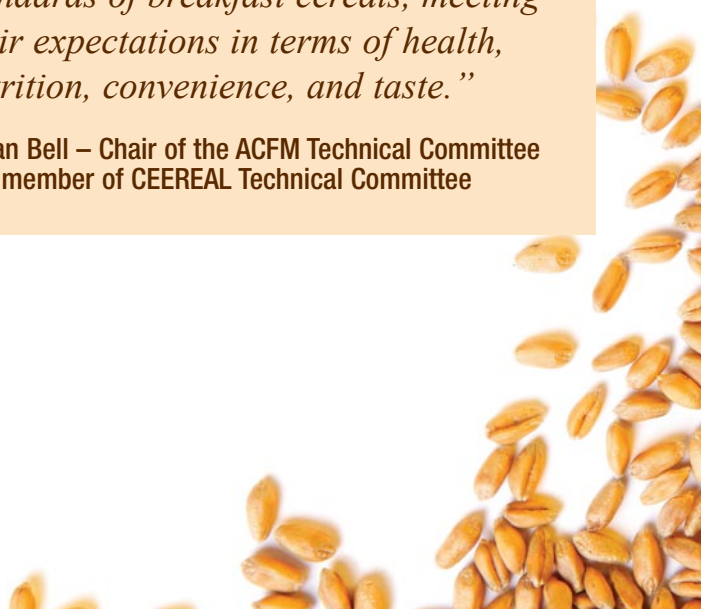
## ON THE UK POLICY AGENDA

- 2010 is the first year of a new coalition government led by Prime Minister David Cameron.
- The Government has set out a new vision for public health, based on shared social responsibility.
- The role of the regulatory body, the Food Standards Agency is set to change, with the body overseeing food safety and hygiene issues, and nutrition and food policy returning back to government departments.



*"As a trade association, ACFM also undertakes scientific and technical work behind the scenes to ensure that UK consumers receive the highest standards of breakfast cereals, meeting their expectations in terms of health, nutrition, convenience, and taste."*

**Dr Ian Bell – Chair of the ACFM Technical Committee  
and member of CEEREAL Technical Committee**





Research confirms that breakfast cereal consumers have a more substantial and varied breakfast, and are more likely to meet nutritional requirements from nutrients such as vitamins, minerals and fibre, than those who do not eat breakfast.<sup>1</sup>



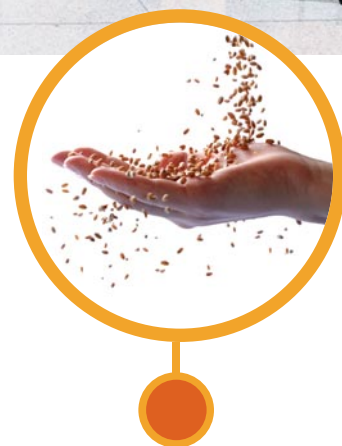
MEPs were encouraged to find out more about the importance of breakfast and the benefits of breakfast cereals as part of a healthy diet; and were invited to visit Breakfast Week on Facebook. Over 200 guests took part in a fun and informative quiz; and overall, around 2500 people shared their breakfast habits and opinions via a dedicated online poll. Latest findings show that more than half of Europeans polled choose to wake up to a bowl of breakfast cereal.

**CEEREAL's latest findings show that more than half of Europeans polled choose to wake up to a bowl of breakfast cereal.**

<sup>1</sup> For references to independent scientific sources, please visit the 'why breakfast?' section of [www.ceereal.eu/](http://www.ceereal.eu/)



◀ FROM LEFT TO RIGHT: THE CEEREAL TEAM (ANDREW PYNE AND SCARLET ROBIN ORR) AND MEP ROGER HELMER



**2010**

Breakfast Week  
It's time to make your  
mark on history!



**1894**

John Harvey Kellogg  
invents  
the Corn Flake



**1928**

Alexander Fleming  
discovers penicillin



**1932**

Amelia Earhart  
becomes 1st aviatrix  
to cross the Atlantic



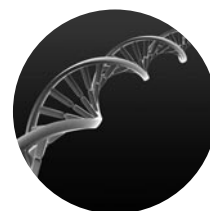
**1950**

The signing of the  
Schuman declaration



**1989**

Invention of the World  
Wide Web



**2000**

1st draft of the entire  
Human Genome  
Sequence



Esther de Lange MEP together with the CEEREAL team, Jean-Jaques Caspari and Alexander Jess.

## ESTHER DE LANGE MEP in FOCUS

Esther de Lange MEP, host of this year's breakfast week talks to CEEREAL about the need to promote healthy eating habits in Europe.

### Why do you feel breakfast is important? And why did you decide to host this year's breakfast week which promotes the benefits of breakfast and breakfast cereals in the European Parliament?

Breakfast week is a great way of reminding people of the role eating breakfast can play in achieving a balanced diet and healthy lifestyle. Simple daily habits such as having breakfast can make a positive difference to overall health. Obesity is an on-going challenge in the EU, so we have to take the impact of nutrition on health very seriously.

### What can Europe's politicians do to encourage healthier eating habits?

I believe that MEPs have a duty to ensure that citizens can make informed choices when it comes to nutrition. It is not up to us to write the menu, but we do have to make sure that people understand the link between diet and health, and have the understanding and opportunity to improve things. I am personally very active in preparing the new rules on food labelling and advocating fruit in schools, as one way of helping young people.

### Eating breakfast has been shown to deliver clear nutrition and health benefits to young people. How can we make sure young Europeans understand that message?

Eating breakfast is exactly the kind of message we should be getting across. Starting the day with breakfast can reduce the risk of non-communicable diseases, and can improve the cognitive performance of children at school.

We need to include information about the importance of eating breakfast in public health campaigns directed towards young people; and work with teachers, youth workers, sports clubs, and parents to help build understanding.

### CEEREAL is a member of the EU Platform for Action on Diet, Physical Activity and Health, a multi-stakeholder forum set up to tackle Europe's long-term health and lifestyle challenges. Do you see partnership approaches making a difference in your own country?

In the Netherlands, increasing attention is being paid to nutrition and health issues. In my home country the Netherlands Nutrition Centre (Stichting Voedingscentrum Nederland) is a government funded body which promotes safe and healthy nutrition. Another great initiative is our annual school breakfast - it generates a lot of publicity.

### Are you a 'morning person'?

As an MEP, I am used to early starts! We often start the day with breakfast meetings. (Although sometimes there's too much meeting and not enough breakfast, and I still feel hungry afterwards...!)

### Do you always make time for breakfast, or do you sometimes skip it?

A couple of years ago, my New Year's resolution was to eat breakfast every day and I feel a lot better since! So, I always try to grab something for breakfast, no matter how busy I am – I certainly need the energy.

### If you could invite anyone from the political world for a breakfast meeting, who would it be?

Fellow female politician Hillary Clinton, not for a 'Tea Party', but for a healthy breakfast and talk.



## DID YOU KNOW?

At the end of Breakfast Week, CEEREAL member companies donated surplus boxes of breakfast cereal to the charity 'Les Restos du Coeur' which provides meals and other forms of social support to under-privileged families in Brussels and across Belgium.



## 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 first edition, CEEREAL reports on the work of the Association of Cereal Food Manufacturers (ACFM) in the UK - Europe's largest breakfast cereal market. Other EU Member States will be featured in future issues.



The ACFM represents a diverse range of the UK's leading cereal manufacturers including Cereal Partners (Nestlé), Dailycer, Dorset Cereals, Jordans, Kellogg's, Morning Foods, Quaker and Weetabix.

### Keeping stakeholders informed via the Breakfast Cereal Information Service

ACFM operates a Breakfast Cereal Information Service, providing easily accessible information on the breakfast cereal industry to consumers, healthcare professionals and the media alike. The Breakfast Cereal Information Service has its own dedicated website containing a wealth of information on the benefits of breakfast. The site, which can be visited at [www.breakfastcereal.org](http://www.breakfastcereal.org), is currently being refreshed.

### DID YOU KNOW?

- British consumers are the biggest spenders on breakfast cereals in Europe, according to research from Mintel's Global Market Navigator (GMN).
- UK shoppers spent £28 per head or a total of £1.8bn on breakfast cereal in the last year alone, up from £1.7 billion in 2008, and a figure Mintel estimates will grow to a massive £2.2 billion by 2014.
- Plain flavoured cereals make up by far the biggest part of the UK cereal market, with 34 out of the 111 UK cereal products launched in 2009 of this variety.

*"The UK Breakfast Cereal industry is a dynamic and exciting industry to be part of. We are proud of the positive contribution our products make to nutrition and healthy lifestyles; and we work together as an industry, and with other stakeholders, to continually improve our offering to consumers."*

Chris Wermann – ACFM Chairman



### Working together with independent nutritionist, Wendy O'Neill

ACFM works alongside independent consultant nutritionist, Wendy O'Neill. Wendy is a registered nutritionist who runs her own practice and works as part of the UK's National Health Service (NHS). Wendy advises ACFM and acts as spokesperson on health and nutrition communication issues. Turn to page 5 for an interview with Wendy, explaining her work with ACFM.

### Partnering with 'The Breakfast Panel'

ACFM partners with an independent group of healthcare professionals and academics called 'The Breakfast Panel' to promote the benefits of eating breakfast. News about the activities of The Breakfast Panel can be found on the Panel's own website: [www.breakfastpanel.org](http://www.breakfastpanel.org)



## 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 harmonized Europe-wide system of on-pack nutritional labelling, with several details of the scheme still to be determined. The proposal was voted on by MEPs in the European Parliament in June 2010, and is now being considered by the Council, who are most likely to work on a common position into early 2011.

To date, Europe's Breakfast Cereal industry has been at the forefront of providing voluntary nutritional information to consumers via nutrition information per 100g and the Guideline Daily Amounts (GDA) Scheme.

### 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.

## SCIENCE SNAPSHOT

Research has been published by The Nutrition Foundation of Italy<sup>1</sup>, who gathered a group of experts representative of the main Italian medical societies dealing with human nutrition, to prepare a consensus document on the importance of breakfast, based on recent scientific evidence (ACTA, BIOMED 2009; 80: 166-171). The paper concludes that the regular consumption of breakfast (providing 15-20% of the daily calorific intake) is associated with a higher likelihood of reaching the recommended dietary levels of some micronutrients, and with a reduced risk of developing obesity, cardiovascular events, and diabetes, possibly by controlling some of their risk factors.



## UPCOMING EVENTS

- The Belgian Presidency of the European Union is organizing a conference on **the implementation of National strategies relating to nutrition and obesity** from 8-9 December 2010. Speakers from DG Health and Consumer Protection will address the Progress report on the Commission's White Paper on nutrition, overweight and obesity related issues, and the WHO will report on developments in relation to the EU charter for counteracting obesity. Further information can be found at: [www.eutrio.be/assessment-eu-nutrition-policy](http://www.eutrio.be/assessment-eu-nutrition-policy)

Participation is based on invitation only.

1 Coordinated by Franca Marangoni and Andrea Poli of the Nutrition Foundation of Italy

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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 14 member associations in 13 European countries. For more information on CEEREAL please contact [info@ceereal.eu](mailto:info@ceereal.eu), visit our website at [www.ceereal.eu](http://www.ceereal.eu), or join us on Facebook.