

CEEREAL “From Seed to Spoon” Manifesto Executive Summary

From seed to spoon - European breakfast cereal and oat milling industry lays out commitments to achieve sustainable food systems

Under the umbrella of the European association CEEREAL, the breakfast cereal and oat milling industry launched the manifesto “[From Seed to Spoon](#)”. It lays out four commitments that will help achieve balanced diets and sustainable food systems. CEEREAL members want to make sure that people in Europe have access to a broad range of breakfast cereals that are safe, nutritious, sustainable and enjoyable.

The manifesto builds up on progress already achieved and continues to raise the bar. The four commitments are

- **To further improve the nutritional value of breakfast cereals:** Between 2015 and 2020, CEEREAL members have reduced sugar by 10.2%, increased the fibre content by 8.9% and whole grain by 17.2%. Building on this, they will help people eat more fibre and whole grains, continue efforts to reduce sugar and maintain low levels of salt.
- **To help people choose a safe, nutritious and balanced breakfast,** for example, by contributing to the development of harmonised front-of-nutrition labelling and continuing to provide good value per bowl of breakfast cereals. The average cost of a bowl of breakfast cereal with milk per serving is EUR 0.30.
- **To continue to advertise responsibly and promote the benefits of breakfast,** for example, by not engaging in marketing communications to children in primary schools, early childhood education centres or children’s care service centres across the EU. As the best way to start the day, CEEREAL members will continue to promote the benefits of breakfast overall.
- **To step up efforts to reduce the environmental footprint of breakfast cereal production and consumption,** for example, by working together with farmers to promote the uptake of regenerative agricultural principles and practices, responsible sourcing as well as packaging reduction and recyclability.

The commitments are intrinsically linked to the ambitions of the [EU Farm to Fork Strategy](#), which aims to build a fair, healthy and environmentally friendly food system.

The manifesto also explains the need for a collaborative effort from both the private and public sector and for an enabling policy framework, for example, when it comes to reviewing provisions on nutrition and health claims, or permitted uses of sweeteners, encouraging overall food waste reduction or harmonising sustainability and labelling measures.

The full manifesto is available on our landing page: www.from-seed-to-spoon.info.

CEEREAL represents the European breakfast cereal and oat milling industry and brings together international brands as well as family-owned businesses of all sizes. CEEREAL currently has nine company members and nine national association members from eight countries. More information is available on www.ceereal.eu.

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