



Choices International Services to Companies

Background

Global Nutrition Picture

- Double burden of malnutrition (DBM) high on United Nations' agenda
- World Health Organisation urges nutrition action e.g. nutrition labelling (front- and back-of-pack), taxation, responsible marketing, reformulation
- Lead at national level
- Policy inertia prevents national health authorities from effective measures (Lancet, 2019)
- Need for innovation in nutrient profiling for various measures in middle income countries
- Raised awareness of good nutrition due to Covid-19

Agenda for Tomorrow's Diet



- Develop national standards for healthier food products
- Develop a coherent set of double duty food system actions
 - Consumer guidance & education
 - Schools
 - Front-of-pack labelling
 - Responsible marketing
 - Procurement standards
 - Financial measures
- Partnerships with industry
- Research to develop, implement and assess impact

The Choices Identity



Mission: *Shaping national food systems to make the healthy choice the easy choice for consumers*

Key features of the Choices identity:

- Independent Foundation (NGO) that understands the language of the business sector
- Independent criteria, set by committees of independent leading scientists and updated every 4 years
- Global expert in nutrient profiling
- Partnership broker



The Choices Organization



- Organization format: Foundation, global scope
- Funded primarily by public funding
- Private companies funding through criteria user license fees.
- Working with international NGOs and UN organisations such as Scaling Up Nutrition Movement, GAIN and Sight & Life and national governments
- Governing Board only with non-business members
- Independent International Scientific Committee

The Choices Programme



Mission: healthier food options for all consumers

**Support of national food system actions
Based on independent science**

Criteria



Platform



Actions



The Choices Criteria



- **Science first:** standing independent Scientific Committee
- **Dynamic:** national adaptation and periodical revision (4yr)
- **Realistic:** presence in the market
- **Specific:** criteria per product group
- **Optimistic:** guidance for consumers and industry to do better
- **Synergistic:** substantiation for different nutrition policies and international coherence
- **Complete:** covers all food groups
- **Collaboration:** understands the role of industry

Choices' Proposal to Potential Companies

Services to Food Manufacturers & Retailers



We offer a free assessment of a sample (approx. 10 products) of your portfolio (Annex 1).

Based on this we have a follow up conversation about becoming a criteria user. A criteria user is offered the following service package for €10,000 per annum.

1. The right to use the Choices criteria for the following purposes:
 - To benchmark the existing product portfolio
 - To formulate and monitor the company's nutrition ambitions
 - To guide and benchmark product development & reformulation.
 - To substantiate consumer communication

Services to Food Manufacturers & Retailers



1. We refer to specialized partner organisations, fully familiar with our criteria, to assist with
2. Technical aspects of food reformulation
3. Nutrition related marketing and corporate communication

Services to Food Manufacturers & Retailers



The use of the database and assessment tool is an optional addition to the service package at the cost of **€5,000 per annum.**

Access to our online product database and assessment tool.

Services to Food Manufacturers & Retailers



The following services are at additional costs at **€125 Euro per hour.**

5. A strategic session to discuss the best way of using the Choices program in support of formulating and monitoring the company's nutrition ambitions.
6. A (2 x 3 hours, online Zoom) training on the implementation of the criteria for product assessment.
7. Consultation on request.

Example of Potential Benefits to Companies



- Builds credibility when referring to Choices as external standard
- Guides reformulation processes with focus on specific key nutrients, e.g. saturated and trans-fat, sodium, sugar, fibre
- A (fictive) example for Company X:
 - Company X signed up and their R&D team received a training by Choices
 - After this, the R&D team executed a baseline assessment using Choices database assessment tool. This indicated that 25% of their food portfolio is compliant with the Choices criteria.
 - Further analysis by the R&D team indicated the following options for reformulation:
 - reduction of sugar by 10% in mixes of fruit, nuts and seeds
 - reduction of sodium by 15% and sugar by 10% and increase of fiber by 15% in processed vegetables
 - sodium reduction in hot dogs (25%) (sandwiches and rolls)
 - Implementation of this reformulation program would take two years and would result in a overall compliance of 55%.
 - The CEO of Company X agrees with this reformulation program and makes a public announcement that at least 50% of Company X portfolio will be compliant with independent Choices criteria by 2023.

Thank you

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