A GLOBAL MOVEMENT FOR HEALTHY FOOD

A healthy diet is the cornerstone of a healthy lifestyle. But many consumers find it difficult to choose healthy products when shopping for foods and beverages. The Choices Programme is designed to help these consumers by making the healthy choice the easy choice.

THE CHOICES PROGRAMME HAS ACHIEVED STRONG SCIENTIFIC INTEGRITY IN SEVERAL WAYS:

- It directly links scientific development with research through the International, Regional and National Scientific Committees.
- It receives support from an international network of scientists.
- Independent scientific research confirms positive effects of the introduction of the Choices logo on food product composition and consumer diets.
- It contributes to other international and national initiatives.

WOULD YOU LIKE TO KNOW MORE?
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A UNIQUE INITIATIVE

The Choices Programme offers an opportunity for concrete and visible action that is compatible with any health policy agenda. Its positive and science-based approach is attractive to many stakeholders. The programme is highly credible, voluntary and self-regulating. Overall, the Choices Programme globally supports governments, scientists and food companies in their efforts to encourage healthy lifestyles.

WHAT MAKES THE CHOICES PROGRAMME UNIQUE?

- It is a cooperation of science, business and health authorities
- It operates at a national and global level
- It is funded by frontrunners in the food industry (manufacturers, retailers, caterers)
- Its criteria are determined by independent leading scientists
- It is endorsed by governments
- It facilitates engagement with health organizations

A GROWING ORGANISATION

The Choices International Programme was introduced in 2007 in response to the World Health Organization (WHO) call for the food industry to help make the healthy choice the easy choice. WHO has since identified Choices as one of the best validated nutrient profiling systems currently developed. The Choices logo was approved by the European Union in 2013 after a consultation of all member states.

A GLOBAL HEALTHY FOOD MOVEMENT

The Choices International Foundation serves as an umbrella body of the national Choices programmes. It supports a global healthy food movement by serving as a platform where scientists, authorities and industry can work together. Currently, the programme operates in the Netherlands, Belgium, Poland and the Czech Republic and has established a successful cooperation with a number of other European and Asian countries. The Choices logo can be found on over 8000 food and beverages products from more than 130 companies. The initiative grows every day and its presence around the world continues to increase.

SUCCESS IN REFORMULATION

In a study by Vyth (2010) was demonstrated that product composition could significantly improve by using the Choices criteria as a guideline. The figures demonstrate the mean improvement in a nutrient in a sample of the product group as indicated.

"Front-of-package labelling is something that we consider absolutely essential, and this is really supported by scientific evidence."

Dr João Breda
Programme Manager Nutrition WHO Europe