REASONS TO BECOME A MEMBER OF THE CHOICES PROGRAMME

for national programs and organisations

1. Being part of A GLOBAL MOVEMENT of national implementation bodies for healthy food strategies.

2. ACCESS TO THE CRITERIA established by committee of leading independent food & nutrition scientists to differentiate in terms of healthy, that are revised every 4 years.

3. Being able to act as A PLATFORM FOR ACTION with experts and professionals on food and nutrition, from industry, health authorities, renowned scientists and WHO representatives.

4. Permission to use the POSITIVE CHOICES FRONT-OF-PACK LOGO on all products that comply with the international or national criteria, thereby guiding your consumers to healthy choices.

5. Access to all Choices KNOWLEDGE, EXPERTISE, COMMUNICATION TOOLS, FORMATS AND MANUALS. Choices is a rich source of information about new developments and different opinions in the area of healthy food strategies such as reformulation and labelling in many areas in the world.

6. Being represented in THE CHOICES BOARD having a say in strategy and focus.

7. Involved in CONSTRUCTIVE DIALOGUE among a variety of stakeholders, including frontrunners of the food industry: brand manufacturers, retailers, caterers.

8. Able to capture synergy with the NATIONAL HEALTH POLICY regarding obesity and NCDs.

9. ENCOURAGES AND SUPPORTS multinationals as well as small and medium-sized enterprises to improve the healthiness of their products according to a science based and concrete reformulation agenda.

10. Implementation of the Choices programme generates A SCIENTIFICALLY SUBSTANTIATED CONTRIBUTION to consumer health.

ABOUT THE CHOICES PROGRAMME

The Choices Programme is a multi-stakeholder initiative that aims to help prevent obesity and other diet-related diseases. The programme relies on sets of product criteria, based on international dietary guidelines. Leading independent scientists establish and periodically review these criteria, which take into account the levels of saturated and trans fatty acids, added sugar, salt, dietary fibre and energy of foods and beverages.

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