



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.



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



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.



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



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.



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



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.



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.



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.



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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