

# Obesity Report 2017





# OBESITY REPORT 2017

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# INTRODUCTION

HERE. IT. IS! As during the past five years, Euro Coop is newly proud to present its Obesity Report for 2017, a comprehensive collection of its members' efforts to fight obesity.

Obesity is an undisputed major public health challenge of this century, with a prevalence that continues to rise in Europe and is now at alarming rates. Indeed, obese and overweight segments of the population represent more than half of the population in the WHO European region. Children are not spared. **One out of three 11-year-olds** in the European region is overweight or obese. This is particularly alarming when considering that 60% of children that are overweight before puberty become overweight or obese adults. With the mid-term evaluation of the EU Action Plan on Childhood Obesity in the making, the time for action, sharing of best practices, and implementing initiatives that go against this obesity threat was yesterday, today, and tomorrow. In addition to publications such as this Obesity Report and efforts at national level, Euro Coop also advances this issue at EU level. Indeed, Euro Coop is a founding member of the **EU Platform for Action on Diet, Physical Activity and Health** and as such is committed to tackling current unhealthy trends in terms of diet and physical activity.

We encourage you to take a look at this 6th Edition of our Obesity Report, gathering the most significant examples of concrete initiatives undertaken by our members in order **to encourage healthy habits among consumers** and to prevent and **address overweight and obesity**. Euro Coop represents 19 national associations of consumer co-operatives across Europe, operating as retailers democratically-controlled by consumers, who are also members of the co-op. The overarching goal of consumer co-operatives is to meet **the needs and expectations** of their consumer-members.

As widely acknowledged, a magic bullet does not exist for combating obesity. Therefore, our members have diversified their initiatives in order to tackle obesity from different angles: product reformulation, food labelling, responsible advertising and marketing, education campaigns, and encouraging physical activity.

We hope that this Report will be of interest to the great variety of stakeholders committed to tackling obesity. We have also recently launched an obesity database in which we have gathered members' initiatives that we've collected in the past obesity databases.

**Enjoy your reading!**

## EDUCATION & LIFESTYLE

*Education is at the core of the functioning and principles of consumer co-operatives. Indeed, the 5th co-operative principle is "education, training, and information", which definitely also applies to teaching consumers how to shop for food, what to look for, and how to cook a particular food item. Such educational activities start from a very young age in school classes and span to adulthood with dedicated websites for recipes and tips.*

### Promotion of (organic) Fruits & Vegetables

*The recommended fruit and vegetable daily intake is 5 portions per day, or 400 grams per day as established by the WHO. However, EFSA assessed that these consumption levels are reached only in a few Member States. The WHO has estimated that 2.4% of the burden of disease in the WHO European Region was attributable to low intakes of fruits and vegetables in 2004. Therefore, consuming adequate amounts of fruits and vegetables is an important pillar in pursuing a healthy lifestyle and decreasing the obesity threat. Despite the importance of consuming fruits and vegetables, Eurostat published a press release in October 2016 stating that less than 15% of European citizens consume at least 5 portions of*

*fruits and vegetables per day. As such, consumer co-operatives in several EU Member States are committed to provide their consumer-members with incentives to increase their fruits and vegetables consumption.*

### THE CHANNEL ISLANDS CO-OPERATIVE SOCIETY

#### Free Fruit for Kids Campaign

Consumers shopping in the stores of The Channel Islands Co-operative Society can give their children a piece of fruit, which is washed and ready to eat, while they are doing their groceries. The aim of the free fruits for kids campaign is to get the younger community more enthusiastic about healthy



eating. 75% of parents surveyed find that this initiative makes their shopping trip easier. This survey has also revealed that parents tend to buy the fruit their children choose rather than an alternative which not only encourages young children to eat more fruit, but also reduce waste if fruit would go uneaten otherwise.

### **The Goodness Gang**

The Goodness Gang has arrived at The Channel Islands Co-operative Society! The retailer is passionate about educating children and their families about the importance of healthy



eating and to encourage islanders and their children to try new fruits and vegetables. There are eight Goodness Gang Superfoodz characters, which each represent a fruit or a vegetable known as a superfood: Olivia Orange, Billy Blueberry, Thomas Tomato, Penelope Pea, Molly Mushroom, Adam Apple, Peter Pepper and Fiona Fig. The Goodness Gang initiative also foresees an illustrated booklet aimed at children which explains the basics of the main fruits and vegetables, i.e. how and when they grow and when to eat them.





## THE CO-OP, UK

### Fruit & Vegetable Pledge

The Co-op signed the Public Health Responsibility Fruit and Vegetable Pledge in **March 2011** which commits to *“do more to create a positive environment that supports and enables people to increase their consumption of fruit and vegetable”*. Specific actions include: 5 a day messages on leaflets, on screen and radio messages, dedicated website pages, and magazines where applicable. Launch of a website which promotes the consumption of five daily portions of fruits and vegetables of all colours. It specifically explains what one 25 portion looks like and gives the nutritional benefits of each fruit and vegetable.

### Fresh Three

During 2015, the Co-op introduced “Fresh Three”, a promotional offer that gives customers a choice of three fresh fruit and vegetable products at low prices. The Fresh Three change every three weeks.

### Peas Pledge Campaign

Since **October 2017**, the Co-op committed to be a pledging partner in the Food Foundation’s Peas Please campaign. In summary, the aim of Peas Please is to raise consumption levels of vegetables in the UK, while bringing together farmers, retailers, fast food and restaurant chains, caterers, processors and government departments with a common goal of making it easier for everyone to eat vegetables.

The Co-op has committed to section 1 of the Peas Please campaign, i.e. *“Retailers commit to re-evaluate the way they sell vegetables, adopting new measures\* to drive increased consumption while maintaining their existing commitments to reduce waste”*. The Co-op is committing to 9 of the measures in the Peas Please pledge, of which 4 are already carried out:

- Ensuring that 5 a day claims are highlighted on online, social and magazine recipes;



- Increasing storage advice on veg product packs where necessary;
- Retailer product development teams will encourage and actively promote the use of veg in new products;
- Increasing the presence of vegetables in lunchtime meal deals.

The following 5 measures will be a build on existing work, or a new initiative:

- At least one seasonal vegetable feature promoted monthly (including seasonal web pages, social channels and magazine);
- Retail social media to include appealing feature of veg every week (as part of recipe, meal deal or freestanding);
- Promote cooking sauces with 1 of your 5 a day where possible;
- Intend to use Peas Please advertising on social media channels;
- Ensure increasing veg use and presence is top of the agenda when planning retail product development strategies across food categories.

### **S GROUP, FINLAND**

The S Group in Finland has launched "the fruits and vegetable concept" which foresees that (1) product seasonality is defined for each month, with a focus on local products; (2) posters including information, recipes, and tips are placed next to the fruits and/or vegetables in question; (3) the concept is communicated strongly via social media. The fruit and vegetable concept received very positive feedback both from customers and the media. The S Group has experienced an increase of sales of fruits and vegetables of 12 million kilos in 2015. For instance, the sales of yellow beat increased thirty-fold, that of pumpkin and turnip ten-fold. Between January and May 2016, the increase in sales of fruits and vegetables at the S group was already over 6 million kilos.

### **COOP ITALY**

Coop Italy has adhered to the governmental program "guadagnare salute" [gain health]; that inter alia promotes the consumption of fruits and vegetables. In 2012, Coop members were informed about the adherence of Coop Italia to this program in an article published in the Coop magazine, through which 2.5 million families were reached.



Among other initiatives, “guadagnare salute” promotes the consumption of fruits and vegetables and supports a reduction in salt in ready-to-eat foodstuffs. The promotion of the consumption of fruits and vegetables is carried out in 800 Coop stores, by motivating consumers to eat seasonal fruits and vegetables both to improve their health and wellbeing, as well as to limit expenses. Consumers were also taught about the seasonality of fruits and vegetables, both via posters displayed in Coop stores and by easy-to-understand leaflets.

#### **COOP DENMARK**

Since 2015, Coop Denmark has increased its efforts in making organic food more affordable and available to the Danish population. Particular attention was given to the sale of fruits and vegetables, with different products being sold at a convenient price (20-50% lower) every week.

The categories for which sales increased the most in 2015 were fruits and berries, dairy, and vegetables. In general, sales of organic products increased by 40%, with organic bananas accounting for the largest increase among individual products.

#### **COOP SWEDEN**

The Swedish National Food Administration released the results from a two-year Swedish food survey started in 2012. Among several findings, it emerged that only 2 out of 10 Swedes eat the daily recommended portion of fruits and vegetables (500 g). Therefore, Coop now focuses on offering fairly priced fruits and vegetables and on carrying out big campaigns on the matter. Particular emphasis is placed on the consumption of organic fruits and vegetables, as the price of certain products, including organic fruits and vegetables, is

## Changing Behaviours towards Healthier Habits

Ekilibria is a personalized program launched by Eroski to enable consumers to achieve healthier and more sustainable diets. Ekilibria foresees several useful features such as (1) a monthly nutritional report which compares grocery purchases with the consumption recommended



**THE CHANNEL ISLANDS CO-OPERATIVE SOCIETY**

The Channel Islands Co-operative Society aims to change its consumers' habits for the better with the launch of the *"Healthy Habits"* campaign. This is how the Healthy Habits campaign is introduced: *"Throughout 2017, we're going to show you how you can make small but easy changes to your daily habits to make sure that you're eating the best you can, without adding any unnecessary sugar, additives or preservatives"*. This campaign includes a meal planner which encourages to plan lunches and to swap a more calorific meal (e.g. sandwiches) for a less calorific one (e.g. salad), the eatwell guide, and the smoothie builder which encourages the consumption of breakfast by giving helpful and tasty tips with regards to making the perfect smoothie.

Everything you need  
to start a healthy habit.



## Coop in Schools: Educational Activities

### COOP DENMARK

Coop wants to create the first generation of Danes that are better at cooking than their parents; currently only 4% of children experiment in the kitchen. GoCook is a yearly project that sees the participation of 160.000 children coming from 75% of all primary schools in Denmark. Coop provides teachers with a box of educational material, including recipes and a “flavour box” of seasonal ingredients, which helps schools in setting up cooking workshops where children have to identify food ingredients based on their taste, smell, and texture. During the project, children are taught about seasonal ingredients; mentors cook food with children (thus making it a fun task) and enable children to develop and enhance the range of tastes that they like. Ultimately the project aims to promote healthier eating habits among children, by showing them the benefits of such meals.

### EROSKI, SPAIN

#### Imagine Food

The Escuela de Alimentación [School of Nutrition] is an initiative of the Eroski Foundation that was born with the aim of promoting healthy eating and a healthy lifestyle among citizens. Particularly, due to the increasing prevalence of children reported to be overweight or obese, the School of Nutrition has decided to focus on the issue of childhood obesity by developing an educational program in schools. The methodology of this program is playful, participatory and experimental; children carry out small group projects based on the value of food and healthy habits, and always encouraging a constructive, responsible and co-operative attitude. About 220.000 children have participated in this program.



## Tix y Loy

**COOP ITALY**

For 35 years now, Coop has been running Sapere Coop. Through **free interactive resources**, such as workshops, exhibitions and editorial materials, Sapere Coop provides useful tools that enable children and young adults to elaborate a stand-alone and original point of view on consumer choices and patterns. These resources are available to teachers, parents and pupils. Sapere Coop also entails publishing materials on nutrition (i.e. taste education, health and wellbeing, food and culture, the effect of advertising on consumer choices), sustainability (i.e. responsible lifestyles, ethics and everyday





behaviour, economic geography, globalization and environmental sustainability, and citizenship rights) and citizenship (i.e. cooperation, solidarity, and legality). Thanks to the efforts of co-operatives in over **700 Italian municipalities, 12.000 such initiatives take place in as many classes, involving more than 265.000 children and 14.000 teachers every year.** Especially on the topic of nutrition, the analysis focuses on the journey of food from farm to fork, on the knowledge of the food supply chain, and on food culture based on specific features which are recognised internationally and have to be safeguarded as the heritage of knowledge and taste. The methodology includes the use of the supermarket as a “teaching laboratory” in which children and teens try to look for values, meanings, history, and culture of the product itself. The good practices conveyed by the child are likely to have a positive effect on the entire family, thus creating a virtuous school – child – family – community circle.

## Websites on Recipes, Healthy Tips, and Nutritional Values

### COOP DENMARK

Coop Recipes from Coop Denmark, formerly “We must eat!”, is a large recipe database, filled with more than 7000 recipes. “We must eat!”, is a large recipe database, filled with more than 7000 recipes. Most recipes are unique and give nutritional information of the dish in question. All recipes are also accompanied by a photo of the dish, consumer appreciation, and the time needed to prepare the dish. Recently, emphasis has been placed on dishes that provide a good intake of vegetables.



## COOP ITALY

### **Alimentazione Bambini [children's nutrition]**

Coop Italy is also very active in this domain, both with initiatives tailored at children as well as the general population. With regards to initiatives aimed at children, in addition to the website *alimentazionebambini* which provides consumers with healthy recipes, Coop Italy has also launched a YouTube channel for recipes targeted specifically at children.



*Alimentazionebambini* is a website dedicated to children and their relation to food and healthy living in general. It covers different areas: children in schools, games, recipes and press articles – all of them from a nutrition point of view. For example, those who visit the website can easily calculate the Body Mass Index (BMI) of their child in the section called “bimbometro” (meaning “kid-o-meter”). In other sections, parents may ask questions to nutrition and health experts, as well as the “Coop Italy Guidelines for a Correct Diet for Children”.

### **Gedeone – Master of Nutrition**

Coop Italy has also created “Gedeone – Maestro di Nutrizione”, which provides consumers with the nutritional information per 100g of foodstuffs.

## COOP ESTONIA

In 2017 Coop Estonia published one video recipe every day. To distinguish 100% healthy and nutritional meal recipes from the others, Coop Estonia used the tag **#healthy**. As the recipes are connected with Coop Estonia's e-store, consumers can add the missing ingredients directly to their shopping carts with only one click, making their lives even easier. All video recipes are available on YouTube!



## **COOP NETHERLANDS**

Coop Netherlands also launched a similar website, called [keukentafel.nl](http://keukentafel.nl), which collects and gives a vote to new recipes.

## **COOP SWEDEN**

Coop Sweden has also created one such website where consumers can find recipes based on e.g. the type of meal, its cost, or whether children are involved or not. Given that Coop Sweden has been awarded as the greenest food chain in Sweden, particular emphasis is put on what to do with leftovers in order to reduce food waste to a minimum.

## **S GROUP, FINLAND**

The S Group's "Yheishyvä Ruoka" provides consumers with an easy online access to a database of thousands of recipes, cooking tips, menus, and decorating ideas. The website is designed to help consumers meet their daily dietary needs by allowing them to browse recipes

by dish and ingredient (e.g. gluten-free, lactose-free recipes) and then to calculate the nutritional information per serving of each recipe (e.g. fat, protein, carbohydrate, dietary fibre). Fully interactive, this family-friendly website features interesting articles concerning general food issues, including helpful information and recommendations on nutrition, healthy eating, and food product labelling. A section on healthy nutrition for children is also available on the website.

## **THE CO-OP, UK**

Similarly, the Co-op in the UK launched the website [dinner4tonight](http://dinner4tonight.co.uk), which aims at inspiring consumers as to which dish to cook. Recipes are interactive and include the serving size, the time needed for preparing the dish and the time needed for cooking. Consumers have the choice between "leisurely cooking" and choosing dishes that are "ready in minutes".



## Food-O-Meter

### COOP DENMARK

Coop Denmark's Food-O-Meter collects data on the daily consumption habits of Danish consumers, according to their age, sex, and place of residence. This database was created following polls/surveys of consumers aged from 15 to 74 years old. Coop asks on average 1.000 consumers per week about their consumption patterns of the previous day. In so doing, since the beginning of this initiative in January 2009, Coop Analysis has collected data from some 70.000 Danes and more than 1.000.000 meals. In addition to figures on sales, this database gives a unique picture of the consumption patterns of the Danish population. By collecting over 800 recipes, the database aims to clarify the difference between healthy and unhealthy eating habits, and to help consumers understand information provided on the issue.

## Change 4 life and the Sugar Swap Pledge

### THE CO-OP, UK

The Co-op has lent its support to the UK Department of Health's Change4life "Sugar Swaps" Campaign which aims to encourage shoppers to switch to "no added sugar" or "sugar free"

drinks in order to improve their health. Almost 100 million teaspoons of sugar were already removed from its high juice range and 142 million teaspoons of sugar removed from its juice drinks range. The Co-op was the first retailer in the UK to put a sugar advisory note on the label of their own-brand sugar sweetened soft drinks, fruit juices, and smoothies.

## Food Labelling

*Consumers co-operatives deeply support the fact that consumers should be empowered to know as much as possible about the food they are buying and about its nutritional content. This information is usually conveyed via front and back of pack food labels. Therefore, in the aim of transparency, consumer co-operatives are committed to giving the best and most comprehensive information to their consumers, by using logos such as the wholegrain logo, schemes such as the traffic light system, or by devising an own label that reflects consumer concerns in a certain community.*

## The Keyhole

### COOP DENMARK, COOP NORWAY, COOP SWEDEN, COOP ICELAND

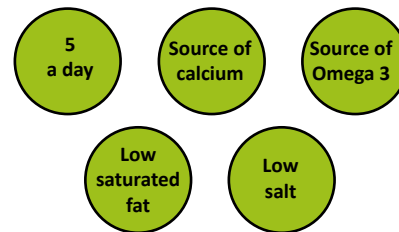
Authorities in Norway, Sweden, and Denmark have joined forces in using the Keyhole Label as a common nutrition label, which makes it easier to choose healthier foods. This label is voluntary and indicates the healthiest option in different product categories (e.g. dairy products, ready meals, bread, and other cereal products). The keyhole symbol is attributed to a certain product according to eight dietary guidelines and the Nordic nutrient recommendations. Requirements include criteria relating to fibre, salt, sugar, fat, and saturated fat for various product groups. Therefore, keyhole-labelled products generally contain less fat, sugar and salt, and more fruit, vegetables, and whole grains compared to non-keyhole labelled products. The keyhole label has been used for the past 20 years and is highly appreciated by consumers, because it is easy to spot and it increases consumers' familiarity with information such as the nutritional value and fat percentages.



## Green Dots

### THE CO-OP, UK

The Co-op's "Green Dot" is a labelling scheme launched in 2009, its purpose being to highlight healthier products and key nutritional messages. These labels incorporate nutritional messages within a green dot graphic, e. g. "high fibre" (on foods that contain 6g of fibre or more per 100g) and "low in saturated fat" (on foods that contain 1.5g of saturates or less per 100g). The green dot is used alongside traffic-light labelling. By making it easier to identify healthier products in stores, consumers are enabled to make healthier food choices for themselves and their families.



Special Logos: "Moderate Consumption for Children" & "Movement Icon"

### COOP ITALY

the packaging of those products that are appealing to children but that are rich in sugar/salt/fat (e.g. fruit juice). If the size of the package allows, the Coop Italy has developed a special logo "Consumo moderato per i bambini" [Moderate consumption for children], which is present on



logo is complemented by the following wording: “Due to the nutrient profile of this product, we recommend a moderate consumption by children, for whom a special line, Club 4-10, has been created”. The “Iconamovimento” [movement icon] consists of a stylised human figure and a wording indicating how many minutes of physical activity are needed to burn a certain amount of the product.

## Whole Grain Logo

### COOP DENMARK

Coop Denmark is part of the Whole Grain Partnership, a unique collaboration between food authorities, health organisations, and the food industry. The wholegrain logo indicates that a product has a high percentage of whole grain, as well as a healthy nutritional profile in terms of fat, sugar, salt, and dietary fibres. This logo can be found on many different products, including cereals, flour, pasta, and ready meals. The requirements for displaying this logo vary per product and can be found in the guidelines explaining the use of the Danish whole grain logo (here). For instance, in breakfast cereals and

muesli, the Whole Grain Logo may be used only if whole grain composes at least 60% of the dry matter. Coop Denmark has steadily increased the marketing of products that are eligible to bear this logo. Danes now have an average intake of 63 grams whole grain per day and 30% of the Danish population now eats the recommended amount of 75 grams whole grain per day. Danes with the lowest whole grain intake have doubled their intake compared to their previous average.

## The Heart Symbol

### S GROUP, FINLAND



The Heart Symbol system was launched by the Finnish Heart Association and the Finnish Diabetes Association at the beginning of 2000. Food companies wanting to use the symbol on their product must make sure the product complies with the defined food category based criteria regarding fat, sugar, salt and cholesterol. For bread and cereal products, fibre content is also taken into account. More than 1200 products currently bear this symbol in Finland, with 123 food companies using the symbol on their products, and more than 300 Heart Symbol meals

being served in restaurants. Awareness of the symbol is high among consumers who declare buying products with the Heart Symbol (73.9% of female consumers and 54.8% of male consumers).

### Traffic Light Labelling Scheme

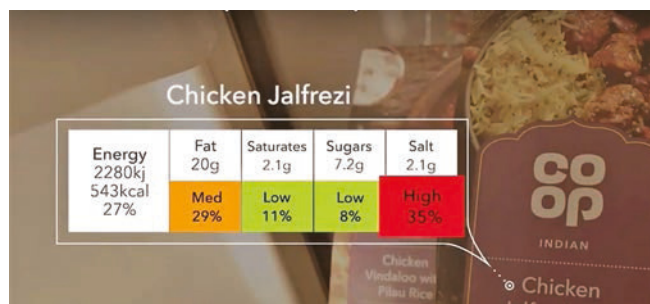
*The traffic light label is a scheme whereby the nutritional content of products is expressed in three colours (green, amber and red). When products contain a low level of calories, fats, sugar, and salt, they will be identified with a green label; when they contain a medium level of these key nutrients, they will be labelled with an amber label, and when it is a high level, a red colour will appear on the package.*

### EROSKI, SPAIN

After consulting with its consumer-members, Eroski decided to display the nutritional content of food through a mixed scheme, with colour coding and GDAs, with the aim of promoting a healthier life for its consumer-members. About 2000 references are listed. The traffic light system is displayed on the front of the pack of most own-brand food products, both processed and not (with the exception of e.g. mineral water). The nutritional information is given to consumers in grams per portion, with an indication of the percentage of daily needs that those grams per portion represent.

### THE CO-OP, UK

The Co-op was the first retailer in the UK to label calories and fat content per serving on the front-of product packaging and grams of salt on the reverse. Since 2008, the Co-op has applied traffic light labelling to shelf edge tickets for Co-op brand products sold in the Espresso café bars, including cakes, pastries, and hot sandwiches. In 2010, the Co-op developed a new labelling scheme integrating traffic light information with high, medium, and low descriptors, accompanied with guideline daily amount information to enable consumers to quickly discern whether the food has a high, medium or low amount of key nutrients and how this contributes to their recommended daily intake. More recently, traffic light labelling has been included on recipes featured in both print and digital communications. In June 2013, the Co-op committed to adopting and implementing the UK Government's 2013 recommended Front of Pack Nutrition Labelling Scheme.



# PRODUCT REFORMULATION

*Although sugar, fats, and sodium (contained in salt) are essential for the correct functioning of the human body, high intakes of these nutrients may be harmful. For instance, high intakes of salt can cause high blood pressure, which in turn increases the risk of a heart attack and stroke. Therefore, in order to maintain and improve the health and wellbeing of their consumer-members, consumer co-operatives are committed to reducing the content of these nutrients in their own-brand products.*

## Healthy Product Ranges and Ready-to-eat Meals

### **COOP DENMARK**

“Dit Valg” [Your Choice] is Coop Denmark’s own brand of healthy products, which all bear the keyhole logo. Coop has 60 “DitValg” products and hopes to increase this range in order to make it even easier for consumers to purchase healthy products for breakfast, lunch, and dinner. Coop Denmark also developed the C brand which makes it easier to live healthily. The C brand consists of healthy meals that are ready to eat, heat, cook, or put in a salad bowl.

### **COOP ESTONIA**

In 2016, Coop Estonia started to produce healthy ready-to-eat meals in cooperation with the popular nutrition program FitLap. All the recipes were improved by Fitlap’s nutrition specialists and can now be found in Coop Estonia’s stores with the Fitlap logo. The aim is to improve ready-to-eat meals so that they are not only delicious but also nutritious, just like home-made meals. Cooperation with Fitlap also helps Coop Estonia to bring consumers’ attention to the quality of food.

### **COOP ITALY**

The number of people who pay special attention to what they put on their plate is constantly increasing. More and more Italians are guided, in their food choices, by health-related motivations, aware that food is an essential component of our well-being. Bene.si is a range of products that meet the guidelines of a balanced and healthy diet without giving up on taste. Three specific Bene.si product lines have been developed: (1) the functional products which have been enriched with nutrients that are beneficial to health, (2) the “free from” products which do not contain a



certain nutrient such as lactose or salt, and (3) gluten free products. The Bene.si range includes, for instance, morning biscuits rich in fibres, ham with reduced sodium, low-fat ice cream, as well as frozen ready-to-eat meals. Coop is continuously extending the Bene.si range. The new line proposes two product categories: products distinguished by the color purple that are "functional" or enriched with a certain ingredient that has beneficial actions; blue-green and other yellow products are "free from" products, e.g. without gluten or lactose.

### COOP JEDNOTA, SLOVAK REPUBLIC

Coop Jednota's Active Life range helps consumers to live more healthily. Active Life products are a healthy and tasty alternative to traditional meals. This range includes many products ranging from muesli bars, to yoghurt, spreads, corn flakes, juices, and more.



### EROSKI, SPAIN

Eroski's Sannia range offers nutritionally balanced products that are healthier compared to similar products, without sacrificing flavour and taste. For breakfast, the range includes options which



contain less fat, salt, and sugar. Also, the cookies, cereals, milk bread, and croissants from the Eroski Sannia range stand out given their high fibre content, or for being wholegrain and fortified with vitamins and/or iron. Meanwhile, bread loaves containing less fat and salt are made with sunflower oil or olive oil and contain fibre. In the case of juices and nectars, the Eroski Sannia range includes different flavours, all of which contain 60% less sugar compared to similar products and are high in vitamin C. With regards to dairy products, the Sannia range includes e.g. butter with 65% less fat and a skimmed milk drink enriched with Omega-3. Eroski Sannia's website also includes tips for healthy recipes.

## Reformulation of Products for Children

### COOP ITALY

Coop Italy launched “Club 4-10” in 2009, a range of healthy products targeted at children aged 4 to 10 years old. In view of addressing childhood obesity, Coop Italy reformulated existing children products, created new ones, and removed the ones that were not in line with the scientific guidelines formulated with the support of the Italian Society for Obesity (SIO) and the European Childhood Obesity Group (ECOG). The Club 4-10 range includes snacks, cookies, filled pasta, and ready meals with fish and vegetables. The recipe of Club 4-10 products foresees that specific criteria (e.g. no use of artificial aromas) are added to criteria that are already used on all Coop products (e.g. no use of hydrogenated fats). In addition, the nutrient that is considered to be most critical for a certain product is reduced by at least 30% compared to similar products that can be found on the market. The Club 4-10 range includes snacks that have 30% less fats compared to the average fat intake of other popular snacks, and an apricot content of 17.8%. The objectives of this range are to provide children with a healthy, high quality option at an

accessible price and to prompt Coop Italy competitors to follow the example. To this end, the entire Club 4-10 range reports nutritional values per 100g and per portion, indicating the energy, protein, carbohydrates, sugars, total fat and saturated fatty acids, fibre, and salt content.

### Replacing / Using Sustainable Palm Oil



### COOP ITALY

Coop Italy is the first major retailer to be “palm free” in all its own-brand products, investing more than 10 million Euros to make this choice towards health and sustainability. Coop Italy applied the precautionary principle and reformulated more than 200 products so as to replace palm oil. Substituting palm oil for other oils and fats has reduced the total content of saturated fats in the reformulated products.



## **COOP NORWAY**

At Coop Norway specifically, palm oil was phased out of several foods and most Coop-branded foods are now free of palm oil (Coop's use of palm oil has decreased by 70 tons). In products where it is not possible to remove palm oil, Coop Norway uses sustainable palm oil as per the criteria set by the RSPO<sup>1</sup>. Coop Norway aims to use sustainable palm oil in all products as well as in feed for commodity production. Coop also collaborates with brand suppliers to encourage them to phase out palm oil in their products.

## **COOP SWEDEN**

Coop Sweden is also member of the RSPO. All own-brand products are produced with sustainable palm oil; the high brand Änglamark is produced with certified sustainable organic palm oil.

## **S GROUP, FINLAND**

Products containing palm oil at the S Group are being reformulated in order to replace palm oil with sunflower oil, which contains less saturated fat, and therefore has a more positive impact on public health. Additionally, the S Group is part of the Roundtable for Sustainable Palm Oil (RSPO) since 2011. The S Group is committed to using only RSPO-certified palm oil in its own-brand products.

<sup>1</sup> The Roundtable for Sustainable Palm Oil (RSPO) is a joint initiative of stakeholders involved in the production of palm oil. It sets criteria for sustainable palm oil production, as well as requirements for traceability.

## **THE CO-OP, UK**

Last but not least, the Co-op is also very committed in the sustainable use of palm oil. 100% of its palm oil usage is certified through RSPO approved schemes and they are working towards this being 100% segregated RSPO by 2020. They are also members of the Retailer Palm Oil Group and the Retail Palm Oil Transparency Coalition, working to improve the transparency of the palm oil industry.

## **Reduction of Key Nutrients – SUGAR**

## **THE CO-OP, UK**

The Co-op decided to focus on soft drinks which are shown to be one of the biggest contributors to sugar in the diet of UK consumers. The Co-op is the first retailer in the UK to remove all the added sugar from entire range of chilled juice drinks and High juice/dilutable drinks. The Co-op has also launched a snack range that offers a healthier alternative to snacks such as crisps, chocolate or sugar confectionary. The Co-op have been removing sugar from their most popular breakfast cereals; including 25% from cornflakes, 17% from branflakes. Products in other categories such as flavoured milk, confectionary, yogurts, grocery cooking sauce have been reformulated to decrease sugars.

## Reduction of Key Nutrients – FATS

### **EROSKI, SPAIN**

In 2009, Eroski removed partially hydrogenated vegetable fats, popularly called trans fats, from their own-brand products given their negative effect on our cardiovascular health. Products which do not contain trans fats can be identified by the following message: “without partially hydrogenated vegetable fat”.

## Reduction of Key Nutrients – SALT

### **COOP NORWAY**

The Norwegian Minister of Health called on the food industry to reduce the salt content in its foodstuffs. In 2014, the Minister of Health and Care services received the food industry’s targets to reduce salt content in different food groups by 2018, e.g. reducing the salt content of sausages by 15% and those of butter by 25%. In addition to this governmental measure, Coop is also part of the “Salt Partnership” aimed at reducing the salt content of food. In this respect, Coop has reduced the content of salt by approximately 105 tonnes per year by reducing salt in meat dams and sausages. Coop also gives its consumers helpful advice on how to reduce their salt consumption.

### **COOP DENMARK**

Coop Denmark is a member of the “Salt Partnership”, which works to reduce the Danish population’s intake of salt. About 70% of the salt we eat comes from food produced by the industry. Coop Denmark is constantly working to reduce the content of salt in their store produced goods.

### **COOP ITALY**

Since 2012, Coop Italy adheres to the governmental program “guadagnare salute” [gain health], which aims inter alia to reduce the salt content in foodstuffs, with a particular focus on ready-to-eat frozen dishes. The aim of this program is to reduce the salt content by 10% in certain products.

### **THE CO-OP, UK**

The Co-op is also involved in reducing the fat content of their products. For instance, the removal of hydrogenated vegetable oils has been implemented for all own-brand products. Also, in 2015, the Co-op removed nearly 21.5 tons of saturated fats from their spreads range alone.

### **COOP SWEDEN**

It is estimated that Swedes consume twice as much salt as the daily recommendation of 6 grams per

day. In the aim of reducing salt consumption among its consumers, Coop Sweden has embarked in the reformulation of 200 products with the Änglamark, Coop, and X-tra brands, including sausages, potato wedges and corn flakes. Since its beginning, the initiative resulted in the reduction of 15.7 tons of salt. A large number of foods have been reformulated in order to provide healthier alternatives, without having to compromise on either taste or quality. In some products, such as a Coop Ketchup, the salt content was more than halved.

### **The CO-OP UK**

The Co-op in the UK has committed to reducing the amount of salt in its own-brand products. Work began in 2006 when compliance with the original 2010 British Food Standards Agency (FSA) salt targets became mandatory for all new and re-launched Co-op brand products. In 2011, the Co-op signed up to the UK Government's Public Health Responsibility Deal, thus committing themselves to achieving salt targets for the end of 2012, salt intake of the British population was renewed. As part of this commitment, salt reduction continues to be a key part of the Co-op's product development process with 97% products meeting the maximum salt target for the 2017 salt targets of the UK Department of Health.

## **ADVERTISING & MARKETING**

*A very important pillar to fighting obesity is the way in which foods, and particularly unhealthy foods, are advertised and marketed to consumers. Consumer co-operatives make increasingly use of technology for the purposes of advertising and marketing. Importantly, a particularly vulnerable consumer group in this respect is that of children, and consumer co-operatives are therefore committed to advertise consciously to this younger group of consumers.*

### **Smartphone App Foodie.fi**

### **S GROUP, FINLAND**

The S Group has deployed the Foodie.fi smartphone app to all of their stores under four different banners that include convenience stores, supermarkets, and hypermarkets. The service includes everything from inspirational recipes to Click & Collect and home deliveries. It has more than 1 million users. "Foodie.fi" not only stores data, including personal health data, but it also composes recipes according to the personal preferences of its users. It includes smart shopping lists and product recommendations, as well as an automatic menu which presents the most suitable food components for personal recipes.

## Healthy shopping lists in e-store

### COOP ESTONIA

In 2016, Coop Estonia launched eCoop, the e-store for food. Customers can create and save their own shopping lists, but in order to help them make healthier choices Coop Estonia has prepared weekly examples of healthy shopping lists in cooperation with the National Institute for Health Development. Planning all the healthy meals a week ahead is now easier than ever, literally only a few clicks away.



## Ban of Children's Characters and Restriction of Advertising to Children on HFSS Foods

### THE CO-OP, UK

The Co-op has removed all children's equity characters from own-brand packaging categorised as being high in fat, sugar or salt (or HFSS foods), with the exception of seasonal and special occasion products. With this decision, the Co-op is committed to avoiding direct marketing and advertising to children of HFSS products and

reducing "pester power" related to unhealthy food that children exercise on their parents. In terms of press activity, the Co-op will not advertise high fat, sugar, and salt products in specific children's titles or adjacent to children's pages in newspapers. All press advertising undertaken by the Co-op aimed directly at children will exclude HFSS foods. Furthermore, the Co-op has banned the sale of all high fat, sugar or salt products from checkout stands and kiosks instead selling sugar free gum/mints, medicated sweets and healthy snacking mixes on them. Lastly, the Co-op will not give free samples or promote by demonstration in stores, any high fat, sugar, and salt products aimed specifically at children.

## The Danish Meal Partnership

### COOP DENMARK

The Danish Meal Partnership (DMP) is a public/private partnership that includes 17 member organizations – from the food industry, consumers, trade unions, research institutes, universities, and government authorities. The DMP focuses on equity in health and on the part of the population with the greatest challenges of eating healthier. Its purpose is to be a centre for development, experiential exchange, and an anchor for knowledge and concrete initiatives about healthier meals. Coop Denmark is member of the board and participates in some of the

projects under the partnership (e.g. on nudging initiatives in retail and on developing new health claims). Over the period 2016-2019, the DMP will work together to improve food knowledge and food-related skills in the Danish population. The DMP aims to facilitate eating in a healthy way and focuses on the part of the population which faces the greatest challenges in this respect, i.e. early school leavers, children, and the elderly.

## PHYSICAL ACTIVITY

*Overweight and obesity are due to an imbalance between calories eaten which exceed the calories burned. Physical activity is therefore crucial in this equation given that it helps to burn the excess calories, and consumer co-operatives are also involved in this respect!*

### Fitness app Fit 100

#### COOP ESTONIA

In 2018, Estonia celebrates its 100th anniversary and Coop Estonia decided to give the Estonia a present by motivating Estonians to be physically more active. The aim is to bring people's attention to physical activity and motivate 100 000 people to move 100 days a year. Therefore, Coop Estonia created the fitness app Fit100 in cooperation with the Estonian Olympic Committee. Fit100 gives

people an opportunity to exercise with a video trainer by using the app whenever and wherever, mark their other trainings and gain points for every move they make in order to win different awards, and get discounts on several products.

### Sponsoring Sports Teams

#### COOP ISRAEL

At national and regional level, Coop Israel supports a number of educational institutions as part of its commitment to strengthening the community. Additionally, in order to promote physical activity among the community, Coop Israel sponsors "Hapoel Jerusalem", a leading basketball team in a city with a historic connection to the co-op.

#### COOP ESTONIA

Coop Tartu in Estonia and Tartu's local football club "Tammeka" entered a 3-year sponsoring partnership with the aim of promoting physical activity in the local community. The sponsorship is specially concentrating on young footballers through the campaigns like "Perfect workout" or "Good friend". FC Coop Tartu and Tammeka



have much in common, including values such as concentrating on the local community and families. Find out more here.

### Vårruset Race



Coop Sweden is the main sponsors of “Vårruset”, the purpose of which is to promote physical activity amongst girls and women of all ages. “Vårruset”, a 5-kilometres-long race held in 21 Swedish cities between summer and spring, is women’s biggest run in Sweden. Only women can participate in this run, and in 2015, 121.700 women ran “Vårruset”. For a group of six people Coop gives all participants a picnic basket composed of a healthy meal to be enjoyed after the run. The event also represents an opportunity to raise awareness about environmental issues with eco-friendly materials being placed throughout the site. In 2018 this run also aims to raise awareness about childhood cancer and part of the profits from buying a Vårruset t-shirt go towards a childhood cancer charity.

### “Ässäkenttä” Outdoor Fields for Sports

#### S GROUP, FINLAND

The S Group and the Football Association of Finland have been supporting physical activity by building local outdoor fields for sports (Ässäkenttä fields) in different parts of Finland. The total number of Ässäkenttä fields built during the past five years of co-operation amounts to almost 50. These fields, built in schoolyards, are within the reach of all families in the area, since using them requires no reservation or fees. Part of the financing for the fields comes from S Group’s regional co-operatives and the rest from regular municipal funding for sports facilities. The goal is to build 100 multiple-use fields in the playgrounds of Finnish schools during the co-operation project.







Co-operative Retailers Engaging Consumers for Sustainable Growth!





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