



Livsmedelsföretagen



Sveriges
Hotell & Restaurang
företagare

Food sector initiatives for better eating habits and improved health

Illustrator: Tove Siri Antonsson

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Food sector¹ initiatives for better eating habits and improved health

The food sector wants to encourage healthier eating habits and better health. We believe the way to achieve this is by providing knowledge, food enjoyment, and a good range of products.

The food sector recognizes that an increased prevalence of overweight and obesity presents challenges for society today and wants to work together with government authorities and other stakeholders to put a stop to this trend.

The food sector can do this through:

1. **Offering a wide and varied range of products**
The food sector makes it easier for consumers by offering a wide and varied selection of foods in line with Swedish nutrition recommendations, including foods that fulfill the requirements for keyhole labelling.²
2. **Considering portion sizes**
The food sector's organizations encourage their members to look at portion sizes and adapt them to different consumer needs and consumption patterns.
3. **Clear labelling and nutritional information**
The food sector's organizations encourage their members to provide nutrition labelling for products and meals – on the packaging, where practical conditions permit this, or via printed information, websites, customer care lines, food servers, or by other similar means.



4. **Responsible marketing**
The food sector's organizations encourage and contribute to responsible marketing, especially marketing to children. Industry members adhere to ICC guidelines.³

5. **Helping to improve consumer knowledge**
The food sector wants to contribute, together with other actors in society, to raising consumer knowledge regarding how lifestyle factors such as dietary habits and physical activity affect one's health and body weight.
The food sector contributes by spreading knowledge through fact sheets and other written information, customer magazines, recipes and meal suggestions, as well as information on websites and packaging.

6. **Illustrating good examples in their member companies**
The food sector's organizations encourage member companies to act as role models by supplying their employees with good knowledge on health and lifestyle as well as encouraging and offering opportunities for good eating habits and physical activity.

¹ The food sector includes here the Swedish Food Federation, Swedish Food Retailers Federation and the Swedish Hotel and Restaurant Association.

² In Sweden, the keyhole is the official symbol used for foods that are a better choice with respect to fat content and dietary fibre

³ Including ICC (International Chamber of Commerce) guidelines for food advertising (www.icc.se).