



## **Danone joins actors across food value chain and civil society to call on the EU to establish mandatory Nutri-Score labelling across all countries**

Media statement – Brussels, April 28<sup>th</sup> 2020

Ahead of the forthcoming EU Farm-to-Fork Strategy which aims to drive sustainable and healthy diets, including through better consumer information and transparency, Danone has joined a group of partners calling on the EU to adopt Nutri-Score as the mandatory front of pack nutrition label. This group unites consumer associations, MEPs, scientific experts, retailers and several food companies. Together, we urge the European Commission to make this label mandatory across all EU countries.

As Europe continues to confront the serious impacts of the Covid-19 crisis, the importance of the health of its citizens has been underlined more than ever. Society's focus remains for now on combatting the immediate threats posed by the virus. It is nevertheless imperative that, as we look ahead, policy-makers address underlying and urgent societal concerns related to unbalanced diets and malnutrition, which will persist in our societies if strong action is not taken. We believe that food plays an important part in maintaining a healthy society, and that citizens across the EU must be empowered to adopt balanced eating and drinking habits through clear nutritional information.

Nutrition labelling is an important tool to support consumers in making informed dietary choices, in a transparent manner. To date, even though nutritional information is mandatory on back of the pack, there is no EU requirement for interpretative front of pack labelling, which consumers demand to make better choices.

Several studies<sup>1</sup> have demonstrated that consumers understand an interpretative color-coded scheme best. Official studies have also demonstrated Nutri-Score's effectiveness in improving the nutritional quality of consumers' shopping baskets. This is an important insight as 1 in 2 adults and 1 in 3 children in Europe grapple with overweight or obesity.

Nutri-Score is already supported by many European countries. Since France officially endorsed the system in 2017, Belgium, Spain, Germany, the Netherlands, Luxembourg and Switzerland have recognized its effectiveness and recommended it on their territories. However, the lack of EU harmonization makes it challenging for companies to roll-out the scheme in other European markets and its voluntary nature hampers the full potential of the label to aid consumers in their choices.

Danone has been an early adopter of Nutri-Score. In addition to France, we decided to roll-out the system on our fresh dairy and plant-based products in Austria, Belgium, Germany, Luxembourg, Spain, Slovenia and Switzerland.

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<sup>1</sup> Egnell, M. et al. [Objective Understanding of Front-of-Package Nutrition Labels: An International Comparative Experimental Study across 12 Countries](#), *Nutrients*, 2018 Oct; 10(10): 1542.  
Crossetto et al. Nutritional and economic impact of five alternative front-of-pack nutritional labels: experimental evidence. *European Review of Agricultural Economics*, Volume 47, Issue 2, April 2020, Pages 785–818, <https://doi.org/10.1093/erae/lbz037>.  
Talat i et al. Food Choice Under Five Front-of-Package Nutrition Label Conditions: An Experimental Study Across 12 Countries. *American Journal of Public Health* 109, 1770\_1775, <https://doi.org/10.2105/AJPH.2019.305319>

**Joint Letter to the European Commission**

[http://www.beuc.eu/publications/beuc-x-2020-029\\_joint\\_letter\\_to\\_the\\_european\\_commission\\_re\\_mandatory\\_nutri-score.pdf](http://www.beuc.eu/publications/beuc-x-2020-029_joint_letter_to_the_european_commission_re_mandatory_nutri-score.pdf)

**Press release by the European Consumer Organization**

<http://www.beuc.eu/press-media/news-events/cross-sector-call-nutri-score-all-foods-eu>

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**About Danone (www.danone.com)**

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food & beverage company building on health-focused and fast-growing categories in 3 businesses: Essential Dairy & Plant-Based, Waters and Specialized Nutrition. Danone aims to inspire healthier and more sustainable eating and drinking practices, in line with its 'One Planet. One Health' vision which reflects a strong belief that the health of people and that of the planet are interconnected. To accelerate the food revolution and create superior, sustainable, profitable value for all its stakeholders, Danone has defined nine 2030 Goals, aligned with the Sustainable Development Goals (SDGs) of the United Nations. Danone commits to operating in an efficient, responsible and inclusive manner, as reflected by its ambition to become one of the first multinationals certified as B Corp™. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €25.3 billion in sales in 2019. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Horizon, Mizone, Oikos, Prostokvashino, Silk, Vega). Danone is committed to leading the battle against climate change by putting climate actions even more at the core of its growth model, joining people's fight for climate and nature with the power of its brands. Danone is one of only 6 companies worldwide with a 'triple A' score by CDP in recognition of its leading environmental efforts to tackle climate change, fight deforestation and protect water cycles. Listed on Euronext Paris and on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the Dow Jones Sustainability Indexes, Vigeo Eiris, Sustainalytics, the Ethibel Sustainability Index, MSCI Global Sustainability, MSCI Global SRI Indexes, the FTSE4Good Index and Bloomberg Gender Equality Index.