

## SCIENCE-BASED APPROACH

The Choices Programme is based on solid scientific insights from independent global leaders in nutrition science and policy. The International Scientific Committee develops and revises the international criteria and the National Scientific Committees then adapt them to better suit local foods and eating habits.

Members of the Regional and National Scientific Committees also conduct research on the impact of the programme, on front-of-pack labelling and product reformulation. With its solid scientific basis, the Choices Programme is considered a global point-of-reference for research on healthy food criteria.

### THE CHOICES PROGRAMME HAS ACHIEVED STRONG SCIENTIFIC INTEGRITY IN SEVERAL WAYS:

- It directly links **scientific development** with research through the International, Regional and National Scientific Committees
- It receives support from an **international network** of scientists
- Independent scientific research confirms **positive effects** of the introduction of the Choices logo on food product composition and consumer diets
- It contributes to other **international and national** initiatives

## IMPACT: THE DUTCH EXAMPLE

The Choices programme started in 2006 in the Netherlands. Since launching the programme in the Netherlands has made great strides:

93%

RETAIL MARKET COVERAGE

92%

CONSUMER AWARENESS

7000+

LOGO BEARING PRODUCTS

100

FOOD INDUSTRY MEMBERS



THE ONLY LOGO FOR A HEALTHY FOOD CHOICE

*"In China with its rapid urbanization, consumers need guidance for healthy food choices. Therefore we cooperate with Choices International to develop the Smart Choice label."*

**Prof. Yang Yuexin**  
President of the Chinese Nutrition Society



CHOICES INTERNATIONAL FOUNDATION



## CHOICES INTERNATIONAL FOUNDATION

### A GLOBAL MOVEMENT FOR HEALTHY FOOD

A healthy diet is the cornerstone of a healthy lifestyle. But many consumers find it difficult to choose healthy products when shopping for foods and beverages. The Choices Programme is designed to help these consumers by making the healthy choice the easy choice.

### WOULD YOU LIKE TO KNOW MORE?

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## WHAT IS THE CHOICES PROGRAMME?

### SIMPLE FOR CONSUMERS, BACKED BY SCIENCE

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.

### The criteria serve three distinct purposes:

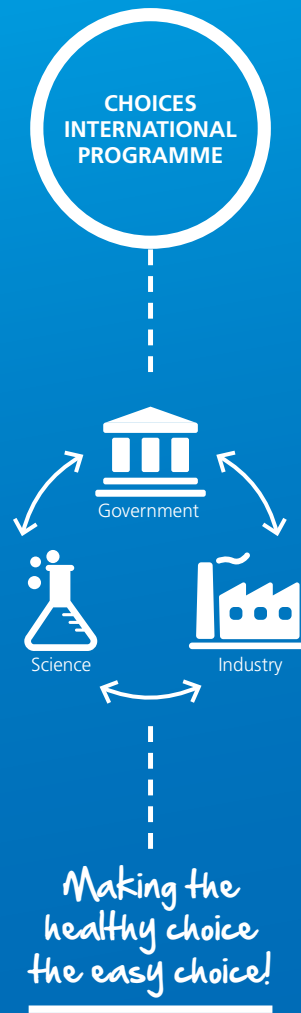
- 1 To guide consumer in selecting healthy products by means of a positive front-of-pack logo
- 2 To stimulate producers (i.e. manufacturers, retailers and caterers) to develop healthier products and
- 3 To help retailers select and promote healthy product offerings

## A UNIQUE INITIATIVE

The Choices Programme offers an opportunity for concrete and visible action that is compatible with any health policy agenda. Its positive and science-based approach is attractive to many stakeholders. The programme is highly credible, voluntary and self-regulating. Overall, the Choices Programme globally supports governments, scientists and food companies in their efforts to encourage healthy lifestyles.

### WHAT MAKES THE CHOICES PROGRAMME UNIQUE?

- It is a cooperation of **science, business and health authorities**
- It operates at a national and global level
- It is funded by **frontrunners** in the food industry (manufacturers, retailers, caterers)
- Its criteria are determined by **independent leading scientists**
- It is endorsed by **governments**
- It **facilitates engagement** with health organizations



## GROWING ORGANISATION

The Choices International Programme was introduced in 2007 in response to the World Health Organization (WHO) call for the food industry to help make the healthy choice the easy choice. WHO has since identified Choices as one of the best validated nutrient profiling systems currently developed. The Choices logo was approved by the European Union in 2013 after a consultation of all member states.

### A GLOBAL HEALTHY FOOD MOVEMENT

The Choices International Foundation serves as an umbrella body of the national Choices programmes. It supports a global healthy food movement by serving as a platform where scientists, authorities and industry can work together. Currently, the programme operates in the Netherlands, Belgium, Poland and the Czech Republic and has established a successful cooperation with a number of other European and Asian countries. The Choices logo can be found on over 8000 food and beverages products from more than 130 companies. The initiative grows every day and its presence around the world continues to increase.



*"Front-of-package labelling is something that we consider absolutely essential, and this is really supported by scientific evidence."*

**Dr João Breda**

Programme Manager Nutrition WHO Europe

## SUCCESS IN REFORMULATION

In a study by Vyth (2010) was demonstrated that product composition could significantly improve by using the Choices criteria as a guideline. The figures demonstrate the mean improvement in a nutrient in a sample of the product group as indicated.

