

A.2 Policy cards by goal

A2.1 Policy goal: Balanced and sufficient diets for all EU citizens

Food systems may shape health impacts through changing diets. Balanced and sufficient diets are determined by their contribution of energy, macronutrients and micronutrients to total daily body needs. Diet composition is a major determinant of not only the **increasing burdens of overweight and obesity** – which affect about 50% and 20%, respectively, of the EU adult population (WHO, 2018) – but also a number of **nutrient deficiencies, chronic diseases** and **non-communicable diseases** (NCDs), all considered significant causes of mortality and premature death in the EU. Eating habits have an important role to play in preventing these diseases and, accordingly, a number of strategic policies and actions have been adopted in the EU to improve health for all citizens and reduce health inequalities. Access to healthy diets has been undermined by economic hardship and, in this regard, the definition of **food and nutrition security** at the EU level is taken to address the heterogeneous socio-economic and demographic realities within the Union and the consequently diversified conditions of food utilisation and access.

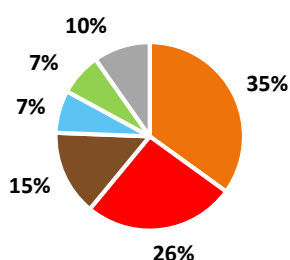
Subgoals

- ❖ **Reduced economic and social burden of diet related diseases**
- ❖ **Food security in EU**

99% of mapped policies aimed at promoting balanced and sufficient diets benefits **consumers**. ‘Consumers’ are defined as citizens targeted in their act of consuming food (e.g. promoting a healthier diet), which differ from the broader category defined as ‘society at large’ as it includes benefits not necessarily associated with consumption (e.g. reducing greenhouse gas emissions).

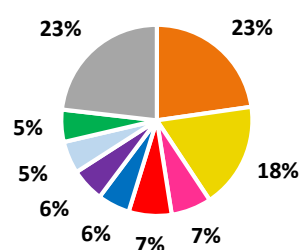
Proportion of mapped nutrition policies by PRIMARY TARGET

'Balanced and sufficient diets' goal



Food industry
School food services
Media
Consumers
Education sector
Others

All goals



Food industry
Farmers
Import/export companies
School food services
Research sector
Public authorities
Fisheries
Industry-based research
Others

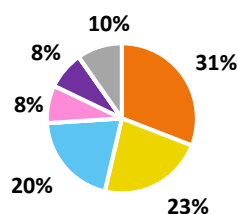
Policies targeting this goal privilege the **private sector** (food industry, school food services and the media) as their primary target.

*Could the **education sector** and **farmers** be more addressed as primary targets for policies aimed at reaching balanced and sufficient diets for all EU citizens?*

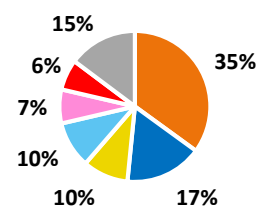
Proportion of mapped nutrition policies by INSTRUMENT

- Regulation
- Information measure
- Food and agricultural standards
- R&I
- Labelling measure
- Fiscal policy
- Border measure
- Others

'Balanced and sufficient diets for all' goal



All goals



Relative to other food policies, those aimed at improving diets seem to use **information measures** and **food and agricultural standards** more consistently than, for example, R&I instruments.

*Could the **R&I measures** be effective also in promoting a balanced and sufficient diet?
Is there room to target the R&I sector and/or use R&I instruments?*

*Are information measures effective in accompanying **fiscal policies** with clear messages to spark a sustained behavioural change and avoid 'substitution' (i.e. unspent money on subsidised health foods are used to buy unhealthy products)?*

Example of policy addressing the «Food security in EU» sub-goal: [Healthy Start scheme \(UK\)](#)

Policy	If you are pregnant or have a child under 4, the Healthy Start scheme can help you buy basic foods by providing vouchers to be spent on milk, fresh and frozen fruit and vegetables, infant formula milk, but also vitamins to support pregnancy and breastfeeding and vitamins for 6-months to 5-year-old children.
Primary target	Consumer
Instrument	Income support
FOOD 2030 priority & challenge	NUTRITION for sustainable and healthy diets – Tackling malnutrition and obesity



Relevant related trends in the food system



Source: FIT4FOOD2030 (2018), "Trends in the food system", D2.1