



UNIVERSITY OF
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NPM for marketing restrictions of unhealthy foods to children

(second edition)

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European Region

A definition

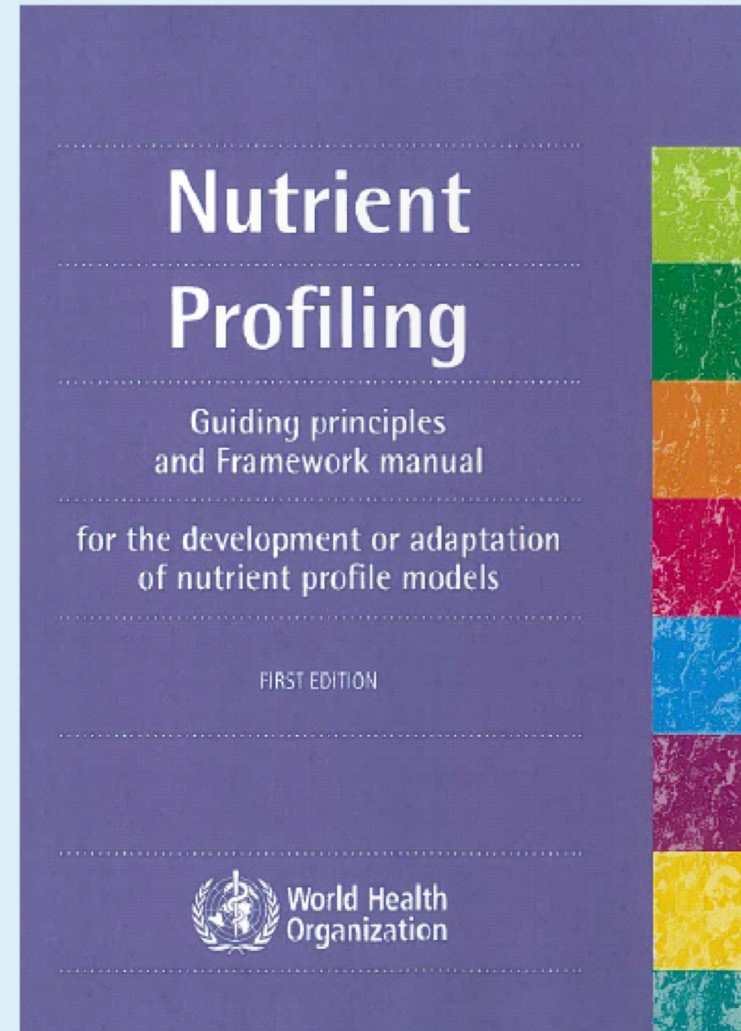
Nutrient profiling is:

'The science of classifying or ranking foods according to their nutritional composition for reasons related to preventing disease and promoting health'

Source: WHO, Guiding Principles and Framework Manual for the development or adaptation of nutrient profile models. in press.



European Region



Specific applications of nutrient profiling

Voluntary public health interventions

1. Product

Product reformulation

2. Promotion
(advertising)

Front-of-pack nutrition
signposting

3. Place
(availability)

Advertising to children

Place-based promotions (e.g.
aisle ends, checkouts)

4. Price

Price-based promotions (e.g.
buy-one-get-one-free)

Public health regulation

Product composition

Front-of-pack nutrition labelling

Health and nutrition claims

Advertising to children


Public food provision (e.g. vending)





Agricultural subsidies




Health related taxes and subsidies

The WHO-Euro model 2015 (first edition)


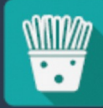

Food category	Included in category (examples)	Not included in category (examples)	Customs tariff code (position and/or subposition number) ^a	Marketing not permitted if product exceeds, per 100 g ^b						
				total fat (g)	sat. fat (g)	total sugars (g)	added sugars (g)	non-sugar sweeteners (g)	salt (g)	energy
1 Chocolate and sugar confectionery, energy bars, and sweet toppings and desserts	Chocolate and other products containing cocoa; white chocolate; jelly, sweets and boiled sweets; chewing gum and bubble gum; caramels; liquorice sweets; spreadable chocolate and other sweet sandwich toppings; nut spreads, including peanut butter; cereal, granola and muesli bars; marzipan	Chocolate flavoured breakfast cereals; cakes and pastries; biscuits and other baked goods covered in chocolate	17.04, 18.06; some of 19.05; 20.06; some of 20.08; some of 21.06	Not permitted						
2 Cakes, sweet biscuits and pastries; other sweet bakery wares, and dry mixes for making such	Pastries; croissants; cookies/ biscuits; sponge cakes; wafers; fruit pies; sweet buns; chocolate-covered biscuits; cake mixes and batters	Bread and bread products	19.01.20; 19.05.20; 19.05.31; 19.05.32	Not permitted						
3 Savoury snacks	Popcorn and maize corn; seeds; nuts and mixed nuts; savoury biscuits and pretzels; other snacks made from rice, maize, dough or potato		08.01; 08.02; 10.05; 19.04.10; 19.04.20; some of 19.05; 20.05.20; 20.08.11; 20.08.19; 20.08.99				0		0.1 ^c	
4 Beverages										
a) Juices	100% fruit and vegetable juices; juices reconstituted from concentrate, and smoothies		20.09	Not permitted ^d						
b) Milk drinks ^e	Milks and sweetened milks; almond, soya, rice and oat milks	Cream	Some of 04.01; some of 04.02; 22.02.90	2.5			0	0		
c) Energy drinks ^f			Some of 22.02	Not permitted						
d) Other beverages	Cola, lemonade, orangeade; other soft drinks, mineral and/or flavoured waters (including aerated) with added sugars or sweetener	100% fruit and vegetable juices; milk drinks	22.01; some of 22.02				0	0		
5 Edible ices	Ice cream, frozen yoghurt, iced lollies and sorbets		21.05	Not permitted						
6 Breakfast cereals ^g	Oatmeal; cornflakes; chocolate breakfast cereals; muesli		19.04.10; 19.04.20	10		15			1.6	
7 Yoghurts, sour milk, cream and other similar foods	Yoghurt; kephir; buttermilk; flavoured sour, fermented milk and drinking yoghurt; fromage frais; cheese-based and other yoghurt substitutes; yoghurt products containing additional ingredients (such as fruit, muesli); cream	Milks and sweetened milks; almond, rice and oat milks	Some of 04.02; 04.03; 04.04; some of 04.06.10; 19.01.10; 19.01.90; some of 21.06	2.5	2.0	10			0.2 ^e	
8 Cheese	Medium-hard and hard cheeses; soft cheeses; fresh cheese (such as ricotta, mozzarella); grated or powdered cheese; cottage cheese; processed cheese spreads		04.06	20					1.3	
9 Ready-made and convenience foods and composite dishes	Pizzas; lasagne and other pasta dishes with sauces; quiches; ready meals; ready-made sandwiches; filled pastas; soups and stews (packaged or tinned); mixes and dough		Some of 16; some of 19.01.20; 19.02.19; 19.02.20; some of 19.05; some of 20.05; 21.04	10	4	10			1	
10 Butter and other fats and oils	Butter; vegetable oils, margarines and spreads		04.05; 15		20				1.3	
11 Bread, bread products and crisp breads ^h	Ordinary bread (containing cereal, leavens and salt); gluten-free bread; unleavened bread; crisp breads; rusks and toasted breads	Sweet biscuits; pastries; cakes	19.05.10; 19.05.40; 19.05.90	10		10			1.2	
12 Fresh or dried pasta, rice and grains		Filled pasta and pasta in sauce	10; some of 11; 19.02 excluding 19.02.20	10		10			1.2	
13 Fresh and frozen meat, poultry, fish and similar	Eggs		02 excluding 02.10; some of 03 excluding 03.05	Permitted						
14 Processed meat, poultry, fish and similar	Sausage, ham, bacon; chicken nuggets; smoked and pickled fish; tinned fish in brine or oils; fish fingers and breaded/battered fish	Pepperoni pizza	02.10; some of 03; some of 16	20					1.7	
15 Fresh and frozen fruit, vegetables and legumes	Fruit and vegetables; legumes; starchy vegetables; roots and tubers	Tinned fruits, vegetables and legumes; fruit in syrup; dried fruit; frozen fruit with added sugar	07 excluding 07.10, 07.11, 07.12, 07.13; some of 08 excluding 08.01; 08.02; 08.11; 08.12; 08.13; 08.14	Permitted						
16 Processed fruit, vegetables and legumes	Tinned fruit, vegetables and legumes; dried fruit; dried vegetables and legumes; marmalade; jams; pickled vegetables and fruits; stewed fruits; fruit peel; frozen French fries; frozen fruit with added sugar	Fruit juice	07.10; 07.11; 07.12; 07.13; some of 08.03; some of 08.05; some of 08.06; 08.11; 08.12; 08.13 and 08.14; 20.01; 20.02; 20.03; 20.04; 20.05; 20.06; 20.07; 20.08.20; 20.08.30; 20.08.40; 20.08.50; 20.08.60; 20.08.70; 20.08.80; 20.08.93; 20.08.97; 20.08.99	5		10	0		1	
17 Sauces, dips and dressings	Salad dressings; tomato ketchup; mayonnaise; ready-to-use dips; soya sauce; mustard and mustard flour		21.03	10			0		1	













WHO Regional Office for Europe NUTRIENT PROFILE MODEL



Adapting nutrient profile models: the possibilities for changing

The scope (what products are included, what are excluded)

The reference amount (per 100g, per serving)

The categories

The components (nutrients, ingredients, additives)

The allocation of points/selection of thresholds by component and category

The overall threshold score(s) for a healthy/intermediate/unhealthy food

A brief history of the WHO-Euro model





WHO Regional Office for Europe nutrient profile model

second edition

Updating the WHO-Euro model: what did we do?



Adaptation of the WHO-Euro model 2015

(first edition)

Countries that have adapted the WHO-Euro model

- Austria (2021)
- Portugal (2019)
- Slovenia (2016)
- Turkey (2018)

WHO Regions that have adapted the WHO-Euro model

- WHO-Afro (2018)
- WHO-EMRO (2017)
- WHO-WPRO (2016)
- WHO-SEARO (2016)

Updating the WHO-Euro model: some questions that had arisen?

Is the model **strict enough**?

Are the **food categories** still
appropriate?

Shouldn't all categories have
thresholds?

Should the model have **free
sugar thresholds** rather than
total sugar thresholds?

Should there be **NSS thresholds**
for foods as well as **drinks**?

Can we make the **setting of
thresholds** more **systematic**?
(old thresholds based on those of a Danish and Norwegian model)

	Total fat	Saturated fat	Total sugars	Added sugars	Sodium
WHO recommendation	30% total energy	10% total energy		10% total energy	2g/day
RI (g/day)	66.67	22.22		50.00	2.00
Low: 5% of RI (g/100g)	3	1		2.5	0.1
Medium: 25% of RI (g/100g)	17	6		12.6	0.5
High: 95% of RI (g/100)	63	21		48	1.9
EU low food (g/100g)	3	1.5	5	None	0.12
EU low drink (g/100ml)	1	0.75	2.5	None	0.12

Updating the WHO-Euro model: what did we do?



2021

Development of the new proposal

EU Joint Action Best-ReMaP
NPM expert meeting

Planning of the testing

Mar – Jun 2022

Testing

13 countries - Belgium, Croatia, Estonia, Finland, France, Greece, Ireland, Latvia, Portugal, Serbia, Slovenia, Spain, and Romania

Jun – Oct 2022

Adjustment and finalisation of the model

Testing

March - June 2022

Belgium	Greece	Serbia
Croatia	Ireland	Slovenia
Estonia	Latvia	Spain
Finland	Portugal	
France	Romania	

database with
> 100 000 products



Best-ReMaP

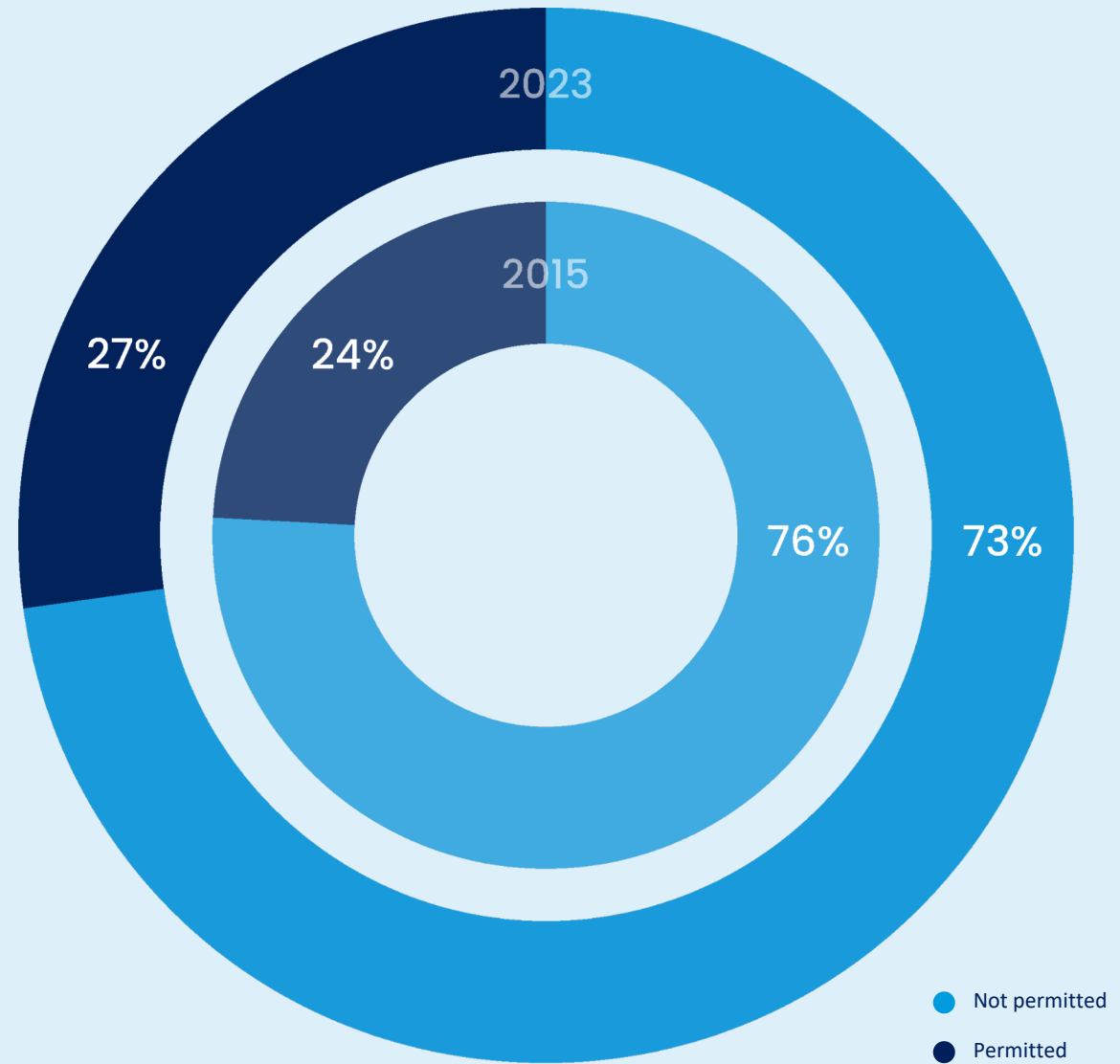
Healthy Food for a Healthy Future



**World Health
Organization**

European Region

Proportion of **products classified as permitted and not permitted**, according to the **2015 model** and to the **2023 NPM**



Feedback

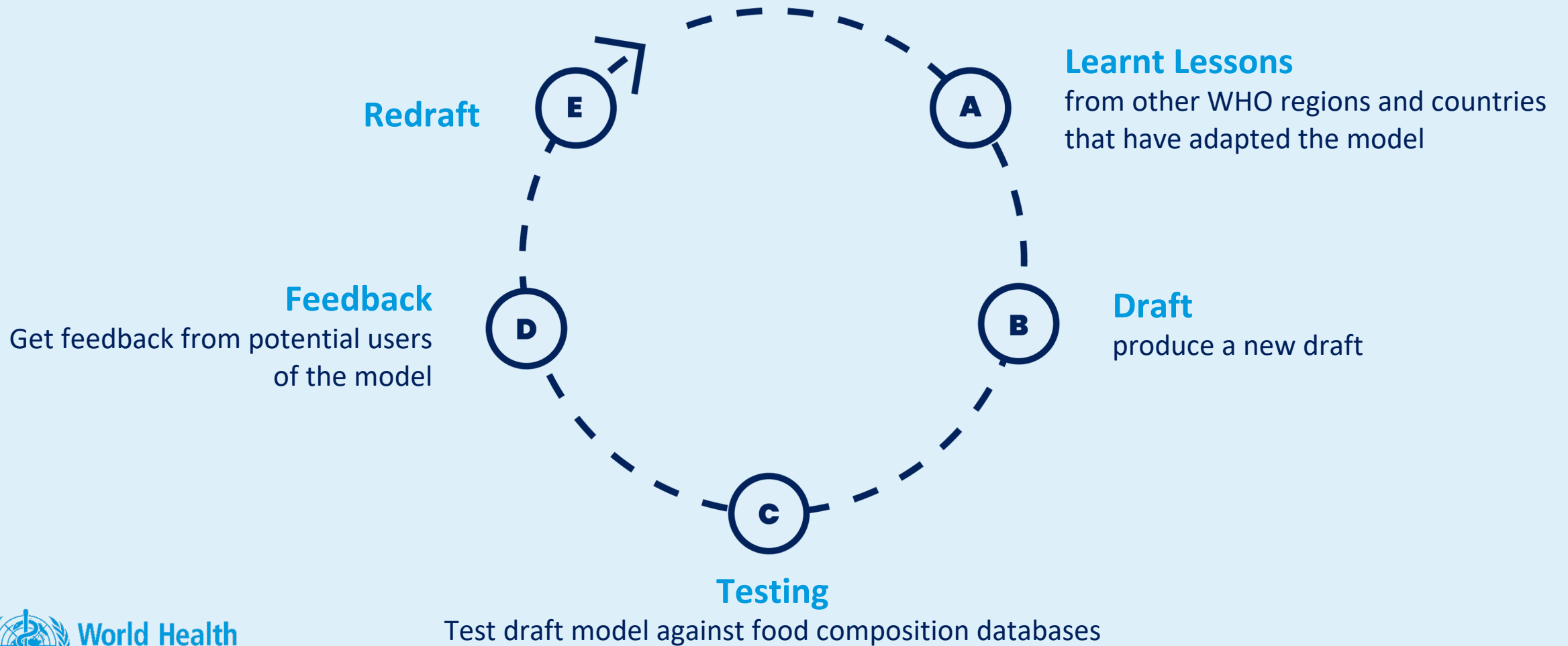
- 1 _____ A clearer definition (closed list) of what can be considered as added sugar or non-sugar sweetener (NSS).
- 2 _____ To which category tofu-based and other plant-based desserts, as alternatives to dairy desserts, belong to – if to Category 2 or to the new added category of plant-based products.
- 3 _____ Proposed to include a threshold of total sugar in the categories of cheeses and processed meat products.
- 4 _____ Fat threshold defined in the category of fresh or dried pasta, rice and grains could be too strict.
- 5 _____ At last was questioned the consistency of the model with other models already implemented, to ensure a consistent public health intervention framework.

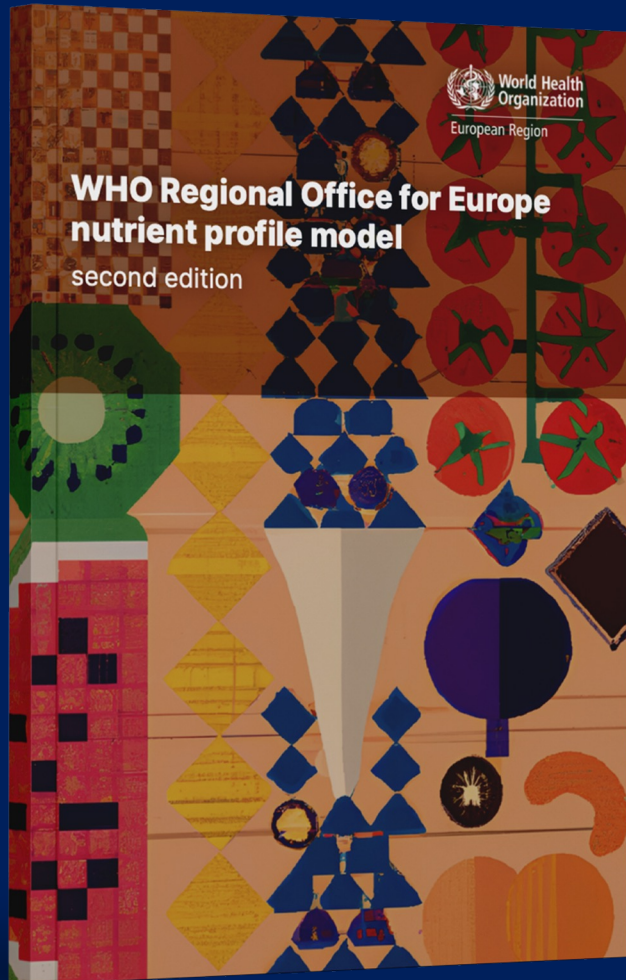
Table 3. Non-sugar sweeteners permitted for use by the Codex Alimentarius Commission

Non-sugar sweetener	International Numbering System (INS)
Acesulfame potassium	INS 950
Advantame	INS 969
Alitame	INS 956
Aspartame	INS 951
Aspartame-acesulfame salt	INS 962
Cyclamates	INS 952(i)
• Cyclamic acid	INS 952(ii)
• Calcium cyclamate	INS 952(iv)
• Sodium cyclamate	
Erythritol	INS 968
Isomalt (hydrogenated isomaltulose)	INS 953
Lactitol	INS 966
Maltitol	INS 965(i)
Maltitol syrup	INS 965(ii)
Mannitol	INS 421
Neotame	INS 961
Polyethylene glycol	INS 1521
Polyglycitol syrup	INS 964
Sorbitol	INS 420(i)
Sorbitol syrup	INS 420(ii)
Saccharins	INS 954(i)
• Saccharin	INS 954(ii)
• Calcium saccharin	INS 954(iii)
• Potassium saccharin	INS 954(iv)
• Sodium saccharin	
Steviol glycosides	INS 960a
• Steviol glycosides from Stevia rebaudiana Bertoni (steviol glycosides from Stevia)	INS 960b INS 960c INS 960d
• Steviol glycosides from fermentation	
• Enzymatically produced steviol glycosides	
• Glucosylated steviol glycosides	
Sucralose (trichlorogalactosucrose)	INS 955
Thaumatococin	INS 957
Xylitol	INS 967

Source: reference 25

Updating the WHO-Euro model: what did we do?





Category no.	Product category	Examples	Total fat (g)	Saturated fat (g)	Total sugars (g)	Added sugars (g)	Non-sugar sweeteners (g)	Sodium (g)	Energy (kcal)
1	Chocolate and sugary confectionery	Chocolate confectionery							
		Sugary confectionery (including jellies and boiled sweets; chewing-gum and bubble gum; caramels; liquorice sweets,							
4.4	Energy drinks	Beverages containing caffeine or other stimulants such as guarana, taurine, lucuronolactone and vitamins				0	0		
		Water-based flavoured drinks (carbonated and still)							
2	Cakes, biscuits, pastries, sweets and macarons	4.5 Softeners							
		10 Butter, other fats and oils			21				0.5
3	Savory breads	5 Edible							
		11 Bread, bread products and crisp breads	Sweet and raisin breads (including brioche) Leavened bread (including breads made with all types of cereal flours, e.g., white or whole-grain wheat, spelt and rye) Flatbreads		17		12.5		0.5
4	Beverages	6 Bread							
		12 Fresh or dried pasta, rice and grains	Fresh or dried pasta and noodles Rice and grains		17		12.5		0.5
4.1	Jug drinks	7 Yogurt							
		14 Processed meat, poultry, fish and similar	Processed fish and seafood products (including tinned, raw and non-heat-treated; e.g., tinned tuna, smoked fish and fish fingers) Processed meat, poultry, game and preparations (including tinned, raw, heat- and non-heat-treated, e.g., ham, burgers, sausages and breaded meat products)		17				0.5
4.2	Dairy products	8 Cheese							
		15 Fresh and frozen fruit, vegetables and legumes	Fresh and frozen fruit, vegetables without additional ingredients (including starch vegetables, roots and tubers) Fresh and frozen legumes without additional ingredients.			Permitted			
4.3	Plant-based products	9 Ready-to-eat plant-based products							
		16 Processed fruit and vegetables	Tinned, pickled, dried, battered and breaded vegetables and legumes Tinned, dried and pickled fruits Fruit and vegetable pouches		3		12.5	0	0.5
4.3	Plant-based products	17 Savoury plant-based foods/ meat analogues	Tofu and tempeh Meat analogues (including "veggie" burgers)		17		0	0	0.5
		18 Sauces, dips and dressings	Stock cubes Cooking sauces (including pasta sauces) Dips and dipping sauces Salad dressings Condiments (including tomato ketchups)		17		0	0	0.5

Marketing is prohibited of any product, regardless of category, that contains > 1 g per 100 g total fat in the form of industrially produced trans fatty acids.

Thank you



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European Region