

NOTE

This is an extract from EASA's December 2023 newsletter on HFSS advertising in the EU

HFSS advertising – Parliamentary report and EU Code of Conduct

On 29th November, the European Parliament's ENVI Committee adopted the [report on the implementation of the Nutrition and Health Claims Regulation](#).¹ The [Compromise Amendments](#)² (CAs) were all adopted. These include several calls for the European Commission to establish nutrient profile models and criticize the marketing sector insofar as it contributes to encourage the consumption of unhealthy food. One amendment, adopted in a separate vote, draws attention to the need tackle the exposure of children and adolescents to ads for HFSS products and calls on the Commission "to consider taking legislative action to protect the health of this vulnerable group of consumers [children and adolescents]". While such an implementation report has no legal force, it may feed into future legislative initiatives, potentially to revise the Nutrition and Health Claims Regulation or the Audiovisual Media Services Directive.

On 12th December took place a video-call of the collaborative platform on the [EU Code of Conduct on responsible food businesses and marketing practices](#)³, chaired by DG SANTE. This platform gathers not only signatories to the code, but also non-signatory interested stakeholders, such as EASA. Although presentations showed that marketing appears lagging behind in terms of number of companies' pledges, the speaker noted that WFA's EU pledge is counted as one single pledge which explains why the number of pledges is seemingly low. This meeting enabled to take stock of some positive developments about the code: the number of signatories and commitments (respectively 136 and 524), the increased consistency of annual reports and the first fulfilled commitments. Less positive trends included the low level of ambition of some commitments, the role of industry associations described as not fully exploited, and the membership insufficient to reach a critical mass, comprising few SMEs and not growing significantly in 2023.

Key take aways included encouraging more communication by industry stakeholders about the code and using it as part of their CSR strategy. It was also mentioned that some pledges needed update. Finally, several voices called to strengthen the Code's networking element, as a dialogue facilitator.

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¹ <https://easa-alliance.us2.list-manage.com/track/click?u=cb8fee4e8a9cd3fc5cd878638&id=81eb1e6bec&e=b9497f8488>

² <https://easa-alliance.us2.list-manage.com/track/click?u=cb8fee4e8a9cd3fc5cd878638&id=d1fa60f9dc&e=b9497f8488>

³ <https://easa-alliance.us2.list-manage.com/track/click?u=cb8fee4e8a9cd3fc5cd878638&id=a92a6eab99&e=b9497f8488>