



OPEN LETTER

To:
First Vice-President Frans Timmermans,
Vice-President Jyrki Katainen,
Commissioner Vytenis Andriukaitis,
Commissioner Elżbieta Bieńkowska,

Brussels, 15 October 2015

Subject: Call for a legislative limit for the amount of industrially produced TFAs in foods

Dear Commissioners,

BEUC, CPME, EHN, EPHA, Kellogg Company, Mars, Mondelēz and Nestlé are concerned about the health effects of trans fats from partially hydrogenated oils. There's an important evidence base on the adverse health effects of consuming trans fats, notably by increasing the risk of heart attacks or heart disease.

Most trans fats in our diet originate from foods containing industrially produced trans fats.

The businesses signing up to this statement are committed to removing trans fats originating from partially hydrogenated oils from all our foods. Over the last 10 years they have already acted voluntarily in launching programmes to removing such trans fats whilst others have not.

Increasingly, legislators around the world, including the US and several EU and EEA Member States, have taken measures to limit industrially produced TFAs in foodstuffs. They have mostly opted for legislative measures that limit the amount of industrially produced TFAs in foods to 2g per 100g of fat.

We therefore respectfully call on the European Commission to propose a legislative limit for the amount of industrially produced TFAs in foods to 2 gram per 100g of fat.

This would be an effective step towards significantly reducing trans fats originating from partially hydrogenated oils from all foods. It would create a level playing field for consumers wherever they shop and whatever they buy and for business (large-, medium- or small-sized) across the EU and help improving health of all citizens.

For those companies that have not taken action, signing businesses are committed to step up the engagement of our relevant trade associations where we are active in a spirit of sharing best practice to guide them through the process of removing trans fats originating from partially hydrogenated oils from all foods in order to meet the proposed legislative limit.

We share the view that harmonizing EU legislation on the content of industrially produced trans fats in foods by establishing a legal limit would be a proportionate and effective way to further reduce the intake of trans fats from partially hydrogenated oils. This is in accordance with EFSA's recommendations to minimize trans fats in the context of a nutritionally adequate diet and the recent WHO Europe Policy Brief on "Eliminating Trans Fat in Europe" (Sept 2015).

Yours sincerely,



CC: Xavier Prats Monné, Director-General of DG SANTÉ (Health and Food Safety); Lowri Evans, Director-General of DG GROW (Internal Market, Industry, Entrepreneurship and SMEs); Paraskevi Michou, Acting Director-General of DG JUST (Justice and Consumers); Members of the European Parliament ENVI, IMCO and AGRI Committees; Ministers of Health of the European Union Member States; World Health Organization

Contacts

BEUC – Monique Goyens, Director General, mgo@beuc.eu

About BEUC: The European Consumer Organization (BEUC) has a membership of 41 independent national consumer organizations from 31 European countries (EU, EEA and applicant countries). BEUC acts as the umbrella group in Brussels for its members and our its main task is to represent them at European level and defend the interests of all Europe's consumers. For more information about BEUC please visit www.beuc.eu

CPME - Birgit Beger, Secretary General, birgit.beger@cpme.eu

About CPME: The Standing Committee of European Doctors (CPME) represents national medical associations across Europe. We are committed to contributing the medical profession's point of view to EU and European policy-making through pro-active cooperation on a wide range of health and healthcare related issues.

EHN – Susanne Logstrup, Director, slogstrup@ehnheart.org

About EHN: The European Heart Network (EHN) is a Brussels-based alliance of heart foundations and likeminded non-governmental organisations throughout Europe, with member organisations in 25 countries. The EHN plays a leading role in the prevention and reduction of cardiovascular diseases, in particular heart disease and stroke, through advocacy, networking, capacity-building and patient support, so that they are no longer a major cause of premature death and disability throughout Europe. For more information about EHN please visit <http://www.ehnheart.org/>

EPHA – Nina Renshaw, Secretary-General, nina@epha.org

About EPHA: EPHA is a change agent – Europe's leading NGO advocating for better health. We are a dynamic member-led organisation, made up of public health NGOs, patient groups, health professionals, and disease groups working together to improve health and strengthen the voice of public health in Europe. Our mission is to bring together the public health community to provide thought leadership and facilitate change; to build public health capacity to deliver equitable solutions to European public health challenges, to improve health and reduce health inequalities. For more information about EPHA please visit <http://www.epha.org/>

Kellogg Company – Christopher Garza, Director Public & Regulatory Affairs Europe, Christopher.Garza@kellogg.com

About Kellogg Company: At Kellogg Company (NYSE: K), we are driven to enrich and delight the world through foods and brands that matter. With 2014 sales of \$14.6 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savory snacks; and a leading North American frozen foods company. Our brands - Kellogg's(r), Keebler(r), Special K(r), Pringles(r), Kellogg's Frosted Flakes(r), Pop-Tarts(r), Kellogg's Corn Flakes(r), Rice Krispies(r), Cheez-It(r), Eggo(r), Mini-Wheats(r) and more - nourish families so they can flourish and thrive. Through our Breakfasts for Better Days™ initiative, we're providing 1 billion servings of cereal and snacks - more than half of which are breakfasts - to children and families in need around the world by the end of 2016. To learn more, visit www.kelloggcompany.com or follow us on Twitter @KelloggCompany, YouTube and on Social K.

MARS – David Coleman, Vice President Public Affairs Europe, david.coleman@effem.com
About MARS, Incorporated: MARS, Incorporated is a private, family-owned business with more than a century of history and some of the best-loved brands in the world including M&M'S®, PEDIGREE®, DOUBLEMINT® and UNCLE BEN'S®. Headquartered in McLean, VA, Mars has more than \$33 billion in sales from six diverse business segments: Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 75,000 Associates across 73 countries are united by the company's Five Principles: Quality, Efficiency, Responsibility, Mutuality and Freedom and strive every day to create relationships with stakeholders that deliver growth we are proud of as a company. For more information about Mars, Incorporated, please visit www.mars.com. Follow us on Facebook, Twitter, LinkedIn and YouTube.

MONDELÉZ - Francesco Tramontin, Director Public Affairs Europe – francesco.tramontin@mdlz.com

About Mondelez International: Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with pro forma 2014 revenue of more than \$30 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; Trident gum and Tang powdered beverages. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at www.twitter.com/MDLZ.

NESTLÉ – Bart Vandewaetere, Head of Relations with European Institutions, bart.vandewaetere@be.nestle.com

About Nestlé: Nestlé's ambition is to be the world's recognised leading Nutrition Health and Wellness company, and the industry reference for financial performance, trusted by all stakeholders. For almost 150 years we have enhanced lives by offering tastier and healthier food and beverages choices for all stages of life, helping consumers care for themselves and their families. We have built our success by anticipating the future and continuously adapting ourselves to seize the opportunities it presents. For more information about Nestlé please visit www.nestle.com. Follow us on Twitter at @NestleEU.

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