



Healthy Ageing

An Initial CIAA Reflection

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The CIAA: Role & Mission

- The CIAA represents the interests of the food and drink industry at EU level and towards international institutions.
- CIAA participates pro-actively in the development of an environment where all European food and drink companies can compete effectively for sustainable growth in the context of an enlarged EU and global markets, meet consumers' needs and deliver on targets set out in the CIAA Roadmap 2010-2011.
- The CIAA Roadmap provides the industry's response to EC President Barroso's vision for 2020:

***“Europe 2020: A new economic strategy
Smart, sustainable & inclusive growth.”***





CIAA Membership

- **National federations (26, including 3 observers)**
 - E.g.: FDF (UK), ANIA (FR), BLL (DE), FederAlimentare (IT), PFFI (PL), etc.
 - Observers: Croatia(TUP), Norway (NHO), Turkey (TGDF)
- **EU level sector associations (26)**
 - E.g.: Breakfast cereals (CEEREAL), Chocolate, Biscuits and Confectionary (CAOBISCO), Spirit drinks (CEPS), Dairy products (EDA), Snacks (ESA), Soft drinks (UNESDA), etc.
- **Large companies (20)**
 - E.g.: Barilla, Coca-Cola, Cargill, Danone, Heineken, Kellogg, Mars, Nestlé, PepsiCo, Ülker, Unilever, etc.



Key Facts & Figures

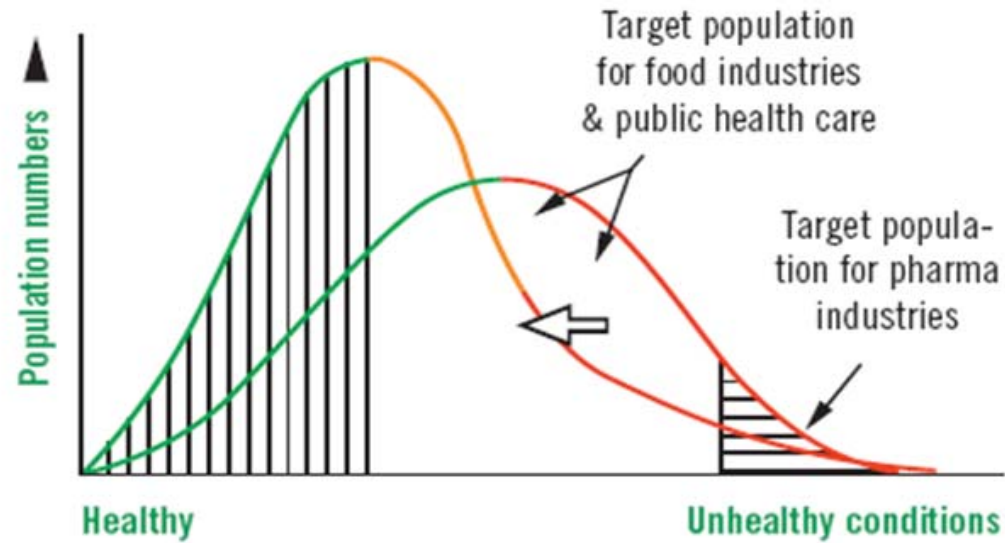
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| <p>Turnover</p> <p>€ 965 billion (+3.2% compared to 2007)</p> <p>Largest manufacturing sector in the EU (12.9%), ahead of the automobile and chemical industries</p> | <p>Employment</p> <p>4.4 million people (+0.8% compared to 2007)</p> <p>Leading employer in the EU (13.5%), ahead of the fabricated metal, machinery & equipment industries</p> | <p>SMEs¹</p> <p>48.7% of food and drink turnover</p> <p>63.0% of food and drink employment</p> | |
| <p>External trade</p> <p>Exports € 58.2 billion (+6.4% compared to 2007)</p> <p>Imports € 57.1 billion (+8.4% compared to 2007)</p> <p>Trade balance € 1.1 billion</p> <p>Net exporter of food and drink products</p> | <p>Number of companies</p> <p>310,000³</p> <p>Fragmented industry</p> | <p>Value added (% of EU GDP)</p> <p>2%</p> <p>Stable</p> | <p>Consumption (% of household expenditure)</p> <p>13%</p> <p>Slight increase</p> |
| <p>EU market share of global export market</p> <p>17.5% (24.6% in 1998)</p> <p>Shrinking share of EU exports in global markets</p> | | <p>R&D (% of food and drink output)</p> <p>0.37%²</p> <p>Insufficient R&D expenditure</p> | |

(1) 2006 data

(2) EU-15 figure in 2006

(3) 2007 data

Improve Health, Wellbeing & Longevity



Source: Green MR and van der Ouderaa F, Nature Pharmacogenomics, 2003



European Technology Platform (ETP) “Food for Life” - The Vision

- To deliver innovative, novel and improved food products through an effective integration of strategically-focussed, trans-national research, in the nutritional, food- and consumer sciences, and food chain management
- These products, together with recommended changes in dietary regimes and lifestyles, will have a positive impact on public health and overall quality of life (‘adding life to years’).
- These activities will support a successful and competitive pan-European agro-food industry having global business leadership securely based on economic growth, technology transfer, sustainable food production and consumer confidence.



CIAA Research Needs in Relation to Healthy Ageing

- Understanding brain function in relation to diet, for example, prevention of cognitive decline;
- Understanding dietary effects on immune and intestinal function, for example: Knowledge and tools to positively modify systemic inflammatory activity by diet, especially with regard to the intestinal system, metabolic disorders such as type 2 diabetes, cardiovascular diseases and the ageing process;
- Understanding the link between diet and metabolic function (obesity and associated metabolic disorders), for example: development of dietary strategies to counteract ageing-associated muscle wasting (sarcopenia) and decrease of bone quality.

CIAA Involvement in European Project: NU-AGE

Anticipated starting time April 2011

Aim of the Project

- To counteract the physical/cognitive decline occurring in the elderly as a consequence of the progressive alteration of different organs/systems;
- To assess the effect of a newly designed food pyramid using a large set of biomarkers related to nutrition and ageing;



Policy challenges

- Functioning of the regulatory system, such as:
 - Novel Food Regulation
 - Implementation Health Claims Regulation
- Absence of maximum levels of vitamins and minerals at EU level and the on-going delays in the setting of maximum levels in Regulation (EC) No 1925/2006 on the addition of vitamins and minerals and of certain other substances to foods.

Challenges for Industry - Examples

- Development of targeted foods, the development of which should start at the earliest possible stage in life – virtually speaking beginning with baby food
- Development of such products at affordable prices
- Possible use of new tools to makes such products available for potentially disabled citizens.
- Labelling/Consumers information
- Reformulation
- Fortification
- Health claims
- Packaging design

Conclusion (1)

- Develop a regulatory framework which encourages innovation
- Interlink different policies

Conclusions (2)

- Increase R&D strategy and funding;
- Coordinate research in Europe and preventing duplication;
- Promote SME participation, specific programmes and networks;
- Optimise knowledge generation and sharing between Member States and SMEs;
- Focus, align and collaborate transnationally and internationally;
- Increase multi-disciplinary approaches;
- Quickest possible market applications of encouraging results of research projects.



Thank you very much!

