

NUTRITION COMMITMENT CONTENT AREAS IN BRIEF

CONTENT AREA	DESCRIPTION	POPULATION LEVEL TARGET	MEASURES	OTHER CONSIDERATIONS
SALT	We will reduce the intake of salt by reviewing the composition of products and our purchasing policy. Salt contents will be reduced gradually, which will have an impact on the intake and the liking for salt.	Salt intake should be reduced by 20 per cent by the year 2020, compared with the level in the Findiet 2012 survey. The long-term target is to ensure that the salt content of the products that are central to salt intake is in accordance with the Better Choice Heart Symbol criteria.	Priority should be given to the following food groups that are central to salt intake: - bread and cereal products - convenience foods - meat products - cold cuts and cheese. Iodised salt will be preferred.	When the salt content is reduced, it should be ensured that the amounts of saturated fats, trans fats, added sugar and energy are not increased.
QUALITY OF FATS	We will improve the quality of fats by reducing the content of hard fats (saturated fats and trans fats) and by increasing the content of soft fats (monounsaturated and polyunsaturated fats) in products and purchases.	Population level intake of saturated fats should be reduced by 20 per cent by the year 2020, compared with the level in the Findiet 2012 survey. The long-term objective is to ensure that the fat quality in the products that are central to the intake of saturated fats is in accordance with the Better Choice Heart Symbol criteria.	Priority should be given to the following food groups that are central to the intake of saturated and unsaturated fats: - dairy products - spreads - meat products - convenience foods - spreads and - bakery products. In your commitments, you can also focus on other products that help to improve the fat quality in the diet. Saturated fats should be replaced with soft fats (more extensive use of oil).	Reducing the content of saturated fats should not lead to higher amounts of trans fats, added sugar, salt or energy.

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<p>SUGAR</p>	<p>We will reduce the intake of sugar by lowering sugar contents in our products and by purchasing products with less sugar. We will take measures that will have an impact on sugar intake and the liking for sugar.</p>	<p>In product groups central to sugar intake, sugar contents will be reduced by 10 per cent by the year 2020, from 2015 levels. The long-term objective is to ensure that the sugar content in the products that are central to sugar intake is in accordance with the Heart Symbol criteria.</p>	<p>Priority should be given to the following food groups that are central to added sugar intake:</p> <ul style="list-style-type: none"> - soft drinks and juicedrinks, - bakery products and breakfast cereals, - dairy products and berry and fruit foods containing added sugar. 	<p>Reducing the amount of added sugar should lead to a lower energy content. The energy content may, however, remain unchanged provided that the nutritional quality is improved at the same time (for example, fibre content is increased). The content of saturated fats, trans fats or salt should not increase.</p>
<p>VEGETABLES (vegetables, berries and fruits)</p>	<p>We will use more vegetables in accordance with the nutrition recommendations. We will also encourage the use of vegetables through marketing communications, food education, recipes and other measures.</p>	<p>There will be an increase of 30 per cent in the use of vegetables by the year 2020, compared with the 2012 Findiet survey (In 2012, men consumed an average of about 300 g and women about 350 g of vegetables each day. The long-term target is 500 g/day).</p>	<p>A broader range of vegetables, vegetable foods, berries and fruits will be made available and their content in meals will be increased. Measures will be taken to encourage the use of vegetables, including marketing communications, food education methods (such as the sense-based Sapere education and taste clubs and schools) and recipes.</p>	<p>This may not affect the nutritional quality of the products (there should not be increases in the content of salt, sugar and saturated fats in particular).</p>

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<p>PRODUCTS FOR CHILDREN</p>	<p>We will promote the implementation of nutrition recommendations by improving the nutritional quality of the products intended for children and by marketing the products in a responsible manner.</p>	<p>In 2020, all (100%) products intended for children are in accordance with the Heart Symbol criteria or the WHO nutrient profile models and the products are marketed in accordance with the guidelines and recommendations on marketing communications to children.</p>	<p>The measures will improve the nutritional quality of the products intended for children and ensure that the products intended for children are not of poorer quality than those intended for adults, in terms of their content and quality of salt, fat and added sugar.</p> <p>Marketing directed at children will be in accordance with marketing communications guidelines and recommendations.</p>	<p>Consideration should be given to how 'child' is defined by the UN and in the legislation. The products must be in accordance with the age limits laid down in the law and those set out in nutrition and food recommendations. In marketing, a child means a person under the age of 18.</p>
<p>PORTION AND PACKAGE SIZES</p>	<p>We will reduce the largest portion and package sizes of products containing large amounts of sugar, fats and salt.</p> <p>In marketing communications, we will offer and present portion and package sizes that are suitable for each situation.</p>	<p>In their marketing communications, operators will offer and present package and portion sizes that help consumers to meet the nutrition recommendations.</p>	<p>The measures will make it easier for consumers to avoid excessive energy intake.</p> <p>Priority will be given to the package/portion sizes of energy-dense main meals and the random foods in the National Nutrition Council's food triangle.</p>	

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<p>LUNCH (meals and snacks)</p>	<p>We will offer meals that meet the quality criteria laid out in the nutrition recommendations, and snacks intended for children and young people that meet the school meal recommendations.</p>	<p>At mass catering events, in cafeterias operated by catering services and in lunch restaurants, there is always at least one lunch option meeting the nutritional quality criteria for different meal segments. The snacks offered to children and young people are in accordance with the recommendations issued by the National Nutrition Council.</p>	<p>The measures will help to ensure that there is always at least one lunch option meeting the nutritional quality criteria and that berries, fruits and/or vegetables are always available. Products meeting the Better Choice Heart Symbol criteria are always offered as snacks and in addition to them, customers can always choose berries, fruits and/or vegetables.</p>	<p>Meal-specific nutritional quality criteria: See Appendix 8 to Finnish nutrition recommendations, 2014 (in Finnish).</p> <p>Snack recommendations: See the school meal recommendation Eating and Learning Together, 2017.</p>
<p>RECIPES</p>	<p>We will develop recipes that make it easier to observe a diet that is in accordance with nutrition recommendations.</p>	<p>More recipes supporting the implementation of diets that are in accordance with the nutrition recommendations will be made available through marketing and in different media. The energy and salt content in each portion will always be given in the recipes.</p>	<p>More recipes that are in accordance with nutritional quality recommendations will be made available through marketing and in different media. Priority will be given to recipes that help consumers to reduce the intake of salt, saturated fats and sugar and to use more vegetables, berries and fruits.</p>	