



**Press release ó 30 January 2012**

## **Í Now contains X% lessÍ Æ the wrong end of the stick**

***The European Heart Network (EHN) expresses its deep concern about a Commission regulation proposing a new claim***

*õIt seems to us that the Commission and a majority of EU Member States have lost sight of the simple principles behind the claims regulation adopted in 2006: claims with the same meaning should be subject to the same conditionsö, says Susanne Løgstrup, Director of the European Heart Network.*

EHN is fully behind the food industry's voluntary efforts to reformulate. Indeed, EHN applauds them. But why does the food industry need regulation to help it promote its efforts and products whilst it does not want regulation to direct and define them?

The Commission regulation proposes a new claim which will allow a õnow contains X% lessö claim if energy, fat, saturated fat, salt/sodium and/or sugars have been reduced by a minimum of 15%. The current regulation demands a 30% minimum reduction to make a õreducedö claim. Commenting on the Commission regulation, Mrs Løgstrup says: *õThis is a messy situation. In 2006, a reformulation claims needed a 30% reduction and now it would only need a 15% reduction? If there really are serious technical difficulties in achieving a 30% reduction, then the condition for making a claim should be reviewed. The solution is certainly not to add yet another claim to the many already on the market. People will not understand the difference between the claims; they will be confused and they will not necessarily end up with the better product.ö*

This week the European Parliament will vote on a motion for a resolution to veto the Commission regulation amending Regulation (EC) n° 1924/2006 with regard to the list of nutrition claims. EHN supports the resolution.

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**Note to editors:**

**About the European Heart Network**

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, education and patient support, so that they are no longer a major cause of premature death and disability throughout Europe.

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