



**Statement by Consumers International to the 64th session of the WHO  
Regional Committee for Europe, Copenhagen, 15-18 September 2014 on the  
*European Food and Nutrition Action Plan 2015-2020***

*September 2014*

I am pleased to read a statement by Consumers International, supported by BEUC, the European Consumers Association.

We support the statement made by the WCRF. Like WCRF, we welcome the proposed *European Food and Nutrition Action Plan 2015-2020* as a comprehensive approach to tackling the heavy burden of diet-related non-communicable diseases in Europe. We agree that in order for it to reduce the burden of diet-related ill health; priority will have to be given to implementation, with accompanying monitoring and evaluation.

As observed in the introduction of the proposed *Action Plan*, experience with national nutrition policies in the region has shown the intrinsic value of having shared or common tools and a focus on knowledge translation and transfer. The European region has some of the highest rates of dietary related NCDs in the world. If European governments succeed in working together to reduce preventable, diet related noncommunicable diseases, it will set an important precedent for regional cooperation, which could represent a step towards more comprehensive global cooperation. The scale of the burden of diet related, preventable NCDs is truly global, as are many of the challenges- in particular the proliferation of consumption of energy dense, nutrient poor food stuffs marketed by multinational companies. Ultimately, we believe that a legally binding global convention to protect and promote healthy diets will be necessary, similar to the Framework Convention on Tobacco Control.

Thank you