Netherlands Nutrition Centre Foundation

Scientific Board on Governmental Policy (WRR)

Ministry of Health (VWS)
Ministry of Agriculture (EZ)
Ministry of Environment (I&M)

Health Council
Nutrition Centre (50/50)

Government of the Netherlands
Turning Food Policy into Practice

- WRR report (2014)
- Governmental *Food agenda on safe, healthy and sustainable food* (October 2015)
- Implementation Nutrition Centre (2016- …)
  - 5 focal points
1. Encourage to eat more sustainable

- “In addition, consumers should be encouraged to eat healthier and more sustainable.”
Part of our mission

Mission: The Netherlands Nutrition Centre Foundation provides information on, and encourages consumers to make, healthier and more sustainable food choices.
2. Healthy and sustainable ‘Wheel of Five’

- The Health Council new dietary guidelines “serve as a basis for the Nutrition Centre’s dietary advices on healthy and sustainable food and the new Wheel of Five.”

“Following a number of the recommendations would lead to dietary patterns with ecological benefits.”

(Health Council)
Implementation in Wheel of Five
(launched 22 March 2016)

Key messages:

Choose enough from each box every day and vary a lot; then your body gets what it needs.

Limit the consumption of products outside the Wheel.
3. Education on a higher consumption of vegetables and a lower consumption of animal products

- “The government supports this, including education from the Nutrition Centre.”
Less meat and more plants (>80% volume)

Maximum of 500 grams of meat/week.

Maximum of 300 grams of red meat/week.

Fish: 1x/ week (was 2x/ week).
4. New protein sources in the diet

- “We therefore support … new proteins in products and changes in consumption patterns.”
First collect common science in factsheet ‘New protein sources as meat replacers’
We embrace the UN Year of Pulses 2016 as member of the Dutch committee
5. Campaigning on food waste and the footprint of diets

- “This also includes public campaigns on food waste and attention to the consumers’ own food print.”
5 years campaigning: Not wasting food is the norm.
Update of the *Food print* tool in 2016
From simplicity on the Dutch table…

The Milk Maid, Johannes Vermeer (1658)
Our dream:

The environment, both at home and outside, is designed to make the healthy and sustainable food choice an easy one!

...towards abundance!


Voedingscentrum