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Partnership for a healthier diet

Annual report 2017

Fafo-paper
2019:12

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Preface

Fafo has been commissioned by the Norwegian Directorate of Health to evaluate *the Letter of Intent for facilitating a healthier diet*. The agreement is between the health authorities and the food industry. The evaluation includes an annual self-report from the parties who have signed the agreement, and in addition, we will carry out a mid-term and a final evaluation. This paper is the first annual report from the project.

We thank the coordination group of the partnership for the valuable input in the process.

Oslo, 27th February 2019

Anne Hatløy, Ketil Bråthen, Svein Erik Stave and Anne Inga Hilsen

Self-reporting 2017

In December 2016, the food industry and the Ministry of Health and Care Services signed *the Letter of intent for facilitating a healthier diet*. The agreement is valid until 31 December 2021. The goal is to achieve a more comprehensive and overall collaboration between the health authorities and the food industry (business organizations, food and beverage manufacturers, the grocery trade and the service and catering industry) in order to make it easier for the consumer to make healthier choices.

The Letter of intent comprises six priority areas¹:

- 1 Reduction of the salt content in foods and reduction of the population's intake of salt through the Salt Partnership.
- 2 Reduction of added sugar in foods and reduction of the population's intake of added sugar.
- 3 Reduction of saturated fat in foods and reduction of the population's intake of saturated fats.
- 4 Increasing the population's intake of fruits and berries, vegetables, whole grain foods and fish and seafood.
- 5 Influencing consumer behaviour to contribute to awareness of health and diet.
- 6 Monitoring the achievement of objectives as stated in the agreement.

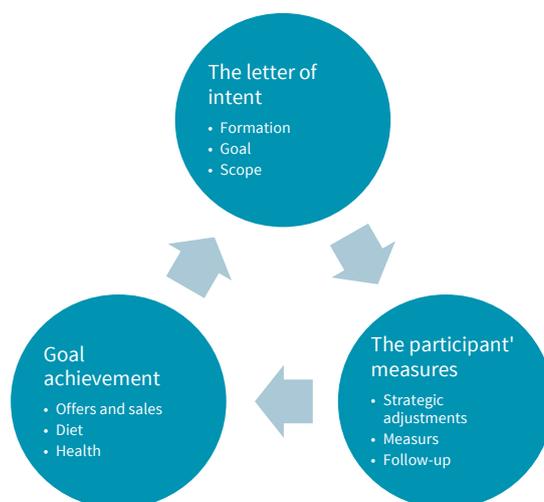
Fafo has been commissioned to evaluate the agreement. The evaluation includes an annual self-report from the participants who have signed the agreement. Additionally, a mid-term and a final evaluation will be carried out.

The starting point for the evaluation is the letter of intent's agreement text and common objectives. The primary focus of the evaluation is to assess whether the letter of intent is an effective way to make the Norwegian diet healthier. This is assessed by looking at how the various participants follow up the letter of intent, especially with regard to concrete actions and by evaluating, the results of these actions against the nutritional and health-related goals that form the basis of the agreement (see Figure 1). This includes assessments of the participants' interpretation and operationalization of the various sub-objectives, strategic adjustments in terms of making use of the agreement and balancing the various objectives of the companies, what actions the participants put into effect and how these reach out to consumers, and how the participants follow up the actions internally in relation to the objectives of the agreement and the consideration of the other's objectives.

This memorandum presents the results of the annual self-report from 2017. Self-reporting is a survey sent out from Fafo to the 85 participants who had signed the agreement in 2017 (see appendix 2). The self-reporting is primarily related to the actions that the participants report that they have completed in 2017, and to their own assessment of the agreement.

¹ <https://www.helsedirektoratet.no/english/partnership-for-a-healthier-diet#purpose-of-the-partnership>

Figure 1 Evaluation model



Organization of the letter of intent

The letter of intent is organized by the *business group* of the Minister for the Elderly and Public Health. This is a meeting venue between the minister and the leaders in the food industry, which will ensure a dialogue on overall political guidelines and political focus on the priority areas. The overall responsibility for coordinating the work on the letter of intent lies with *the coordination group*. This group consists of representatives of the participants:

2 representatives from Virke (the Enterprise Federation of Norway)/NorgesGruppen,
2 representatives from NHO Service og Handel (Norwegian Federation of Service Industries and Retail Trade) / REMA 1000,
2 representatives from Coop,
1 representative from the Norwegian Seafood Federation,
1 representative from the Norwegian Fruit and Vegetable Wholesalers' Association,
4 representatives from NHO Mat og Drikke (FoodDrinkNorway)/food and beverage manufacturers,
1 representative from NHO Reiseliv (The Norwegian Hospitality Association),
1 representative from Virke KBS (kiosk, petrol and service trade industry),
2 representatives from the Norwegian Directorate of Health
head of the secretariat meet in the coordination group.

The basic preconditions for the agreement are that 1) goals and priority areas must have a scientific basis and that the actions must follow national dietary advice, 2) it is understood that the success of the agreement also depends on the consumers food preferences and freedom of choice in addition to the participants' contributions 3) the companies in the food industry are independent market players, and that the agreement shall not prevent the sale of products and product groups that have not been presented in the agreement, and 4) the participants shall at all times act in accordance with the competition law. The Norwegian Directorate of Health is the secretariat for the letter of intent.

Methodology

The participants have signed *the letter of intent* on one or more priority areas. Self-reporting is based on a questionnaire (see appendix 1) which has been sent to all contract partners by e-mail. The questionnaire consists of one part addressing each priority area and the measures that have been implemented, as well as one part that includes the participants' assessment of the agreement.

The questionnaire has been prepared by Fafo, and has been presented and approved by the coordination group for the letter of intent.

In September 2018, the questionnaire was sent electronically to all the participants who had signed the agreement in 2017. By the deadline there were 25 responses. After two written reminders and one follow-up phone call to those who had not replied, a total of 45 participants replied (see Table 1).

Table 1 Participants and response rate

	Priority area 1 Reduction of salt	Priority area 2 Reduction of added sugar	Priority area 3 Reduction of saturated fat	Priority area 4 #MerAv (MoreOf)	Total ¹
Participants who have signed the agreement	46	34	40	58	85
Evaluations responses 2017	29	6	21	33	45
Response rate	63%	18%	53%	57%	53%

¹ The participants may have signed one or more priority areas

The results for implementing actions are weighted according to total turnover because they represent actions with very different influence depending on the size of the participant. The turnover figures are based on self-reported figures in the survey, as well as available figures obtained from proff.no and the companies' available annual reports. In order to also highlight participants with relatively low turnover, the weighted calculations are done in four equally large groups after turnover. Each group is weighted by the average of the relative weight used within the group. Without this adaptation, the weighted averages would range from 0.0009 to 12.45, with this adaptation they vary from 0.009 to 3.75. The results from the assessment questions are not weighted because here all the participants should be heard to the same level. Regardless of whether the answers are weighted or not, there are few respondents in the sample. Responses from a single participant will therefore be given great weight, and the confidence levels for the individual responses are large (these figures are not included in the report).

Respondents were asked to evaluate the health authorities and all the industry organizations. The response rate for the industry organizations was so low that the results are omitted.

The participants' actions

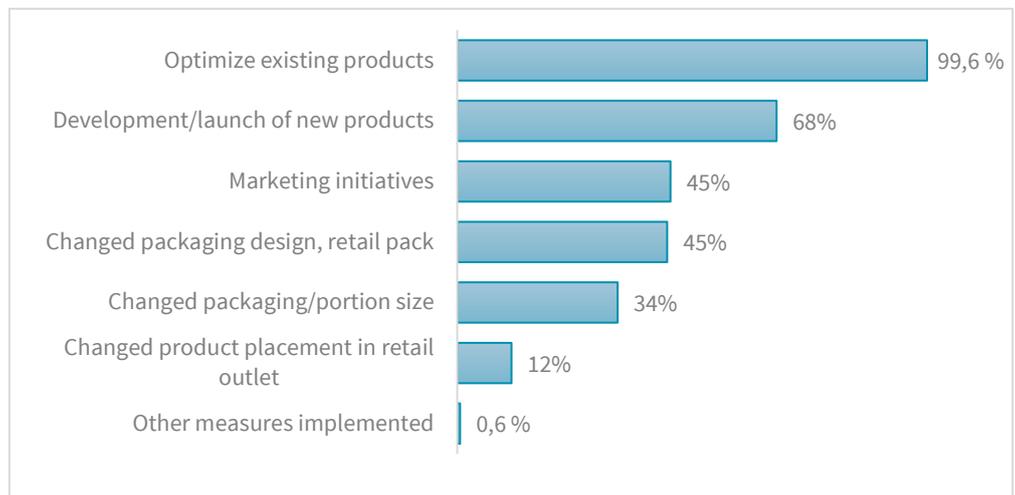
Actions for the individual priority areas

Priority area 1: Reduction of salt content in foods and the reduction of salt intake in the population through the Salt partnership.

- 29 out of 46 participants who signed responded
- 24 with their own goals, 19 measure themselves
- 21 of 29 have attended meetings, seminars or workshops during 2017

The most important actions that the participants have implemented in 2017 to reduce salt, are optimization of existing products and the development of new products. (see Figure 2). These two actions were also highlighted as the most effective. Several of the participants emphasized that small changes in the large volume products have the best effect.

Figure 1 Actions within Focus area 1: Reduction in salt implemented in 2017 (n = 29) Weighted by total sales



The participants describe that these are changes which help consumers to a healthier diet without having to make conscious choices. Taste preferences for salt can change over time, and several of the participants describe that lasting results can be achieved by reducing the salt content gradually with a view to achieving a lower salt threshold.

Priority area 2: Reduction of added sugar in foods and reduction in the population's intake of added sugar

- 11 of 34 participants who signed responded

11 of 34 participants have signed *Priority area 2: Reduction of added sugar*, as responded to the evaluation, of these, only 6 participants actively responded and the remaining 5 completed mainly with "not relevant". Therefore, in the evaluation of the letter of intent from 2017, further analyses of the data for this priority area are omitted. This was as expected after many of the agreement participants withdrew from the letter of intent after product taxes on chocolate and sugar confectionery and non-alcoholic beverages increased in the state budget for 2018. The reaction from the industry is illustrated by the mail from the Brewery and Beverage Association, which is copied below.

Mail from the Director of the Brewery and Beverage Association:

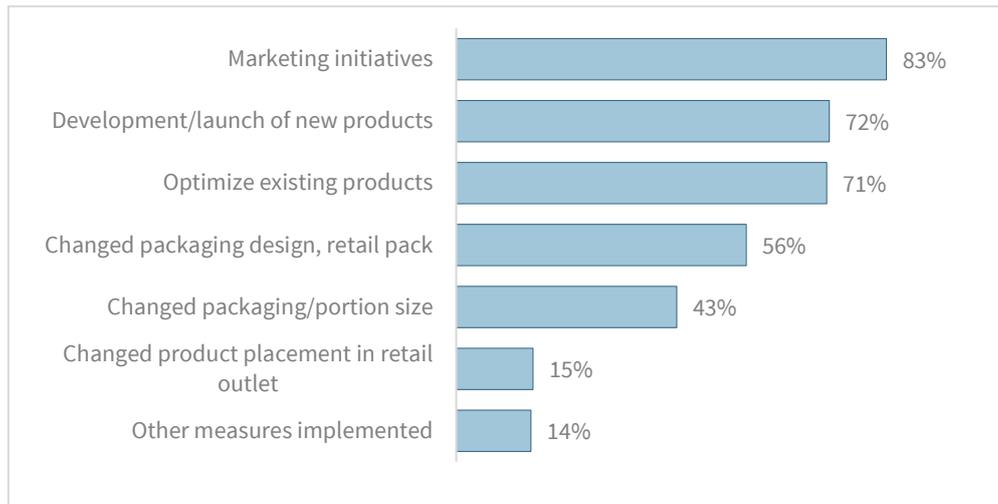
Several of our member companies have received an inquiry from FAFO in connection with evaluation of the letter of intent for a healthier diet. All Norwegian soft drink manufacturers suspended this cooperation agreement following the increase in the tax in the state budget for 2018. There is no basis for further cooperation with authorities that so clearly violate the intentions of the cooperation. We have since been found out that the member companies in NHO Mat og Drikke (FoodDrinkNorway) (copied here), have also withdrawn from the cooperation on sugar reduction. The companies are now continuing their work on sugar reduction, regardless of the authorities. It is therefore not relevant for soft drink manufacturers to participate in the evaluation.

Priority area 3: Reduction of saturated fat in foods and reduction of the population's intake of saturated fat

- 21 of 40 participants who have signed responded
- 11 with their own goals, 9 measure themselves
- 16 of 21 have attended meetings, seminars or workshops during 2017

Whereas for salt, the optimization of existing products and the development and launch of new products were the two most important actions, for saturated fat, in addition, marketing has been carried out by the participants to reduce the population's intake (see Figure 3). Other actions that have been mentioned include competence-building actions, coordination of the priority area and monitoring mechanisms to be able to simultaneously monitor industry content both in individual products and in the entire portfolio.

Figure 3 Actions within Priority area 3: Reduction in saturated fat carried out in 2017 (n=21) *Weighted by total sales*



As examples of effective actions, the launch of new fat-free and leaner products, changes in the fatty acid composition of existing products and the launch of several keyhole products are highlighted.

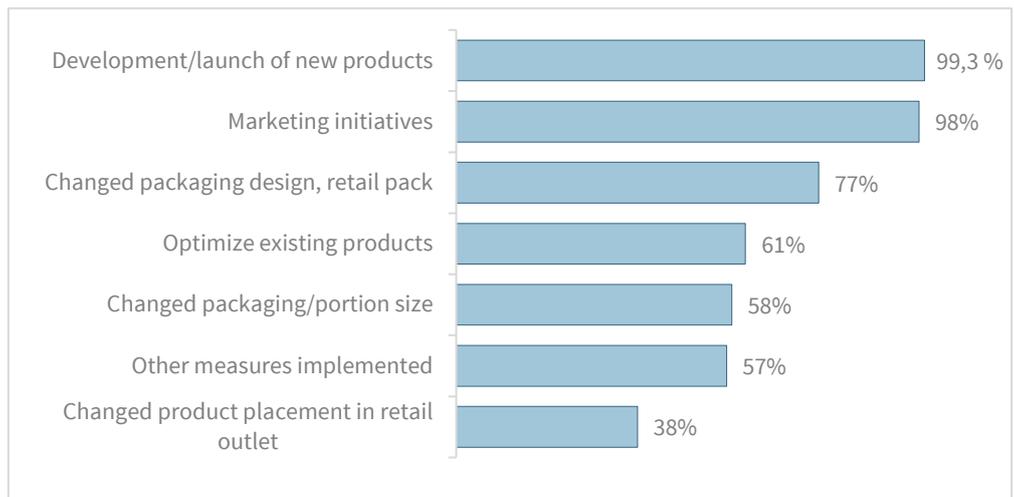
Priority area 4: Increase the population's intake of fruit and berries, vegetables, whole grain products and fish and seafood by 20% by 2021

Fruits, berries and vegetables

- 19 respondents
- 8 with their own goals, 8 measure themselves
- 18 out of 19 have attended meetings, seminars or workshops during 2017

In contrast to Priority areas 1-3, which all aim to reduce the intake of different nutrients, the three actions within Priority area 4 are about achieving increased intake of different food groups. Of the methods related to increased intake of fruits, berries and vegetables, the most important were the development and launch of new products and marketing actions. Other actions that have been implemented include events for children and young people with a focus on fruit and vegetables, internal training, better ordering solutions and clearer labelling on packaging.

Figure 4 Actions within Priority area 4: Increased intake of fruit, berries and vegetables completed in 2017 (n=19) *Weighted by total sales*

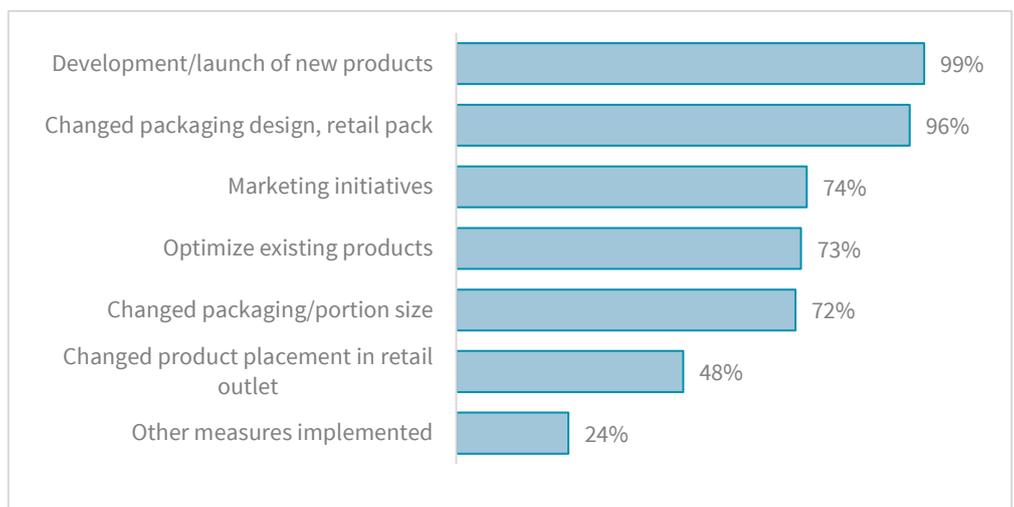


Whole grain foods

- 16 respondents
- 7 with their own goals, 5 measure themselves
- 12 out of 15 have attended meetings, seminars or workshops during 2017

Actions related to increased intake of whole grain foods are particularly related to the development and launch of new products and changes of packaging design (see Figure 5). Actions are drawn up for both the diet *conscious* and the diet *unaware* consumer: The diet conscious can use the *Brødskala'n (Bread scale)*, which will make it easier for consumers to choose whole grains. For the consumers who are not diet aware, large volume products are made with whole grains, and thereby the hope is that a large group of consumers will eat whole grains without making conscious choices.

Figure 5 Actions within Priority area 4: Increased intake of whole grain foods in 2017 (n=16) *Weighted by total sales*

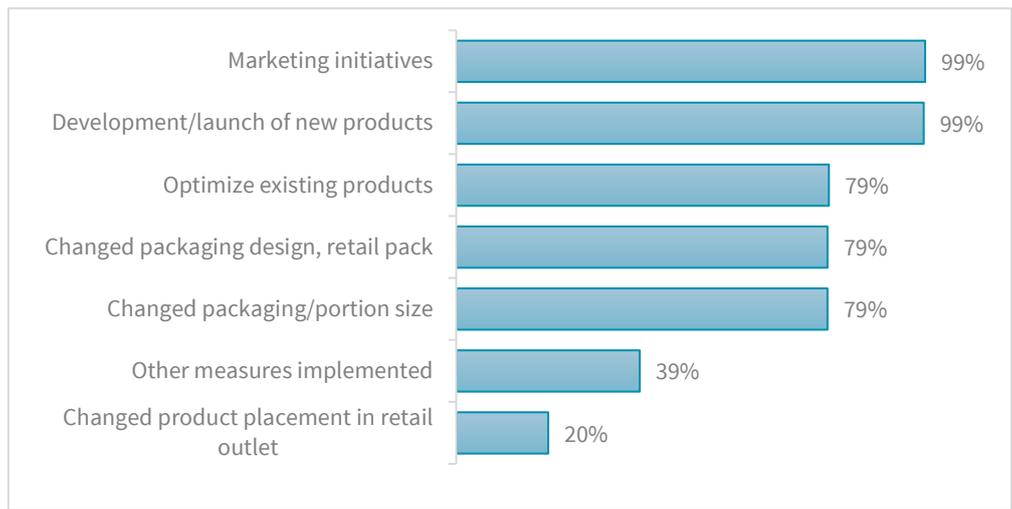


Fish and seafood

- 14 respondents
- 9 with their own goals, 8 measure themselves
- 13 of 14 have attended meetings, seminars or workshops during 2017

In 2017, the most important actions to promote increased intake of fish and seafood were the marketing and development and launch of new products. Several concrete examples of new products that have been developed are highlighted, and the marketing of the 3-per-week logo is highlighted in marketing. It is also pointed out that high salmon prices significantly affected the results for 2017.

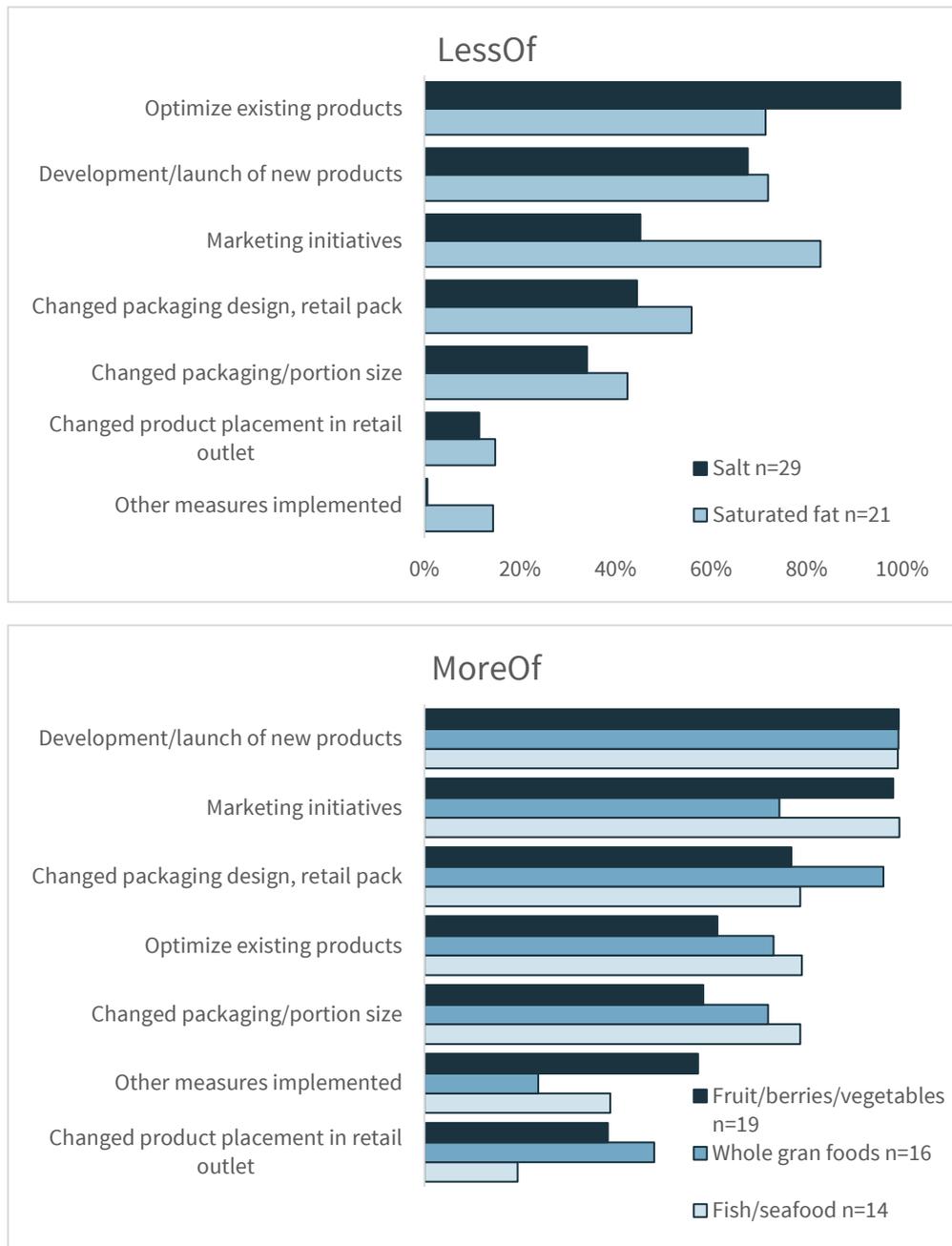
Figure 6 Actions within Priority area 4: Increased intake of fish and seafood in 2017 (n=14) *Weighted by total sales*



Summary of the participants actions

For actions related to reducing salt and saturated fat, the focus is on changing existing products, developing new ones and marketing. For actions related to Priority area 4, popularly referred to as MerAv (MoreOf) - actions are often used in connection with the production of the goods for the consumer, such as changing the packaging design and altering packaging sizes.

Figure 7 Overall overview of actions within all the priority areas. *Weighted based on turnover*



The Keyhole label

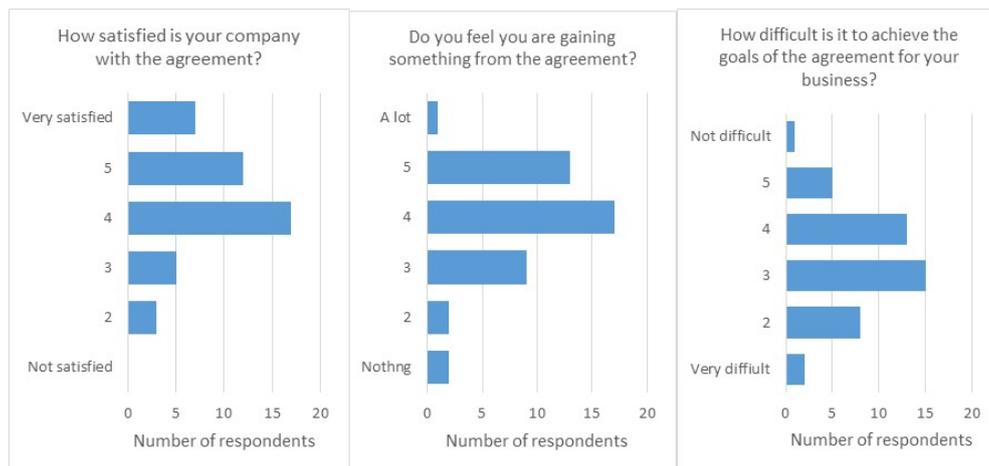
Of all the 45 respondents, 12 report that they have products with keyhole labels. Four of these have 10 or fewer products, six have between 10 and 100, and the last two have about 200 products (average 58, rated 3 to 240). There are 8 participants with their own keyhole products, with an average of 5 products each (ranked from 1 to 10).

The participants assessment of the agreement

Assessment of the agreement

The participants are largely satisfied with the agreement so far. As Figure 8 indicated, most are happy with the deal. The average score is 4.3, on a scale of 1 to 6 where 1 is the lowest and 6 is the highest. Nobody says they are not happy with the agreement at all. In terms of whether they feel they are getting something from the agreement, the score is somewhat lower, namely 3.9. The assessment of whether it is difficult or easy to achieve the agreement's goals in their own company, scores are 3.3 on average. This is where the greatest potential for improvement is.

Figure 8 Assessment of the agreement (n=44) *Not weighted*



One of the criteria for success that is highlighted is that the agreement is rooted at the top level both in the food industry and politically. This gives the agreement a greater weight than what previous agreements at the lower level have been able to provide.

Motivation: When we ask about the main motivation for the participants to take part in the agreement, the answers group around the participants' wish to contribute to *improved public health* and the desire for *increased sales* of their own products. Many point out that this is about both - and additionally that this is part of the corporate social responsibility.

Exchange: The elements that are highlighted most frequently in terms of how the individual thinks they can gain the most by signing the agreement are, first of all that this is a *joint measure*. The letter of intent forms a common meeting ground for both

the industry internally and between the grocery chains, industry organizations, authorities and manufacturers. It is pointed out that such a joint measure has a positive effect by forming a network for exchanging experience and competence development. Furthermore, it is pointed out that it can create more knowledge about how common goals can be achieved, while it can also create a competition internally to achieve the goals. At the same time as the agreement is a joint obligation for the participants, it is perceived internally as being empowering for many.

The other element that is pointed out is the benefit of the agreement creating greater attention to common goals. As one of the participants says, "It helps raise awareness and implement actions in the organization, which in turn means that we focus on what is best for the consumer". Several point out that the agreement's focus on eating healthy food can hopefully lead to increased sales of some food groups, such as fruits, vegetables and fish. It is noted that through this agreement, the authorities are educating the people. The increased focus is perceived as an opportunity for many to strengthen the sales of their products.

Challenge: There are several factors that are perceived as challenging with the letter of intent. It is pointed out that in order to achieve the goals, *consumer habits* must change. This is a long-term job, which requires a very gradual approach, especially for salt and fat reduction. In this context, challenges are created with manufacturers who have been in the market for a long time. In order to change consumer habits, everyone must go in the same direction. It is therefore perceived as challenging when competitors do not reduce salt in a product to the same extent.

Furthermore, many people point out that achieving the goals is very *resource-intensive*. There are challenges associated with optimizing existing products, not least where major changes have already been made. The later changes are more challenging than the first changes, because they often also affect product characteristics and not just taste. This applies in particular to conditions related to the reduction of salt and saturated fat. When it comes to launching new products, this can require large marketing resources. The smaller manufacturers also point out the challenges of entering the market, because the store chains prefer their own brands.

The ability to measure the concrete *effect of the actions* is also presented as a challenge. This is particularly in terms of actions in relation to recipe optimization. For a product that has changed the content of some nutrients, such as reduced salt, saturated fat or sugar, it will take time for this change to be captured in the food databases used in dietary studies. The dietary surveys are an important source of information to follow developments in the Norwegian diet.

Other factors that are pointed out as challenging are that the strongly increasing product charge on chocolate and sugar confectionery and non-alcoholic beverages has left its mark on the agreement and on the food industry's assessment of it. It also focuses on challenges related to border trade.

Assessment of the health authorities

Participants point out that the most important actions the authorities have made are linked to two areas, one being *visibility*. Campaigns are highlighted as important, especially the campaigns on #MerAv (MoreOf) and on the Keyhole, but visibility through digital media and other marketing campaigns are also considered important.

The other area is *cooperation between trade and politics*. The importance of facilitating and coordinating meetings at several levels is highlighted here and the work of providing clear guidelines and goals. On the negative side, several of the participants point out that higher product taxes on chocolate and sugar confectionery and non-alcoholic beverages have put a damper on this collaboration.

On a scale of 1 to 6, where 6 is very good - the participants give around 4 for the health authorities fulfilling their obligations (see Figure 9). There are activities related to goal achievement that score the highest, while regular dietary surveys score the lowest.

Figure 9 The participants' assessment of how the health authorities fulfil their obligations. 1 = very poor, 6 = very good (n = 44)

Reporting to the coordination group on activities and overall goal achievement	4,4
Monitoring the population's diet	4,3
Working with systematic measures that promote public health in general and increase the proportion of the population who have a diet that is in line with the national dietary guidelines.	4,1
Obtaining data to evaluate the performance of this agreement and work towards its implementation	4,1
Influencing consumers through communication and take other systematic measures to make healthy choices easier	4,0
Dialogue and interaction with other relevant authorities and the Research Council of Norway related to the objectives of the letter of intent.	3,8
Regular representative dietary surveys	3,7

Main findings

The letter of intent's high level of commitment both in the industry and politically is considered an important basis for success.

The motivation for joining the agreement is twofold, on the one hand it is considered part of the corporate social responsibility to contribute to promoting public health and on the other hand, the motivation is related to the possibility of increased future sales.

As the most important dividend so far, it is emphasized that the agreements have created possible common meeting grounds for the participants for exchanging experiences and expertise, and for establishing networks. At the same time, the agreement has also had a bearing on building awareness internally, by putting the participants' activities into a social context.

The challenges in the contract period so far are particularly related to four areas:

- 1 The balance between changes related to spending habits and sales especially within the groups "MindreAv" (LessOf).
- 2 Optimization of already existing products is considered to be resource-intensive.
- 3 There are significant challenges in the possibilities for measuring the effect of the actions, particularly related to method challenges on updating the food databases used in dietary surveys.
- 4 Product taxes on chocolate and sugar confectionery as well as non-alcoholic beverages that were changed in the State Budget 2018 have affected the cooperation climate.

It is pointed out that the most important contributions from the health authorities have been on actions relating to changing spending habits, especially in the *MerAv* (*MoreOf*) area, and to establish meeting places and contact between political parties and market players.

The experience so far shows that the priority areas within *MindreAv* (*LessOf*) require a greater effort from all participants. The health authorities can play a more progressive role here by providing support in the form of campaigns aimed at changing attitudes. Performance-based support schemes for actions directed at *MindreAv* (*LessOf*) can also be considered. This can be done by financially supporting private contractors to implement actions such as "healthy" promotional campaigns. Such support, which must be earmarked for changing attitudes from the private partners, is based on their sales of the relevant products (performance-based).

The health authorities should consider the agreement's coherence in relation to other political objectives, such as, for example, waste reduction, consumption of input factors and emissions.

Appendix 1: Questionnaire

The letter of intent for a healthier diet

Reporting is voluntary.

The form is assessed according to competition regulations by the Norwegian Directorate of Health.

Business background																																					
B1	Business name																																				
B2	Location of head office																																				
B3	Is your business nationwide or local? <table style="width: 100%; border: none;"> <tr> <td style="width: 40%;">1. Nationwide</td> <td style="width: 55%; text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>2. Local</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> </table>	1. Nationwide	<input type="checkbox"/>	2. Local	<input type="checkbox"/>																																
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B4	Total turnover last year (use numbers) <table style="width: 100%; border: none;"> <tr> <td style="width: 10%;"><input type="text"/></td> </tr> <tr> <td colspan="12">1. Prefer not to answer</td> </tr> <tr> <td colspan="12">2. Don't know</td> </tr> </table>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	1. Prefer not to answer												2. Don't know											
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B6	Type of business <i>Select all that are relevant</i> <table style="width: 100%; border: none;"> <tr> <td style="width: 40%;">a. Manufacturer</td> <td style="width: 55%; text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>b. Wholesaler</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>c. Agent</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>d. Industry organization/health authority</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> </table>	a. Manufacturer	<input type="checkbox"/>	b. Wholesaler	<input type="checkbox"/>	c. Agent	<input type="checkbox"/>	d. Industry organization/health authority	<input type="checkbox"/>																												
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B7	Link to the agreement <i>Select all that are relevant</i> <table style="width: 100%; border: none;"> <tr> <td style="width: 40%;">a. Priority area 1: Reduction of salt</td> <td style="width: 55%; text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>b. Priority area 2: Reduction of added sugar</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>c. Priority area 3: Reduction of saturated fat</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>d. Priority area 4: Increased intake of fruits, berries, vegetables</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>e. Priority area 4: Increased intake of whole grain foods</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>f. Priority area 4: Increased intake of fish and seafood</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> </table>	a. Priority area 1: Reduction of salt	<input type="checkbox"/>	b. Priority area 2: Reduction of added sugar	<input type="checkbox"/>	c. Priority area 3: Reduction of saturated fat	<input type="checkbox"/>	d. Priority area 4: Increased intake of fruits, berries, vegetables	<input type="checkbox"/>	e. Priority area 4: Increased intake of whole grain foods	<input type="checkbox"/>	f. Priority area 4: Increased intake of fish and seafood	<input type="checkbox"/>																								
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f. Priority area 4: Increased intake of fish and seafood	<input type="checkbox"/>																																				

Priority area 1: Reduction of salt

[Only to be answered by those who have checked B7a on page 1]

SA1	Have you set your own goals for salt reduction?	1: Yes 2: No→SA4
SA2	Do you monitor the development of the salt reduction targets yourself?	1: Yes 2: No→SA4
SA3	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other.....
SA4	Has your company implemented any of the following measures in relation to <i>Priority area 1: Reduction of salt</i> within the 2017 agreement?	
a	Development and launch of new product(s)	1: Yes 2: No 3: Not applicable
b	Optimizing existing product(s)	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size (intended to influence healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail pack (intended to influence healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Other measures implemented	1: Yes 2: No
	<i>If yes, please describe</i>
SA5	What was the most effective measure you took in 2017?
SA6	Why was this measure effective?
SA7	Has anyone from your company attended meetings/seminars/workshops within Priority area 1: Reduction of salt during 2017?	1: Yes 2: No 3: Not applicable

Priority area 2: Reduction of added sugar

[Only to be answered by those who have ticked B7b on page 1]

SU1	Have you set your own goals for reducing added sugar?	1: Yes 2: No→SU4
SU2	Do you monitor progress in relation to the goals of reducing added sugar?	1: Yes 2: No→SU4
SU3	How often are they measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
SU4	Has your company taken any of the following measures in connection with <i>Priority area 2</i> within the 2017 agreement?	
a	Development and launch of new product(s)	1: Yes 2: No 3: Not applicable
b	Optimizing existing product(s)	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size (intentionally affecting healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail pack (intended to influence healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Other measures implemented within "Priority area 2: Reduction of added sugar" last year? <i>If yes, please describe</i>	1: Yes 2: No
SU5	What was the most effective measure you implemented in 2017?
SU6	Why was this measure effective?
SU7	Has anyone from your company participated in meetings/seminars/workshops for Priority area 2: Reduction of added sugar during 2017?	1: Yes 2: No 3: Not applicable

Priority area 3: Reduction of saturated fat

[Only to be answered by those who have ticked B7c on page 1]

FE1	Have you set your own goals for reducing saturated fat?	1: Yes 2: No → FE4
FE2	Do you monitor the development in relation to the goals for reducing saturated fat yourself?	1: Yes 2: No → FE4
FE3	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
FE4	Has your company taken any of the following measures in relation to <i>Priority area 3</i> within the 2017 agreement?	
a	Development and launch of new product(s)	1: Yes 2: No 3: Not applicable
b	Optimizing existing product(s)	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size (intentionally affecting healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail pack (intentionally affecting healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Other measures implemented within "Priority area 3: Reduction of saturated fat" last year? <i>If yes, please describe</i>	1: Yes 2: No
FE5	What was the most effective measure you implemented in 2017?
FE6	Why was this measure effective?
FE7	Has anyone from your company participated in meetings/seminars/workshops within Priority area 3: Reduction of saturated fat during 2017?	1: Yes 2: No 3: Not applicable

Priority area 4: Increased intake of fruits, berries, vegetables

[Only to be answered by those who have ticked B7d on page 1]

FG1	Have you set your own goals for increasing the intake of fruit, berries and vegetables?	1: Yes 2: No→FG4
FG2	Do you monitor the development in relation to the goals of increased intake of fruits, berries and vegetables?	1: Yes 2: No→FG4
FG3	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
FG4	Has your company taken any of the following measures in relation to <i>Priority area 4: Increased intake of fruits, berries, vegetables</i> within the 2017 agreement?	
a	Development and launch of new product(s)	1: Yes 2: No 3: Not applicable
b	Optimizing existing product(s)	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size(intentionally affecting healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail pack (intentionally affecting healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Other measures implemented within "Priority area 4: Increased intake of fruits, berries, vegetables" last year? <i>If yes, please describe</i>	1: Yes 2: No
FG5	What was the most effective measure implemented in 2017?
FG6	Why was this measure effective?
FG7	Has anyone from your company participated in meetings/seminars/workshops within Priority area 4: Increased intake of fruits, berries, vegetables during 2017?	1: Yes 2: No 3: Not applicable

Priority area 4: Increased intake of whole grain foods

[Only to be answered by those who have ticked B7e on page 1]

KO1	Have you set your own goals for increasing the intake of whole grain foods?	1: Yes 2: No→KO4
KO2	Do you monitor developments in relation to the goal of increasing the intake of whole grain foods?	1: Yes 2: No→KO4
KO3	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
KO4	Has your company taken any of the following measures in relation to <i>Priority area 4: Increased intake of whole grain foods</i> within the 2017 agreement?	
a	Development and launch of new product(s)	1: Yes 2: No 3: Not applicable
b	Optimizing existing product(s)	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size(intentionally affecting healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail packk (intentionally affecting healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Other measures implemented within "Priority area 4: Increased intake of whole grain foods" last year? <i>If yes, please describe</i>	1: Yes 2: No
KO5	What was the most effective measure implemented in 2017?
KO6	Why was this measure effective?
KO7	Has anyone from your company participated in meetings/seminars/workshops within Priority area 4: Increased intake of whole grain foods during 2017?	1: Yes 2: No 3: Not applicable

Priority area 4: Increased intake of fish and seafood

[Only to be answered by those who have ticked B7e on page 1]

F11	Have you set your own goals for increasing the intake of fish and seafood?	1: Yes 2: No→F14
F12	Do you monitor your own development in relation to the goal of increasing the intake of fish and seafood?	1: Yes 2: No→F14
F13	How often is it measured?	1: Monthly or more often 2: Quarterly 3: Biannually 4: Annually 5: Other
F14	Has your company taken any of the following measures in relation to <i>Priority area 4: Increased intake of fish and seafood</i> within the 2017 agreement?	
a	Development and launch of new product(s)	1: Yes 2: No 3: Not applicable
b	Optimizing existing product(s)	1: Yes 2: No 3: Not applicable
c	Changed packaging or portion size(intentionally affecting healthier choices)	1: Yes 2: No 3: Not applicable
d	Change of packaging design, retail pack (intentionally affecting healthier choices)	1: Yes 2: No 3: Not applicable
e	Marketing initiatives	1: Yes 2: No 3: Not applicable
f	Changed product placement in retail outlets (intentionally influencing healthier choices)	1: Yes 2: No 3: Not applicable
g	Other measures implemented within "Priority area 4: Increased intake of fish and seafood" last year? <i>If yes, please describe</i>	1: Yes 2: No
F15	What was the most effective measure implemented in 2017?
F16	Why was this measure effective?
F17	Has anyone from your company participated in meetings/seminars/workshops within Priority area 4: Increased intake of fish and seafood during 2017?	1: Yes 2: No 3: Not applicable

The keyhole symbol

NO1	Total number of products with the keyhole symbol in 2017	<input type="text"/> <input type="text"/> <input type="text"/>
		Don't know; Not applicable
NO1b	How many products in the entire range are the company's own brands? (use numbers)	<input type="text"/> <input type="text"/> <input type="text"/>
		Don't know; Not applicable
NO2	Number of new products with the keyhole symbol in 2017	<input type="text"/> <input type="text"/> <input type="text"/>
		Don't know; Not applicable
NO2b	How many of the new products in 2017 were the company's own brands? (use numbers)	<input type="text"/> <input type="text"/> <input type="text"/>
		Don't know; Not applicable

The participants' assessment of the agreement

AV1	How satisfied is your company with the agreement? <i>1 = Not satisfied at all</i> <i>6 = Very satisfied</i>	1 2 3 4 5 6
AV2	Do you feel you are gaining something from the agreement? <i>1 = Haven't gained anything from the agreement</i> <i>6 = Have gained a lot from the agreement</i>	1 2 3 4 5 6
AV3	What do you think you have gained the most from?
AV4	How difficult is it for your company to achieve the goals of the agreement? <i>1 = Very difficult</i> <i>6 = Very easy</i>	1 2 3 4 5 6
AV5	What is particularly challenging
AV6	What kind of measures give the best result?
AV7	What is your main motivation for joining the agreement?

The participants' assessment of the health authorities

AV9 What measures significant to your business do you feel that *the health authorities* have taken in relation to the agreement during 2017?
None; Not applicable

AV10 What measures significant to the entire agreement do you feel that *the health authorities* have taken during 2017?
None; Not applicable

AV11 How well do you think *the health authorities* fulfil their obligations within the following fields?

1= *Very badly*

6= *Very well*

9= *Don't know*

a.	Monitoring the population's diet	1	2	3	4	5	6	9
b.	Obtaining data to evaluate the performance of this agreement and working towards its implementation	1	2	3	4	5	6	9
c.	Fielding regular representative dietary surveys	1	2	3	4	5	6	9
d.	Working with systematic measures that promote public health in general and increase the proportion of the population who have a diet that is in line with the national dietary advice. Having a special focus on children and young people	1	2	3	4	5	6	9
e.	Reporting to the coordination group on measures and overall goal achievement	1	2	3	4	5	6	9
f.	Influencing consumers through communication and taking other systematic measures to make healthy choices easier	1	2	3	4	5	6	9
g.	Participating in dialogue and interaction with other relevant authorities and the Research Council related to the objectives of the letter of intent.	1	2	3	4	5	6	9

AV12 From your business perspective, what is the most important commitment for the *health authorities* (of those mentioned above)

a b c d e f g

Tick only one

The participants' assessment of **NHO Mat og Drikke (FoodDrinkNorway)**

AV13	What measures significant to your business do you feel that NHO Mat og Drikke (FoodDrinkNorway) has taken in relation to the agreement during 2017? None; Not applicable
AV14	How well do you think NHO Mat og Drikke (FoodDrinkNorway) fulfils its obligations within the following fields? <i>1= Very badly</i> <i>6= Very well</i> <i>9= Don't know</i>	
	a. Preparing and contributing information to your own member companies about the letter of intent and the importance of joining it	1 2 3 4 5 6 9
	b. Contributing to sharing their experience and development of expertise among your members	1 2 3 4 5 6 9
	c. Appointing representatives from their organization to the coordination group, cf. the mandate of the coordination group	1 2 3 4 5 6 9
	d. Representing your own members in the group's letter of intent, cf. the mandate of the coordination group	1 2 3 4 5 6 9
	e. Reporting to the coordination group according to the format agreed upon by the parties under the current priority area	1 2 3 4 5 6 9
AV15	From your business perspective, what is the most important obligation of NHO Mat og Drikke (FoodDrinkNorway) (of those mentioned above) <i>Tick only one</i>	a b c d e

The participants' assessment of **NHO Service og Handel (Service and Trade)**

AV16	What measures significant to your business do feel that NHO Service og Handel (Service and Trade) have taken in relation to the agreement during 2017? None; Not applicable
AV17	How well do you think NHO Service og Handel (Service and Trade) fulfils their obligations within the following fields? <i>1= Very badly</i> <i>6= Very well</i> <i>9= Don't know</i>	
	a. Preparing and contributing information to your own member companies about the letter of intent and the importance of joining it	1 2 3 4 5 6 9
	b. Contributing to sharing their experience and development of expertise among your members	1 2 3 4 5 6 9
	c. Appointing representatives from their organization to the coordination group, cf. the mandate of the coordination group	1 2 3 4 5 6 9
	d. Representing your own members in the group's letter of intent, cf. the mandate of the coordination group	1 2 3 4 5 6 9
	e. Reporting to the coordination group according to the format agreed upon by the parties under the current priority area	1 2 3 4 5 6 9
AV18	From your business perspective, what is the main commitment to NHO Service og Handel (Service and Trade) (of those mentioned above) <i>Tick only one</i>	a b c d e

The participants' assessment of **Virke Dagligvare (consumer goods)**

AV19	What measures significant to your business do you feel that Virke dagligvare (consumer goods) None; Not applicable
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have taken in relation to the agreement during 2017?								
AV20	How well do you think Virke dagligvare (consumer goods) fulfil their obligations within the following fields? <i>1= Very badly</i> <i>6= Very well</i> <i>9= Don't know</i>							
	a. Preparing and contributing information to your own member companies about the letter of intent and the importance of joining it	1	2	3	4	5	6	9
	b. Contributing to sharing their experience and development of expertise among your members	1	2	3	4	5	6	9
	c. Appointing representatives from their organization to the coordination group, cf. the mandate of the coordination group	1	2	3	4	5	6	9
	d. Representing your own members in the group's letter of intent, cf. the mandate of the coordination group	1	2	3	4	5	6	9
	e. Reporting to the coordination group according to the format agreed upon by the parties under the current priority area	1	2	3	4	5	6	9
AV21	From your business perspective, what is the most important commitment for the Virke dagligvare (consumer goods) (of those mentioned above) <i>Tick only one</i>							
				a	b	c	d	e
The participants' assessment of Norges Fukt- og Grønnsaksgrossisters Forbund (NFGF) (Norwegian Fruit and Vegetable Wholesalers' Association)								
AV22	What measures significant to your business do you feel that Norges Fukt- og Grønnsaksgrossisters Forbund (NFGF) (Norwegian Fruit and Vegetable Wholesalers' Association) has taken in relation to the agreement during 2017??							
								None; Not applicable
AV23	How well do you think Norges Fukt- og Grønnsaksgrossisters Forbund (NFGF) (Norwegian Fruit and Vegetable Wholesalers' Association) fulfils its obligations within the following fields? <i>1= Very badly</i> <i>6= Very well</i> <i>9= Don't know</i>							
	a. Preparing and contributing information to your own member companies about the letter of intent and the importance of joining it	1	2	3	4	5	6	9
	b. Contributing to sharing their experience and development of expertise among your members	1	2	3	4	5	6	9
	d. Representing your own members in the group's letter of intent, cf. the mandate of the coordination group	1	2	3	4	5	6	9
	e. Reporting to the coordination group according to the format agreed upon by the parties under the current priority area	1	2	3	4	5	6	9
AV24	From your business perspective, what is the most important commitment for the Norges Fukt- og Grønnsaksgrossisters Forbund (NFGF) (Norwegian Fruit and Vegetable Wholesalers' Association) (of those mentioned above) <i>Tick only one</i>							
				a	b		d	e

The participants' assessment of **Baker- og Konditorbransjens Landsforening (BKLF) (Bakery and Confectionery Industry Association)**

AV25 What measures significant to your business do you feel that **Baker- og Konditorbransjens Landsforening (BKLF) (Bakery and Confectionery Industry Association)** has taken in relation to the agreement during 2017?

None; Not applicable

AV26 How well do you think **Baker- og Konditorbransjens Landsforening (BKLF) (Bakery and Confectionery Industry Association)** fulfils its obligations within the following fields?

1= Very badly
6= Very well
9= Don't know

- | | | | | | | | | |
|-------|---|---|---|---|---|---|---|---|
| a. | Preparing and contributing information to your own member companies about the letter of intent and the importance of joining it | 1 | 2 | 3 | 4 | 5 | 6 | 9 |
| <hr/> | | | | | | | | |
| b. | Contributing to sharing their experience and development of expertise among your members | 1 | 2 | 3 | 4 | 5 | 6 | 9 |
| <hr/> | | | | | | | | |
| d. | Representing your own members in the group's letter of intent, cf. the mandate of the coordination group | 1 | 2 | 3 | 4 | 5 | 6 | 9 |
| <hr/> | | | | | | | | |
| e. | Reporting to the coordination group according to the format agreed upon by the parties under the current priority area | 1 | 2 | 3 | 4 | 5 | 6 | 9 |
-

AV27 From your business perspective, what is the most important commitment for **Baker- og Konditorbransjens Landsforening (BKLF) (Bakery and Confectionery Industry Association)** (of those mentioned above)

a b d e

Tick only one

The participants' assessment of **Sjømat Norge (Norwegian Seafood Federation)**

AV28 What measures significant to your business do you feel that **Sjømat Norge (Norwegian Seafood Federation)** has taken in relation to the agreement during 2017?

None; Not applicable

AV29 How well do you think **Sjømat Norge (Norwegian Seafood Federation)** fulfils its obligations within the following fields?

1= Very badly
6= Very well
9= Don't know

- | | | | | | | | | |
|-------|---|---|---|---|---|---|---|---|
| a. | Preparing and contributing information to your own member companies about the letter of intent and the importance of joining it | 1 | 2 | 3 | 4 | 5 | 6 | 9 |
| <hr/> | | | | | | | | |
| b. | Contributing to sharing their experience and development of expertise among your members | 1 | 2 | 3 | 4 | 5 | 6 | 9 |
| <hr/> | | | | | | | | |
| c. | Appointing representatives from their organization to the coordination group, cf. the mandate of the coordination group | 1 | 2 | 3 | 4 | 5 | 6 | 9 |
| <hr/> | | | | | | | | |
| d. | Representing your own members in the group's letter of intent, cf. the mandate of the coordination group | 1 | 2 | 3 | 4 | 5 | 6 | 9 |
| <hr/> | | | | | | | | |
| e. | Reporting to the coordination group according to the format agreed upon by the parties under the current priority area | 1 | 2 | 3 | 4 | 5 | 6 | 9 |
-

AV30 From your business perspective, what is the most important commitment for the **Sjømat Norge (Norwegian Seafood Federation)** (of those mentioned above)

a b c d e

Tick only one

To conclude:

AV31 Do you have any further comments on the implementation of the
Letter of Intent in 2017?

.....
None

Appendix 2 List of all participants in 2017

A. Nilsson & Co AS	King Oscar AS
A/S Nestlé Norge	Kolonial.no AS
AS Pals	Lantmännen Unibake
Bakehuset AS	Leiv Vidar AS
Baker Brun AS	LERUM AS
BAMA gruppen	Lerøy Seafood Group
Barilla Norge AS	Lunde Gård engros AS
Baxt AS	MAARUD AS
Berentsen Bryggerhus AS	Macks Ølbryggeri AS
BKLF AS	Matbørsen AS
Brynhild Gruppen	Mesterbakeren AS
Brødrene Raastad AS	Meum Frukt & Grønt AS
Cater Mysen AS	Mills DA
Cernova	Mondelez Norge AS
Coca-Cola	NHO Mat og Drikke
Coop Norge SA	NHO Service og Handel
Den Stolte Hane AS	Norfesh AS
Diplom-Is AS	Norges frukt- og grønnsaksgrossisters forbund
Domstein Sjømat AS	NorgesGruppen ASA
Duga AS	Norgessmøllene AS
Eugen Johansen AS	Norrek Dypfrys AS
Fatland Jæren AS	Nortura SA
Findus Norge AS	Nærbakst AS
Finsbråten AS	Odd Langdalen frukt og engros AS
Finstad Gård Engros AS	Orkla ASA
Fjordland AS	Pelagia AS
Gartnerhallen AS	Red Bull
Germann Vervik efft AS	REMA 1000
Grans Bryggeri AS	Ringnes AS
Grilstad AS	Rolf Olsen Engros AS
H. A. Brun AS	Salatmestern AS
Hansa Borg Bryggerier AS	Salmon Brands AS
Hennig Olsen Is	Sjømat Norge
Hoff SA	Svanøy Røykeri AS
Holmens AS	Synnøve Finden AS
Huseby Gård Da	T.L. Måkestad AS
Ingebrigtsen kjøtt AS	TINE SA
Insula AS	Toma Mat AS
Interfrukt AS	Tor Sevaldsen Produksjon AS
JÆDER Ådne Espeland AS	United Bakeries Norway AS
Kavli Norge AS – O. Kavli AS	Virke dagligvare
Kavli Norge AS – Q-Meieriene AS	Økern Engros AS

Partnership for a healthier diet

In December 2016, the food industry and the Norwegian Ministry of Health and Care Services signed the Letter of intent for facilitating a healthier diet. The goal is to achieve a more comprehensive and overall collaboration between the health authorities and the food industry in order to make it easier for the consumer to make healthier choices.

Fafo is commissioned by the Directorate of Health to evaluate the agreement. The evaluation includes an annual self-report from the parties who have signed the agreement. This paper is the first annual report from the project.



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