



This presentation is part of WholeUGrain (Grant agreement 874482), which has received funding from the European Union's 3rd Health Programme.



SLOVENIAN INITIATIVES REGARDING WHOLE GRAINS

Gospodarska
zbornica
Slovenije 
Chamber of Commerce
and Industry of Slovenia
Chamber of Agricultural
and Food Enterprises

Dea Zavadlav
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Slovenian food policy strategy

- National Programme on Nutrition and Physical Activity for Health 2015 – 2025 was prepared by Slovenian Ministry of Health in collaboration with other stakeholders.
- Main aim of the program is to improve nutrition and exercise habits of people and to reduce the obesity and risk of developing chronic non-communicable diseases.
- In this document are identified different priority areas and strategic goals regarding:
 - physical activity
 - nutrition, which also includes food reformulation (less salt, sugar, saturated fats and trans fats in food products).



Zaveza odgovornosti (en. Responsibility Commitment)

- In 2015, CCIS-CAFE launched a project of industry self-regulation called “Zaveza odgovornosti” (en. Responsibility Commitment).
- The project was launched with an aim for the bakery sector to contribute to the goals of the national food policy strategy.
- Bakery sector was the 3rd sector (after soft drink and dairy sector) who signed self-regulatory commitments regarding the broader food reformulation action plan in Slovenia.



Self-regulatory commitments of Slovenian bakery sector

On World Food Day, 16th of October 2019, eight bakery companies co-signed the two commitments.

Companies committed to:

Reduce the content of added salt in bread for 5 % until 2022.

With purpose to achieve this goal, bakery companies will develop and improve the composition of existing bakery products and search for additional ways to reduce the content of added salt in bread.

Increase the content of whole grain ingredients in bakery products.

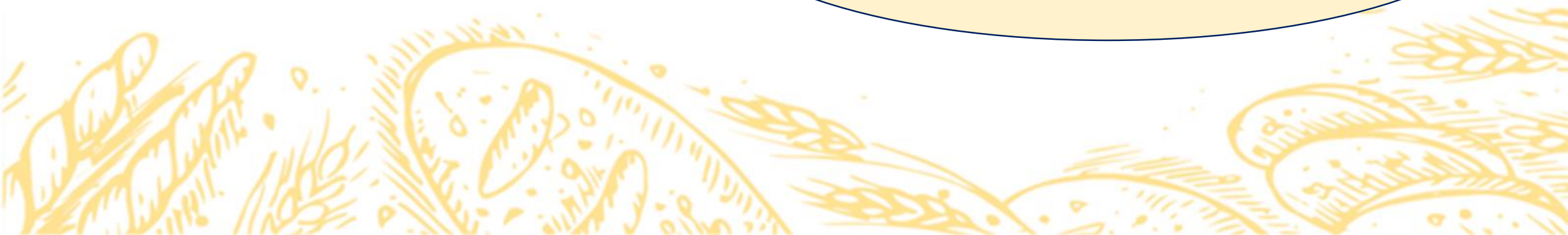
With purpose to achieve this goal, bakery companies will expand the range of bakery products with a higher content of whole grain ingredients.



Content of added salt and whole grain ingredients in 2019

Average content of **added salt** in **bread** on Slovenian market was **1,24 g** per 100 g.

Percentage of **whole grain ingredients** in **bakery products** on Slovenian market was **4%** and **3%** in **other cereal products**.



Conclusions

- The achievements of food industry self-regulatory commitments are monitored by a dedicated Committee.
- The Committee is composed by representatives from:
 - *Ministry of Agriculture, Forestry and Food*
 - *Ministry of Health*
 - *Ministry of Education, Science and Sport*
 - *National Institute of Public Health*
 - *CCIS-Chamber of Agricultural and Food Enterprises*
- In general the results show that food companies are expanding the range of food products with improved nutritional composition.





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Thank you for your attention

dea.zavadlav@gzs.si

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