

CALL FOR ACTION TOGETHER FOR MORE BALANCED DIETS



Europe's food and drink industry launches a Call for Action to help improve diets and promote good nutrition and health.

Only by working together to improve diets can we make a difference. This is why we ask all interested parties and stakeholders to join forces and look ahead to tackle together today's societal challenges related to nutrition and health.



WHAT IS A BALANCED DIET?



NUTRITIOUS



VARIED



INCLUSIVE



ENJOYABLE



SENSIBLE

**ALONGSIDE HEALTHY &
ACTIVE LIFESTYLES,
A BALANCED DIET IS
KEY TO GOOD HEALTH**

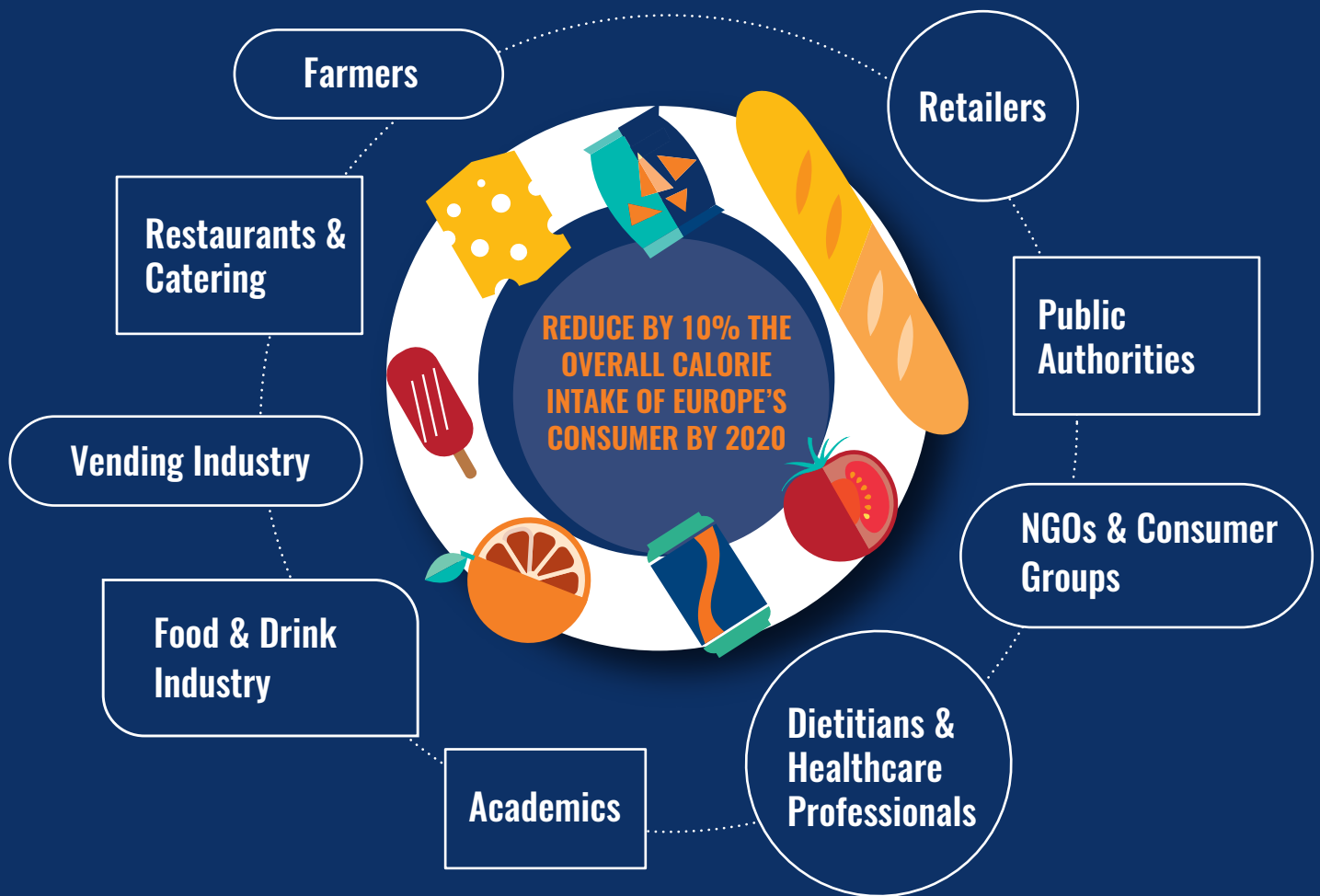


It protects against non-communicable diseases such as obesity, diabetes, cardiovascular diseases, some types of cancer and skeletal conditions



It contributes to well-being and physical health

LET'S WORK TOGETHER TOWARDS MORE BALANCED DIETS BY 2020



EUROPE'S FOOD AND DRINK MANUFACTURERS ARE ACTIVE IN PROMOTING BALANCED DIETS BY WORKING ON



FORMULATION & INNOVATION



VARIETY & CHOICE



NUTRITIONAL INFORMATION

AWARENESS RAISING ABOUT THE ROLE OF BALANCED DIETS & HEALTHY LIFESTYLES

→ **JOIN US!**

FIND OUT MORE
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