

FROM SEED TO SPOON

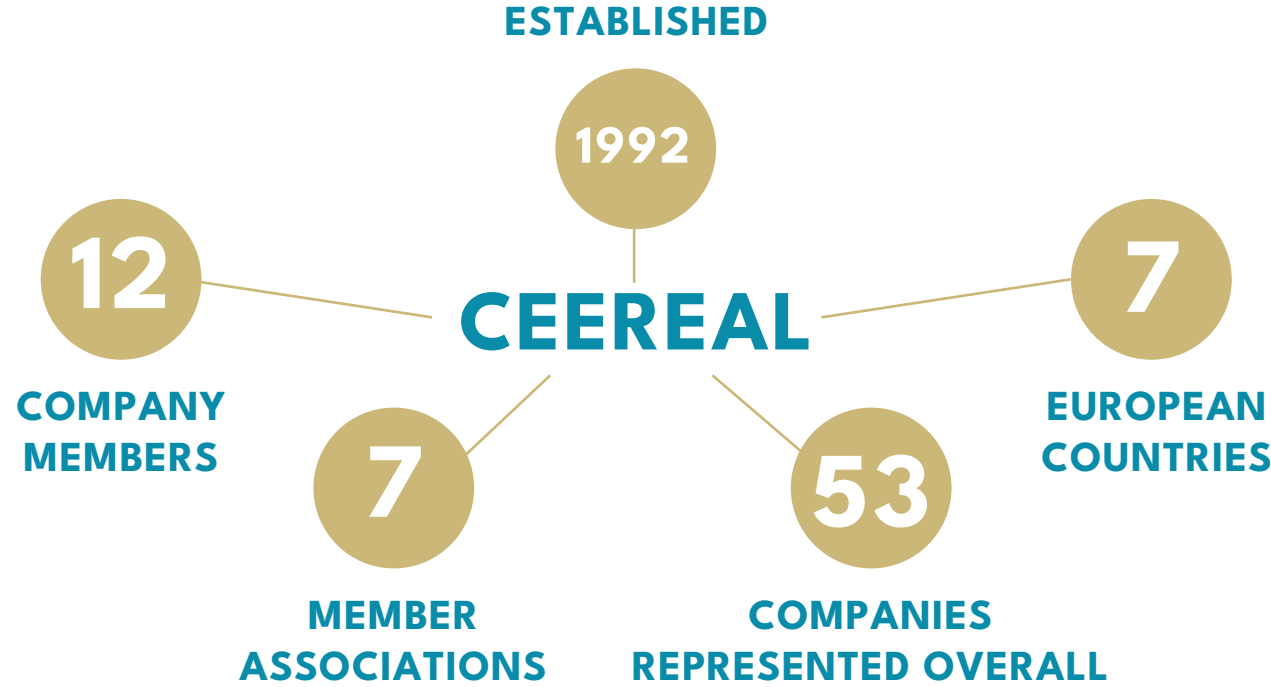
Our commitment to providing people with safe, nutritious, sustainable, and enjoyable breakfast cereals, and promoting policy enablers for innovation and competitiveness.



More information is available on www.ceereal.eu

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CEEREAL represents the European breakfast cereal and oat milling industry and consists of 12 member companies and 7 national associations from 7 countries. Together, CEEREAL represents 53 companies across Europe. We bring together international brands as well as family-owned businesses of all sizes.



OUR COMMITMENTS AT A GLANCE

- #1 NUTRITIONAL VALUE
- #2 SAFETY AND QUALITY
- #3 FOOD INFORMATION
- #4 RESPONSIBLE ADVERTISING
- #5 SUSTAINABILITY

WHY WE DO WHAT WE DO

For many people, breakfast cereals are an essential part of their daily diet. The benefits of regular breakfast cereal consumption are numerous, ranging from supporting the intake of key nutrients to positively contributing to more sustainable food systems as part of a plant-based diet.

CEEREAL members firmly believe that breakfast is a vital if not the most important meal of the day, which provides the energy and nutrition to kickstart the day.

For CEEREAL members, this translates into the commitment and responsibility to provide people with breakfast cereals that are safe, nutritious, sustainable and enjoyable. It is their ambition to contribute to the quality of people's diets and to constantly improve their products.

ENJOYABLE

We offer people a variety of products to choose from based on **different grains, taste, and texture** so they can adjust their breakfast cereal consumption to their preferences and dietary needs.

NUTRITIOUS

We benefit from the **inherent qualities and nutritional value of grains**. Also, breakfast cereals can be conveniently combined with, e.g., fresh fruit, milk, seeds, and nuts. Some products are fortified with vitamins and minerals.

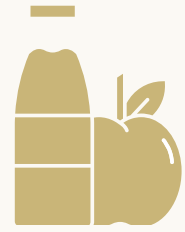
SUSTAINABLE

To accelerate the shift **towards more sustainable food systems**, we reduce the environmental impact of our products, e.g., we decrease carbon emissions, increase circularity and sustainable packaging material, decrease food waste and promote regenerative agriculture.

SAFE

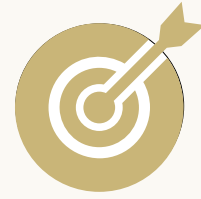
Recognising that breakfast cereals are an integral part of people's diets, **food safety and quality are at the heart of our concerns** – from the grain to the final product.

DID YOU KNOW THAT ...?



Oats are nutrient-dense, **whole cereal grains and a source of vitamins, minerals and protein**. Uniquely, they also contain the beta-glucan soluble fibre and bioactive compounds.

→ [Read more](#)



The EU Pledge now restricts **marketing to children under 13** (instead of 12) and revised the common nutrition criteria to further limit the type of products that can be marketed to them.

→ <https://eu-pledge.eu/>



CEEREAL, with a view to **minimising packaging waste**, developed a pack-fill standard with a minimum target fill level.

→ [Read more](#)



The first **fortified breakfast cereals** entered the European market in the late 1930s. Fortification is an important tool to increase people's intake of vitamins and minerals, including in vulnerable groups.

→ [Read more](#)



Ever since 2008 CEEREAL provides **portion size guidance** of breakfast cereals. The last review of the scientific evidence, including consumption data from 15 countries, took place in 2023 and corroborated the existing portion size rationale.

→ [Read more](#)



In **Switzerland**, the government allows **sugar reduction** claims even if the threshold of 30% is not reached, provided that the reduction is not compensated by ingredients that add a sweet taste, the reduction of added sugar is at least 5%, and overall sugar is reduced. A claim to highlight the change in sensory characteristics can be used for one year¹.

HOW WE CONTRIBUTE TO ACHIEVING BALANCED DIETS AND SUSTAINABLE FOOD SYSTEMS

Five commitments build the foundation of our actions and the motivation to constantly improve our products and production processes. We share the public health objective to reduce the prevalence of non-communicable diseases and are part of the solution. We confidently look back at our achievements over the past years and will continue our efforts around those commitments.

¹ Confédération suisse (2016). Ordonnance du DFI concernant l'information sur les denrées alimentaires (OIDAI), Article 42a, du 16 décembre 2016 (Etat le 1er juillet 2020). <https://www.fedlex.admin.ch/eli/cc/2017/158/fr>.

#1

WE FURTHER IMPROVE THE NUTRITIONAL VALUE OF BREAKFAST CEREALS

We continue our reformulation and innovation efforts and increase the variety of our offer to give people a large range of healthy and tasty options.

PROOF-POINTS

- Between 2015 and 2023, the sales-weighted average **wholegrain content grew by 38.6%** and the **fibre content by 12.3%** while the **sugar content decreased by 9.0%**.²
- In 2023, as much as **65% of breakfast cereals sold** by CEEREAL members were fortified, amounting to **10.6 billion fortified breakfast cereal servings** sold in the same year across Europe.

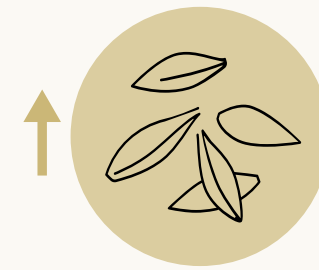
POLICY ENABLERS

- Review and extend permitted uses of sweeteners** to support companies' reformulation efforts and to provide people with more options to meet their dietary needs and taste expectations.
- Harmonise the legal framework for fortification** to make it possible to address intake deficiencies and provide people with consistent information across Europe.
- Review the sugar reduction claims framework** to make it possible to communicate small, but nonetheless significant changes that come along with reformulation.



² On a sales-weighted basis for recipes constituting 85% of volume sales in the EU and the UK in 2015 and 2023.

ACHIEVEMENTS IN REFORMULATION AMONG BREAKFAST CEREAL PRODUCERS FROM 2015 TO 2023²



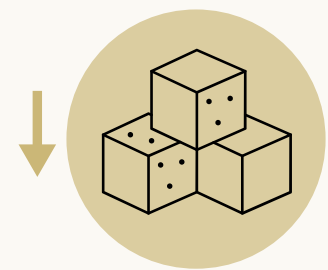
+39%

WHOLE GRAIN



+12%

FIBRE



-9%

SUGAR

FORTIFIED BREAKFAST CEREALS SOLD IN EUROPE IN 2023



2/3

OF ALL BREAKFAST CEREALS SOLD

MORE THAN 10 BILLION SERVINGS

#2

FOOD SAFETY AND QUALITY ARE PARAMOUNT TO CEEREAL AND ITS MEMBERS



CEEREAL members actively participate in research activities and academic studies and contribute industry data and expertise to EU institutions and EFSA.

PROOF-POINTS

- ✓ We actively participate in one of the **European Cooperation in Science and Technology (COST)** actions and in research projects.
- ✓ We regularly **collect membership-wide data** and submit it to EFSA, the European Food Safety Authority, or use insights to contribute to consultations.
- ✓ We engage in projects, such as **Oats Monitoring**, to collect and analyse the data on oats to be used for publications, and in policy discussions.

POLICY ENABLERS

- **Ensure that food safety regulation remains evidence-based** and integrates stakeholders along the value chain into a dialogue around potential change.
- **Ensure that consistent, harmonised, and complete data** is used to provide such evidence.
- **Ensure that innovative products are assessed more efficiently** in order to allow more resistant grain varieties to enter the EU market more quickly.



#3

WE HELP PEOPLE CHOOSE A NUTRITIOUS AND BALANCED BREAKFAST



We provide consumers with consistent information that helps them identify and choose a nutritious and balanced breakfast option and better understand its benefits.

PROOF-POINTS

- ✓ The breakfast cereal industry has been at the forefront of **applying national nutritional labelling schemes** – either voluntarily or in compliance with the law.
- ✓ To complement mandatory nutrition information, we have **developed guidance on portion sizes of breakfast cereals**. The guidance gives people a more realistic idea of how much they should consume and how this contributes to their overall energy and nutrient intake.

POLICY ENABLERS

- **Provide legal clarity and remove barriers** within the EU Single Market linked to the proliferation, implementation and application of different national front-of-pack nutrition labels and divergent interpretations of existing legislation.





#4

WE ADVERTISE RESPONSIBLY AND PROMOTE THE BENEFITS OF BREAKFAST

We do not engage in marketing communications to children in primary schools, early childhood education centres or children's care service centres across the EU27, except where specifically requested by, or agreed with, the school administration for educational purposes.

PROOF-POINTS

- ✓ Some CEEREAL members submitted **commitments under voluntary international initiatives**, such as the EU Pledge, the International Food & Beverage alliance (IFBA) or the EU Code of Conduct on Responsible Business and Marketing Behaviour, which aim to change the way of advertising to children.
- ✓ CEEREAL and some of its members are part of the **Whole Grain Initiative**, which aims to promote the increase of whole grain consumption.

POLICY ENABLERS

- **Recognise the significant contribution of self-regulation, voluntary codes of conduct** and public-private partnerships to the success of national health strategies.
- National dietary recommendations and campaigns should **emphasise the importance of consuming fibre and whole grain and the benefits of oats**.
- Public-private partnerships could help **promote the benefits of breakfast consumption** and of the increased **consumption of fibre and whole grain**.



#5

WE STEP UP EFFORTS TO REDUCE THE ENVIRONMENTAL FOOTPRINT OF BREAKFAST CEREAL PRODUCTION AND CONSUMPTION

We work with farmers to promote the uptake of regenerative farming principles and practices. We optimise production processes within our operations and step up progress towards more circularity and more sustainable packaging material and reduce food waste along the supply chain.

PROOF-POINTS

- ✓ We have **developed new types of packaging** to enhance their recyclability, make them fully recyclable or need less packaging.
- ✓ We have adopted and expanded practices of **sourcing deforestation-free ingredients**.

POLICY ENABLERS

- **Support farmers** in their transition to more **regenerative farming practices** to make breakfast cereals more sustainable while remaining accessible.
- **Encourage overall food waste reduction** and improve the understanding of **date marking**.
- **Ensure** that packaging waste, sustainability and **labelling measures are harmonised** so that goods can flow freely.



WE ARE PART OF THE SOLUTION

Achieving more sustainable food systems is a necessary and major task that needs partnership: not only within our sector and across the food industry, but also with the public sector and policymakers.

The above-mentioned proof-points illustrate what we have achieved and where we are heading. To close this gap, we ask policymakers to work on shaping a balanced and science-based regulatory environment, which is conducive to sustainable growth and innovation for European breakfast cereal and oat milling companies.

In a joint effort, we can make sure that Europeans and Europe can benefit from sustainability, growth, and innovation.





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CEEREAL is registered in the EU Transparency Register
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