

# Networking for better nutrition

## The Nordic approach

*Lene Breum Larsen*

*1st Meeting in the Global Action Network Decade of Action on Nutrition Sustainable Food from the Oceans and Inland Waters for Food Security and nutrition  
Rome 5th July, 2018*

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# The Nordic Approach

**Evidence-based:** using the most robust and current data

**Democratic:** including multiple stakeholders and encouraging consumer-driven processes

**Progressive:** encouraging innovation and new perspectives

**Holistic:** considering the interconnectivities between different policy solutions and global challenges

**Sustainable:** safeguarding the health of humankind and the planet.



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## Whole Grain Partnership

Results of ten years cooperation

- Average intake: 36 grams per day → 63 grams per day
- Danes with the lowest whole grain intake have now doubled their intake
- Product innovation: 150 products → 800 products

Expanding  
the  
market for  
whole  
grains

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Nutrition

Culture

Meals

Waste

Sustainability



## *Nordic policy solutions that are changing food consumption*

Download your free copy:  
[Norden.org/solutionsmenu](https://norden.org/solutionsmenu)

- **Nordic Nutrition Recommendations (NNR):** Agreement on the facts
- **Nordic Plan of Action and the Nordic Monitoring System:** Setting long-term goals
- **Keyhole Label:** Making it easier to promote healthier food
- **Salt partnerships and salt labelling:** Helping the food industry to cut down on salt
- **Whole Grain Partnership:** Expanding the market for whole grains
- **Meal initiatives:** Nutrition in the context of meals
- **Nutrition commitments:** Broadening the range of healthy food products
- **Monitoring food marketing to children:** Halting obesity and overweight

# *The Nordic way*

Agreement on the facts (NNR) and inclusiveness in partnership building



Foundation for regional policymaking with strong support and long life



Opportunities to jointly create more robust evidence and solutions



Successful policies and a stronger position at the global level

**Embedded in the approach: Sharing lessons!**

[www.nordicnutrition.org](http://www.nordicnutrition.org), [www.norden.org/foodpolicy](http://www.norden.org/foodpolicy), [@nordicfoodpol](https://twitter.com/nordicfoodpol)

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