

Activity report

The Norwegian Food and Drink Industry Professional
Practices Committee 2013



Matbransjens
Faglige Utvalg



MFU's foundation:

The Norwegian Food and Drink Industry Professional Practices Committee (hereafter MFU was established in June 2013 with Virke, NHO and ANFO as its members) The scheme has been set up as a two-year trial arrangement after a consultation period and with the agreement of the Ministry of Health and Care Services, the Ministry of Children, Equality and Social Inclusion, the Norwegian Directorate of Health and LO.

MFU is founded on the agreement of industry players NHO, Virke and ANFO on the following points:

- A debate on diet is of major importance
- Obesity and overweight are serious social problems
- The marketing of specified food and drink products aimed at children is unacceptable.

A united industry of food manufacturers and suppliers has given its backing to MFU.

This scheme had advisory value from 1 August 2013 and came into force on 1 January 2014. It superseded the voluntary Code of 2007.

A Code and supplementary Guidance have been established, which, together with a Product List, specify the scope of the scheme covered by MFU.

The purpose of the Code is to supplement and amplify the existing legislation and to encourage good and responsible marketing practices. The aim of the Code is to raise the awareness of the business community regarding the challenges of marketing food and drink to children and young people, and to help ensure that this group is shielded from untoward impact by the market. In particular, it is important to avoid marketing which makes it hard for parents and others to give children dietary advice and a healthier diet.

MFU's tasks:

- Raising the awareness of the business community regarding the challenges of marketing food and drink to children and young people
- Ensuring compliance with the Code and Guidance which lay down what is considered acceptable marketing
- Monitoring the industry ban on marketing certain types of food and drink to children under 13 years
- Ensuring that everyone is able to complain to MFU about marketing activity which infringes our Code and Guidance
- Ensuring that the anonymity of complainants is preserved in all further processing.
- Ensuring that the complaints procedure works well and that responses made by MFU are published



**Matbransjens
Faglige Utvalg
MFU Board, 2013:**

Appointed by ANFO: Margaret Brusletto, McDonalds,
Helen Engebrigtsen, Orkla (Board chair)

Appointed by NHO: Hege Holter Brekke,
Tine, Kristian Hvilen, Mondelez

Appointed by Virke: Øystein Hagen, ICA,
Bård Gultvedt, Norgesgruppen

Three MFU Board meetings were held in 2013.

**The Professional Practices Committee's
representatives in 2013:**

Committee Chair Attorney Kristine Schei

Representative Thea Broch, Attorney with Virke

Deputy Representative Line Schartum Hansen, Legal
Counsel, Statoil Fuel & Retail

Representative Sven Hars, Scandinavian Markets and Communications Director, Burger
King

Deputy Representative Geir Jostein Dyngeseth, Markets Director, COOP Norge Handel

Representative Eirik Bryn, Operational Marketing Director, Coca-Cola

Deputy Representative Joakim Sande, Marketing Manager, Ringnes

Representative Anders Høgberg, Nutrition Manager, Orkla

Deputy Representative Linda Granlund, Director Health and Nutrition, Mills

Representative Ramona Eichenberger, Department of Population- based Health Promotion,
Norwegian Directorate of Health

Deputy Representative Christina Hildonen, Department of Childhood, Adolescence and
Ageing, Norwegian Directorate of Health

Representative Else-Marthe Sørlie Lybekk, Norwegian Olympic and Paralympic Committee
and Confederation of Sports, Project Leader Sunn Jenteidrett

Deputy Representative Gorm Hoel, Norwegian Medical Association

Two Committee meetings were held in 2013.



Secretariat:

The Head of Secretariat Wenche Jacobsen has presided over the establishment of the committee and its day-to-day operation.

General information about the enterprise:

- The website mfu.as has been set up with both English and Norwegian versions. Due to significant interest from companies, the English press and advertising associations in other countries it was found to be both necessary and time-saving to have an English website.
- The Secretariat has sent out press releases to Norwegian national and local press about the establishment of MFU. The Secretariat has replied to enquiries from the press.
- The Secretariat has informed relevant organisations about the scheme.
- A meeting to discuss experiences and provide information was held for the industry. Focus: How the introduction of MFU's Code affected work in the industry, with specific examples of assessments carried out. Coca-Cola and Tine spoke openly about how MFU had affected their innovation and marketing work. The meeting was well attended by the industry.
- The Secretariat has had 10 consultations on the purpose of the scheme with foreign operators working in the Norwegian market but who did not play a key role in the creation of the scheme. This took place through meetings, telephone conversations and email correspondence. The topics discussed were the marketing of different types of chocolate, different types of sweets, different types of soft drinks and different types of dairy products. The result so far is that all involved have said they are willing to conform to the MFU's Code.
- The Secretariat has had 15 consultations with Norwegian enterprises on understanding the details of MFU's Code and Guidance. These concerned different types of dairy products, different sweets and chocolate products, breakfast cereals and ice cream.
- The Secretariat has produced a badge that companies can use in their communication/on their websites to indicate their support for MFU:



- The Secretariat has created a PowerPoint presentation of MFU's Code in popularised form that has been sent to the members concerned in Virke, ANFO and NHO.

MFU's cases in 2013:

The Code for the marketing of food and drink aimed at children came into effect in its current form in June 2013 and has been voluntary until the turn of the year. From 1 January 2014 the Code is binding for all those marketing specific types of food and drink.

During the period from 1 September - 31 December 2013 it was possible to submit complaints about marketing to mfu.as, but the decisions made in cases are not made public since the Code was only voluntary during this period. 5 complaints were received. These complaints have been handled but no decisions on the cases have been made public.

Afterwards permission was obtained from Orkla ASA and Mondelez Norge AS to publish decisions related to complaints in which their companies were involved. These cases have been included in this report below. With effect from 1 January 2014 all decisions in cases will automatically be published. Furthermore the Board has handled two principal cases with regard to guidance that elaborates on the Code.

- **Appendix to the Guidance**

After questions raised by a member company MFU has produced an appendix to the Guidance that elaborates on the situation where a brand has variants that are both covered by the scheme and are outside the scheme. This appendix has been published on the website and sent out to the companies.

