



# EU Food Policy



The consumer group SAFE (Safe Food Advocacy Europe) is working on a television commercial in Belgium which will explain how much sugar is in everyday foods.

A video - screened at the SAFE conference in Brussels on Tuesday - showed breakfast cereal turning into sugar in the bowl. A spread looking remarkably like Nutella becomes sugar when spread on toast and food spoon-fed to a baby also turns to sugar.

However, this was not the actual commercial whose content is not known and will be finished by May. Florianna Cimmarusti, secretary general of SAFE, said it was not saying don't eat any sugar but rather "Sugar yes, but not too much".

SAFE is already funded by the Education Ministry of the Wallonia-Brussels Federation to run education programmes in schools to tell children how much sugar is in popular food and drink products.

It is also trying to develop the smart phone app used in the UK to scan products to show how many teaspoons of sugar they contain for the Belgian market.

The video shown at the meeting said that a chocolate/hazelnut spread sandwich contained "1.4 days of sugar" while a cola was "two days of sugar".

In total, the items put in a school lunch box came to "five days' worth of sugar".

Ms Cimmarusti, whose members include Action on Sugar, also claimed that calories from sugar could make you fatter than calories from other types of food.

She referred to an experiment in Australia in which the celebrity, Damon Gameau, went from not eating sugar to a diet which included "healthy" foods containing sugar, such as breakfast cereals, cereal bars and sweetened yoghurt.

Although he consumed the same number of calories as before, he put on 8.5kg in two months, developed fatty liver disease and was on the verge of diabetes within two months.

"The way calories are counted needs to be changed," said Ms Cimmarusti.