

INITIATIVES OF THE COMMERCE SECTOR IN THE FIELD OF  
DIET, PHYSICAL ACTIVITY AND HEALTH

**Trade Federation name: Norwegian Association of Wholesale Grocers**  
**Country where actions are taking place: Norway**

**Supporting campaigns developed by public authorities on diet, physical activity and health**

The Norwegian grocery trade believes that its responsibility is first and foremost to offer all their customers a widest possible selection of products that can all have their role in a balanced and varied diet. It is a question of personal choice to achieve a healthy diet and lifestyle. The trade sector is nevertheless willing to contribute to the Government's work on improving nutrition in the population: participation in the Norwegian government's working groups and meetings, setting up a national action plan to improve nutrition (scheduled for end 2006). A healthy diet together with sufficient physical activity should have highest priority.

Members of the Federation also support the activity of the manufacturing industry to implement the recommendations of the World Health Organization to reduce the consumption of added sugars, unhealthy fat and salt plus promote the consumption of the more healthy foods like fish, lean meat, white meat, fiber rich foods and fruits and vegetables.

**Supporting the consumption of fruit and vegetables**

Grocery trade groups have been extending the number of stores with fresh food assortment along with the modernisation of the network of stores. There has in particular been a focus on improving and developing the fruit and vegetable counters and this progress has been recognized by the wider public.

**Providing in-store communication such as brochures, leaflets, posters etc**

Members of the federation are assisting consumers in making healthy choices, by making it easier to choose all types of products. This is increasingly reached by advertising, in-store and web activities including concrete food suggestions, recipes for everyday meals and encouragement of physical activity.

**Providing out-store communication such as customer care lines, internet, customer magazines etc**

See above

**Developing nutrition labelling**

Collaboration in the working group set up by the Federation of Norwegian Commercial and Service Enterprises, studying **inter alia** the feasibility of keyhole labelling for a selection of goods with lower contents of fat, free sugars, salt or products with a high fiber content. Some groups have already decided to introduce such a labeling system on a test basis applying in one case to initially 7-800 products and to work for official recognition of it in Norway as well as in other Nordic countries.

**Product development and review of the formulation of existing own-brand foodstuffs**

The Norwegian grocery trade has only a small percentage of trade labels so priority is given to cooperation with manufacturing industry to formulate products that fit into the keyhole profile or into other competing product formulations to cover the consumer demand trend towards healthier lifestyle. Product formulation for private label follow the same trends.

**Development of sponsorship and partnerships**

Partnerships between the 4 groups in the Norwegian Grocery trade individually with manufacturing industry cover a wide range of commercial matters including product formulation. As a consequence of requirements of competition policy the grocery trade groups do not cooperate between themselves in these areas.

A result of combined action by the grocery industry is that the consumption of soft drinks with free sugars has declined substantially. The grocery trade participates in healthy food networks with manufacturing industry.

The grocery trade groups sponsor major sports events like national football matches and a wide range of other national and local physical activity events. This is based also on the belief by the grocery trade that it is necessary for any action to focus not only on food but on contributing to increasing the physical activity of the population.

**Staff training and education**

Is incorporated in the above policies.