

The consultancy Milieu Consulting presented [a study on obesity](#) in the European Parliament's committee on public health (SANT) on 17th October.

The study recommends stricter regulations on food marketing to combat childhood obesity. Key proposals include mandatory food composition targets, a ban on trans-fats and unhealthy food marketing to children, and tax incentives for healthy foods. The study highlights the negative impact of online food marketing on children's diets, particularly on social media platforms, and calls for stronger legal frameworks to protect children from this influence. The Audiovisual Media Services Directive's (AVMSD) reliance on co- and self-regulation is described as having "its limitations". Two Members of the European Parliament (MEPs) echoed the study's concerns about marketing for unhealthy food in the ensuing Q&A, including Manuela Ripa from the EPP (conservative right).

In addition, the Council working party on public health has drafted Council Conclusions on Cardiovascular Diseases, a non-binding document which is now ready to be sent to COREPER for adoption by the Permanent Representatives of the Member States. Its adoption by the ministers is expected on 3rd December. In the draft conclusions, the commercial determinants of cardiovascular diseases receive a lot of attention. To the best of our knowledge, marketing of HFSS food is mentioned twice, as a commercial determinant that needs to be tackled. Throughout the document, alcohol and HFSS consumption are depicted as commercial determinants detrimental to health, and several references to WHO Europe's approaches to HFSS are included.

In the wider EU policy context, it is worth recalling that the [Nutrient and Health Claims Regulation](#) tasked the European Commission to set up a nutrient profile model (NPM) by January 2009, which nutrition and health claims made on food would have had to comply with. [A revision of the Food Information to Consumers Regulation](#) was meant to deliver on this, until the process was frozen in 2022. However, political or societal shifts at national and EU levels could unfreeze the process in the future. Furthermore, the AVMSD review, due by end 2026, will be started sooner than later. It is likely to address the issue of HFSS ad to minors.

EASA intends to engage with SANT MEPs and feed them positive narratives about ad SR taking care of HFSS ads. However, the low commitment of the food and beverage industry to further develop HFSS ad SR may hamper EASA's capacity to efficiently lobby policymakers. For many years already, EASA has been relentlessly warning its members about the threat of HFSS EU legislative developments, encouraging more ambitious SR mechanisms with a view to pre-empt such regulatory threats. EASA will also keep an eye on work package 5 (Regulation and taxation) of the EU-funded [Joint Action PreventNCD](#), headed by Norwegian and Portuguese authorities, and on the [Jacardi JA](#).

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