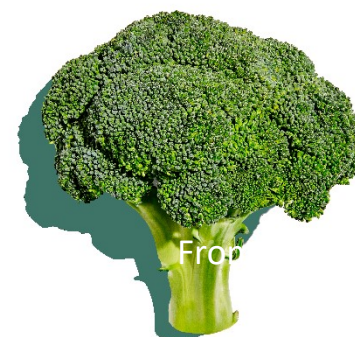
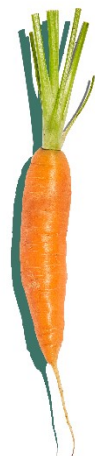




**Ministry of Food, Agriculture
and Fisheries of Denmark**

Danish Veterinary and
Food Administration

New FBDGs in Denmark: *The Official Dietary Guidelines* – *good for health and climate*



Anne P. Enevoldsen
Head of Division
Sustainable Diet and Health

UN FSS Side Event:
Transition to food system transformation,
September 2021

The next 15 min

How did we develop the FBDGs?

How did we include stakeholders?

How do we support the implementation?

*Eat more vegetables
and fruit*



Eat wholegrain foods



*Eat less meat
– choose legumes and fish*



*Thirsty?
Drink water*



*Choose vegetable
oils and low-fat
dairy products*



*Eat less sweet,
salty and fatty
food*



Eat plant-rich, varied and not too much

The Official Dietary Guidelines
– good for health and climate

The Official Dietary Guidelines

– good for health and climate

- Eat plant-rich, varied and not too much
- Eat more vegetables and fruit
- Eat less meat – choose legumes and fish
- Eat wholegrain foods
- Choose vegetable oils and low-fat dairy products
- Eat less sweet, salty and fatty foods
- Thirsty? Drink water

Find more information at altomkost.dk

Eat more vegetables and fruit



Eat wholegrain foods



Eat less meat – choose legumes and fish



Thirsty? Drink water



Choose vegetable oils and low-fat dairy products



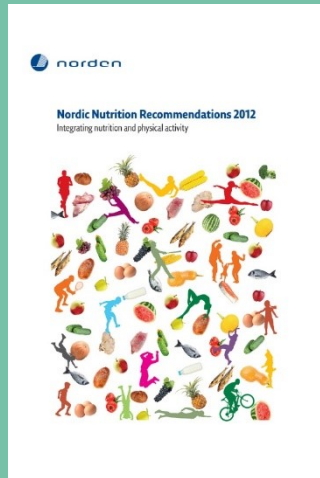
Eat less sweet, salty and fatty food



Eat plant-rich, varied and not too much

The Official Dietary Guidelines
– good for health and climate

Evidence behind the Official Dietary Guidelines



2012

The guidelines ensures a diet in line with the Nordic Nutrition Recommendations



2013

‘The evidence-base for the Danish guidelines for diet and physical activity’



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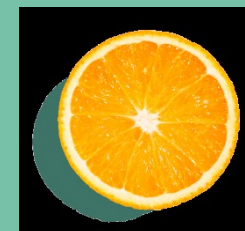
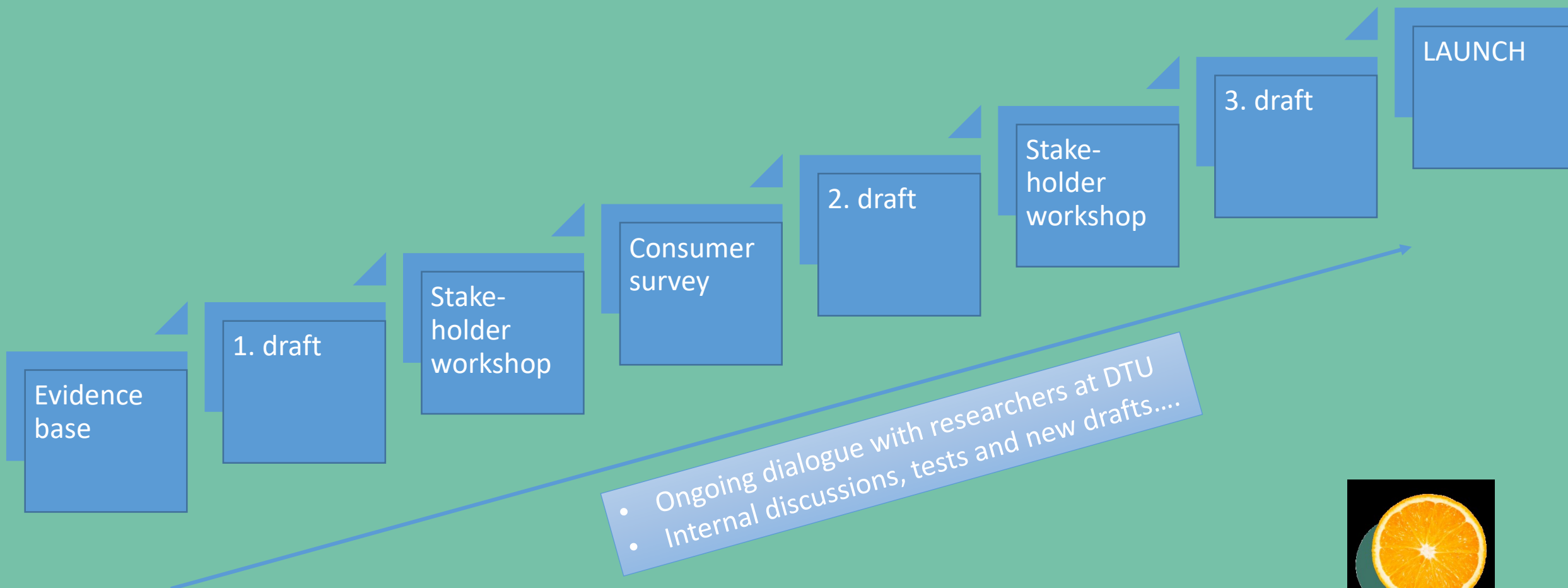


2020

‘Guidance for sustainable healthy diets - Scientific background for revising the Danish food-based dietary guidelines’



The processen



Main challenges



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To integrate a focus on climate without compromising the health aspects

- To tackle the “gap” between food culture and a (healthy and) climate friendly diet
- Interest and motivation among health professionals



Implementation strategy



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COMMUNICATION

Campaigns
Food labeling
Homepage
Social Media
Press and news
Reports and research



STRUCTURAL CHANGE

Canteens
Schools
Institutions
Municipalities
Food Supply



PARTNERSHIPS

The Food Partnership for
health and climate
The Danish Whole Grain
Partnership
Healthy Food Council

Food Based Dietary Guidelines

Communication initiatives



Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen

1. FBDG for vegetarians, pregnant/breastfeeding and +65
2. Exhibition about climatefriendly and healthy diet at a science museum
3. Revised "lunch box hand"
4. New Diet Circle coming up
5. FBDG-label on the way (health perspective)



Communication initiatives



Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen



Labelling initiatives

- Helps consumers
- Encourage food producers to develop new/better products
- Motivate retail to promote certain products



salling group

ØKOLOGISK
LANDSFORENING

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Købmænd

Forbrugerrådet
Tænk

coop

DANSK ERHVERV

Ministeriet for Fødevarer,
Landbrug og Fiskeri
Fødevarestyrelsen



Danmarks
Naturfredningsforening

Climate label for foods is on
the way in Denmark
(ultimo 2022)

Structural initiatives



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- New Dietary guidelines for Meals in kindergartens, schools and workplaces
- Educational material for 4-6th grade
- Minimum criteria for green public procurement

Partnerships lifting the FBDG-agenda



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The Danish Wholegrain partnership:

- Increase the intake of wholegrain

The Food Partnership for health and climate (among other goals):

- Increase the number of keyhole-marked products
- Nudging an increase purchasing fruits and vegetables



Partnerships lifting the FBDG-agenda (2)



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Healthy Food Council (projects among others)

- World Pulses Day (Feb 10th)
- Developing tools for professional kitchens aiming for more healthy and climatefriendly meals
- Yes please – a little less: reducing sizes
- Guidance for climate claims



Are we done?



We just startet and on the journey waiting ahead of us, we need a luggage full of:

- Persistency
- Curiosity
- Collaboration
- Research
- Consumerunderstanding
- Etc.





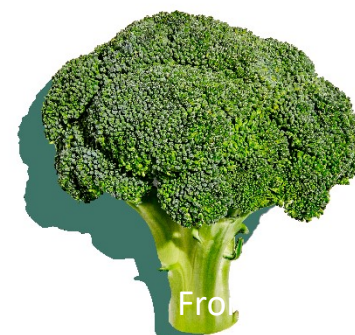
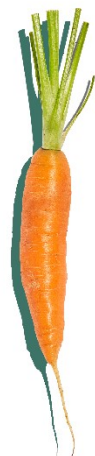
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Thank you for the attention

Want to know more about sustainable diets – join the World Food Summit 2022 May 6th

<https://worldfoodsummit.virtualhive.live/>



Fro

Anne P. Enevoldsen
Head of Division
Sustainable Diet and Health

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