

## AIM's reaction to the Farm to Fork Roadmap

AIM, the leading international association of healthcare funds and mutuals, welcomes the initiative to launch a Farm to Fork Strategy as part of the European Green deal. We agree that the strategy is key in the implementation of the Sustainable Development Goals and hope that the European Commission (EC) will keep that objective in mind when developing it.

*AIM calls on the European Commission to put public health at the centre of its strategy.*

AIM believes the intentions described in the roadmap reflect the need for a holistic approach. The strategy should aim to achieve a more sustainable production of high quality food, with a smaller environmental footprint. It should look at the way food is processed while limiting the use of antibiotics and ensuring proper labelling and packaging. The EC should also contribute to raise awareness for healthier and more sustainable consumption.

*We call for an improvement of food quality and a ban on the use of pesticides with a negative impact on health.*

The strategy should be rooted on the promotion of a sustainable production of high-quality foods. To achieve it, the Common Agricultural Policy will be key in supporting farmers to shift to healthier and more sustainable farming practices while limiting the stress and financial burden such a shift can cause, and in developing innovative solutions. When it comes to those practices, AIM calls for the ban of pesticides or other chemicals that have a negative impact on consumers' or farmers' health.

*We call on the European Commission to establish clear limits of the amount of added-sugar or salt in the processing of food.*

The consumption of foods with high contents of sugar or salt has proven to have a negative impact on health. It is linked to diseases such as obesity or diabetes, to cite but a few. The EU has a clear role to ensure that the food which reaches citizens' plates does not contain levels of salt or sugar that would have a harmful effect on their health.

*We call on the EU to adopt a more protective EU food contact material legislation.*

Chemicals used in packing can cause cancer, disrupt hormones, affect DNA or persist in the environment. Most materials currently used for food packaging are not covered by the current regulation and numerous chemicals harmful to human health are overlooked.<sup>1</sup> AIM believes it is time that the EU reviews its food contact material legislation in order to guarantee a high level of protection of human health.

*We call on the EC to adopt a uniform proposal of labelling of food products.*

In order to properly monitor their diet, consumers should be provided with comprehensive and non-misleading information concerning the food and drinks they consume. Such information should include ingredients, nutritional value and environmental footprint and appear on label.

---

<sup>1</sup> <https://www.env-health.org/how-the-chemicals-in-food-contact-materials-are-putting-our-health-at-risk/>

*We call on the EC to adopt the necessary measures to limit the exposure of children and adolescents to the marketing of unhealthy food.*

Marketing affects behaviours. Vulnerable groups, such as children or adolescents are particularly at risk of being negatively influenced. AIM is convinced that the EU has a clear role to play, for instance, in restricting the online marketing of unhealthy products and thus in limiting the exposure of those groups.

*The Strategy should support a much needed dietary shift.*

Current consumption patterns are far from healthy and sustainable. Europeans should be nudged to make healthier choices with a lesser impact on the environment: consuming more fruits and vegetables, less processed food and meat, for example. The Farm to Fork Strategy should contribute to ensure that production meets those wished consumption habits; that healthier foods are accessible and promoted over unhealthy options (marketing, healthier food in canteens, etc.); and that citizens are empowered to make the right choices both for their health and planet.



The International Association of Mutual Benefit Societies (AIM) is an international umbrella organisation of federations of health mutuals and other not-for-profit healthcare payers. It has 57 members from 30 countries in Europe, Latin America and Africa and the Middle East. 33 of its members, from 20 countries, are based in the European

Union. AIM members provide compulsory and/or supplementary health coverage to around 240 million people around the world, including close to 200 million people in Europe, on a not-for-profit basis. Some AIM members also manage health and social services. Collectively, they have a turnover of almost €300 billion.

AIM members are either mutual or health insurance fund.

They are: private or public legal entities; solidarity based; not-for-profit oriented organisations: surpluses are used to benefit the members; democratically-elected members play a role in the governance of the organisation.

Info: [www.aim-mutual.org](http://www.aim-mutual.org) - Contact: [jessica.carreno@aim-mutual.org](mailto:jessica.carreno@aim-mutual.org)