



**Danish Crown**

# **Nutrition Programme**

*May 2024*



# 1. Our Programme

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At Danish Crown, we believe that food can make a difference and that we can make a difference for food. For this reason, we have an unwavering commitment to taste, quality, and a wide product range that caters to various cultures and lifestyles, ensuring the creation of great-tasting food for everyone to enjoy.

Food safety has always been top priority at Danish Crown. Throughout our value chain, we have implemented robust processes to ensure food safety. An essential consideration in this regard is the shelf life of our products. We recognise the importance of aligning our product's shelf life with the everyday lives of our consumers. A product with a shelf life that fails to meet these needs poses a risk of leading to food waste – an outcome we strive to prevent.

As a leading food company, we acknowledge our capability to influence people's eating habits, which in turn influence their personal health, energy levels and long-term well-being. Therefore, we believe food companies have a responsibility to support the development of healthy eating habits among consumers. To guide our efforts in this area, we have established a set of core principles that support the promotion of nutritious dietary choices.



## 2. Our Beliefs

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Our core principles to support healthy eating habits are:

#### **2.1 At Danish Crown, we believe that a balanced diet and regular exercise are essential for maintaining a healthy lifestyle.**

At Danish Crown, we believe that food can make a difference and that we can make a difference for food. Food not only fuels us with energy but also provides essential nutrients crucial for maintaining good health.

We advocate for a balanced diet that incorporates foods from various food categories, as outlined by dietary guidelines across Europe (Blomhoff, et al., 2023; Danish Veterinary and Food Administration, 2020). We suggest that a balanced diet should primarily consist of healthy meals, defined as those with balanced macronutrients and a variety of vitamins and minerals. While we encourage the inclusion of nutritious options, we also recognise the importance of occasional indulgences as part of a balanced lifestyle. The key is to strive for overall balance in dietary choices, allowing flexibility to enjoy a variety of foods.

Moreover, our definition of a balanced diet extends beyond nutrition; it is also about spreading joy and creating good food experiences. At Danish Crown, we do not believe in the notion that a healthy lifestyle requires omission of certain foods. Instead, we advocate for individual dietary decisions. With a proper balance between foods, there is an excellent foundation for meeting the dietary requirements.

To support this, we contribute with a wide range of products suitable for a balanced diet. When combined with regular exercise, this balanced approach provides a solid foundation for a healthy lifestyle.

#### **2.2 At Danish Crown, we believe that meat is an important part of a balanced diet for most people.**

Products of animal origin offer essential nutrients challenging to obtain from plant-based sources (Leroy, et al., 2023). They provide protein of high biological value, along with essential vitamins and minerals like B12, iron, and zinc, which are all easily digestible for consumers (Leroy, et al., 2023). In contrast, plant-based foods provide essential nutrients not present in meat (Blomhoff, et al., 2023). Therefore, we advocate for a balanced diet including a mix of products of animal origin and plant-based foods to ensure consumers have access to all requisite nutrients. For those who do not eat products of animal origin, we recommend following relevant dietary guidelines to ensure the intake of essential nutrients (Danish Veterinary and Food Administration, 2020).

The protein from foods of animal origin, such as the protein in meat, is characterised by high quality and bioavailability (Leroy, et al., 2023). This is because each type of meat is a significant source of essential amino acids, which humans are incapable of producing themselves. Amino acids are the building blocks in proteins, serving a crucial role in various bodily functions, including the construction and maintenance of muscle mass (Leroy, et al., 2023).

Bioavailability, which measure the body's absorption of nutrients, is essential for evaluating the nutritional value of different foods. Specifically, protein from meat has a high bioavailability due to the high absorption rate of amino acids. This attribute sets meat apart as a protein source with easily absorbable nutrients (Geiker, et al., 2021), making it a great source to fulfil protein requirements. In contrast, plant protein has a significantly lower bioavailability, leading to less efficient absorption compared to meat proteins.

Meat is also rich in vitamins, especially vitamin B12. Foods of animal origin are the only non-fermented foods confirmed to be a natural source of vitamin B12 so far. This vitamin is essential for healthy blood formation (Blomhoff, et al., 2023).

In addition, meat is a source of various minerals, particularly rich in iron, zinc, selenium, and phosphorus (Geiker, et al., 2021). The content of iron and zinc, combined with their bioavailability, are strong arguments for including meat in a balanced diet. Firstly, meat has the highest bioavailability of iron among foods. This is attributed to its heme iron content, which differ from the significantly lower bioavailability of nonheme iron. Secondly, when meat is combined with other foods, it triggers an as-yet-unidentified factor known as the 'meat factor' (Consalez, Ahern, Andersen, & Kjellebold, 2022; Geiker, et al., 2021). While the mechanism in meat that triggers the 'meat factor' has yet to be identified, evidence strongly suggests that meat enhances the absorption of iron, and potentially zinc, from other foods, particularly dark-green vegetables. For instance, enjoying a pork chop with broccoli will increase the absorption of iron from the broccoli.

#### **2.3 At Danish Crown, we believe that we should eat better meat in smaller portions.**

At Danish Crown, we strive to support our consumers in eating better meat in smaller portions. Our approach aligns with dietary guidelines across Europe, including the Danish Official Dietary Guidelines (Danish Veterinary and Food Administration, 2020) and Nordic Nutrition Recommendations 2023 (NNR 2023) (Blomhoff, et al., 2023). These guidelines emphasise that meat



should not take centre stage on the plate; instead, the focus should be on choosing better meat.

The term "better" meat can be defined in various ways, such as higher eating quality, sourcing from productions with reduced emissions, or promoting better animal welfare. At Danish Crown, we define "better" meat as meat from animals raised in accordance with our Code of Practice. We further define it as meat from farms with sustainability goals, such as goals for reducing carbon emissions.

#### **2.4 At Danish Crown, we believe that transparency helps consumers create balanced diets.**

Food companies have a responsibility to provide consumers with transparent information about the ingredients in their products. At Danish Crown, we comply with legal requirements for disclosing nutritional information and listing ingredients on the packaging of our products.

Additionally, we strive to feature the Keyhole label on all products that meet the criteria. This label, a widely recognised Nordic nutrition label, assists consumers in making healthier choices by setting criteria for fat, wholegrain, salt and sugars within different food categories (The Ministry of Food, Agriculture and Fisheries, 2021). To qualify for the Keyhole label, food products must meet these criteria. By offering this information, we support consumers to making informed choices on our products' nutritional content.



# 3. Our Commitments

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We are dedicated to our core principles regarding health and nutrition and commit to the following:

### 3.1 At Danish Crown, we want to contribute with a wide range of products that fit in well with a balanced diet.

At Danish Crown, we are committed to offering a wide range of products that can be incorporated into a balanced diet. Our wide range of products enables consumers to find the ideal source of protein that aligns with their everyday lives, food cultures, and dietary requirements. This commitment reflects our dedication as a modern food company to provide a wide product selection for our consumers.

### 3.2 At Danish Crown, we want to offer products with different nutritional profiles in our product categories.

As part of our commitment to provide a wide range of products, we aim to offer products with varying nutritional profiles across our product categories. We believe that meat is a natural part of a balanced diet for most people, and we encourage consumers to choose better meat in smaller portions. By offering a wide selection in our product categories, we make it easier for consumers to find products that meets their dietary needs.

In addition to the nutrients mentioned in section 2.2, meat is also a natural source of fat. Our product range includes a variety of products, including lean options and options with a higher fat content. European dietary guidelines recommend prioritising lean meat in a balanced diet (Blomhoff, et al., 2023; The German Nutrition Society, 2020; Danish Veterinary and Food Administration, 2020). According to the Danish Official Dietary Guidelines, meat with a maximum fat content of 10 per cent is recommended (Danish Veterinary and Food Administration, 2020). Our product range includes numerous lean options, allowing consumers to consume in accordance with these guidelines. We endeavour to continue to expand our range of lean products.

It is essential to recognise that fat is a crucial source of energy and therefore considered a natural component of a balanced diet (Blomhoff, et al., 2023). Compared to protein and carbohydrates, fat provides twice as much energy per gram (Langvad, 2023).

We recognise that our product range also includes products with high fat content. We continuously strive to reduce the fat content across our product categories, while ensuring we do not compromise on the flavour our consumers love.

At Danish Crown, we also focus on the salt content in our products. Recognising that consumers often exceed recommended daily salt intake levels (Myrup, 2023), we are mindful of reducing salt in our processed products. Salt is an ingredient in most of our processed products. It contributes to the familiar flavour that consumers appreciate and enhancing the shelf life of our products. Altering or removing salt would significantly impact both flavour and shelf life. Our goal is to offer delicious products with an appropriate shelf life to minimise food waste, while continuously striving to reduce salt usage without compromising taste and shelf life.

We are in process of developing Better Nutrition Criteria to establish clear criteria for the macronutrients within product categories. Initially, these criteria will be applied in product development. Subsequently, we will evaluate our existing product range to determine necessary adjustments to align with the established criteria.

### 3.3 At Danish Crown, we want to contribute by inspiring consumers to eat a balanced diet.

We are committed to continuing our efforts in providing food inspiration across our communication channels. This includes an increased focus on developing nutritious and delicious recipes and offering more variety in our inspiration. We will continue to create food inspiration that fits into consumers' everyday lives, helping them achieve a balanced diet.

To enhance the nutritional value of our recipes, we will establish a recipe development framework, called Better Recipe. This framework aims to elevate the average nutritional value of our recipes on our website and other channels. Additionally, we will continuously include the nutritional values to recipes on our online platforms.

### 3.4 At Danish Crown, we want to ensure that our images and visuals reflect a balanced diet.

As we aim for our recipes to inspire a balanced diet, it is essential that our image and video material reflects this objective. This implies that meat will not necessarily be the central focus on the plate. Instead, there should be a harmonious balance among meat, vegetables, and all other foods, in accordance with the Danish Official Dietary Guidelines (Danish Veterinary and Food Administration, 2020) and the NNR 2023 (Blomhoff, et al., 2023).

This emphasis on balance will be a key focus going forward. It is important to note that there may be historical images where this balance is not evident.



# 4. Our Roadmap

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To deliver on our commitments, we have developed a roadmap consisting of four phases that outline milestones and key activities. The four phases revolve around four key pillars – products, recipes, visuals, and transparency. The initial activities focus on the development of Better Nutrition Criteria, visual guidelines, and the Better Recipe framework. Subsequent phases involve implementation, as well as tracking and reporting.

### 4.1 Research

We are committed to collaborating with leading academics and research providers, including the nutritionists at the Danish Agriculture & Food Council, to better understand and promote the role that meat can play in a healthy balanced diet.

### 4.2 Governance

The marketing and product development departments at Danish Crown are responsible for ensuring the implementation of this programme. The departments monitor the implementation on an ongoing basis by revising, for example, marketing material and visuals. Once the programme is implemented, we will introduce a more formalised and structured approach to nutrition. For this reason, the marketing and product development departments will also be responsible for facilitating training of employees to create awareness of our approach to nutrition and integrate it into daily processes.

The activities in this programme will be reviewed regularly along with the development of future activities by the department for Global Categories, Marketing & Innovation.

This programme will be updated on an ongoing basis to reflect new dietary guidelines.



# 5. References

## 5. References

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