



Media Release

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Companies committed to further sugar reductions in yoghurts and breakfast cereals

Swiss food producers and representatives of retailers agreed on new sugar reduction targets for their products with Federal Councillor Alain Berset. 14 companies signed the extension of the "Declaration of Milan" which will be valid until 2024. The sugar content in yoghurts is to be reduced by a further 10 percent and, in breakfast cereals, by 15 percent. The sugar reduction will now be extended to other products, and salt reduction will be added to the Declaration.

At 110 grams a day, the Swiss population currently still consumes around twice the amount of sugar a day recommended by the World Health Organisation (WHO). The Federal Food Safety and Veterinary Office (FSVO) is therefore committed to reducing sugar in food products. By signing the "Declaration of Milan" in 2015, several Swiss food producers and representatives of retailers voluntarily undertook to reduce the amount of sugar added to yoghurts and breakfast cereals.

Targets achieved

Since the signing, the Food Safety and Veterinary Office has conducted three surveys on sugar content, in 2016, 2017 and 2018. The latest reduction targets, agreed with the companies two years ago, were achieved (see attached table for detailed results). The targets required reductions in the sugar content of 2.5 % and 5 % for yoghurts and breakfast cereals respectively.

New products and salt reduction

Despite these advances, the sugar levels in both yoghurts and breakfast cereals are still substantial and need to be lowered still further. At the invitation of the Federal Councillor Alain Berset, the signatories to the "Declaration of Milan" set new targets at a meeting in Bern. By 2024, the sugar content in yoghurts is to be reduced by 10 percent and, in breakfast cereals, by 15 percent.

Moreover, the Federal Department of Home Affairs (DHA) now reserves the right to exclude from the "Declaration of Milan" those companies whose reduction attempts are inadequate. In addition to yoghurts and breakfast cereals, the sugar content is also to be reduced in other food groups. There are also plans to add targets for reducing the salt content in certain foods to the "Declaration of Milan". The sugar and salt reduction targets for these new groups will be determined at the latest by the end of 2020. The situation will be reviewed in 2022.

The 14 companies that signed the extension of the “Declaration of Milan”: Aldi Suisse, bio-familia, Bossy Céréales, Coop, Cremo, Danone, Emmi Switzerland, Kellogg (Schweiz), Lidl Schweiz, Migros, Molkerei Lanz, Nestlé Suisse, Schweizerische Schälmmühle E.Zwicky, Wander.

Third survey on sugar content

	Companies	2016	2017		2018	
	Number	added sugar content (g/100g) ^{***}	added sugar content (g/100g) ^{***}	% Reduction*	added sugar content (g/100g) ^{***}	% Reduction*
<i>Yoghurt</i>	all (14)	9.1g	9.1g	0%	8.8g	-3.5%
	since 2015** (10)	9.2g	9.0g	-2.2%	8.8g	-4.3%
<i>Breakfast cereals</i>	all (14)	17.2g	16.4g	-4.7%	15.0g	-13.0%
	since 2015** (10)	16.7g	15.0g	-10.2%	14.0g	-16.2%

* relative to the figure in 2016

** only companies that were involved since the start of the Declaration of Milan

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