



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

Danish Veterinary and
Food Administration

Food Based Dietary Guidelines as a tool for more plantrich eating habits



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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



Supplemented with vegetarian guidelines,
guidelines for pregnant and breastfeeding women
and guidelines for +65

Thirsty?
Drink water



Choose vegetable
oils and low-fat
dairy products



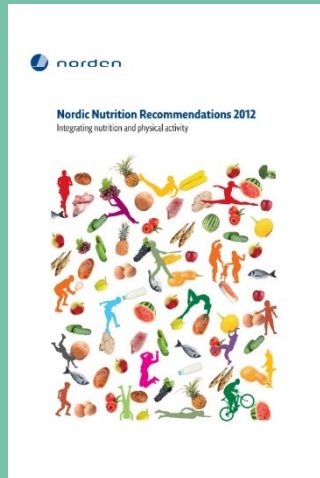
Eat less sweet,
salty and fatty
food



**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’

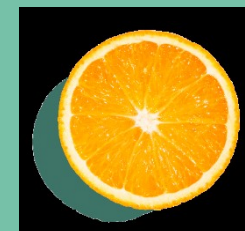
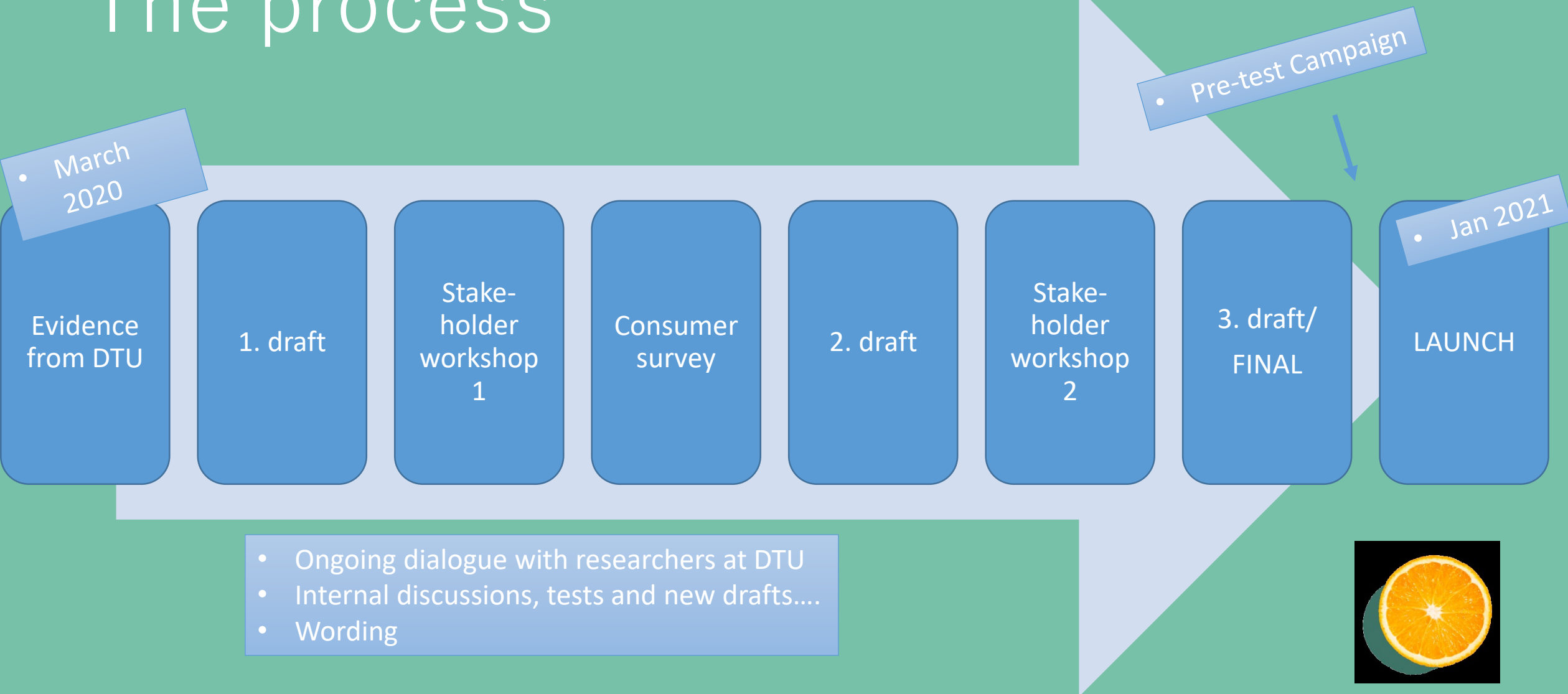


2020

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



The process





One set of FBDGs – two different perspectives

- "You must be out of your mind advising no more than 350 g meat per week"
- Wrong to combine climate and health
- FBDG doesn't change anything

- Easy guidelines, easy to follow
- Finally you're combining health, climate and food
- Unambitious that you still guide for meat

What have we learned so far



Ministeriet for Fødevarer,
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Fødevarestyrelsen

- It works to talk about food – instead of nutrients
- Our stakeholders make a difference in the development process and communication afterwards
- The climate agenda has brought new "friends" and moved the discussion from a more technical level to a more ideological
- "No one can do it all but everybody can do something". An inclusive tone makes our messages far more acceptable og more easy to be in in discussions
- Huge win to have a minister who is really in it!
- FBDG can work as a strategic tool for the development of the food sector



Implementation strategy



**Ministry of Food, Agriculture
and Fisheries of Denmark**
Danish Veterinary and
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COMMUNICATION

Campaigns
Food labeling
Homepage
Social Media
Reports and research



STRUCTURAL CHANGE

Dietary guidelines for
Kindergarden, School and
Canteen
Educational material
Public Procurement



PARTNERSHIPS

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

Food Based Dietary Guidelines

Does it work?



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- We are working on it
- We believe that there is a certain momentum right now with the whole food system becoming aware of this "new" agenda
- Very few, if any easy wins 😞

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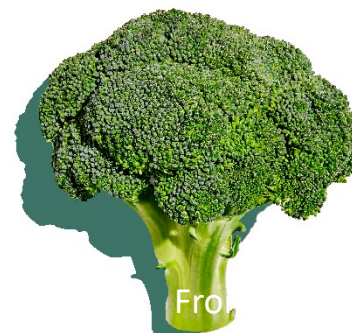
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Thank you for the attention



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Head of Division
Sustainable Diet and Health

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