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THE MINISTRY OF HEALTH AND CARE SERVICES

One important target area for Lerøy is nutritional dishes that require little or no preparation. The objective of the agreement is to improve public health and prevent lifestyle-related diseases, to be achieved by making healthy foods easily available and helping consumers make healthy choices when buying food.

Facts

ON THE AGREEMENT (LETTER OF INTENT):

- The objective is to encourage the nationwide population to eat 20 percent more fruit and berries, vegetables, wholemeal products and seafood, and to reduce their daily intake of sugar, salt and saturated fats.
- The agreement is a cooperative effort between the Ministry of Health and Care Services and companies in the food industry, including Lerøy.
- On 26 September 2017, a number of food producers and wholesalers met with the Minister of Climate and Environment Vidar Helgesen, at the Directorate of Health to sign agreements committing the parties to contribute towards an increased intake of healthier foods.

Simpler to choose healthy produce when buying food

As a seafood producer with a focus on quality, Lerøy aims to help improve our diets. The company has therefore signed an agreement with the Norwegian Ministry of Health and Care Services that will make it much simpler for consumers to make healthy choices when buying food.

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Good health is sustainable and important for a healthy quality of life, and both sustainability and health are essential for Lerøy. The seafood producer has therefore signed an agreement with the Ministry of Health and Care Services to make the food choices of consumers nationwide much healthier.

Cooperation to promote healthier choices

The agreement comprises specific goals that are intended to help Norwegians improve their diet.

"The agreement will play an important role in reducing the intake of salt, sugar and saturated fats by Norwegians. Danish studies, for example, have shown that a reduced intake of salt reduces the rate of cardiovascular diseases," writes the Ministry of Health and Care Services on their website.

The objectives stated for the agreement are the most ambitious in the EU and and put Norway in a leading position in terms of public health. When the cooperation agreement was signed in September 2017, Minister of Health Bent Høie stated the following:

"These agreements show that Norway has a committed industry that assumes a clearly defined social responsibility."

More seafood, fruit, vegetables and wholemeal products. One of the objectives of the agreement

is to influence consumers to eat more seafood, fruit, vegetables and wholemeal products. Lerøy specialises in seafood, and their expertise is perfect for this agreement. The Ministry of Health and Care Services recommends eating fish as part of a meal two to three times a week, and Lerøy aims to lead the way in showing how easy this is. The advantages of eating seafood as an important source of several nutrients, such as Omega 3 fatty acids, iodine, selenium and vitamin D, are fully documented. Fatty fish can in particular can help prevent cardiovascular disease.

Healthier ready-made meals. One important target area for Lerøy is nutritional dishes that require little or no preparation. Such ready-made meals tend to have high levels of salt, sugar and fat. Lerøy has developed a number of nutritional and easy alternatives to ready-made meals, including products ready for the oven and poke-in-a-cup. By offering healthy alternatives to fast food, such as the poke fish salad, Lerøy makes it easier for consumers to reduce their intake of unhealthy foods.

"It is more important now than ever before for us to be able to provide pure and nutritional quality food," confirms the Head of Quality and CSR at Lerøy Seafood, Anne Hilde Middtveit.

A focus on seasonal raw ingredients, increased awareness of the use of ingredients and nutritional ready-made meals are important keywords. By investing in quality and user-friendly solutions, Lerøy will help improve public health.