

Nutrition policy status in Netherlands

NOURISHING policy index
May 2023



This country snapshot presents detailed results of the **NOURISHING policy index** [1] for Netherlands. It highlights strengths and weaknesses in the design of national government nutrition policies. This snapshot supplements the policy index results with an in-depth look at the quality of policy design in each country. Full policy index results are outlined in the **NOURISHING policy brief**, which compares Netherlands to 29 other European countries.

Main messages

- 1 The Netherlands implements nutrition and diet-related policy actions in nine out of the ten policy areas in the **NOURISHING** framework. Policy areas that receive a good assessment refer to limits or removal of specific nutrients in food products (I1), increasing public awareness of healthy eating through communication campaigns (I2) and nutrition advice and counselling in healthcare settings (N2).
- 2 Implementation is lacking on nutrition label standards and regulations (N1) beyond EU level policies. There is an absence of sugar-sweetened beverage provisions in schools and of regulations on food availability within the school vicinity which impact well-designed standards on school food and food in other out-of-education locations (O). Weaknesses are identified in training for healthcare professionals and caterers in nutrition education and skills (G).
- 3 No action was taken with regards to financial incentives to increase affordability and accessibility of healthier food (U). Greater action should be taken where a poor or fair assessment was received, such as reducing exposure to young people in food advertising and marketing, particularly in/around schools (R), increasing the healthiness of the retail environment (S), along with strengthening public food procurement policies by implementing additional policy actions within this area (H).

Overview of policy status

NO POLICIES IDENTIFIED

POOR

FAIR

MODERATE

GOOD

EXCELLENT

N	Nutrition label standards and regulations on the use of claims and implied claims on food	FAIR
O	Offer healthy food and set standards in public institutions and other specific settings	MODERATE
U	Use economic tools to address food affordability and purchase incentives	NO POLICIES IDENTIFIED
R	Restrict food advertising and other forms of commercial promotion	FAIR
I	Improve nutritional quality of the whole food supply	GOOD
S	Set incentives and rules to create a healthy retail and food service environment	POOR
H	Harness supply chain and actions across sectors to ensure coherence with health	POOR
I	Inform people about food and nutrition through public awareness	GOOD
N	Nutrition advice and counselling in healthcare settings	GOOD
G	Give nutrition education and skills	MODERATE

This snapshot is based on national level policies only. Policies issued by provincial, regional or local governments are outside the scope of this project.

Methods

The **NOURISHING** policy index methods are fully explained in the associated **policy brief**. In short, the policy index combines values for a) policy presence, and b) policy design for 41 benchmarks.

The benchmarks are applied to policies in the **NOURISHING database** [2], collected through a comprehensive scan in 30 European countries, including Netherlands.

FRAMEWORK: Set of comprehensive policy actions across **3 domains**:

FOOD ENVIRONMENTS

FOOD SYSTEM

BEHAVIOUR CHANGE COMMUNICATION

DATABASE:

Library of nutrition and diet-related policies

N O U R I S H I N G

POLICY INDEX: Compares country and policy area results generated by the benchmarking tool

BENCHMARKING TOOL:

Assesses the quality of policy design based on set criteria

Policy tools used to produce the policy index results

Breakdown of policy index results

(For full details on the policy design criteria, consult the [policy brief](#))

	No policy identified		Meets up to 75% of policy design criteria
	Meets up to 25% of policy design criteria		Meets up to 99% of policy design criteria
	Meets up to 50% of policy design criteria		Meets all aspirational standards

	Nutrients on back of pack	
	Front of pack labels	
	Warning labels	
	Rules on nutrient claims	
	Rules on health claims	
	Food and drink available in schools, including restrictions on unhealthy foods	
	Measures relating to sugar-sweetened beverage provision in schools	
	Fruit and vegetables initiatives in schools	
	Food and drink available in immediate vicinity of schools	
	Unhealthy food in out-of-education locations	
	Health-related food taxes or tariffs	
	Income related subsidies or initiatives to increase affordability and accessibility of healthy food	
	Targeted subsidies or initiatives to increase affordability and accessibility of healthy food	
	Marketing to young people through advertising	
	Direct marketing to young people	
	Marketing through sponsorship to young people	
	Marketing to young people through point of sale measures	
	Marketing to young people through product placement and branding	
	Marketing to young people through product design and packaging	
	Marketing in/or around schools	
	Limit or removal of specific nutrients in food products	
	Planning restrictions regarding food service outlets around schools	
	Planning restrictions on food service outlets	
	Initiatives to increase the availability of healthier food in stores and food service outlets	
	Measures to support food producers to increase healthy food and decrease unhealthy food in the supply chain	
	Measures to support food manufacturers to increase healthy food and decrease unhealthy food in the supply chain	
	Measures to support food retailers to increase healthy food and decrease unhealthy food in the supply chain	
	Governance structures for multi-sectoral/stakeholder engagement	
	Nutrition standards for public procurement	
	Supporting urban agriculture in health and planning policies	
	Community food production	
	Development and communication of food-based dietary guidelines	
	Public awareness, mass media and informational campaigns and social marketing on healthy eating	
	Nutrition advice and counselling in primary care	
	Nutrition advice and counselling in school healthcare setting	
	Nutrition education in curricula	
	Training for educators	
	Training for health professionals	
	Cooking skills	
	Training in schools in growing food	
	Training for caterers	

Note: The policy landscape in any country evolves over time. These findings reflect our knowledge as of May 2023. To see latest results and for further technical information on the policy indexes, please consult our website: wcrf.org/our-policy-work.

For feedback or suggested updates, please email policy@wcrf.org. More info in the CO-CREATE project can be found at co-create.eu

[1] Policy index: wcrf.org/nutrition-policy-index [2] Policy database: policydatabase.wcrf.org