



NAPV

The Healthier Food Community

17/09/2025



Sabine Poelmann

Community Manager Food & Health, Foodvalley

Vera Hoynck van Papendrecht

Programme Manager Food & Health, Foodvalley





01 Introduction

02 NAPV: What about it?

03 Healthier Food Community

Agenda

NAPV

What it is:

- National Approach to Product Improvement
- Launched: in 2022 by Ministry of Health Welfare and Sports, part of National Prevention Agreement
- Goal: make healthy choices easier by **improving** the composition of **processed** foods

Why it is important:

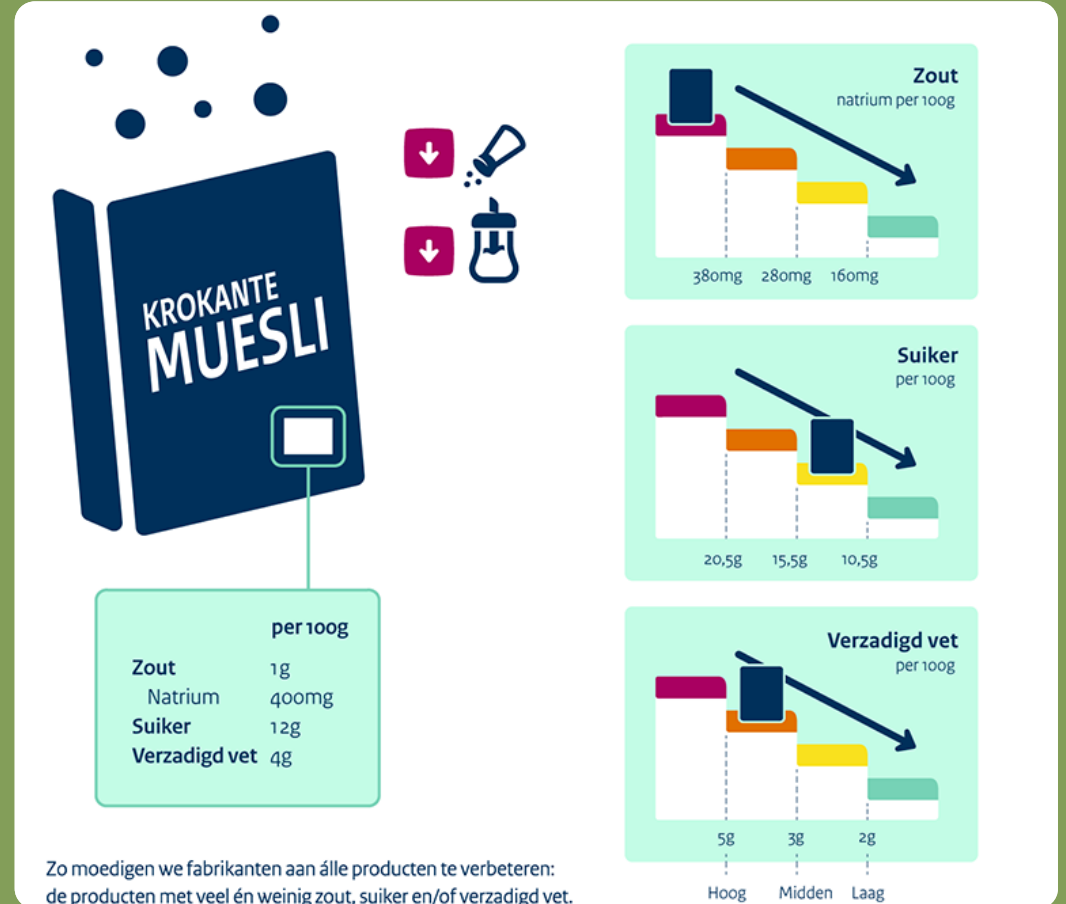
- **Overweight** as growing public health issue
- Nutritional intake as important factor
- Focus on healthier **food environments** and awareness
- Processed food as big part of **common diets**
- **Collective action** needed: government, industry, society

Minder obesitas en minder overgewicht



NAPV: key aspects

- Nutrients: salt, sugar, saturated fat, fibre
- All **sales channels**
- All product groups and subgroups
- For each **product group** (e.g., soup, biscuits, muesli), three limit values per nutrient, based on the **current supply - LEDA**.
- Limit values aligned with **Nutri-Score** cut-off points where possible
- Manufacturers can **gradually improve** their products, moving them to a lower (more favourable) level



NAPV ambitions

- > 50% of the products in each product group must be on the **best level (level 1)**.
- < 10% may fall on the **worst level (level 4)**.

Verdeling producten per productgroep naar hoeveelheid zout, suiker, verzadigd vet en/ of vezel in 2030:



2030

NAPV: monitoring

- Monitoring looks at
 - **Composition**
 - **Distribution** across tiers
- RIVM uses the Food Database (**LEDA**) to track composition per 100 g.
- **Sales volumes** will be included in **later** years to estimate the actual impact on consumption.
- Monitoring planned for **2025**, 2027, 2030

			NAPV-treden				
Hoofdgroep	Code	Subgroep	Zout	Verzadigd vet	Verzadigd vet/totaal	Suiker	Vezel
Voorbeeld	Voorbeeld	Voorbeeld	2	1	x	4	2
Brood(vervangers) en ontbijtgranen	1.5.1.1.1	Brood		x	x	x	x
Brood(vervangers) en ontbijtgranen	1.5.1.1.1.1	Bruinbrood		x	x	x	
Brood(vervangers) en ontbijtgranen	1.5.1.1.2	Luxe brood, naturel en zoet			x		
Brood(vervangers) en ontbijtgranen	1.5.1.1.3	Luxe brood, hartig			x	x	
Brood(vervangers) en ontbijtgranen	1.5.1.2	Broodvervangers			x	x	
Brood(vervangers) en ontbijtgranen	1.5.1.3	Bodems			x	x	
Brood(vervangers) en ontbijtgranen	1.5.2	Ontbijtgranen			x		

NAPV-agreements (1/2)



NAPV-agreements (2/2)

Work in progress for categories:

→ Pizza

→ Milk + analogues

→ Spread- and cooking fats

→ Pastries and confectionery

→ Meat products



Why is this relevant for you?

Build resilience by seizing opportunities:

- Agreements lead to **increased demand** of improved products by food distributors
- Reformulation requires usage of **other ingredients**
- **Distinguish** yourself by supporting (future) customers in their reformulation with current **solutions and expertise**
- Increase your company's **relevance** with new solutions

Healthier Food Community:

- Part of Foodvalley's Food & Health innovation field
- NAPV in line with our ambition



Website productverbeteren.nl

Foodvalley - mission and vision

**Shaping the
future of
food
together**

In 2050, the food system needs to offer food security to 10 billion people worldwide. Tasty, affordable, healthy food produced with respect for animals and our planet.

Long-term focus in three innovation fields

**Protein
transition**



**Food
and health**



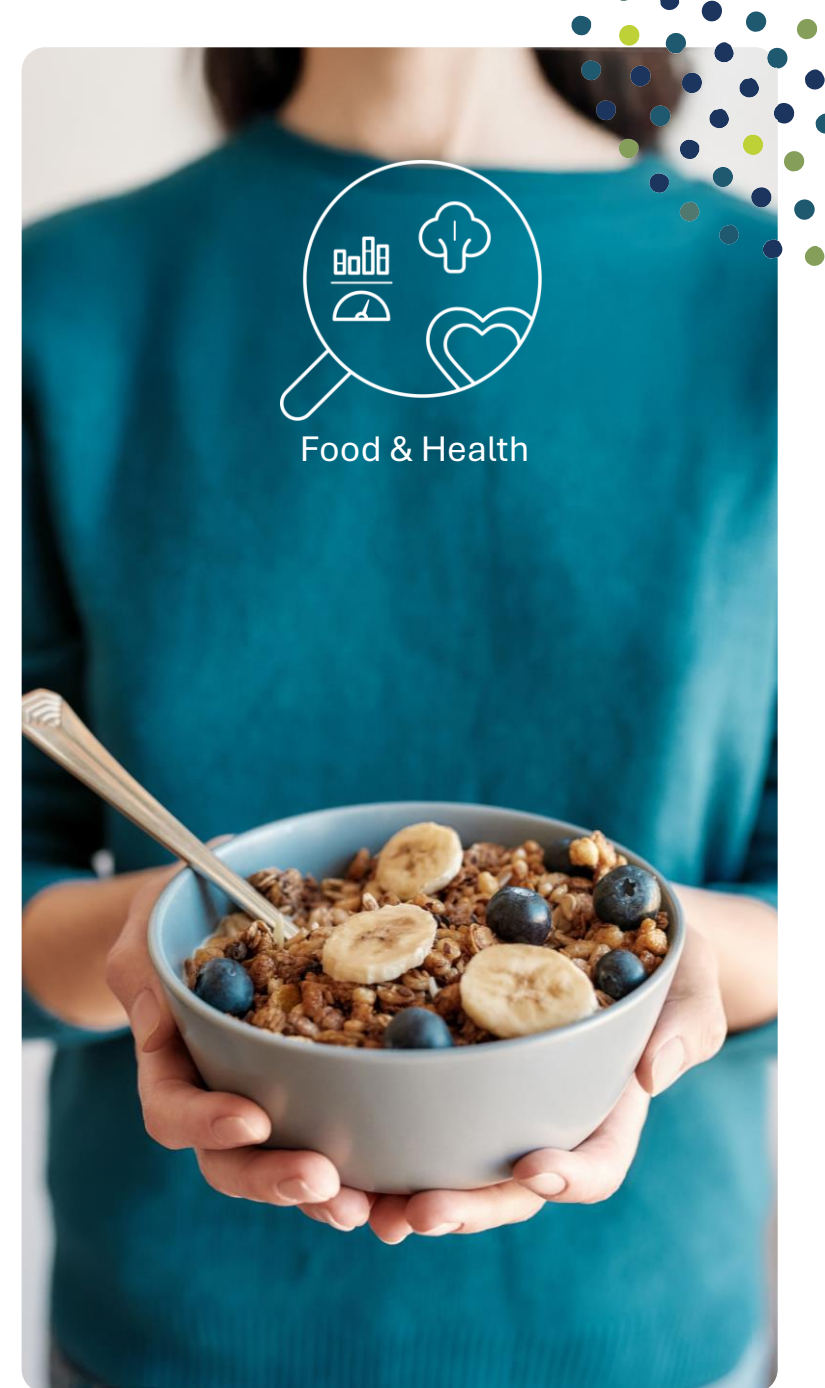
**Circular
agrifood**



Stand up if.....

- .. you see opportunities in your organization to help make products healthier
- ... you'd like to see more progress than what's happening at the moment

All: What support would make it easier to move forward?





Healthier Food Community

Our 50:50 ambition

**In 2030 50% of the food
offered at any point of sale is
healthier**

Collective barriers on our way to a healthier food environment

Full publication - [download here](#)



Initiatives: tangible, high impact solutions and results



Reformulation & innovation guide

A hands-on resource to define and implement reformulation strategies, offering insights into the impact of changes on crucial product attributes such as taste, texture and overall experience.



Healthy snack lunch

Developing best practices with healthier snack-lunch products that can win over scholars and provide a healthy profit margin.



Living lab healthy food

Developing viable on-the go retail concepts which encourage healthier eating while maintaining seller business models.



Redesign food for value

Rethinking food products to create greater value for consumers, distributors and the entire food chain. Through consumer research, practical insights and use of circular and healthy ingredients, food businesses are empowered to drive transformation in the food system.



Aligned consumer messaging

Fostering collaboration within the food industry supports healthier consumption through unified communication efforts.

Practical Guide on Reformulation & Innovation

Goal

Streamlining access to solutions for reformulating products on salt, sugar, fat, fibre and sharing inspiring case studies



Scan me:



→ Consulted 1125 x since launch June 2025

Next steps

- 2nd version practical guide: October/ November
 - Addition of protein chapter, upcycled ingredients, new cases
- Further updates (bi)annually

Practical Guide on Reformulation & Innovation

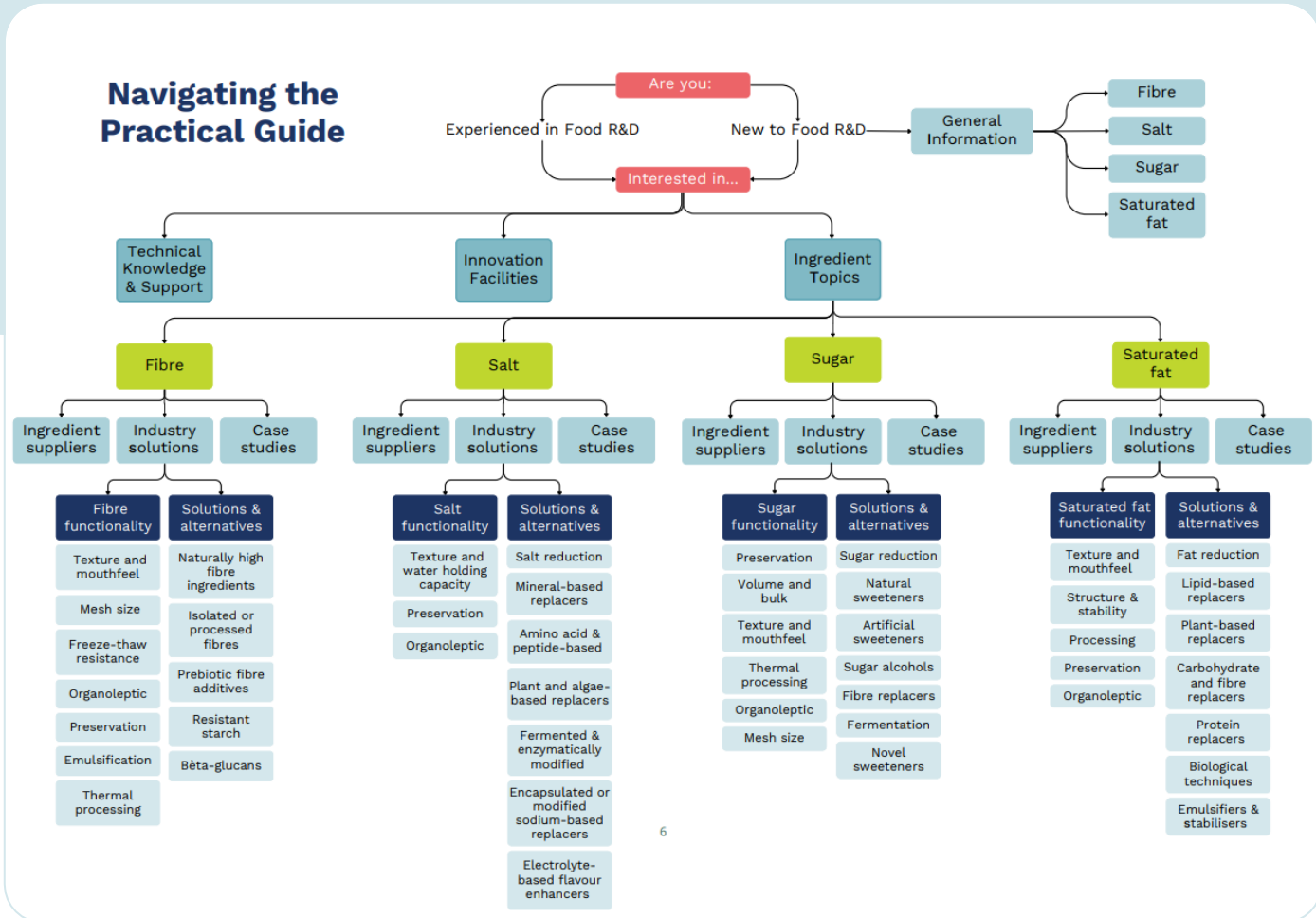


FoodValley
Shaping the future together

REFORMULATION
TRANSFORM YOUR PRODUCTS
FOR BETTER HEALTH

THE HEALTHIER FOOD COMMUNITY

Foodvalley



Practical Guide on Reformulation & Innovation

Fibre

01

General Information

- Background
- Health Aspects
- Regulatory Framework
- Further Readings

02

Food Industry Solutions

- Fibre Functionality
- Fibre Solutions

03

Ingredient Suppliers

Overview of ingredients and ingredient suppliers

04

Case Studies

Example cases on reformulation from partners

04 Case Studies Saturated fat



Innovation Facilities

Foodvalley supports leading food and agritech companies by leveraging their shared facilities and expertise and connecting them to new and innovative startups. This collaboration allows these companies to innovate and test new technologies in a cost-effective manner. Our support includes:

- **Innovation Collaboration:** By connecting established companies with startups, we foster a collaborative environment that drives technological advancement and keeps them ahead of the curve.
- **Access to Cutting-Edge Facilities:** We provide access to labs, field labs, and pilot plants to develop and test new solutions efficiently.

Check out Foodvalley's [Innovation Facility Database](#) and connect with peers and companies on the [Foodleap](#) platform. Access a unique database of research equipment and innovation facilities in agrifood, helping you accelerate innovation, maximise productivity, and collaborate with valuable partners. Whether you're looking for facilities to advance your research or aiming to share your capacity, Foodleap helps you find the right opportunities to grow and innovate.



Why companies join our journey



Innovation Insights & solutions access

Stay up-to-date with the latest developments in your innovation area



Connect with likeminded professionals

Match making for trusted partnerships in & beyond your sector



Co-create food solutions

Participate in opportunities for new partnerships & collaborations



Practical initiatives from the community

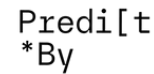
Get involved in hands-on actions and pilot projects driven by the community



Knowledge sharing & learning

Exchange expertise and learn from others within your thematic community

Current Healthier Food Community partners



Today 4 experts from the Foodvalley network will share their expertise

MCLS EUROPE

A subsidiary of  Mitsubishi Corporation Life Sciences Limited

SALTWELL®

Innovation



PROCESS ENGINEERING NL

Operations

BAMBOO®
BRANDS
The FMCG Business Boost Company

Markets



Questions?

Join the journey!


Foodvalley[®]
The Healthier
Food Community

