

The Healthy Lifestyle Challenge – Retailers' Response

06 March 2007, Bibliothèque Solvay



On the initiative of EuroCommerce, the largest European retailers gathered at the Bibliothèque Solvay to show their commitment to promote healthy lifestyles of Europeans. The market place setting was dominated by a pyramid of products from the own-brands of the present companies symbol-

ising their willingness to improve consumers' lives by offering better products.

Clearly, a number of crucial dichotomies emerge as the factors determining the success of both the attempt to gain credibility and the venture of making Europeans live healthier lives. Among these disparate couples are information and confusion, response and promotion, collective rules and competition.

The latter alternative is an easy choice for EuroCommerce: competition. This was voiced by the association's President, Senator Feargal Quinn, during his opening statement and in EuroCommerce's

„Healthy Lifestyle Manifesto“. Correspondingly, diversity was eminent at the exhibition illustrated by a multitude of labels and logos attached to the companies' own-brands which were displayed: Casino's „Well being“, Carrefour's EP-ODE, Delhaize's „Health Appoint-



ment“ and several „Eat more...“ campaigns, EDEKA's „Pausenstar“ and „Bio Wertkost“, the Keyhole Symbol used by ICA, to name just a few. Marks & Spencer asks customers to „Count on Us“ and „Eat well“ while Metro, somewhat more decidedly, brands certain products as simply „Good for You“. A homogenous system is not aimed at. Consequently, what works as information in the single case can easily become a source of confusion when presented as a synopsis of approaches. Differences in recommendations of daily intake do not only represent diverse eating habits across the continent but are also a result of the conviction that „each retailer knows its consumers best“, as one exhibitor put it. However, the guests and participants who represented European institutions as well as companies and associations had an opportunity to get a clearer picture by comparing brands, labels and quality at home – by taking home plump goody-bags which many of them happily did.

Horst Jürgen Krämer

Host



Established in 1993, EuroCommerce represents the retail, wholesale and international trade sectors in Europe. Its membership includes commerce federations in 29 countries, European and national associations representing specific commerce sectors and individual companies. Senator Feargal Quinn became the sixth President of EuroCommerce on July 1st 2006.

Avenue des Nerviens 9, 5th floor
B-1040 Brussels

Links

www.eurocommerce.be
www.ec.europa.eu
www.eufic.org
www.bbc.co.uk
www.bibliothequesolvay.be

Links to Food and Consumer Protection Websites on:
www.europeanagenda.eu