

**Question for written answer E-014402/2015  
to the Commission**  
Rule 130  
**Miriam Dalli (S&D)**

Subject: Ban on junk food advertising

Obesity is one of the main causes of non-communicable diseases, which include cardiovascular disease, cancer and diabetes.

In the spring of 2015, WHO/Europe published a model that allows countries to categorise foodstuffs as healthy or unhealthy according to uniform criteria, and to implement an advertising ban based on the results. As far back as 2007, the largest European food companies committed themselves to an 'EU Pledge' in which they promised to change the way they targeted children in advertisements. They pledged only to advertise foodstuffs to children under the age of 12 if the products fulfilled specific nutritional criteria.

However, German doctors and consumer organisations recently stated that this industry self-regulation has been a failure, and they are calling for a ban on advertising junk food to children.

1. Does the EU think that the EU Pledge was a failure?
2. Does the Commission consider that the Vienna Declaration on Nutrition and Noncommunicable Diseases in the Context of Health 2020 adopted by the EU in 2013 has been successful in addressing obesity and the junk food issue?
3. Does the Commission have any additional measures within its remit to halt obesity?