Bundeszentrum für Ernährung

who we are and what we do
The Federal Centre for Nutrition (BZfE) is a communication and competence centre for nutrition in Germany. It is affiliated to the Federal Office for Agriculture and Food (BLE) and supports the Federal Ministry of Food and Agriculture (BMEL) in fulfilling its tasks.

This is **who** we are.
Expertise in nutrition and food

who we are and what we do
This is what we do.
Food is Emotion

Food is an all-important topic of our time, much discussed and highly emotional. More and more people want to know where their food comes from. They value sustainably produced food and healthy lifestyles. The Federal Centre for Nutrition (BZfE) stands for reliable information on food and nutrition for people in Germany.

Decision aids for every day

We bundle and disseminate neutral and scientifically sound information. We prepare scientific findings to make them easy to understand, suitable for everyday use and practical. We promote self-determined, responsible, health-conscious and sustainable lifestyles.

We contribute to conditions, which makes conscious decision-making easier and appropriate action, to point out that the healthier choice is the easier choice.

Working together with our target groups, we turn theoretical recommendations into practical everyday actions.
The things we want to achieve.
Conscious nutrition
We support people in developing health-promoting and sustainable lifestyles. We help them to acquire everyday skills and to deal more confidently with statements from the media and advertising.

Improved quality
We contribute to optimising the quality of nutrition in families, day-care centres, schools and facilities for the elderly, for instance. We want to reach as many people as possible for a self-determined and responsible food culture.

Sustainable Consumption
We are committed to sustainable food production and consumption. We promote a resource- and climate-friendly approach to food along the entire value chain.

Uniform messages
We aim to provide orientation and make the flood of information manageable by framing uniform messages together with other institutions.
How we plan to achieve them.
Focus on target groups
Whether teachers or consultants, midwives, doctors or consumers – they all have different needs. We exchange ideas with our target groups, science and practice and involve them in the development of our services.

Networking
As we exchange ideas with other organisations and enter into cooperations, we bundle competencies and facilitate knowledge transfer.

Demands and Trends
We monitor and analyse actual developments regarding food and nutrition and react to them.

Information and communication
We provide facts and recommendations on all information channels. We offer print and digital media, carry out measures, specialist events and training courses and we are present in social networks.
What we stand for.
Reliable
We provide competent information on all aspects of eating and drinking – neutral, scientifically sound and, above all, very close to everyday life.

Multimedia
We create and develop information material for consumers and multipliers, teaching materials for all school types and levels to consolidate nutrition education in day care centres and schools, advisory material for use in nutrition counselling, apps, films, videos, etc. etc. etc.

Networking
We are present at specialist events, give lectures, network with other organisations and institutions - both national and international - and bring experts together to formulate uniform messages and thus sustainably improve eating behaviour and lifestyle - right from the start.

Sustainable
Our recommendations and messages are based on the principles of sustainability. So are our work processes.
The Nutrition Desk develops media and conceives events for qualified nutritional consultation, nutritional education and nutritional communication. Their focus lies on strengthening a healthy lifestyle in all age groups. Nutritional information “from young to old” is prepared for specialists, teachers and consultants to pass it on to their respective target groups. Particular importance is attached to not only imparting knowledge, but above all to promoting practice-relevant competencies for action.

The information provided by the Food and Sustainable Consumption editorial team promotes everyday skills for an appreciative, sustainable and professional handling of food along the value chain. Our media encourage our target groups to make conscious choices as consumers and promote a sustainable food culture.

The Public Relations Desk is responsible for the external presentation of the BZfE. This includes the publication of the weekly newsletter. We are the counterpart for journalists, we organise participations in trade fairs and supervise the BZfE social media appearances. We are also responsible for the corporate image and the marketing and advertising of the entire range of media in the BZfE.
The Strategy **Implementation for Healthy Nutrition and Sustainable Consumption Unit** translates policy initiatives into practical measures for a healthy lifestyle and conscious food consumption. The unit combines projects and actors from the fields of nutrition and physical activity within the joint IN FORM initiative on the one hand. On the other, in the case of “Zu gut für die Tonne (Too good for the bin)!”, it implements high-profile campaigns for the avoidance of food waste.

The **National Quality Centre for Nutrition in Daycare Centres and Schools (NQZ)** coordinates and bundles existing measures and interests relating to good nursery and school meals at the federal level. In partnerships, it supports processes to ensure and further develop quality standards.

**Gesund ins Leben** (A healthy Start in Life) is a network of institutions, professional societies and associations that deal with young families. It aims to strengthen parental health competence regarding nutrition and physical activity for them and their children to live and grow up healthy. Providing uniform recommendations for action, further training, advisory material and public relations work, the network supports multipliers in accompanying young families from their wish to have children to pregnancy and infancy.

The **office of the Secretariat of the German Food Book Commission** is located in the Strategy Implementation Transparency and Food Labelling Unit. Its task is to support the Secretariat and the 32 honorary Commission members in amending and updating the principles of the German Food Book.
Imprint
0451/2019

Published by:
Federal Office for Agriculture and Food (BLE)
President: Dr. Hanns-Christoph Eiden
Deichmanns Aue 29,
53179 Bonn, Germany
Telephone: +49[0]228/6845-0
www.bzfe.de, www.ble.de

Editors
Harald Seitz, Renate Kessen, both BLE

Text
from the Federal Centre for Nutrition (BZfE) mission statement, compiled by all staff members.

Graphic
Jasmin Friedenburg, BLE

Pictures

Print
MKL Druck GmbH & Co. KG
Graf-Zeppelin-Ring 52
48346 Ostbevern
This brochure was produced in a climate-neutral printing process with inks made from renewable raw materials. Printed on 100% recycled paper.

2nd edition 2019

Reprinting or duplication - even in excerpts - and passing on, with eventual additions, imprints or stickers, are permitted only with BLE consent.

© BLE 2019