

Obesity, Food and Policy: New Solutions

New Zealand Food Industry Group

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One Piece of the Puzzle

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Purpose of Today's Presentation

- **To constructively explore some of the issues and present an Industry perspective for your consideration**
- **To introduce you to Food Industry Group**
- **To update you on Industry's cooperation with Public Health in addressing obesity**

Setting the Scene / Facing Reality

- **Obesity is not a local or even ‘western’ issue**
- **Traditionally slender populations are now having to grapple with obesity**
- **‘Developing’ nations are grappling with rising obesity levels**

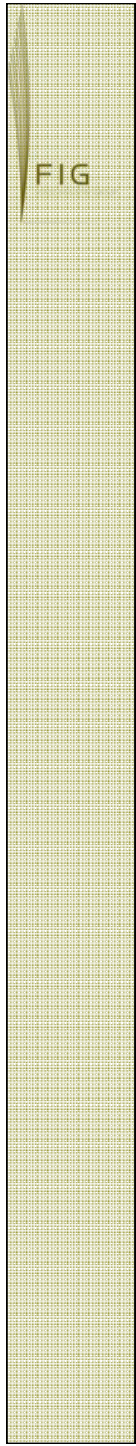
Obesity is not an incurable disease, obesity is not a 21st Century Plague, but it is a major crisis, so we need to face the reality of the crisis

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Reality! Obesity is an Inconvenient and Harmful Consequence of Imbalance

- **Too many calories, too little activity**
- **When 'treat' foods, energy-dense foods, become the staple diet**
- **When 'virtual' world replaces 'real' world**
- **When wheels replace legs and feet**
- **When family nutrition, health and well-being come second to taste, pleasure and convenience**

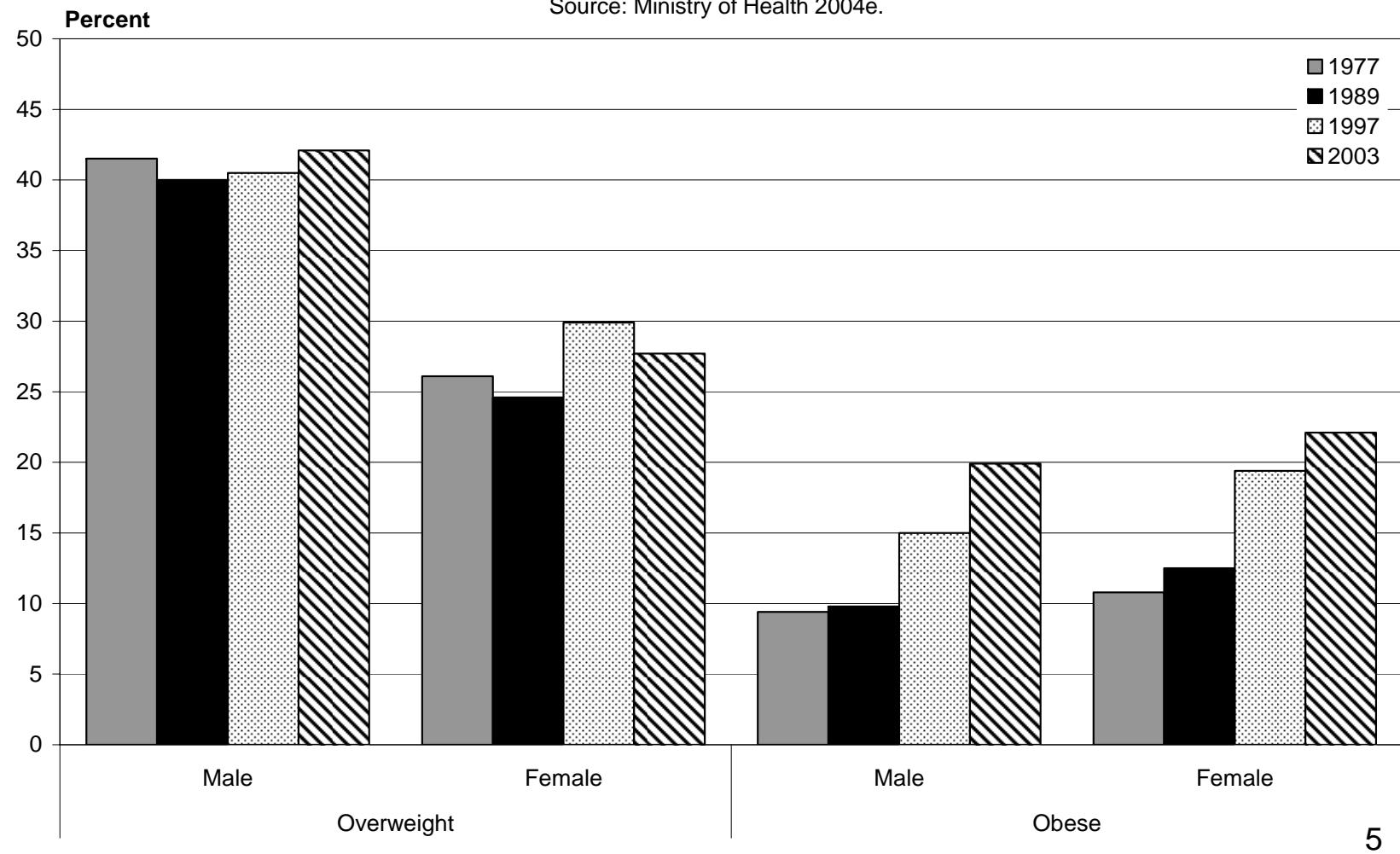
It's no accident that the richest nations are also the most obese



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Prevalence of overweight and obesity in adults, 1977 to 2003

Source: Ministry of Health 2004e.



Recently: Where do we Shop?

Table 5: Food outlet revenue (\$000 000), 2000 to 2005

	2000	2001	2002	2003	2004	2005	\$ change Billions	Percent change 2000– 05
Supermarket, grocery and dairy	8,659	9,240	9,873	10,506	11,255	11,828	3.2	37
Fresh meat, fish, poultry, fruit and vegetable	495	571	664	773	816	885	0.4	79
Other food retailing	873	895	900	932	986	1053	0.2	21
Liquor	607	672	648	639	732	813	0.2	34
Takeaway food retailing	611	638	674	782	886	1017	0.4	67
Cafes and restaurants	995	992	1064	1062	1091	1104	0.1	11
Pubs, taverns, bars and clubs	2,293	2,503	2,699	2,832	3,042	3,339	1.0	46
Total	14,533	15,510	16,521	17,525	18,808	20,039	\$5.5B	38

Source: Retail Trade Survey

Recently: What are we Eating?

	Average weekly expenditure (\$)		Percent total food spend	
	2000/01	2003/04	2000/01	2003/04
Fruit – total	8.80	9.10	7.0	6.4
Vegetables – total	9.60	10.30	7.6	7.2
Meat	13.60	14.80	10.8	10.4
Poultry	4.20	4.80	3.3	3.4
Fish	2.40	2.80	1.9	2.0
Milk (fresh)	5.00	4.80	4.0	3.4
Butter and cheese	3.40	3.40	2.7	2.4
Bread	5.70	5.80	4.5	4.1
Breakfast cereals	1.80	2.00	1.4	1.4
Biscuits	3.00	3.30	2.4	2.3
Cakes, buns and pastries	2.90	3.20	2.3	2.2
Soft drinks and cordials	3.10	3.50	2.5	2.5
Confectionery	6.00	6.50	4.8	4.6
Meals away from home	13.80	19.20	10.9	13.5
Ready-to-eat foods	15.40	17.70	12.2	12.4
Total	126.10	142.50	–	–

Source: Household Economic Surveys 2000/01 and 2003/04

The last 30 Years, a Major Societal Shift

- **NZ Family life**, family structures, family traditions, decline of home cooking
- **Work dominating life**, commuting, family time pressured, convenience driven
- **Leisure-Consumerism**, 7 day shopping, gadgets, technology, subscriber television, spectatorship replaces participation
- **Competition**, education, academic qualifications, decline of physical work, physical activity generally

It's a very different world from 1970's NZ

Restoring Balance

- **Can't turn the clock back**
- **Can't force people to change (bans and taxes)**
- **Can promote certain 'desirable' attitudes and behaviors (educate and inform)**
- **Can make it easier for people to make better choices and be accountable for their choices (inform and reinforce)**
- **Can create a conducive environment (a more conscious environment)**
- **Can lead by example (everyone)**

Can evolve with the changing environment ie help people get what they need in a manner that is attuned to what they want

FIG VISION

Businesses working
collaboratively to meet the
challenge of obesity in
New Zealand

Collaboratively?

- Manufacturers and Retailers
- Ad Agencies and the Media
- Industry and Government
- Public Health, Education, SPARC
- NGO's, Universities, Industry Groups
- Constructive Cooperation

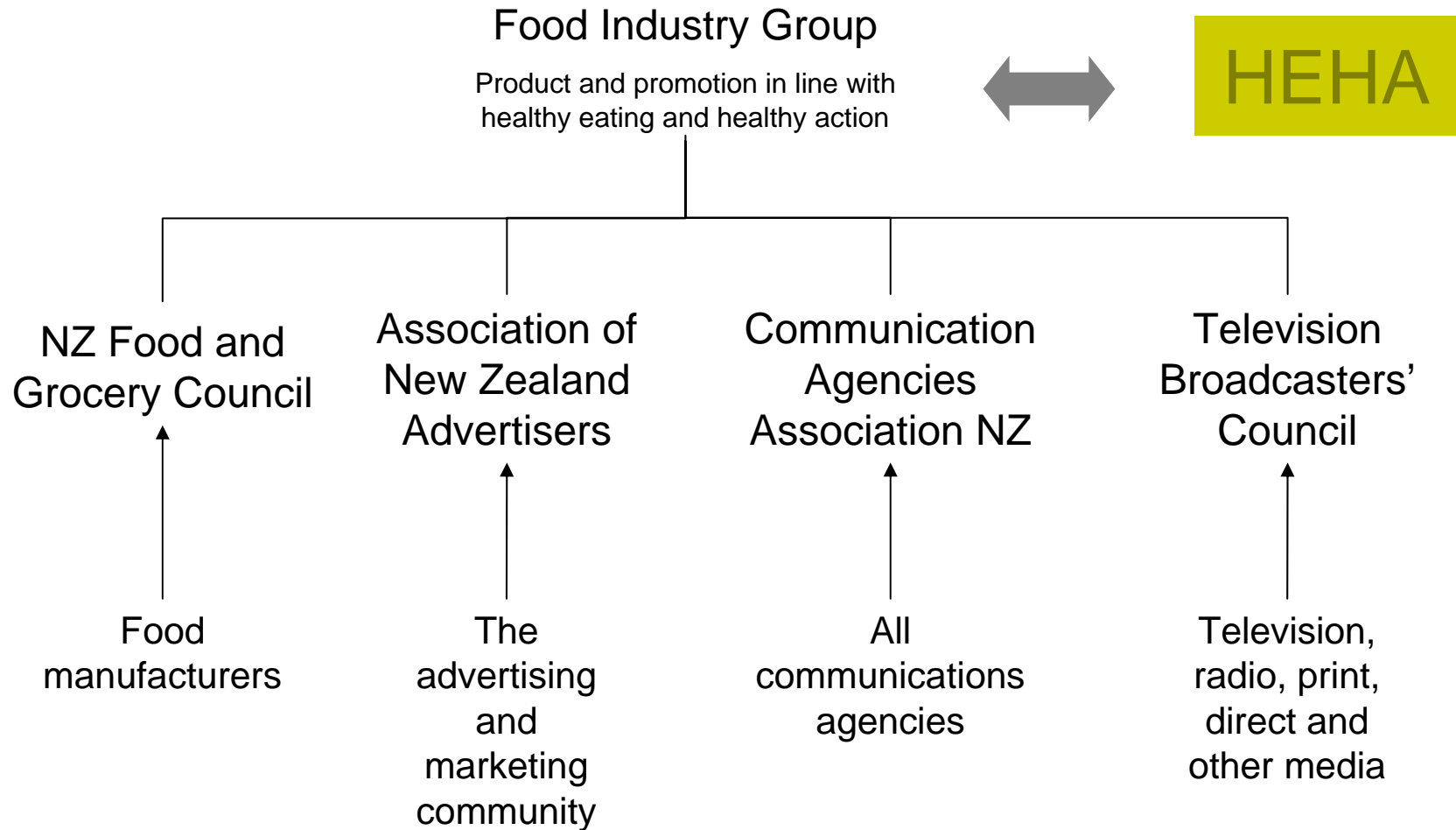
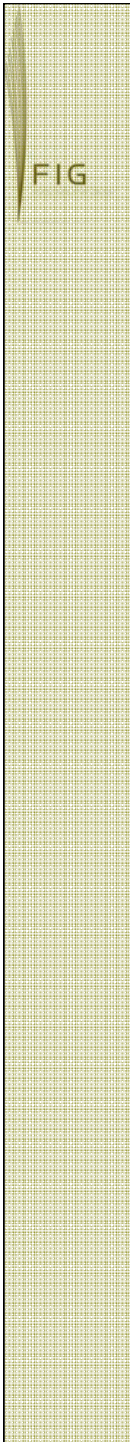


FIG is a unique partnership between Industry and Government cooperating to address obesity

The Goal

BALANCED HEALTHY LIFESTYLES

- **EVOLUTION and ADAPTATION:** Assist industry and its partners to embrace the new challenges, voluntary change
- **NETWORKING:** Create opportunities for intersectoral cooperation
- **MONITORING and MEASUREMENT:** Ensure that decisions are fact-based ie scientific and evidential
- **CONSTRUCTIVE MEANINGFUL DEBATE:** Balanced discussion
- **SUPPORTING CONSTRUCTIVE CHANGE:** Not 'trendy' unproven 'gestures'

Sample of Industry's Projects

- 'Lets Beat Diabetes' Counties-Manukau DHB
 - Healthy Schools
 - Healthy Kai
 - McDonald's and Sprite Zero
 - LBD Social Marketing Project
 - Projects for 2007 eg Milk, Fries, Pies, Fruit and Vege
 - Learnings applicable to Auckland Metro HEHA Project
- New Product, Product Reformulation
 - Heart Foundation Projects
 - Growth of waters, diet drinks, juices
 - Milks, yogurts, ice cream etc
 - Chicken Nuggets
 - Chewing Gums
- Disclosure Strategies and Consumer-Friendly Labelling
 - Trans-Tasman %RDI labelling (Kelloggs, Coca-Cola, McDonalds etc)
 - CMA 'Treatwise' Program

Sample of Industry's Projects

- Media Activity, Programming, Publishing
 - Healthy Food Guide, Fitness Life etc
 - 'Downsize Me', 'Honey We're Killing the Kids' etc
 - 'Willie Munchright' plus support for McDonald's campaign featuring Sarah Ulmer, Hamish Carter and Jenni Pearce
 - Both Radio networks investing in supporting local community health initiatives
- Reviewing Beverages in Schools
 - Drinks Industry working with government to develop and implement appropriate work-able policy
- Food Classification System for Educational Environments
 - FIG and FGC members of the Stakeholder Group
 - Review of all major Labelling and Traffic Light systems in Europe and UK

Sample of Industry's Projects

- **Moderation Strategies for Marketing to Children**
 - FIG working with ASA and MOH to review current situation and recommend future policy given new environment
- **Measurement and Monitoring Systems**
 - FIG working with MOH to implement monitoring systems for marketing activities and consumer behavior
 - Monitoring Global situation, news, developments
 - FFAR Report reviewing all relevant literature on the topic
- **Facilitation of Sector Groups and Sector Policy**
 - FIG liaising with industry sectors to formulate practical approaches to the problem and enable shared learning
- **Creation of FIG Website**
 - Database for industry, public and public health to access quality info on industry work and knowledge

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An Invitation

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Questions and Answers