

Recipe for Success ?



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Food and Drink Industry

Scotland Food and Drink is a private limited company which aims to help the food and drink sector in Scotland to grow the industry from £7.5 to £10 billion over the next decade.

Manufactured drink accounts for 82% of total exports from food and drink industry from Scotland, with food being only 10% of export market

*[1]http://www.scottishfoodanddrink.com/view_item.aspx?item_id=7180

The Future for Food in Scotland

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A National Food and Drink Policy Food and Drink leadership Forum

Chair: Richard Lohead (Cabinet Secretary for Rural Affairs and the Environment)

- Increasing sustainable Economic Growth of the food and drink industry
- Supporting consumers and the food and drink industry to make healthier and more environmentally sustainable choices.
- Celebrating and enhancing Scotland's reputation as a Land of Food and Drink
- Walking the talk - getting Government right
- Access, affordability, and security in relation to food

Food in a global and national context

- Climate Change
- Global Commodity Prices
- Health

WHO (2008) "placed climate change and health firmly on the agenda of the health sector, emphasising that a cross-sector response was vital"

LANCET (2009)"effects of climate change on health will effect most populations in the next decades and put the lives and wellbeing of billions of people at increased risk"

A National Food and Drink Policy

Healthier, Sustainable choices

Making healthier food choices is important to us all and making more sustainable food choices is essential to long term survival of our planet.

The Food and Drink Leadership Forum have been very clear that these are two challenges which we need to face head on.

And these challenges have provoked much debate, disagreement and newspaper headlines. We will face up to these challenges but the only way to be successful is to work together.

Recipe for Success challenges all of us from manufacturers and retailers through to the consumer to make healthier and more sustainable food choices. Every small step helps. And some sectors are taking big steps.

For instance, earlier this month, I was at the launch of the Scottish Whisky Association's environment strategy.

This is an excellent example of an Industry sector showing commitment to the Scottish Government's challenging climate change targets. And working collaboratively is the key to our success.

A National Food and Drink Policy

Richard Lohead

"I am happy to say that I accept the (Food and Drink Leadership) Forum's recommendations "....."

The details.....

[Topics](#) > [Business and Industry](#) > [Food](#) > [National Policy](#)

- Recipe for Success: Scotland's national food and drink policy
<http://www.scotland.gov.uk/Publications/2009/06/25133322/0>
- Leadership Forum Report: Development of the National Food and Drink Policy
<http://www.scotland.gov.uk/Publications/2009/06/19142130/0>
- Scottish National Food and Drink Policy: Recommendations from Workstream 2:
<http://www.scotland.gov.uk/Publications/2009/06/25143614/0>

Key challenges

- "Reducing the impact and costs of diet-related diseases such as obesity and diabetes which pose a major challenges to the health and well being of Scotland's people and public sector budget"

What should be done ?

- The Scottish Government and Industry should work together to become both a leader and a role model for future action on change of the food environment through multi-faceted, strategic and where appropriate regulatory action on the proportion of healthy, sustainable foods available, pricing and promotions.

What should be done ?

- The Scottish Government urgently needs to agree with industry, experts and other partners combined nutrient, food and sustainability frameworks as a guide for all parts of the food system

UK (DEFRA)

www.defra.gov.uk

- Development of indicators for a Sustainable Food System
- UK Food Security Assessment: Our approach
- UK Food Security Assessment: Detailed analysis

What should be done ?

- The Scottish Government should make greater efforts to engage with the major retail providers to **prioritise public health** in the contribution to drive forward the healthy, sustainable National Food and Drink Policy

Supermarket Charter

"Some of our key partners are the supermarkets. .

*.....ongoing **Retailer's Forum** to advance our food and drink agenda.*

Partnership with retailers has been - and will remain - an essential component of the food and drink policy.

*And I can today announce that Sainsbury's, The Co-operative, Waitrose, Asda, Marks & Spencers, Morrison's, Aldi and Tesco have signed up to a **Retailers' Charter**.*

*It outlines the supermarket's commitment for future cooperation on food and drink, with a particular focus on Scottish produce, **health** and the environment".*

What should be done ?

- Industry efforts need to focus on increasing the availability of enjoyable and varied forms of the **basic food components** of a healthy sustainable diet.

What should be done ?

- Government should work with industry to support the adoption of voluntary measures (**in the first instance**) to increase the volume of commercial marketing of healthy, sustainable foods. **At least 50% of all foods marketed and promoted by price should meet the agreed joint framework for health and sustainability.**



What should be done ?

- The Scottish Government, industry and others should continue work to reduce alcohol-related harm.

Alcoholic drinks



What should be done ?

- The Scottish Government should, supported by industry and retailers, increase social marketing to influence cultural norms and the **unacceptability of excessive consumption and undertake appropriate monitoring.**

Marketing energy density.... Size of Portion Supersize offers Value Offers



Cadburys increase portion size



Cadbury launch Boost Duo and Double Decker Duo

- "The DUO format broadens the appeal of these two Cadbury singles to both men and women, they can eat half now and save half for later".
 - The launch is to be supported by a major TV sponsorship package as well as POS with a total investment of £1.3m."
- Mars
- Beyond Duo... The Trio.....!



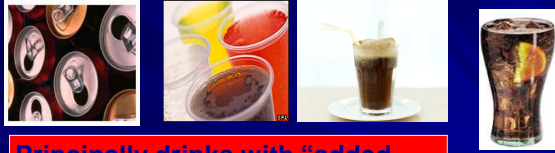
What should be done?

- The Nutritional Requirements for Food and Drink in Schools (Scotland) Regulation 2008 could be used to inform further practices in commercial catering.
- Scottish action is needed to constrain the non-broadcast marketing of high fat, salt and sugar foods.

What should be done?

- All partners should encourage the availability of fresh tap drinking water.

Sugary Drinks – definitions and claims



Principally drinks with “added sugar”

- Colas, squashes, sodas
- Fruit juices (limited)

Do we recognise sugary drinks?

- Milk Shakes (2160 kcals)
- Fruit Smoothies no sugar added... (120 to 190kcal)
- With “Health added” e.g. Orange Juice Drink with “Five Added Nutrients”



What should be done?

- Success of these initiatives should be proactively monitored and the policy and delivery should be altered to address changing needs.

- The influence of Scotland's well-crafted health education programmes aimed at consumers are **competing with media and commercial messages** which leads to confusion, poor comprehension of basic messages.... inaction to change buying habits.

What should be done?

■ Consumer awareness

There should be a sustained programme which embraces food pricing, marketing and availability along with educational efforts to support cookery skills in adults across all communities, especially where health and diet inequality is most prevalent.

Educational efforts to create consumer awareness should be maintained and widened to include sustainability measures as well as **calorie information**. The importance of ‘teachable moments’ should be recognised. Further investment should be monitored for effectiveness.

Advocacy efforts to address consumer misinformation which dilutes current educational efforts should be supported.