

FDII: Enabling Healthier Lifestyles

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Introduction

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- Overview of Food and Drink Industry Ireland
- The Food industry's role in reducing obesity levels: positive initiatives
- Pressures on the food industry
- The multi-stakeholder approach – NTFO and NHF



Industry Overview

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- FDI represents 150 food and drink companies in Ireland
- Indigenous & multi-national, manufacturing & supply based companies
- An industry approaching €20bn in value
- Supports 50,000 direct and 60,000 indirect employees
- Responsible for 90% of the agricultural output of Ireland's 120,000 farmers
- Provides €8.6bn worth of exports and the majority of the food we consume in Ireland



Positive Industry Initiatives

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- committed to providing consumers with the products, the information and the support to make healthy lifestyle choices
- Significant investment in:
 - ENHANCING PRODUCTS AND CHOICES
 - PROVIDING CONSUMER INFORMATION
 - RESPONSIBLE ADVERTISING & COMMS
 - RESEARCH & DEVELOPMENT
 - PROMOTION OF HEALTHY LIFESTYLES
 - PARTNERSHIPS WITH GOVERNMENT



Enhancing Products & Choice

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- Reducing energy, salt, sugar, fat, saturates, trans fat (tend to be 'quiet' reductions in popular brands)
- Fortification with positive nutrients such as fibre & micronutrients
- Developing new brand variants that are low in certain key nutrients (i.e. tend to be substantial nutrient reductions that are re-branded as a 'reduced' variant)
- New 'better for you' product lines
- Improved range of portion size offerings



Salt Reduction

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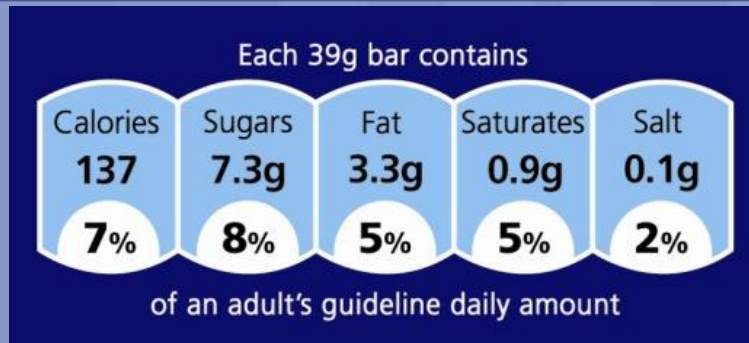


- Significant percentage of FDII members have agreed targets
- FDII coordinates the agreement of salt reduction targets for five product groups
- Support the FSAI's commitment to reduce salt intake in the population from 10g per day to 6g per day
- Example of a successful multi-stakeholder approach



Providing Consumer Information GDAs

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- Guide to energy and key nutrients the average healthy person required for a balanced diet
- Irish food industry has funded the Guideline Daily Amount (GDA) labelling scheme (€ 400K)
- Provides accurate, clear and transparent information
- Uptake approx 50% of branded and 80 -90% of adopting retailers.

Why the food industry supports GDAs

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- GDAs give consumers more information, helping them to make better informed food choices
- GDA labels are based on portion sizes that people actually eat
- GDA labels work – they encourage consumers to make healthier choices (c.f. Tesco till receipt data)
- GDA labels are simpler. Consumers can easily compare two similar products to choose which one is right for them.



Improving Consumer Communications

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- FDII strongly endorses the adoption of co-regulation in the governance of food & drink advertising
- The way companies advertise their products has changed dramatically over the past 5 years
- Children's product ads increasingly targeted at parents
- Advertising during children's programming on Irish broadcast media for products high in fat, sugar or salt has dropped from about 40% in 2003 to about 7% in 2008
- Most of these changes have been as a result of the introduction of a range of voluntary, self-regulatory codes



Advertising Regulation & Self Regulation in Ireland

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- A range of regulatory and self-regulatory advertising codes are in place in Ireland
- **European:**
 - EU Pledge
 - WFA Commitments to EU Platform on Diet, Physical Activity & Health
 - UNESDA / International Council of Beverage Associations Codes
- **National:**
 - Advertising Standards Authority of Ireland (ASAI) Code
 - Central Copy Clearance Ireland (CCCI)
 - Revised Children's Advertising Code this year
 - BCI General Advertising Code



Research & Development

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- Significant investment in R&D amongst food companies
- NPD to meet changing consumer demands and tastes
- Reformulation to meet evolving health research
- Functional foods – probiotic, prebiotic and synbiotics



Promoting Healthier lifestyles

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- National campaigns and local initiatives
- Kellogg's Let's Get Active
- McDonald's Little Athletics
- Flora's Mini Marathon
- Cadbury's Mini-Marathon
- Coca Cola's Grassroots sports
- Local sports sponsorship



Developing Partnerships

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- Working with Government and stakeholders
- NHF
- NTFO
- FSAI – Salt Reduction Targets
- Gum Litter Taskforce
- Barrettstown
- Irish Heartbeat
- An Taisce: Springclean
- CCCI
- Coca Cola's Designated Driver Programme
- Myriad CSR programmes



Some Challenges

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Economic

- General cost base, currency strength, consumer sentiment and falling prices

Ongoing NTFO implementation

- Implementation body to encompass wider field of industry stakeholders who can influence the obesity situation
- Scarce resources

Conclusion

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- FDI supports implementation of NTFO report
- Partnership approach be taken (Government, industry, NGOs etc.)
- Industry has made substantial voluntary progress in helping consumers to make positive changes to their lifestyles
- This is a societal issue and cannot be the responsibility of one stakeholder

