

5. COLLECTIVE ACTIONS

The New Zealand Food Industry Accord members agree to undertake jointly the following activities:

- i) Share ideas and knowledge on industry specific initiatives consistent with the Ministry of Health's Healthy Eating, Healthy Actions strategy and to collect, review and disseminate information on positive initiatives relating to the food industry, suppliers, advertising and media
- ii) Develop a communications strategy consistent with achieving the objectives of the Accord
- iii) Establish positive relationships with the nutrition industry and the exercise industry
- iv) Explore a demonstration project with the Northern Region District Health Boards (Auckland, Northland, Waitemata, and Counties Manukau) and with not-for-profit non-government organisations
- v) Develop strategies to support responsible communication by the food industry, to promote healthy eating, giving priority to ensuring appropriate messages to children

6. ALL SIGNATORIES COMMIT TO:

- i) Acknowledging that obesity is a major risk to public health and that industry has a role to play in addressing obesity
- ii) Agreeing to support the achievement of the Mission and Vision of the New Zealand Food Industry Accord by working collaboratively within their industry groups (food manufacturing, distribution, retail, advertising and media) to develop appropriate strategies consistent with the key objectives of the accord
- iii) Agreeing to develop organisational policy and guidelines to support the achievement of the Accord's goals by staff within the workplace

Definition of "the food industry"

The New Zealand Food Industry Accord covers the following industry groups and has been agreed initially by the organisations listed:

- Food producers and manufacturers
 - Food and Grocery Council
- Food distributors and retailers
- Food marketers and advertisers
 - Association of New Zealand Advertisers Inc (ANZA)
- Communication agencies
 - Communication Agencies Association (CAANZ)
- Media organisations
 - Television, radio and publisher associations

For further information please contact the Association of New Zealand Advertisers Inc.

(09) 300 5932
www.anza.co.nz

The Health of our Nation

[THE NEW ZEALAND FOOD INDUSTRY ACCORD]

Introducing the New Zealand Food Industry Accord

It's often said that we are what we eat. This places great responsibility on the shoulders of those who produce, distribute, market, advertise and sell food.

The advance of technology has ensured that New Zealanders eat safely. But in recent years, a new threat to public health has emerged in the form of obesity.

There's increasing acceptance that obesity can't be addressed by simplistic measures such as taxes or advertising restrictions. Instead, it's a health challenge to be shared by government and a wide range of groups in the community, including parents, educators, the food industry and health professionals.

Industry's response to the challenge is the New Zealand Food Industry Accord.

A world first, it brings together all the participants in the food industry – food producers, distributors, retailers, marketers, advertisers and media.

The Accord commits them to recognising that obesity is a major risk to public health and to working collaboratively to tackle it.

Its aim is to support and complement the Government's initiative to fight obesity, the Healthy Eating, Healthy Action strategy, which focuses on the correlation between exercise and healthy eating.

The Accord was launched and signed on 2 September 2004.

But the launch is not an end in itself; rather it is a starting point from which the food industry will embark on initiatives of its own to make its contribution to the health of the nation.

1. OUR MISSION

To do all that is possible to encourage all sectors of the food industry to create commercially successful products and services that will make a positive contribution to the health of New Zealanders

2. OUR VISION

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

3. OUR VALUES

Respect for individuals

We use fairness, honesty, openness and trust in all our interactions

Innovation

We seek new solutions, products and services and new ways of using established goods and services

Working together

Co-operation with our customers is the basis of all our operations

We believe in the adoption of best practice working practices

Goal orientation

We will create measurable goals for all our activities and aim continuously to improve our financial results

4. OUR KEY OBJECTIVES

Objective 1

To make a significant contribution to achieving the following three health goals:

- i) **To reduce obesity**
Maintain a healthy weight throughout life
- ii) **To improve nutrition**
Eat in moderation a variety of nutritious foods, to achieve a balanced diet that enhances health
- iii) **To increase physical activity**
Be active for at least 30 minutes a day every day

Priority will be given to developing strategies to achieve these goals with children and their families and particularly those at greatest risk in the lower socio-economic groups.

Objective 2

To commit to working collaboratively within the food sector

Objective 3

To develop a constructive relationship with the Ministry of Health and not-for-profit health-related non-government organisations

Objective 4

To be actively involved in the wider public debate on health, exercise and obesity, by providing factual information that is based on a balanced view of both individual and community responsibility

Objective 5

To work towards a cross-Tasman industry approach to obesity and support our active participation in the trans-Tasman harmonisation of legislation related to the food industry