



# **ANNUAL REPORT**

March 2008

# **FIG**

FOOD INDUSTRY GROUP



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## CHAIRMAN'S LETTER TO THE MINISTER

**Jeremy Irwin**  
**Chairman**  
**Food Industry Group**

The Food Industry Group (FIG) is pleased to present to you, the 2007/2008 Annual Report. FIG made a commitment to the Minister of Health Hon Annette King at the time of introduction of the Food Industry Accord in 2004 to report annually on the group's activities.

FIG has continued to work diligently with respective members on initiatives to overcome the acknowledged obesity problem in New Zealand. A respected relationship between Ministry of Health Officials and FIG representatives is regarded as being very effective.

The Food Industry is acutely aware of the lack of appreciation in some non-industry sectors of the major efforts being made by food manufacturers to reformulate products which may be considered to have high salt/sugar/fat content. This process takes a considerable amount of time and investment, factors too often overlooked by commentators outside the industry.

FIG will continue to strive to be the catalyst for further improvements in the fight against obesity.

We welcome the opportunity to discuss our Annual Report with you.

Jeremy J Irwin, Executive Director, Association of New Zealand Advertisers

Vicki Hamilton, Executive Director, the Food Industry Group

Brenda Cutress, Executive Director, New Zealand Food & Grocery Council

Justine Wilkinson, Chief Executive, New Zealand Television Broadcasters Council

Rick Osborne, Chief Executive Officer, Communication Agencies Association of New Zealand



## FOOD INDUSTRY GROUP

The Food Industry Group represents the interests of the New Zealand Food and Grocery Council (NZFGC), the Association of New Zealand Advertisers (ANZA), The Communication Agencies Association (CAANZ) and media organisations including the New Zealand Television Broadcasters Council (TBC).

The Group was formed to undertake activities that are based on the mission, vision and goals of the Food Industry Accord. (Appendix 1). This Accord, signed in September 2004, was driven by food and beverage industry members who recognised their role in the importance of finding a solution to the obesity problem.

The Accord's vision, and so the major goal of the Food Industry Group, is "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'.

As a result, the Food Industry Group works as a facilitator and catalyst for change to ensure

- its members are aware of the problems associated with obesity
- its members are doing all they can to make a positive difference by making healthier foods and having responsible marketing policies
- that measurements of these changes are recorded
- that targets for further improvements are set

FIG works closely with the Ministry of Health, NGOs and other stakeholders in finding projects and ways to help address obesity in New Zealand. It is in a unique position to be a conduit with these groups to help find solutions.

FIG is an Incorporated Society (2006) led by an Executive Director. It can not speak on behalf of individual members but can represent the wider perspective and progress of Food Industry.

FIG is committed to doing all it can to make a difference. However, foods evolve over time and in response largely to consumer tastes and desires. There are many factors that result in a person becoming unhealthy overweight and these must also be acknowledged. We can only be part of the solution.

Note: The terminology 'Food Industry' in this document reflects mostly the relevant members of the NZFGC, ANZA, CAANZ, TBC and media organisations. There are a number of food organisations and retailers who are not members of the Food Industry Group such as small take away outlets, dairies, cafes and small manufacturing companies. However, through an association with organisations such as the PIE group and the CHIP group, FIG aims to also positively influence a wide variety of other food organisations and companies.



## **FOOD INDUSTRY GROUP: STRATEGIC PLAN**

For 2007-2008, the Food Industry Group developed a strategic plan with key objectives, projects, goals and measures. These were based on the Ministry of Health's Healthy Eating Health Action Implementation plan (See Appendix Two). Our plan was presented to the Ministry of Health and the Minister in the middle of 2007 and an outline of progress to date is noted on the following pages and in Appendix Three.

### **OBJECTIVES**

1. To do all that is possible to ensure industry – (the whole of industry including supplier-partners) understands the seriousness of the obesity issue and the importance of finding ways to provide and market healthier food products that are commercially viable.
2. To help make self-regulation work and also give people the right to have choices.
3. To engage with Government and other not for profit, health related, non government organisations in finding collective areas for action.
4. To be actively involved in the wider public debate on health and obesity issues.
5. To help the media understand the complex issues involved with obesity and the contribution being made by Food Industry in finding a solution.



## PROJECTS AND GOALS 2007-2008

**Project One:** FIG works with Food Industry members to implement the Food Industry Accord.

**Goal:** FIG motivates and mobilises Food Industry to continue to contribute to improved nutrition with their products and responsible marketing practices.

**Actions Areas:** Seven

**Status:** FIG has met with all of its major members at either CEO or senior level either on a one to one basis, as part of meetings with the former Minister of Health (Hon Pete Hodgson) or as part of a key presentation to member groups to outline Ministry of Health concerns around the obesity area, the importance of change and to identify possible action areas and progress by food companies.

All members of the FIG have shown a high level of commitment to change. In part this relates to consumers' desires for healthier food choices – but which are still tasty.

FIG has reported to industry membership on a regular basis via meetings, emails and a quarterly report regarding Government's concerns around obesity (and the reasons why) along with information and activities that are being undertaken by the Government and Ministry of Health to help companies identify a range of action areas.

FIG has developed a website: [www. fig.org.nz](http://www.fig.org.nz).

FIG has collated information of industry achievements in the form of a spreadsheet/database and this will be completed by the end of March 2008.

FIG has met with the PIE group on three occasions and the CHIP group on one occasion to contribute to ways and ideas for reducing fat in the diet.


FIG is investigating with FAVA a project concerning increasing fruit and vegetables consumption within the work force.

FIG has met with the Ministry of Health approximately every two weeks to discuss progress and activities being undertaken by Food Industry and the Government.

FIG has attended a meeting with the HEHA team and the Interagency Group to present our goals.

FIG has also met three times with the previous Minister of Health. Two of these meetings were in association with over 22 member companies where the Minister was able to outline his issues around obesity and the companies were able to cover some of their activities and the practicalities involved in changing products.

In addition, FIG has continued to develop its relationships with organisations such as the New Zealand Nutrition Foundation, Crop and Food Research, the New Zealand Food Safety Authority, New Zealand Institute of Food Science and Technology, and The Dietetic Association to ensure they have up to date information of Food Industry projects.



**Project Two:** FIG works with Government to help provide a range of healthy foods and beverages in schools.

**Goal:** FIG works with government and food manufacturers for the provision of balanced, nutrition, practical and profitable meal options in schools.

**Action Areas:** Five

**Status:** Main Action Area: FIG has assisted the Ministry of Health in a major meeting to brief Food Industry and gain Food Industry feedback regarding the Food and Beverage Classification System's criteria prior to its launch. A further meeting has been held with Food Industry, the Ministry of Health, and Healthy Kids ( who will run the Classification System in New Zealand for schools) to outline how the System will operate. As a result, many food companies have/are looking at ways to reformulate their products to fit in with the Food and Beverage Classification System.

**Project Three:** FIG works with Food Industry and the media to implement responsible self regulation of advertising and marketing practices

**Goal:** To agree with industry and media responsible self regulating practices around advertising and marketing of food to children.

**Action Areas:** Seven

**Status:** An agreement to introduce a Children's Food Classification System to vet foods being advertised in children's television viewing hours was made between the Ministers of Health and Broadcasting and the Television Broadcasting Council in June 2007. The Guidelines are based on the Ministry of Health's Food and Beverage Classification System and were completed by the Television Broadcasting Council in mid December. All interested parties are presently being briefed on this System.


The Television Broadcasting Council has donated \$500,000 of free airtime to the Government's Feeding Our Futures Campaign which outlines messages for the public on healthy eating.

FIG has met with media representatives from other media outlets such as newspapers, radio and magazines to identify areas and times when they can promote healthy eating messages. For example, The Radio Bureau has financed healthy eating messages broadcast on a regular basis on major stations, from media personalities such as Kerry Woodham, around the importance of eating a balanced diet and undertaking exercise.

**Project Four:** FIG works with Food Industry to agree specific product improvement around the decrease of fat, sugar and salt plus increased availability of fruit and vegetables.

**Goal:** FIG works with manufacturers and retailers to find ways of reducing levels of fat, sugar and salt in the diet and ways to increase consumption of fruit and vegetables.

**Action Areas:** Eight



**Status:** FIG has met with a number of food companies and retailers as well as the PIE group and CHIP group to discuss reductions of sugar, fat and salt in their product portfolios. An outline of some of these reductions is enclosed in the section relating to Food Industry Achievements.

FIG is now working on putting together a summary of these reductions (and other information) as part of a database of knowledge.

FIG is also working with FAVA to identify a possible program around increasing the consumption of fruit in the workforce.

FIG has had discussions with the National Heart Foundation of New Zealand regarding industry involvement for this 'Food Formulation' project. It has commenced with work on the reduction of salt in some breads.

FIG has worked with FGC and its members who are committed to undertake a front of pack labelling scheme showing 'percentage daily intake'. This scheme outlines the percentage of energy (and in some cases other nutrients) that contribute to an adult's daily diet by eating one serving of that product. The rationale for this labelling system, based on similar ones implemented overseas, is that many consumers are not aware of what percentage of energy a product contributes to their daily energy intake. As energy 'in' is a key factor in causing overweight, this information is important for consumers to know.


**Project Five:** FIG works with Counties Manukau District Health Board with their Lets Beat Diabetes program to implement and demonstrate effectiveness of a joint health and industry partnership.

**Goal:** To demonstrate the partnership between Health and Social Groups and Food Industry produces positive results.

**Action Areas:** Ten

**Status:** Projects being worked on with the Health Board's "Lets Beat Diabetes" project for 2007-2008 include:-

- Increasing fruit and vegetable consumption via the 'Fresh for Less' Campaign undertaken by three Pak n Saves over an 8 week period in November/December 2007
- Decreasing the consumption of sweetened drinks via the McDonalds Sprite Zero Trial in 2006/2007 plus Counties Manukau public relations support of the introduction of a new drink product from Fonterra
- Decreasing the sugar content of some flavoured milks via discussions with relevant organisations
- Promoting breakfast consumption in the home ( not yet commenced)
- Provision of Healthy Eating Recipes and Tips in Foodtown's weekly mailer on a three month trial basis – the mailer goes to 1.2 million households in New Zealand
- A formal request to food manufacturers for healthy foods for food parcels
- Support of the Lets Beat Diabetes Social Marketing Campaign ' Swap2Win' by providing some on ground support to the campaign messages regarding cutting fat off meat (stickers with this message on meat products) and swapping from blue milk to light blue milk (via support from Foodtown/Woolworths)



**Project Six:** FIG works with Food Industry employers to encourage healthier foods on worksites.

**Goal:** To encourage Food Industry employers to provide healthier eating options for their employees.

**Action Areas:** Two

**Status:** Companies have been requested to review foods being offered on site and information disseminated to them. A meeting has also been held with Spotless Catering and the Ministry of Health. Examples of some of the initiatives employers are undertaking are outlined in the Industry Achievement Section.

**Project Seven:** Monitoring, research and evaluation.

**Goal:** To develop a data base showing positive changes in food reformulation and food marketing.

**Status:** This is presently being developed.


## OTHER ACTIVITIES

### **Select Committee Findings into Obesity and Type 2 Diabetes 2007**

Select Committee Findings. The Food Industry Group has been involved with this from its instigation and submission time to the findings. There were no major surprises in the document. From a Food Industry perspective we have noted that many of the recommendations in the Health Select Committee report are already being implemented – both from food industry's point of view as well as Government. The Inquiry, after all, was commenced almost 18 months ago.

There were, however, some concerns regarding the report:

- There are a number of anomalies and inconsistencies in the report. For example, much reference is made to “food industry” but this covers a large range of foods and food companies- both fresh and processed as well as the retail sector. Is one group being targeted or ‘all of food industry’?
- There is also ambiguity surrounding the definition of foods – in one case there is talk of restrictions of advertising and marketing of foods and drinks which are ‘high in fats, salt and sugar’, in another part of the report there is talk of restrictions around foods that are ‘unhealthy’ and in yet another section there is talk about restrictions of foods that are ‘nutrient dense’. However, many nutrient dense foods are comparatively healthy and just what is meant by an ‘unhealthy’ food?
- There appears to be a lack of understanding and recognition in the report of the role of Food Standards Australia New Zealand (FSANZ) and the fact that it is the regulator of food standards in New Zealand. Labelling of foods with the so called ‘traffic light’ system would have to go through the appropriate processes before it can even be considered and there is already an independent Committee looking at the area of front of pack labelling which is reporting to the Ministerial Council.

- 
- The report did not properly acknowledge the other causes of obesity – such as peoples’ behavior, culture, genes and lifestyle. Nor did it give due recognition to the place of exercise.
  - The food industry was yet again likened to the tobacco industry. We all know there are vast differences and these comparisons should not be made.

### **Government Response to the Inquiry into Obesity and Type 2 Diabetes**

This was released at the end of November with the Government agreeing to 47 of the 55 submissions.

The Government recognises in its response that the issues leading to obesity are complex and compounded by New Zealand’s aging population. It also covers the fact that obesity is an emerging issue so making many proposed ‘solutions’ unproven. It also addresses the fact that there is, in New Zealand, major ethnic disparities regarding obesity and resources will be needed specifically in this area.

The major recommendation from the Report as it relates to Food Industry is

- Directing the Ministry of Health to work with the food and advertising industries to set agreed targets for marketing to children and to make changes to improve the nutrient profiles of their foods products

The Food Industry Group is the best conduit for the Government and community to engage with industry and we look forward to the challenge of this recommendation.

### **PRESENTATIONS AT INDUSTRY AND NON INDUSTRY CONFERENCES**

FIG has presented food industry perspectives and our projects and goals at two public health meetings . Although the audiences mainly had a different and more negative perspective regarding food industry, the opportunity to speak at these conferences is positive as it allows good communication and does achieve some better understanding of how food industry works, what drives the consumer – and how Food Industry actually can make a contribution.. We believe it is important to try and understand different peoples’ perspectives on the obesity issue as there is no one simple answer.

A major presentation on the Government’s approach to obesity and their relationship with the Food Industry was given to the Food and Grocery Council meeting in early November.


### **TRANS FATS MEETING**

A productive meeting was held in August between the Food Safety Authority and companies and retail outlets who were using fats and oils which may contain transfats. The evidence is that levels in New Zealand (and Australia) are very low and the self regulatory system is working but recommendations have been made to the Minister as to ways to further lower the levels.

### **MEDIA**

The Food Industry Group writes regularly in related industry magazines to help keep members and their employees up to date on the obesity issue.

FIG has also responded to the media and released media statements on issues such as the findings of the Health Select Committee.



It is heartening to see, in general, so much activity in the media around programs associated with weight loss and how to eat more healthily.

However, there is still a lot of misinformation in the media and FIG will be working hard over the coming months to try and get more balance in this area.

### **LIAISON WITH OTHER ORGANISATIONS**

The Food Industry Group has met and liaised on relevant issues with a number of relevant organisations including:

- The New Zealand Nutrition Foundation
- The Dietitians in Industry Special Interest Group,
- The New Zealand Food Safety Authority
- FSANZ
- NZ Crop and Food Research
- The National Heart Foundation of New Zealand
- The New Zealand Institute of Food Science and Technology
- The Counties Manukau District Health Board
- The New Zealand Juice and Beverage Association
- The Confectionery Manufacturers Association of Australia
- The Advertising Standards Authority
- The Foundation for Advertising Research



## INDUSTRY ACHIEVEMENTS

FIG has taken a leadership role in efforts to ensure food companies are producing, reformulating and marketing healthier products. All food and beverage companies that FIG has met with are aware of the issues around obesity and are making major progress in this area. An example of some of these achievements is enclosed.

### FOOD PRODUCTS

#### 1 CAMPBELL ARNOTTS LTD

##### Marketing Policy

The company implemented its Marketing to Children Policy in 2005.

##### Product Reformulations

In terms of some of its product reformulations – these have resulted in:

- \* Removing more than 4.5 billion kilojoules from the food chain by introducing lower fat versions of many of the company's most popular products
- \* Increasing fibre content for the leading kids brand, Tiny Teddy - by adding more than twice the amount of fibre. Each multi-pack serve now provides over 1g of fibre.
- \* Reduction of the saturated fat by over 60% in the Salada range. Please note these figures are for Australia/New Zealand.

##### Percentage Daily Intake Labelling

The company has committed to introducing percentage daily intake labelling on its products.

##### Website

The company has an extensive website around health and nutrition  
<http://www.arnotts.com.au/commitmenttohealth-wellbeing.aspx>

1. Health & Wellbeing Update Nos 1, 2, 3, 4 & 5
2. Marketing to Children Policies (Australia and New Zealand versions)
3. Vita-Wheat nutrition brochure
4. Snack Right nutrition brochure
5. Nutrition Guide

#### 2 FONTERRA BRANDS NZ (FBNZ)

##### Changes in food formulations

In the past two years, the company has removed 217 tonnes of sugar and 150 tonnes of fat from its formulations:

- 10% reduction of added sugar in Primo flavoured milks (2006)
- A further 7.5% reduction of added sugar in Primo, Anchor CalciYum and Anchor Mega Milk (2007)
- 7.5% reduction of added sugar in Fresh 'n Fruity yoghurts, Anchor CalciYum dairy food and Anchor custard (2007)
- Complete removal of added sugar from the Anlene plain yoghurt (2007)
- 29% reduction of sugar in fruited Anlene yoghurts (2007)
- 20% reduction of fat in Anchor Mega Milk (2007)

- 50% reduction of fat in Anchor CalciYum dairy food (2006)

### **Changes in ingredients and foods**

The company has changed the yoghurt culture in Anchor Symbio yoghurt to include the probiotic *Bifidobacterium Lactis* HN019 (DR-10™), a beneficial probiotic bacteria. Rigorous clinical research has demonstrated that *Bifidobacterium Lactis* HN019 has benefits in supporting the immune system and protective effects against diarrhoea. (2007)

Over the past two years, the company has continued to expand its milk, yoghurt, dip and cheese ranges with new 'healthier' products, offering consumers increased choices:

- Anchor Mega Milk Chocolate, Anchor Mega Milk Strawberry with 2.5% fat, the lowest amount of added sugar across all flavoured milks, extra Calcium, and added vitamins A & D (2006)
- Anlene Milk with only 1% fat and added bone nutrients (2006)
- Anchor SoyLife Lite Milk with only 1.5% fat and with added vitamins A,D, B<sub>12</sub> (2007)
- Fresh 'n Fruity Desserts extension with 3 new mousses with only 2.3% fat and 99kcal per serve (existing desserts have 7% fat and 214kcal per serve) (Oct 2007)
- Fresh 'n Fruity Lite re-launch with an improved taste profile and advertising campaign
- Mainland Special Reserve Dip range – 5 dips with only 7.5% fat (Nov 2007)
- Mainland Plus\* range of processed cheese slices in 2006: Four products with on average 72% less fat than the regular product, and one product with 45% less fat. They have added benefits such as high protein, high calcium, and added omega-3
- Further 'healthier' new products are in development

### **Changes in packs or serving sizes**

Several new products have been launched in smaller pack sizes and there has also been the introduction of smaller sizes of existing products:

- Anchor Calci Yum in 125g squeezable packs (regular products 150g) (2007)
- New Fresh 'n Fruity Splat in 125g squeezable packs (regular products 150g) (2006)
- New Fresh 'n Fruity 100g yoghurt (regular products 150g) (2007)
- Aligned specialty cheese serving sizes to 20g
- Aligned core cheese serving sizes to 25g

### **Food formulation guidelines for New Product Development (NPD)**

- The Fonterra Brands Nutrition Guidelines were developed in 2006 to maintain and improve the healthfulness of its products. The guidelines have been developed by the Fonterra Brands Health and Nutrition team which consists of four NZ qualified Nutritionists and Dieticians. The Fonterra Brands Nutrition Guidelines are based directly on external health authority guidelines. They are endorsed by the Australian Dietetic Association (ADA)
- The NZ NPD team includes one qualified and NZ registered Dietician and one qualified NZ registered Nutritionist (BCapSc, MSc Human Nutrition, University of Otago)



## Company Nutrition Policy

- Fonterra Brands' Nutrition Policy is covered in the Fonterra Brands Nutrition Guidelines

## Marketing and advertising

- Brand specific nutrition guidelines have been developed, e.g. CalciYum Nutrition Guidelines, Anlene Nutrition Guidelines. The company has made a commitment that products promoted on a health platform must meet strict nutrition criteria – as defined in the Fonterra Brands nutrition Guidelines
- The company is promoting lite yoghurt through the new advertising campaign for Fresh 'n Fruity Lite. It has recently been re-launched with a much improved taste profile

## Employees

In addition to the above product initiatives, FBNZ is supporting active, healthy living of its employees through the Healthy Living Programme, 'Healthy Choice' meals in the cafeteria, and company sports teams and competitions.

## 3 GENERAL MILLS NZ LTD

### Policies

The company has a comprehensive nutrition policy and guidelines and information for health and wellness as well as strict guidelines for marketing/advertising\*.

### Marketing/advertising

The company is proud of its reputation as a “family-friendly” advertiser. It will not produce advertising that would undermine the role of parents and family, or respect for community authorities. General Mills will air advertising only on programming it deems suitable for the family-oriented nature of its brands and products.


Special care also is taken to ensure that all marketing messages are inclusive and respectful of ethnic and religious affiliations.

The company states that its advertising and marketing will reflect:

- |            |  |
|------------|--|
| Balance    | Encouraging families and children to understand and follow nutritional guidelines for a balanced diet of healthy and nutritious foods. |
| Moderation | Encouraging only sensible portions of food – never depicting or encouraging over-consumption.  |
| Exercise   | Advocating and reinforcing the importance of higher levels of physical activity.   |

- No General Mills product may be advertised on any programme targeted to preschool children.
- General Mills brands marketed to children under 12 years of age must meet General Mills' Guidelines for Healthy Dietary Choices and the sugar guideline.  
\*Complete information on these can be viewed at
- [http://www.generalmills.com/corporate/health\\_wellness/index.aspx](http://www.generalmills.com/corporate/health_wellness/index.aspx)

### Reformulations



In terms of new product development General Mills is in the process of developing products using alternate healthier oils and reducing the salt content in certain products along with developing products with no added flavours or colours.

#### **4 GOODMAN FIELDER**

##### **Dairy:**

Firstly, the company has reduced the fat percentage of its flavoured milk from 2% down to 1.7%. This has taken out approx 26,000kgs of fat per annum.

Secondly it has taken the fat in our dairy food range from 2.1% down to 1%.

This has taken out approx 14,000kgs of fat per annum.

##### **Baking:**

The company has been involved in Project Target 450, a sodium reduction intervention across the NZ Bread category in conjunction with the National Heart Foundation (the '450' means 450mg of sodium /100g of bread).

This initiative has removed approx. 60 tonnes of sodium per annum (equivalent to at least 100 – 150 tonnes of salt) from the New Zealand bread supply.

#### **5 HEALTHERIES**

##### **Healtheries KidsCare**

**[www.kidscare.co.nz](http://www.kidscare.co.nz)**

Healtheries markets the KidsCare range throughout Grocery in NZ, Australia and markets within Asia.

The core proposition of the KidsCare food range is to provide genuinely healthier snacking alternatives to some of the 'main aisle' options available today.

Nutritional integrity is a key focus for the range and the company works diligently to ensure that its products meet the Governments HEHA food guidelines – or to better them. As the incidence and awareness of allergies and intolerances rise, free-from benefits are also included where at all possible.

The company's objective is great tasting products that children love that parents endorse – not parent enforced.

All products are single serve, allowing good portion control and convenience so that healthier snacking can occur on the run, at home or packed nicely into the School Lunchbox.

Examples are shown on the next two pages



### **KidsCare Rice Wheels:**

A crunchy rice snack made from the finest wholegrain rice

- Baked not Fried
- 79% less fat than potato chips
- No MSG
- No artificial colours, flavours or preservatives
- Gluten & Dairy Free options available within the range or Sour Cream, BBQ, Cheese

### **NUTRITIONAL INFORMATION (Sour Cream Variant)**

<b>Average Quantity</b>	<b>Per 18g Serving</b>	<b>Per 100g</b>
Energy	314kJ	1740kJ
	75Cal	417Cal
Protein	1.3g	7.2g
Fat, Total	1.4g	8.0g
- Saturated	0.2g	1.3g
Carbohydrate, Total	14.0g	77.5g
- Sugars	0.6g	3.2g
Sodium	130mg	724mg

**KidsCare Rice Rounds** (launched in Oct of this year) – a crunchy savoury snack made from a combination of rice, corn and potato

- 75% less fat than potato chips
- No MSG
- No artificial colours, flavours or preservatives
- Gluten and Dairy Free options available within the range of Cheese & Bacon, BBQ, Original



## KidsCare Fruit Smash

A fun and novel way for children to eat a portion of fruit.

Available in a handy portable sipper pouch....

- made from real fruit puree
- no added sugar, salt or fat
- No artificial colours, flavours or preservatives
- Gluten, Wheat, Dairy Free

### NUTRITION INFORMATION:

<b>Serving size: 80gm Servings per pack: 1</b>	<b>Average Quantity Per Serving</b>	<b>Average Quantity Per 100g</b>
Energy	203kJ (48 Cal)	252kJ (60 Cal)
Protein	0.2g	0.2g
Fat - Total	0.8g	1.0g
- Saturated	Trace	Trace
Carbohydrate - Total	9.7g	12.1g
- Sugars	8.6g	10.8g
Dietary Fibre	0.6g	0.7g
Sodium	4mg	5mg

## Fruit Waves

A delicious, healthy, real fruit snack. Each fruit wave is made from over 90% fruit, which has been pureed, pressed and rolled. One fruit wave contains the equivalent fruit of one apple, and provides a beneficial and natural source of vitamin C. Fortified with iron, zinc, calcium and magnesium – all important nutrients for growing children. No added sugar, artificial flavours, colours or preservatives. Serve size is 14 grams



## 6 HEINZ- WATTIES LTD

### **Nutrition Policy and Nutrition Guidelines**

Heinz Watties has a Nutrition Policy of long standing.

It has guidelines in place for overall nutrition quality of foods (fats, sugars, salt, additives, increase use of fruit and vegetables, wholegrain, beans).

Internal guidelines are used for fruits and vegetables to ensure full servings are delivered in the pack – e.g. Fruit Squirtz (offer of one serve of fruit)

### **Reformulations**

The company has also undertaken a large number of food reformulations to reduce fat sugar and salt in a range of products.

Product development guidelines for sodium levels have been in place since 2004 and used across categories for both review of existing foods and development of new foods.

Approximately 35 sku's have undergone sodium and/or sugar reduction across canned fruits and vegetables, soups, dressings.

The frozen potato range has all been reformulated to change saturated fats to polyunsaturated fats. No saturated fats will be used in the frozen potato range going forward.

Approximately 45 individual sku's have been launched as 'healthier foods' – frozen vegetables, 'Lite' spaghetti, Weight Watchers meals, sugar-reduced jams, Lite'n'free dressings, Fruit Squirt (no added sugar).

The large size of Big Eat Hash Browns has been deleted

### **Marketing and Advertising Guidelines**

Heinz Watties adheres to global Heinz policy on marketing which includes a restriction on the marketing of foods to children.

### **Educational Materials and Resources**

Heinz Wattie's supports healthy eating and healthy lifestyles through the following resources and initiatives:

- Project Cook (extended in 2007, to include more recipes and food safety information. Used in Intermediate Schools)
- Volunteer Coach of the Year – showcasing the achievements and dedication of those who voluntarily coach children's sports
- Healthy Mums – A healthy eating guide for Pregnant and Breast feeding woman
- Wattie's Fruit and Vege Each Day – promotion of canned and frozen fruits and vegetables in line with Ministry of Health Food and Nutrition Guidelines
- Food in a Minute – guidelines in place for development of healthy recipes in line with National Heart Foundation recipe development



criteria. Plus launch of Healthy Pick logo on recipes that meet that meet these criteria

## 7 HUBBARD FOODS LTD

Hubbards has relaunched the vast majority of its range - reducing fat, sugar and sodium where possible.

### Reformulations

This includes the following products

- Fruitful Breakfast - decreased fat, sat fat, sugar, sodium
- Fruitful Lite - decreased fat, sat fat, sugar, sodium
- Berry Berry Nice - decreased sugar
- Berry Berry Lite - decreased sugar, sodium
- Yours Fruitfully - decreased fat, sugar
- Black Forest Muesli -decreased fat, saturated fat, sugar, sodium
- Oat Bran Muesli - decreased fat, saturated fat, sodium
- Orchard Muesli - decreased sodium

The result of the reformulations for the Muesli range alone (based on annual sales and excluding Light and Right, Honey Bumbles, Thank Goodness Gluten Free) is a reduction of:

Fat = 32.8T

Saturated Fat = 5.3T

Sugar = 41.8T

Sodium = 0.5T

It has also resulted in the addition of:

Fibre = 18.9T added

Other reformulations include:

- L&R Berry - regained Heart Tick, 41% reduced sugar
- L&R Apricot regained Heart Tick, 39% reduced sugar
- L&R Feijoa - regained Heart Tick, 39% reduced sugar
- L&R Cranberry & Banana - 28% reduced sugar (was previously 25% reduced sugar vs. L&R Berry at initial launch)
- Honey Bumbles - 23% reduced sugar
- Thank Goodness Gluten Free - decreased sugar

### Introduction of New Healthier Foods

In 2006/07, the company launched the following healthier cereals

- Blueberry Fruitful Flakes = 72% less sugar than Very Fruitful Flakes, Heart Tick, less than 13% sugar
- Thank Goodness Not So Sweet = less than 13% sugar, Heart Tick
- Feijoa Muesli = Reduced Fat Muesli ~less than 4% fat, Heart Tick
- Honey Bee Good = healthy kids cereal, Heart Tick, 20% sugar (vs. kids cereals of 25 - 50% sugar, most in 40+%)
- Berry Berry Good = healthy kids cereal, Heart Tick, 16% sugar (vs. kids cereals of 25 - 50% sugar, most in 40+%)
- Simply Bran = bran stick with grape seed extra, full of antioxidants



## **Nutrition Policy**

In 2006, the company implemented a nutrition policy which has guidelines for nutritional composition by sub-category for fat, saturated fat, trans fatty acids, sugar, sodium and fibre. For example - Mueslis = 12% fat maximum, 4% saturated fat maximum, 120 mg per 100g sodium maximum, with sugars being a staged reductions.

The guidelines also mention:

- No oils containing trans fatty acids
- No artificial colours
- Minimal use of additives
- Wholegrains where possible
- No unnecessary salt added

28% of Hubbard brand products complied with this in 2006, 55% comply with guidelines in 2007.

7 products gained the Heart Tick as of 31st March 2007, with another 10 since then giving a total of 17 products as of November 2007.

93% of Hubbard products contain wholegrains with 46% of the cereals containing 50% or more wholegrains.

## **Marketing**

The company sponsors the Real Duathlon and Carbon Crusade, both of which promote exercise and healthy eating as part of a balanced lifestyle.

## **8 KELLOGG**

- Changes in Food Formulations

Kellogg is committed to continually reviewing and improving the nutrient profile of its foods. Examples of this commitment include:

-A Sodium Reduction program has been in place at Kellogg since 1997. Over that time sodium has been reduced in 12 key brands (including Corn Flakes, Rice Bubbles, Coco Pops, Sultana Bran and Just Right) by an average of 40%.

-K-time Bars have been reformulated to reduce sugar by around 10% and there has been an increase in the fibre content in order for the product to be a 'source of fibre'.

-Kellogg Muesli Bars have been reformulated to reduce sugar to 16%-20%, increase the amount of wholegrain to 52% and also to become a 'source of fibre'

-Reformulation of Sustain has taken place to increase the amount of wholegrain and reduce the GI so that it is a low GI food

- Changes in Oils

- The company undertook a change in the type of oils used to reduce saturated fat and trans fats in Kellogg snack foods in 2003.

- 
- Introduction of new 'healthier' foods to the market

Kellogg is committed to increasing the number of 'better for you products' that are available for people to choose from. For example, Coco Pops Coco Rocks and Corn Flakes Wholegrain from wheat and rice were both launched in 2007.

-Coco Pops Coco Rocks contains around 16% less sugar than Coco Pops, is a source of fibre and provides 55% wholegrain.

-Corn Flakes wholegrain from wheat and rice contains 50% less sodium than Corn Flakes, is a source of fibre and provides 54% wholegrain.

- Guidelines for new product development

The Kellogg Global Nutrient Criteria will guide targeted future innovation and product development. Over time, the company will work toward providing consumers with even more product choices with enhanced nutritional value

- Company Nutrition Policy

Kellogg New Zealand adheres to the Kellogg Global Nutrition Policy

- New marketing and/or advertising guidelines


Kellogg has taken a self-regulatory approach to marketing to Children. Kellogg announced in June 2007 that it will change what and how it markets to children under 12 using nutrition criteria.

The company will use its new internal standard, the Kellogg Global Nutrient Criteria (Nutrient Criteria), to determine which products will be marketed to children on TV, print, radio and Internet as well as how those products are marketed, including use of licensed properties, web site activities directed to children, promotions/premiums, product placement and in-school marketing. Kellogg will continue its practice of not advertising to children under 6.

The Nutrient Criteria sets an upper threshold per serving of 200 calories, 2 grams of saturated fat, labeled 0 grams of trans fat, 230 milligrams of sodium and labeled 12 grams of sugar. The nutrient criteria Kellogg has adopted are based on a broad review of scientific reports and experts.

Kellogg will apply the Nutrient Criteria to all of its products marketed to children under age 12 around the world. Those products that don't meet the Criteria (almost 50 percent of Kellogg products currently marketed to children worldwide) will either be reformulated to meet the Nutrient Criteria or they will no longer be marketed to children under 12 by the end of 2008.

The Nutrient Criteria will also guide targeted future innovation and product development.



Kellogg has taken these steps to address increasing concerns about marketing to children and further strengthen its commitment to responsible marketing. In addition, the company plans to increasingly emphasize products with enhanced nutritional value as well as continuing to find ways to emphasize nutrition and healthy lifestyles in its marketing to children.

Wherever possible, implementation of Kellogg commitments will begin immediately. For example, certain brands will feature better-for-you options in their advertisements. The company will be making content enhancements to its child-directed web sites, including adding automatic screen time limits and healthy lifestyle and nutrition messaging, plus limiting depictions of foods that don't meet its Nutrient Criteria in interactive activities like games, downloads and wallpaper.

Subject to existing contracts, the company will not be using licensed characters as food forms, on front of pack, or in advertisements unless that food meets the Nutrient Criteria. Full implementation of all commitments will be completed by the end of 2008.

## **9 LA BONNE CUISINE LTD**

The company is incorporating reduced serving and pack sizes, including low fat alternatives in future ranges.

The company does not use any trans fats such as palm oil.

The company also makes a Heart Tick hummus for a Private Label brand. The company ensures its low fat products and gluten free products are clearly labelled as such.

## **10 MARS NZ**

The company has undertaken a number of steps in response to the obesity issue with the reformulation of a number of products, nutritional labelling, reviewing of every brand/product from a nutrition perspective and reviewing serving sizes.

### **Marketing Code of Practice**

The company has a code of practice of no advertising or marketing to children under 12 years.

### **Serving Sizes**

These have been changed to be no more than 300kcal per serve in certain products and a wider range of portion sizes suitable for all ages and tastes are being made available across other products.



### **Reduction in trans fatty acids in confectionery**

This has been reduced from 2.6% to less than 0.5% - taking an estimated 300 tonnes per annum out of the Australian and New Zealand food supply.

### **Labelling**

The introduction of percentage daily intake labelling will take place across confectionery and other food products.

### **New Products**

The aim with new product launches is to try and target the 'lighter eat' segment – for example Fling is a 30gram chocolate bar compared with the standard 45-65 gram; 2 fingers to allow portion control, 82kcal per finger.

#### **The Dolmio Product Range**

Recipe redevelopment is guided by specific principles

- All Natural: "Ingredients occur in nature" and "occur by nature" – that is, via natural processes. For example, 'Chunky' has fresh onion versus dehydrated, there is an increased amount of crushed tomato, extra virgin oil is used; 'Chunky and Traditional' – uses frozen herbs instead of dried herbs
- Only ingredients that the consumer would find in their home or the supermarket shelf will be in the product
- Ingredients will only be included if they make a critical contribution to the product
- Over 20 ingredients have been removed from the previous Dolmio ingredient list – eg oleoresins, flavours, extracts

#### **The Kan Tong Product Range**

Again, recipe redevelopment aims to create more 'restaurant' style food suitable for the whole family with

- Fresh onion strips in certain products
- Improved quality of cuts of vegetables
- Widespread use of ginger, garlic and chilli purees instead of dehydrated ginger, garlic and chilli
- The use of vinegar instead of acetic acid
- Removal of certain additives
- Flavours only used where absolutely necessary – in order to deliver top note fresh flavours ( eg Green Thai Curry) or specific flavours ( eg smoke flavour in Chinese BBQ)
- HVP and flavours replaced by real Soy Sauce
- Sodium reduced by an average 25% across the total range
- Sugar reduced by an average of 15% across the total range
- Sugar reduced by 30% for Sweet and Sour
- Removal of particular allergens such as peanut and sesame with reduced allergen risk on site

#### **Uncle Ben's Express**

- Work is underway to reduce salt content in this range

## 11 NESTLE

Nestlé's goal is to move from being a trusted food manufacturer to being a trusted food, nutrition and wellness company. Nestle strongly supports the philosophy that there are good and bad diets, not good and bad foods, and that within good diets a role exists for treats. Nestle aims to offer a range of products that fit within a balanced diet.

### Product Reformulations

A number of Nestle products have been successfully reformulated to further improve their nutritional profile. These reformulations have resulted in reductions of saturated fat, trans-fatty acids (TFA) and sodium. The key changes are summarised below.

#### Saturated Fat Reduction Across 2-Minute Noodle Range.

The new 2-minute noodle range was launched in May 2006, with the following features:

- 68% reduction in saturated fat across the range (started 2004)
- Change to using natural colours and flavours
- Fortified with vitamins and minerals
- Noodles now have a low GI rating

#### Trans Fatty Acid Reduction (TFA)

Nestle has a policy in place to reduce TFA levels in prepared food products. Since 2004 TFA's have been reduced in numerous products so that all products manufactured in New Zealand meet this policy.

Reformulated products include:

- **Retail Culinary Products** - Short Cook Soups, Gravies, Sauces, Noodle Flavour Sachets, Dry Stocks, Maggi Mash, Pasta Snack, Recipe Mixes, Soup for a Cup,
- **Food Service Culinary Products** - Soups, Gravies and Mousses
- **Confectionery** – TFA's in all Nestlé confectionery products are less than 3% of fat content.

*\* A change in the oil used at the Auckland Cambria Park factory resulted in 73 tonnes of Trans Fats removed from products*

### Sodium Specific Reformulations

Due to the relationship between dietary salt intake and the increased risks of hypertension, cardiovascular disease and stroke, Nestlé has a policy in place to progressively reduce salt levels in their products over a five-year period.

Sodium levels in food are not the primary concern for obesity and diabetes. However, a reduction is important in terms of general health and well-being. Therefore, Nestlé has addressed the issue of sodium intake by progressively reformulating a number of products, with current reductions to date including:

#### Maggi Soups

- 20% average reduction across sodium reduced short cook soups (from 2002)
- 20% average reduction across sodium reduced soup for a cup lines (from 2004)

- A further 12% average reduction carried out in 2007 in short cook soups

#### Maggi Sauces and Gravies

- 12% average reduction of sodium across 26 retail products (from 2004)
- 21% average reduction across sodium reduced food service lines
- A further 17% average reduction carried out in 2006 across the sauces & gravies range

#### Maggi Recipe Mixes

- 12% average reduction of sodium across 22 retail products (from 2004)
- A further 10% average reduction carried out in 2006. Selected high sodium Sku's had sodium reduction of over 40%.

#### Maggi Stocks

- 35% reduction of the powdered chicken stock cubes initiated sodium reduction in this category (from 2003)

#### Maggi 2-Minute Noodles

- 23% average reduction to date across 2-minute noodle range (two step sodium reduction started in August 2004)\*
- *Reformulation of the Chicken flavoured noodles alone resulted in 17 tonnes of salt removed from the food supply*

#### **Artificial Colours and Flavours renovation**

Over the past 2 years Nestlé has been working extensively to remove the artificial colours and flavours in many of their products. Products renovated or developed especially with natural colours and flavours include:

- Maggi Recipe Mixes, Sauces, Gravies, Mash, and 2 minute noodles
- Allens Naturals confectionery
- Maggi Wholeness range
- Nesquik milk flavourings

#### Milo Cereal Reformulation - 2007

Milo cereal has been reformulated, increasing the wholegrain content by 38%, increasing fibre content by 15%, and reducing both the sugar and fat levels in the product.

#### **Serving Sizes**

Nestle offers different serving sizes in their chocolate range, from fun packs through to king size bars; these cater to different consumer requirements. The king size count line bars account for only 10% of sales with sales of standard 50-60gram bars making up the vast majority of count line sales.

Nestle launched five chocolate bars in 2006 that join the traditional Kit Kat 4-finger in being smaller in weight than the average bar giving consumers a smaller option to the 50-60gram regular size bars.

The implications of these initiatives are transparent: when people consume a smaller weight of confectionery they consume less energy, therefore reducing their total daily energy needs.

#### Re-Launch of Aero Bar (2006)

- Two 45g chocolate bars that represent a serving size 17% lighter and lower in calories than the average Nestlé chocolate bar. This is in part due to its aerated composition.

#### Kit Kat Temptations & Heaven (2006)

- Three 35g - 40g chocolate bars that are 26% lighter than the average Nestlé chocolate bar in weight.

#### **National Heart Foundation's Tick**

In 2007 Nestle started adding the Heart Tick to suitable products, some being reformulated to meet the Tick criteria.

#### Feel Good Soups

- Five new Instant Soups were launched in March 2007 that were specially developed with reduced sodium and added fibre to meet the Heart Tick criteria.

#### Snack on Spag

- Snack on Spag was launched in June 2007 with on average 40% lower sodium than the standard pasta snack range. The 3 flavours also had no added TFA's which allowed it to qualify for the Heart Tick Programme.

#### Foodservices Soups

- Six popular flavours in the Foodservices Soup range were reformulated to increase fibre and decrease sodium levels which allowed them to carry the Heart Tick.

#### **Low Fat/Less Energy Products**

Outlined below are five of Nestlé's new products developed specifically to be low in fat:

#### Maggi Mash

A low fat instant mashed potato that compliments a variety of meals. Maggi Mash contains 39% less energy, 76% less total fat and 86% less saturated fat than traditional mashed potato<sup>2</sup>.

#### Nestle Hot Chocolate and Nescafe Cafe Menu Skim Range

Two café style beverage options, providing a low fat alternative to what can be a high fat/sugar product. One serving of Nestlé Hot Chocolate provides only 320kJ.

#### Carnation Light and Creamy Coconut Flavoured Evaporated Milk (98.5% fat free)

A healthy alternative to coconut cream in curries; it has 92% less fat, 42% less energy and 94% less saturated fat than standard coconut cream<sup>2</sup>.

#### Wholeness Range of Soups Stocks and Gravy (Food Service)


The Wholeness Range of products was launched in January 2006, providing the Food Service industry with products that are low in fat, gluten free, have reduced sodium and no added MSG.

#### Less Energy Dense Snack Alternative

The Milo Snack Bar was launched in May 2006 providing consumers with a snack option that is less energy dense than a standard Nestle chocolate bar.

#### **Packaging**

Nestle started adding % Daily Intake labelling to all its new and renovated packaging designs from mid 2007 in relevant categories The majority of these will appear in



store from Quarter 2 2008 and onwards. This information gives consumers and understanding of the percentage of energy and other nutrients in that food product.

### **Advertising**

Nestle New Zealand has been reducing advertising to children in recent years. For instance in 2007 less than 1% of confectionery spend is in free to air children's television viewing hours. In 2008, Nestle will only advertise to children 5-12 years with products that meet certain nutrition criteria.

### **Nestlé's Internal Initiatives**

Promoting health and well-being among employees is a focus for Nestlé with the following initiatives being undertaken.

#### Health Checks

Free to all staff, these address the following health aspects: body mass index, cholesterol, blood sugar and blood pressure.

#### Promoting Exercise and Leisure

A variety of activities and Health Seminars are promoted to staff, all encouraging healthy lifestyles and physical activity. Some examples include Round The Bays, Auckland Marathon, and golf days, touch rugby and netball matches.

#### Cape 2 Bluff

An internal initiative in September 2006 where staff were provided with pedometers free of charge, and they competed in teams to be the first to walk the distance from the Cape Reinga to Bluff.

### **Cafeteria Menu Change**

At the Cambria Park Factory there has been a move toward more nutritious cafeteria options and a reduction in fat and energy levels in the foods served to employees; this was achieved by changing the prevailing cooking method from deep-frying to baking, grilling and shallow frying.

#### Free Fruit for Staff

Nestlé provides fresh fruit to their Newmarket based staff every Friday, free of charge to encourage consumption.


### **Nestlé's External Initiatives**

Nestle uses a variety of ways to promote the importance of combining a balanced diet with physical activity.

#### Millenium Institute Partnership

Nestlé New Zealand is a principal sponsor of the Millennium Institute of Sport & Health. This partnership has enabled Nestlé to further assist New Zealanders by developing initiatives that emphasise and promote the importance of exercise and nutrition. These include:

- **Interactive Displays** - The first major initiative between Nestlé and the Millennium Institute was the development of the nutrition and motivational interactive displays in the foyer of the Millennium Institute
- **Health & Activity Resource** - This is a free teaching programme for intermediate school children to support the Health & Physical Education Curriculum. Launched in the 2004 school year 3,000 copies have been



sent nationwide. In 2008 it will be launched as an online version to reach even more schools

- **Be Healthy, Be Active Booklet** - The Health & Activity Resource is supported by this free booklet which contains simple ideas and information on healthy eating within the home with over 190,000 distributed to date. Re-designed in 2007, the new version contains recipes and an interactive pull out chart
- **The Winning Diet** - A free booklet on healthy eating for those who are physically active. Over 150,000 copies have been distributed within New Zealand
- **Fit Food for Winners cookbook** - First launched in November 2005, this cookbook reflects the on-going commitment of both parties to the health and well-being of New Zealanders
- **Plate Poster** – to be launched in January 2008, the poster is a free resource aimed at encouraging healthy eating in children. It complements the re-launched Be Healthy Be Active brochure

#### MILO Sponsorship and Support for Grass Roots Sporting Initiatives

The MILO GO Sport Program philosophy is that sport is a part of a healthy, happy, balanced kiwi childhood.

- **MILO Cricket** - Sponsored since 1986 at grass roots level reaching 60,000 kids per year
- **MILO Netball** - Discovery Days held in four regional locations
- **MILO GO Sports Team of the Week** - a partnership with Studio 2 to acknowledge youth sports teams for giving it a GO and going for it
- **MILO Sports Kid of the Year** - This program has an annual award which aims to encourage kids to 'give it a go' by getting involved in their sport of choice, with the chance to be the MILO Sports Kid of the Year

#### Corporate Communications

Nestlé New Zealand communicates its philosophy with thousands of consumers through a variety of communication.

- **Website** – [www.nutrition.nestle.co.nz](http://www.nutrition.nestle.co.nz) is a non-branded Nutrition website to help people understand the importance of good nutrition whatever their stage of life. The Nutrition site includes nutritional information on pregnancy, first time mothers, babies and toddlers, family life, men and seniors, staying in shape, sports nutrition and information on nutritional research. Also included are Folate, Calcium, Body Mass Index and Iron calculators, as well as a pregnancy weight curve chart.
- **Sports Health Segment** - Nestlé New Zealand provides sponsorship of the sports health segment; a half-hour sports nutrition information programme played on Radio Sport each Tuesday, promoting good nutrition


#### Community Focus

Nestlé New Zealand has constructive relationships with not for profit health related organisation and continues to support them in a variety of ways.

New Zealand Nutrition Foundation

Nestlé New Zealand is a corporate member who helps to fund their initiatives.

Kidz First



Nestlé New Zealand recognises the importance of supporting youth health in New Zealand and does this by providing funding for a Youth Health Fellow position at Kidz First in Manukau. The Youth Health Fellowship is a one year postgraduate training fellowship focusing on a particular area of youth health. The 2006/2007 Youth Health Fellow was Dr Rachael Johnson.

#### Cure Kids

Nestlé supports the work of Cure Kids who fund research into finding cures for life threatening illnesses in children. Since 2004 Nestlé has raised tens of thousands of dollars to support their work.

#### Lifeline Auckland

Nestlé continues to support Lifeline Auckland, with cash and product donations, furniture donations and strategic planning advice.

#### **Environmental Projects**

Nestlé has worked with the Manukau City Council on Manukau's Wildest Places Sustainable Environmental project. This involves working with low decile schools propagating plants to be planted along the Puhinui Stream. Apart from the environmental education element, the programme develops an interest in the outdoors for young people and gets them to be more active.

#### References

<sup>1</sup> Ministry of Health, (2003), "Food and Nutrition Guidelines for Healthy Adults: A Background Paper", Appendix 3, pp7.

<sup>2</sup> Ministry of Health, (2001), "The Concise New Zealand Food Composition Tables 5<sup>th</sup> Edition", p29, 33,39,99.


## **12 OLD FASHIONED FOODS LTD**

Across Old Fashioned Foods current portfolio there are many changes being made to formulations, ingredients used, and manufacturing techniques which contribute to healthier food products. There are common trends in formulations where the company strives to remove unnatural preservatives and stabilizers, reduce sodium levels, remove hydrogenated fats, artificial colours and artificial flavours, lower sugar levels or use of sugar substitutes.

**Unnatural Preservatives** – The uses of natural preservatives that occur naturally in many food sources are promoted where possible. For example – Alfa One Dressing, naturally occurring antioxidants in rice bran oil that preserve the product, and high acid levels which also aid in preservation.

**Reduced Sodium** – it is Old Fashioned Foods belief that consumers can add extra salt to food products if desired. Products are therefore being reformulated or salt substitutes are being used to improve the health qualities of many products. For example: Kings Traditional Soups - a product reformulation has taken recently been to reduce sodium levels by 50% without any loss in flavour or product quality.

**Stabilisers** – Natural stabilisers, wherever possible, are used.



**Hydrogenated Fats** – Old Fashioned Foods is attempting to remove all hydrogenated vegetable oils from products where possible.

It has developed a spread which is free of hydrogenated vegetable oils, but still maintains a reasonable shelf life of 12 months.

**Reducing sugar content** – The company is working on a project to reduce the amount of sugar in the Aunt Betty's steam pudding range.

**Weight Watchers products** – The company manufactures a wide range of desserts and powdered beverages and is currently reformulating all products to have natural flavours and colours, no HVO's and no tropical oil.

### **13 PEPSICO/BLUEBIRD FOODS**

Bluebird Foods is part of PepsiCo and, as a result, has a global Health and Wellness strategy. The strategy has set nutrition criteria and targets to actively change the nutritional content of the entire product portfolio in a positive manner. It focuses on the reduction of energy, fat, sodium and added sugar and seeks to increase the use of wholegrain/fibre, real fruit, vegetables and legume ingredients. The company has made a number of positive changes to its product portfolio already. Additionally there are many further initiatives being progressed in the company's innovation pipeline, details of which will be provided once these are in market:

#### **Changes in Food Formulations**

Roll Ups Range: These products have been totally reformulated to remove all added sugar resulting in the removal of 121 Tonnes of sugar annually. The energy content per 100g has also reduced dramatically. The product was 1500 kJ/100g and it is now 770 kJ/100g. It is also is now a good source of fibre.

Le Snak: A reduced fat version of Le Snak has been launched that has 25% less fat than standard Le Snak, this equates to 6 Tonnes of fat being removed from the food supply

#### **Changes to Better Ingredients:**

The launch of Copper Kettle Chips in 2007 has used high oleic sunflower oil in place of traditional Palmolein oil. This oil has 75% less saturated fats compared to palmolein oil. Over an annual volume of 340 Tonnes this equates to 41.5 tonnes of saturated fats being removed from the diet of New Zealanders.

The company does not use any fats or oils that contain trans fatty acids.

#### **Changes to Serve Sizes:**

All the single serve potato chip products have been reduced in serve size from 45g to 40g. This will mean that a serve of potato chips will now be less than 10% of the Recommended Daily intake for energy. This equates to 23 tonnes less of potato chips being consumed.



## **Changes to Labelling Practices:**

Bluebird foods has adapted the % DI thumbnail labelling scheme to its front of pack label. This scheme provides a clear indication of the proportion of the daily recommended energy intake a serve of the food labelled will contain. Many of the company's products with this labelling are already in market and it is anticipated the entire portfolio will be labelled this way by mid 2008.

## **14 SEALORD NZ MARKETING**

SeaLord has undertaken a number of initiatives to help improve and make healthier products. These include:

- The Salmon Sensations range was reformulated 3 years ago, which included reductions in oil levels of about 5%
- Several products have been identified for future reduction in oil content
- Final trialling stages have been reached for changing the frying oils to a lower saturated/trans fats alternative. Changes are to be implemented early in 2008 and will remove approximately 40 tonnes of saturated fats and 30 tonnes of trans fats from NZ diets
- Lite (low fat) product ranges have been launched for flavoured tuna, and coated hoki and dory species in the last 5 years
- There has been an increase in the number of products meeting the National Heart Foundation's requirements for the Pick the Tick program ( fat and salt requirements)
- New product development is taking place with awareness of nutrition related factors such as minimizing saturated and trans fats and avoiding high salt contents
- There is promotion on-pack that oven baking of coated fish products is preferred over other methods of cooking

## **15 SANITARIUM HEALTH FOOD COMPANY**

The Sanatorium Health Food Company has made a number of reformulations recently. In addition, the company has a strong nutrition policy and emphasis on health with its product ranges.

### **Changes in food formulations during 2007**

- Reduced sodium in Skippy Cornflakes
- Reduced sodium in Light 'n' Tasty range
- Reduced sugar in Light 'n' Tasty Apple & Cranberry
- Reduced fat, sugar and sodium in Muesli Toasted Golden Oats & Fruit
- Reduced sodium in Muesli Toasted Fruit Medley
- Reduced fat and sugar in Muesli Natural Fruit & Five Grain
- Reduced saturated fat and sodium in Muesli Clusters Vanilla Almond
- Reduced saturated fat in Muesli Lite Toasted Golden Oats & Fruit
- Reduction of fat in So Good Bliss flavours (Vanilla, Chocolate and Strawberry)
- Reduced sodium in Weet-Bix Multi Grain

### **Introduction of new 'healthier' foods to the market**

- So Good Active, 25% more protein than So Good Regular, 98.5% fat free
- Launched Light 'n' Tasty Plum & Almond

#### **Guidelines for New Product Development**

- The Sanitarium Health Food Company Corporate Nutrition Guidelines were developed in 2000 to maintain and continue to produce products of high nutritional quality consistent with New Zealand's dietary guidelines. A team consisting of Dieticians, Nutritionists, Marketing, New Product Development and R&D members developed the guidelines.
- The NPD team follow the Sanitarium Health Food Company Corporate Nutrition Guidelines when developing new products and reformulating existing products.

#### **Additional initiatives**

Sanitarium Health Food Company offer various initiatives to its employees that take on a whole life approach to support and nurture a balance for your body, mind and heart. Our Life Enhancement & Assistance Program (LEAP) was launched in 2004 and was designed for Sanitarium employees to help them experience happy, healthy lives. This includes fruit supplied daily, breakfast supplied, a subsidy towards a gym or equipment to assist in increasing activity (includes walking shoes, team sports etc), a monthly breakfast club where innovative and informative speakers present, including EAP counsellors, stress management seminars, workplace balance seminars etc...

The Sanitarium Health food Company also promotes health and fitness in the community through various programmes we offer and support. These include:

- Sanitarium Nutrition Service - who are a team of qualified nutritionist working together to help people enjoy healthy food and the benefits of a healthier lifestyle by answering any questions on health and nutrition
- Corporate Website - has just been rebuilt and updated, to make it easier for consumers to get the information on health and nutrition that they are searching for
- Weet-Bix Tryathlon - where over 15,000 kids nationally participate in this annual sporting series, which will run in 11 centres this year
- Healthy Steps – a programme where people can start to work towards a healthier lifestyle step-by-step
- NuForce 5 school programme – to assist teachers in teaching children to make healthy food choices
- ADRA Charity run


## **16 TEGEL**

### **Product Reformulations and New Products**

Tegel Chicken Nuggets.

As market leader the company has set an industry standard for low levels of fat and sodium.

In 2006 Tegel reformulated its range of Chicken Nuggets aimed at the kids market to all fall below Heart Foundation benchmarks for Fat and Sodium levels.



Products in the range which could not successfully be reformulated were deleted irrespective of sales return.

As a result the company estimates that per annum this accounts for removing 18T of fat and 1.9T of Sodium from predominantly kids' diets.

All Tegel kids range Chicken nuggets are made from 100% Chicken breast. Lean and Lite Fresh chicken products.

The company has recently launched a range of fresh Chicken products carrying the Heart Tick.

To comply, products such as Thigh Fillet, Breast and Chicken mince, must have higher levels of trimming thus resulting in a lower fat content.

These products are being actively promoted and labelled in store.

Fresh low fat Chicken sausages have also been launched.

## **17 TASTI**

### **Changes in Food Formulations and Ingredients**

The company has reformulated the following products

- Tasti Xana Bar (Reduced Fat, Reduced Sat Fat, Increased Fibre)
- Weight Watchers (Increased Fibre, Reduced Sodium)
- Tasti Muffin Bakes (Increased Fibre)

Reformulation of the company's most popular products (Weight Watchers Fruit Cereal Bars and Tasti Muffins) – has yielded as approximate reduction of 4 tonnes of sodium and an increase of fibre of 160 tonnes per annum.

### **Changes in Ingredients**

- The company has made a change in its use of fats from confectionary fat to high oleic sunflower oil and from margarine to canola to decrease saturated fats in its products
- The company uses oil of high oleic peanut status in Tasti Nut Bar

### **New 'healthier' food products which have been launched include:**

- Milkies, which receives the National Heart Foundation Tick of Approval
- Raw Snacking packs. Made with Nuts, Seeds and Fruit

### **Changes in packs or serving sizes include:**

- Milkies; smaller size bar to existing products. Designed specifically for children

### **Nutrition Policy/New food formulation guidelines for new product development**

The company has a nutrition policy which has recently been implemented on site and this policy gives guidelines for new product development.

## 18 UNILEVER

### Marketing

The company has a global policy and principles regarding guidelines for Food and Beverage Marketing.

### Reformulations

The company has undertaken a wide range of reformulations over recent years resulting in the reduction of a large amount of fat, trans fat and sodium.

During the 1990's, more than 3000 tonnes of trans fat and 250 tonnes of salt was removed from the company's spreads products.

Since 2001, more than 150 tonnes of saturated fat has been removed from Continental products (such as soups, pasta, rices and recipe mixes) simply by changing one ingredient.

Between 2001 and 2004, the sodium content of more than 130 Continental products was reduced by an average 25%. Since 2004, a further 8% reduction has occurred. As a result, about 44 tonnes of salt have been removed from the food supply. This is equivalent to more than two semi trailer loads of salt.

In 2005, the sugar content of Lipton ice tea (4 products) was reduced by on average 7%, thus removing 64kg sugar from the food supply. Lipton ice tea now contains 35% less sugar than most carbonated sweetened beverages. Further sugar reductions are continuing.

In 2005, more than 3.5 tonnes of trans fat was removed from the food supply simply by changing the type of croutons used in soups.

## 19 FOOD INDUSTRY AND THE NATIONAL HEART FOUNDATION OF NZ

### PICK THE TICK PROGRAM

60 food companies are committed to the Heart Foundation's Tick Program with 58 food categories involved. 950 different food products have met the standard set for carrying the Tick logo. The Tick program is funded by the industry – they pay a licence fee to be involved which funds the program.

By meeting the standards set by the National Heart Foundation of New Zealand's Pick the Tick program there has been the removal of 266 tonnes of trans fats from margarine, 33 tonnes of salt have gone from breads and cereals and 68 tonnes of fat from dairy. Fibre has been increased in 117 products.

### FOOD FORMULATION PROJECT

#### **Reduction of salt, fat and/or sugar from low cost and high volume foods -**

This project aims at improving the nutrient profile of low cost and high volume foods. It involves developing and delivering a model of 'stepwise' reductions in the levels of salt, fat (especially saturated) and/or sugar in select food categories. This initiative addresses health inequalities in the food supply.



## **Bread**

The initial focus of the Food Formulation Project is salt reduction in bread. During 2007 the Heart Foundation secured the commitment of the 2 major New Zealand bread manufacturers (Goodman Fielder and George Weston Foods) who have begun reducing salt in their breads. The target is to ensure each bread product in the market contains no more than 450mg of sodium per 100g of bread.

Reformulated products are already available to consumers. The reductions agreed by manufacturers will remove at least 100 tonnes of salt from the New Zealand food supply over a one year period. All new bread products launched by these companies will aim to meet this sodium target.

This initiative will be rolled out to other foods categories with the potential to further increase industry/health collaborations and make positive improvements to manufactured foods.

## **20 CONFECTIONERY ASSOCIATION OF AUSTRALISA**

The following is based on a survey of NZ members (19 companies) undertaken approximately 12 months ago.

### **Changes in Ingredients to Healthier ones**

In response to consumer expectations, companies are moving to replace artificial ingredients with all natural flavours and colours. Those manufacturing chocolate products have moved to create less energy dense bars and offer *sugarfree* products. All companies are actively seeking to reduce trans fatty acids in all products. New cereal and fruit snack bars have also been created for the market in order to offer alternative treats for all ages.

The CMA advocates on behalf of members for the inclusion of ingredients that can be used as healthier substitute. Recently Standard 1.5.1 and Standard 1.3.4 of the Australia New Zealand Food Standards Code were amended to include isomaltulose as a novel food, enabling it to be used as a sugar substitute.

### **Changes in packs or serving sizes**

The majority of the 19 NZ confectionery manufacturers have indicated that they are progressively moving to offer smaller portion sizes to fit a wide range of consumer age groups and profiles. Manufacturers' Nutrition Information Panels (NIPS) offer clear guidelines on recommended serving sizes.

### **Labelling**

The majority of manufacturers are committed to incorporating 'Be Treatwise' messaging and additional nutritional information on packaging. By mid 2008 more than half of the NZ and Australian produced confectionery displayed in-store will include the Be Treatwise logo.

### **New marketing and/or advertising guidelines/restrictions**

The majority of manufacturers do not currently advertise to children and take a self-regulatory approach to advertising and marketing, adhering to the principles established by the Association for New Zealand Advertisers (ANZA). Where advertising does take place, this is to promote products with nutritious ingredients such as cereals, nuts and fruit.



## **21      PIE GROUP**

Making healthier pies and chips are another two food industry projects presently underway with the goal of improving the nutrition intake of New Zealanders.

Both projects involve working within the Healthy Eating Healthy Action parameters and the goals of the Food Industry Group, in accordance with the Food Industry Accord.

The projects are examples of food industry and health professionals working together to help find solutions for healthier New Zealanders.

Specific pie manufacturers have spent considerable time and effort in finding ways of changing their recipe ingredients along with the making and baking methods so that the finished product is considerably less in fat, salt and energy levels compared with others pies available. Many of these reformulated products now have fat levels between 5 and 7.5 % per 100 grams. Some of the pies which have been reformulated are able to sold in the 'sometimes' category under the new Food and Beverage classification system.

To encourage other pie manufacturers to also reduce the fat and sugar in their pies, and increase their quality, The Pie Group has been set up. Members include not only baking industry representatives, ingredient suppliers, pie manufacturers, BIANZ and the Food Industry Group, but also the National Heart Foundation of New Zealand, Auckland Regional Public Health Service (ARPHS) and an observer member from the Ministry of Health.


## **22      CHIP GROUP**

The Chip Group, was formed with a major objective of getting the national average fat content of hot chips down. Their target is for a 20% reduction - from an average across the country of 11.5% to an average of 9.2%). Through messages around Best Practice Frying and The Best Chip Competition, the Group is getting its information through to the large number of operators in the country and achieving great results. In the last Best Chip Competition the fat content of the chips of the 76 finalists averaged out at 9.05% with all of them selling chips that are below the national average.

## **RETAIL**

### **23      PROGRESSIVE ENTERPRISES INITIATIVES**

In conjunction with its parent company, Woolworths Australia, Progressive has adopted a proactive stance on product reformulation and new product development in its private label ranges to demonstrate its commitment to help consumers make better food choices. It also has a range of community and marketing activities that



complement and support this product work, aiming to raise awareness and educate consumers about healthier eating.

### **Private Label Initiatives - Home Brand and Select**

#### **Fat**

- All Homebrand and Select products have a Nutrition Information Panel which includes additional information to FSANZ requirements. The panel includes a full fat breakdown, as determined by analytical testing and includes labelling of trans, poly and mono unsaturated fat
- Private label products are being developed to reduce trans fat levels. This involves targeting manufactured sources of trans fat. It includes limitations on the use of partially hydrogenated vegetable oil in product. No “Select” brand food products contain partially hydrogenated oils
- Products are also being developed to avoid the use of vegetable oils high in saturated fat such as palm oil

#### **Fibre**

- The inclusion of fibre content in the Nutrition Information Panel on applicable products is currently being implemented

#### **Salt**

- Sodium levels within products is being reviewed. As a result of findings to date, Home Brand Bread is being redeveloped to reduce the sodium level to <450mg/100g and reformulation of Home Brand Cornflakes and Rice Pops is also being carried out to reduce sodium content

#### **Additives**

- Products are currently being developed which do not contain added artificial colours and flavours

#### **Allergens**

- The Voluntary Incidental Trace Allergen Labelling guidelines, as set out by the Australian Allergen Bureau, are being used to ensure that allergen information is clearly available to customers
- A ‘*Free From*’ product range, which offers gluten, wheat and dairy-free products for people with a food intolerances or allergies is being introduced. Consumers seeking these products are often limited in their choice and have to compromise on taste; *Free From* products have been developed to address this need, without compromising on taste or quality


#### **New Products (Healthy Alternatives)**

- The Naytura range of products, which offer alternative food options that are low in salt, sugar, fat and additives, is being introduced. At this stage, Naytura includes nuts, fried fruits, spreads, cereals and biscuits; the development of new products continues

### **Marketing and Community Initiatives**

#### **Private Label Initiatives**

- To raise awareness of available healthy food options and encourage consumers to have a balanced lifestyle, the private label brands are being aligned with initiatives that support the concept of healthy living. Sponsorships include the



“MoreFM Triwoman Series” and a recent decision has been made to sponsor the Cool Kids Cooking television series which promotes good health for kids via nutritionally approved recipes presented in a fun and educational way

- In the private label advertising, when advertisements are aimed at families, a range of nutritionally balanced recipes is featured, for example healthy lunchbox ideas for “back to school”. Meal ideas which encourage the selection of healthy alternatives, such as choosing grain bread over white bread when making a sandwich, is also undertaken

#### **Red Cross Breakfast in Schools (Countdown)**

- Countdown supports the Red Cross Breakfast in Schools programme which provides a nutritional breakfast, free of charge, to children in decile one primary schools throughout New Zealand. There are currently 20 schools participating
- Local Countdown stores provide wheat biscuit cereal, light blue milk, wholewheat bread, low-fat margarine, a variety of spreads and a hot drink. The programme meets a vital community need by offering children a nutritional breakfast to start their day and has been a great success, with teachers observing positive behavioural changes in many participating children

#### **Counties Manukau District Health Board Initiatives (Foodtown and Woolworths)**

- Foodtown and Woolworths supported a healthy eating programme developed by the Counties Manukau District Health Board (CMDHB). This programme was set up to motivate and enable families in the Counties Manukau district to fight obesity via the idea of ‘Swap2win’; for example swapping blue milk for light blue milk
- Our involvement with CMDHB also includes features a series of healthy eating recipes in the Foodtown and Woolworths catalogues which are distributed to 1.2 million households every week. The recipes are provided by CMDHB and feature practical food tips to provide inspiration and fresh ideas for healthy eating

#### **SPARC – Push Play (Countdown)**

- Countdown is the major distribution partner for SPARC Push Play educational materials which encourage New Zealander to increase their physical exercise.

#### **Fresh Food Kids**

A *Fresh Food Kids* campaign, based on a Woolworths Australia initiative has just been launched. It encourages kids to eat fresh food by providing fun and creative ways to prepare and eat fresh foods, and provides tips about selecting products which are low in fat, sugar and sodium. This campaign will involve TV, web and materials in all Progressive Enterprises’ stores from February 2008. This signals the company’s commitment to encouraging healthy eating among children and families.

## **24 FOODSTUFFS**

Foodstuffs’ national supermarket brands are New World and PAK’nSAVE.

Recent initiatives under taken by Foodstuffs to create healthier products and environment include:-

- **LiveSmart**; launched by the Minister of Health on 2 October 2006. This is a partnership between the Cancer Society and Foodstuffs to promote the consumption of fruit and vegetables to improve health and reduce the risks of cancer. The programme was launched with TV advertising, but is now being primarily driven through in-store merchandising activity including point of sale material and recipe leaflets. Customers are encouraged to register with the LiveSmart website to receive E-coaching – regular e-newsletters that provide motivation and quick tips on good nutrition and exercise
- **Food for Thought Programme.** Launched by Health Select Committee Chairperson, Sue Kedgley on 13 August 2007. Food for Thought is a new classroom-based initiative aimed at Year 5-6 pupils. It provides resources for teachers in the form of posters and activities covering the study of good nutrition, food for exercise, allergies, the food pyramid and how the various food groups affect the body. It looks at the impact of illnesses such as diabetes and heart disease that are linked to obesity and emphasises the value of being active. It also provides children with the opportunity to prepare and share healthy snack and meals. The programme is supported by three nutritionists, and so far has attracted participants from more than 100 schools
- **Confectionery-free checkouts.** All supermarkets have been asked to have at least one-confectionery free checkout available to customers and almost all supermarkets have adopted this practice. The programme will be evaluated in the near future
- **Other initiatives.** The company is currently in discussion with the Ministry of Health regarding a number of new initiatives involving healthier choices in supermarkets and expect to be able to announce these in the first quarter of 2008

## RETAIL

### 25 McDONALDS

McDonald's® has built its business through its ability to adapt to the changing needs of its customers. Over the last five years, the company has made significant changes to its menu, the ingredients it uses, and to the way it prepares its food.

An outline of the changes is below:

#### Key menu milestones

The focus of the new millennium has been on the type of food offered. McDonald's has evolved its menu to offer a wider range of choices, and to provide more information around those choices. The company has also revised some of its recipes and continues to identify ways of developing its menu.

Recent activities include:

#### 2003

- December: Happy Meal® options were introduced with additional drink options including milk, water and fruit drink – all at no extra cost to the customer
- December: cereals were added to the breakfast menu



## 2004

- February: SaladsPlus menu was launched, offering a range of products each with less than nine grams of fat per average serve
- March: fruit bags were introduced as an additional Happy Meal option, or as a separate snack item. This gave children even more choice, with two meal options (hamburger, apple bag and water; three McNuggets, apple bag and water) fitting within a third of a child's recommended daily intake
- June: McDonald's announced it had changed to using a vegetable cooking oil with less than one per cent trans fat (which had been trialled in New Zealand restaurants since November 2003). This also significantly reduced the saturated fat content in the fries. (See table 1.)

## 2005


- May: the DeliChoices<sup>®</sup> menu was launched, adding a range of freshly toasted deli-style rolls, some of which contained less than nine grams of fat

## 2006

- April: sugar levels in burger buns were reduced by around 40 per cent
- November: McDonald's voluntarily introduced nutrition information on most of its packaging to help customers make informed choices when they visit a restaurant. The labelling incorporates Percentage Daily Intake information, based on FSANZ requirements. Nutrition information was also introduced on the back of traymats. (McDonald's prints around 15 million traymats each year.)
- December: McDonald's announced another major step forward for the health of New Zealanders with further changes to its cooking oil, resulting in a blend that continues to be virtually trans fat free. The December oil change cost McDonald's around \$1 million, and resulted in a total reduction of more than 725 tonnes of saturated fat or an 83 per cent reduction in saturated fats compared to early 2004. (See table 1.)
- The Lighter Choices brand was also introduced during 2006 – a range of menu items containing less than nine grams of fat - to make it easier for consumers to recognise our low fat options

## 2007

- February: McDonald's replaced sugar-sweetened Sprite<sup>®</sup> with the sugar free alternative Sprite Zero<sup>®</sup>. Together with the reduction of sugar in hamburger buns, this has taken more than 300 tonnes of sugar out of our supply chain
- February: Lighter Choices combos were introduced with DeliChoices rolls. These combos have less than 9gms of fat per average serve
- March: McDonald's launched an online nutrition calculator ([www.mcdonalds.co.nz](http://www.mcdonalds.co.nz)) that includes detailed nutrition information and ingredient listings
- March: launched the Pasta Zoo<sup>™</sup> Happy Meal<sup>®</sup> – a nutritious meal option for children containing less than five grams of saturated fat per serve, and no additives or artificial colourings. Pasta Zoo also fits within a third of a child's recommended daily intake
- July: McDonald's Made To Order cooking platform is launched, with food now freshly prepared once the customer has ordered
- November: the roll out of Coke Zero<sup>®</sup> begins in 44 restaurants (31 per cent of total restaurants), giving customers increased options for sugar-free drinks. (Restaurants need a certain type of machine to offer all three types of Coke as well as other drink options. McDonald's aims to roll out Coke Zero nationally as restaurants upgrade their machines.)

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- McDonald's also restructured its pricing in 2007 to provide bottled water as part of regular combos at 20 cents less than soft drink alternatives

### **Advertising**

- McDonald's takes a very responsible approach to advertising to children. Between 2003 and 2006 the company has more than halved Happy Meals advertising spend during children's programming hours
- Between 2003 and 2006 advertising spend on promoting healthy choices and active lifestyles increased five-fold. New Zealand sportspeople such as Sarah Ulmer and Hamish Carter were employed to promote the Salads Plus and Lighter Choices options
- Happy Meal advertisements have evolved over this time to incorporate Happy Meal choice options such as apple slices, water, apple and blackcurrant drink and Pasta Zoo. The level of expenditure in 2007 also reflects this trend
- Since August 2007, McDonald's has been advertising in line with the Ministry of Health's Food and Beverage Classification system during children's programming hours. The company currently only advertises the Pasta Zoo Happy Meal, and a Hamburger Happy Meal with water and an apple bag. Both of these meals fit within the school food and beverage guidelines as 'everyday' foods
- In the year to date for 2007, McDonald's has spent four times as much advertising spend on promoting healthy options such as Pasta Zoo, Happy Meal choice and activities such as junior soccer, than on Happy Meals with toys

### **The future**

- Over the last five years McDonald's has shown a strong commitment to meeting the changing needs of its customers. The company will continue this commitment to improving the quality and nutrition content of the food, but it is important to note that consumer taste and food preferences will also impact further change
- McDonald's will continue to lead the market in adapting to the changing needs of New Zealanders. Future initiatives include further children's menu offerings, an expanded drink and dressings range, and additional low-fat meal and salad options

**Table 1: Reduction in trans fatty acids (TFAs) and saturated fats as a result of oil changes**

Product	TFA content or level	Initiative	Outcome	Timeframe
*Par frying medium	< 1% TFA	Changed from using beef tallow to palm olein.	<ul style="list-style-type: none"> <li>Removed approximately 8.8 tonnes of TFA from food supply.</li> <li>Removed approximately 26.4 tonnes of saturated fat from food supply.</li> <li>Reduced TFA content from 3% TFA to current levels of less than 1% TFA.</li> </ul>	Change completed November 2003
**Finish frying medium	< 1% TFA	Changed from using beef tallow to canola/ sunflower blend.	<ul style="list-style-type: none"> <li>Removed approximately 19 tonnes of TFA from food supply.</li> <li>Removed approximately 380 tonnes of saturated fat from food supply.</li> <li>Reduced TFA content from 3% TFA to current levels of less than 1% TFA.</li> </ul>	Change completed November 2003
*Par frying medium	< 1% TFA	Changed from palm olein to canola oil.	<ul style="list-style-type: none"> <li>Retained TFA levels of less than 1%.</li> <li>Removed approximately 338 tonnes of saturated fat from food supply.</li> </ul>	Change completed February 2006.
<p>* Par fry oil used at ingredient manufacture level. Par fried products: Chicken McNuggets, McChicken patties, Chick'n McCheese patties, Chicken Royale Patties, Fries and Hash Browns.</p>				
<p>** Finish frying oil used at restaurant level. Deep fried products: Chicken McNuggets, McChicken patties, Chick'n McCheese patties, Chicken Royale Patties, Fries, Hash Browns, Filet-O-Fish, Apple Pies and Link Sausages.</p>				

## 26 TPF RESTAURANTS LTD

T.P.F Restaurants Limited – operate the Burger King franchise in New Zealand.

Burger King has undertaken the following initiatives to assist its customers in making healthier choices, as follows :

Website – 2005	<ul style="list-style-type: none"> <li>• Nutritional data available</li> <li>• Allergen data available</li> <li>• Promote 'Opt2Swap' health message to reduce fats and sugars in Value Meals</li> </ul>
Product Initiatives	
Product Reformulation	<ul style="list-style-type: none"> <li>• Under Development</li> </ul>
Salads - launched 2001 - reformulated 2005	<ul style="list-style-type: none"> <li>• Chicken Salad, Garden Side salad</li> <li>• Change to a grilled chicken breast, reducing fat from 12.4g to 3.0g per serving</li> <li>• Promote Side Salad as an option with Value meals</li> </ul>
Tendergrill - Launched Nov 2005	<ul style="list-style-type: none"> <li>• Grilled, chicken breast fillet , uncoated, low in fat. 3.2%</li> <li>• Advertised with a low fat mayo option.</li> </ul>
Breakfast - launched Jul 2007	<ul style="list-style-type: none"> <li>• Kellogg breakfast cereals offered (2 variants) as healthy options.</li> <li>• Launched fruit smoothies – available all day.</li> </ul>
Kids Meals - Increased selection mid 2006	<ul style="list-style-type: none"> <li>• Added Mandarin slices - Jun 06</li> <li>• Added Keri Sipper Drink (non-soda), Pump water, shake (98% fat free) – Sep 06</li> </ul>
New Packaging - Roll Out 2006	<ul style="list-style-type: none"> <li>• All new burger wrapper to encourage customers to 'Have it your Way'</li> <li>• Have It Your Way allows the customer to select healthier items in their burgers ie no mayo</li> </ul>
New Menu Boards in Restaurants – Jan 2008	Improved visibility of lite mayo, reduced fat burger (Tendergrill), Swap out options Kids Meals (fries for mandarins, soda for water)

Broiler Cooking	BBQ method of cooking introduced which lets the fat drip off the product on all beef and Tendergrill chicken burgers.
Fry Oil	Working to modify our oil to reduce trans-fat content.
Other Initiatives	Under development

## 27 RESTAURANT BRANDS

### KFC Initiatives

**Beverages:** In November 2005 the company introduced Pepsi Max, H2go water bottles and Fresh Up cans to the drinks range. In May 2006 all the new options were included on the menu boards instore including visuals of H2go and Fresh Up on the Toasted Twister and Fillers permanent menu panels.. A PR and sampling program with national and local media profiling the new drink options was also undertaken.

**Food:** In March 2006 the company introduced new fillers including a warm roll filled with fresh salad, chicken and featured ingredients. The Twister range was expanded from one to three options including a fresh salad with a crispy chicken fillet wrapped in a tortilla and served toasted or untoasted. In May 2006 the company introduced a Chicken Fillet Garden Salad ( which replaces Crispy Chicken Salad). This is a high quality salad mix with warm pieces of original recipe chicken breast fillet served in a ready to eat format. New healthier food formats have been advertised on television, radio and in mailers.

A nutrition information brochure is available instore in the store information brochure holders and on the website. All staff members must complete a "Restaurant Basics" training module prior to completing their second shift with KFC. This training module includes education on where to find KFC nutritional information and how to deal with customer queries regarding nutritional information

The company has also implemented a customer communication program that ensures customers are informed about the nutritional value of the KFC menu and the availability of new balanced food offerings.

### BEVERAGES

The world's first agreement to voluntarily remove all full-sugar soft drinks and energy drinks from secondary schools by 2009 was signed in December 2006 by the Minister of Health and two of New Zealand's biggest beverage companies, Coca-Cola Amatil NZ and Frucor Beverages Ltd. The agreement, to be negotiated directly between government and industry leaders will see the removal of approximately 1.1 million litres of full-sugar beverages from schools over the next three years.

## 28 THE COCA-COLA COMPANY

The Coca-Cola company recognises concerns about obesity and is working to be part of the solution.

### **Wide Product Range**

It offers a range of beverages – more than 80 brands and flavours- which include soft drinks, sugar free options, juices and juice drinks, waters and flavoured waters, energy drinks and sports drinks.

More than 30% of sparkling drinks bought in New Zealand supermarkets are now sugar free. This is an increase from year 2000 when 20% of sparkling drink sales were sugar free.

Between 2004 and 2008 the company will use 10% less sugar, due to the growth of diet drinks and water.

In the past 12 months the company has introduced more low sugar/diet version products such as -Coke Zero, Tab Energy, Schweppes Light Ginger Beer.

### **Nutrition Information and Daily Intake Labelling**

The company provides nutrition information on all of its products, verified by nutritionists, so that people can make sensible decisions for themselves and their families.

It introduced in 2007 the Percentage Daily Intake thumbnail information across the portfolio. This is positioned on front of pack to allow the consumer to see at a glance the amount of energy in terms of an adult's daily intake which is contained in the product.

### **Education Campaign**

The Company has undertaken an education campaign "Make Every Drop Matter" which provides information on sensible choices for beverages. The company has doubled its investment in this area over the past two years. The website is [www.makeeverydropmatter.co.nz](http://www.makeeverydropmatter.co.nz)

### **Nutrition Policy**


The company has a nutrition policy which is currently being reviewed by the Health and Wellness Advisory Council.

The Coca-Cola Australia and New Zealand Health and Wellness Advisory Council is a panel of independent health professionals from disciplines including nutrition, dietetics, dental health, public health and health and nutrition communications. It meets regularly throughout the year to provide counsel to the company along with independent scientific reviews on various health and nutrition related topics. The Council is reviewing the nutrition policies held by the Australian and New Zealand companies respectively so that the revised policy will be launched in 2008. The policy will include internal formulations guidelines for New Product Development.

### **Marketing**

Via its international policy it does not actively market its products to children under 12 years of age. It does not place television advertisements in prime children zones nor target publications of websites designed for children.

### **Schools Agreement Signed with the Health and Education Ministries**



Since 2004 the Coca-cola company has withdrawn sugar sweetened sparkling drinks from all primary schools in New Zealand. By 2009 the Company will have withdrawn all sugar sweetened sparkling drinks from all Secondary Schools.

### **Serving Sizes**

In the past 12 months the Company has introduced smaller pack sizes for Coca-cola, Diet Coke and Coke Zero

-300ml slimline can and 385ml glass bottle – sold predominantly in service stations.

### **Quick Service Restaurants**

The company has worked with its Quick Service Restaurant customers to initiate changes in its beverage line up. In late 2005/2006 a Sprite Zero pilot was conducted in conjunction with Counties Manukau District Health Board's Lets Beat Diabetes campaign. A trial was conducted with participating McDonald's restaurants in the region whereby Sprite was replaced with Sprite Zero. This change resulted in a 17% decrease in sugar intake across participating McDonald's restaurants within the Health Board's region.

As a result, in 2007, full sugar Sprite was replaced with Sprite Zero across McDonald's network nationally.

Currently the Company is conducting trials across all Quick Service Restaurant accounts with its Coke Zero products.

### **OTHER COMPANY DATA**

At the time of print there were a small number of food and beverage companies who were unable to provide information on their initiatives but are in the process of recording this information and sending it through to the FIG. Once received this additional information will be added as an appendix to this report.

## APPENDIX TWO

The Food Industry Group Goals for healthier New Zealanders are stand alone goals developed by The Food Industry Group. However, in their development the goals have been developed taking into account the Government's Health Eating Healthy Action Implementation Plan 2004-2010

### PROJECT ONE:

#### **FIG working with food industry members to implement Food Industry Accord**

**Reference:** HEHA Objective 1: Build Healthy Public Policy

**Outcome 1:** Sectors work collaboratively and in a coordinated manner to improve nutrition, increase physical activity.

Key areas/actions related to Food Industry:

- Encourage Food Industry to implement HEHA
- Establish an Industry HEHA implementation group

### PROJECT TWO:

#### **FIG working with government to help provide a range of healthy foods and beverages in schools**

**Reference:** HEHA Objective 1: Build Healthy Public Policy

**Outcome 2:** Possible regulatory and policy options to improve the nutrition environment, especially for children and young people.

Key Areas/Actions related to Food Industry

- Explore and implement policy options, as appropriate, to improve the physical and nutrition environments in schools

### PROJECT THREE:

#### **FIG work with food industry and media to implement responsible self regulation of advertising and marketing practices**

**Reference:** HEHA Objective 1: Build Healthy Public Policy

**Outcome 4:** Healthy public policy in the areas of nutrition and physical activity developed and supportive environments created.

Key area related to Food Industry:

- Investigate and analyse policy options regarding the advertising of foods to children  
And

HEHA Objective 2: Create Supportive Environments

**Outcome 6:** Increased profile of healthy food and physical activity through media, advertising and promotion.

### PROJECT FOUR:

#### **FIG work with food industry to agree specific product improvements around decrease of fat, sugar and salt plus increase availability of fruit and vegetables**

**Reference:** HEHA Objective 2: Create Supportive Environments

**Outcome 8:** Reduced salt, sugar, fat content of commercially prepared food

Actions related to Food Industry:

- Food Industry replaces saturated fats with unsaturated fats in foods and reduces fat, salt and sugar content of manufactured foods
- Explore innovative methods to enable changed formulations of commercially prepared foods
- Investigate the monitoring of change through Manufactured Food Database

**Outcome 9:** Healthy food choices are affordable, available and accessible. Increased consumption of vegetables and fruits in the NZ population

Actions related to Food Industry

- Industry to consider innovation to provide healthy nutritious choices to consumers at competitive prices
- Promote consumption of vegetables and fruits

#### **PROJECT FIVE:**

**FIG work with Counties Manukau District Health Board to implement and demonstrate effectiveness of joint health and industry partnership**

**Referenced to:** HEHA Objective 3: Strengthening Community Action

**Outcome 12:** Communities are actively involved and successful in influencing the availability and supporting the promotion of healthy food and physical activity in their communities.

Specific Action/Area related to Food Industry

- Develop and expand community action programs for high need groups

#### **PROJECT SIX:**

**FIG works with food industry employers to encourage healthier foods on site**

**Reference:** HEHA Objective 4: Develop personal skills including wider work force around promotion good nutrition within industry

**Outcome 16:** Increase the knowledge and skills of workers in the food (and physical activity) industry about improving nutrition and increasing physical activity

Action related to Food Industry:

- Encourage Food Industry and their employees regarding healthy eating in the workforce

#### **PROJECT SEVEN:**

**Monitoring, research and evaluation**

**Reference:** HEHA Objective 6: Monitor Research and Evaluate

