

**HELPING TO ADDRESS OBESITY ISSUES IN NEW ZEALAND**  
**A Snapshot of Action within the Food Industry Group @ December 2010**

Throughout the Food Industry Group membership, the relationship between health, food nutrition and activity is being taken more and more seriously. In addition to increased community involvement, many companies have been making changes to formulations, ingredients used, and manufacturing techniques which contribute to healthier food products. Below are some great examples demonstrating a trend in food formulations in which organisations are striving, if not making it a necessity, to remove unnatural preservatives, stabilizers, hydrogenated fats, artificial colours and artificial flavours; and to reduce sodium and sugar levels, or use sugar substitutes.

<b>Issue:</b>	<b>Industry Action &amp; Outcomes:</b>
<b>Nutrition policies:</b>	<ul style="list-style-type: none"> <li>• From 28% of Hubbards' products complying with nutrition guidelines in 2006, 55% complied in 2007. Now most of the range has been reformulated, so emphasis has moved to maintenance and continual improvement with new products.</li> </ul>
<b>School or Education Initiatives:</b>	<ul style="list-style-type: none"> <li>• Nestlé's produces a <i>Health &amp; Activity</i> teaching resource for intermediate schools; <i>Be Healthy, Be Active</i> booklet on nutrition for kids &amp; advice sheets for individual sports; <i>Maggi Kitchen Showdown</i> to teach intermediate kids about cooking &amp; good nutrition; <i>The Winning Diet</i> booklet for the physically active; <i>Fit Food for Winners</i> cookbook, a Food Poster of healthier food choices in English &amp; Te Reo Maori; a nutrition website.</li> <li>• Hubbards runs a Breakfast in Schools programme with Auckland Rugby League: "<i>Big School Feed</i>".</li> </ul>
<b>Sponsorships &amp; Community Relationships</b>	<ul style="list-style-type: none"> <li>• Nestlé's supports Millennium Institute of Sport &amp; Health, Milo Cricket and Milo Rugby (Auckland), New Zealand Nutrition Foundation, Cure Kids, Kidz First, Kiwi Can and Lifeline Auckland, Manukau's Wildest Places Sustainable Environmental project, BNZ Save the Kiwi &amp; Motuhie Island Trust. Staff give a community volunteer day each year.</li> <li>• In addition to franchisees' community sponsorships, McDonald's supports Ronald McDonald House Charities, Keep New Zealand Beautiful, Variety, junior soccer and junior touch rugby in New Zealand &amp; Al Dunn Northland Scholarships for Northland Maori students (by which 71 students have been assisted to attend AUT, with 39 graduates and 17 students currently studying).</li> <li>• Hubbards sponsors the Real Duathlon, the Variety Bash and provides scholarships for Food Technology students.</li> <li>• Burger King supports Canteen and the NZ Breakers Basketball Team &amp; their community programme, which provides 20,000 basketballs and training manuals to primary schools every year.</li> </ul>
<b>Fat &amp; Trans Fat Reductions</b>	<ul style="list-style-type: none"> <li>• Hansells Foods has developed a spread which is free of hydrogenated vegetable oils, but still maintains a reasonable shelf life of 12 months.</li> <li>• Griffin's new <i>Uppercuts Delicut Premium Potato Chips</i> are cooked in Sunflower Oil (80% less Saturated Fat than Palm Oil).</li> </ul>

	<ul style="list-style-type: none"> <li>• Nestlé have achieved a 68% reduction in saturated fat across <i>Maggi 2-minute noodle</i> range.</li> <li>• Nestlé's new product: <i>Maggi Extra Delicious 2 Minute Noodles</i> resulted in a removal of 15 tonnes fat from the food supply, including 8 tonnes of saturated fat.</li> <li>• Nestlé has halved the saturated fat in <i>Milo Cereal</i> since 2006.</li> <li>• McDonald's now fries in vegetable oil blends that contain less than 1% TFAs, so an average 41 tonnes of TFA has been removed from the annual food supply.</li> <li>• In 2009, McDonald's extended its seared chicken products to a new range of wraps, including two new Lighter Choices options containing less than nine grams of fat per average serve.</li> <li>• Burger King has a 30 tonne reduction in annual saturated fat usage, and a virtual elimination of trans fat since April 2010.</li> <li>• Sealord has increased essential omega 3 fatty acids EPA and DHA by introducing a whole fillet product i.e. by leaving the muscle line (which contains these omega 3 fatty acids) in the fillet.</li> </ul>
<b>Sugar content</b>	<ul style="list-style-type: none"> <li>• Nestlé has reduced sugar content of <i>Milo</i> cereal by 12% since 2006.</li> <li>• By reducing sugar in burger buns by 40% &amp; replacing Sprite with Sprite Zero, McDonald's has removed more than 300 tonnes of sugar from the supply chain.</li> </ul>
<b>Sodium Levels</b>	<ul style="list-style-type: none"> <li>• Old Fashioned Foods reformulated <i>Kings Traditional Soups</i> to reduce sodium levels by 50% without any loss in flavour or product quality.</li> <li>• More than 1100kgs of sodium (or 2907kgs of salt) has been removed from McDonald's food supply.</li> <li>• Burger King has achieved a 3.5 tonne annual reduction in sodium on fries by reducing fry packaging size in December 2010.</li> <li>• Nestlé has produced a 20% avg. reduction in sodium-reduced short cook soups; a 17% average reduction in sauces &amp; gravies range; a 35% reduction in powdered chicken stock cubes; a 23% average reduction in <i>Maggi 2-minute</i> noodle range.</li> </ul>
<b>Fibre</b>	<ul style="list-style-type: none"> <li>• Nestlé has doubled wholegrain and fibre in <i>Milo</i> cereal since 2006; <i>Milo Cereal Bar</i> is now a good source of fibre (1.5g/serve).</li> <li>• Nestlé now make <i>Maggi Wholegrain Soup for a Cup</i> using wholegrain noodles to provide a source of fibre.</li> <li>• Sealord has introduced wheat bran in combination with wheat flour to increase dietary fibre in some products.</li> <li>• McDonald's produce fibre enriched chicken wraps.</li> </ul>

<b>Artificial Flavours and Colours</b>	<ul style="list-style-type: none"> <li>• Hansells' range of <i>Vitafresh</i> powdered beverages now contains no artificial flavours and colours.</li> <li>• Nestlé <i>Maggi 2-minute</i> noodle range has changed to all natural flavours &amp; colours, fortified with vitamins &amp; minerals and lower GI; <i>Maggi</i> recipe mixes, sauces, gravies, mash, <i>Maggi Wholeness</i> range, <i>Nesquik</i> range have all been renovated with natural colours &amp; flavours. The <i>Milky Bar</i> now has no artificial colours or flavours.</li> </ul>
<b>Endorsement by NHF 'The Tick'</b>	<ul style="list-style-type: none"> <li>• Griffins, Nestlé &amp; Hubbards are producing products with the Heart Tick.</li> <li>• While the New Zealand National Heart Foundation are not pursuing a Tick programme for the food service sector, a number of McDonald's heart-healthy meals have the Tick in Australia.</li> </ul>
<b>Preservatives</b>	<ul style="list-style-type: none"> <li>• Hansells' <i>Alfa One Dressing</i> uses naturally occurring antioxidants in rice bran oil to preserve the product and high acid levels which also aid in preservation.</li> </ul>
<b>Nutrition, Calories &amp; Serving Size</b>	<ul style="list-style-type: none"> <li>• Hansells are manufacturing and marketing a wide range of desserts and powdered beverages under the <i>Weight Watchers</i> brand. They are currently reformulating all products to have natural flavours and colours, no hydrogenated vegetable oils (HVOs) and no tropical oil.</li> <li>• New Nestlé products <i>Milo</i> snack bar is less energy dense than standard chocolate bars; <i>2 Aero</i> chocolate bars are smaller in weight than avg. chocolate bars.</li> <li>• Griffin's <i>Nice &amp; Natural Superfruits Muesli Bars</i> have been designed to have fewer than 125 calories per bar.</li> <li>• McDonald's New Zealand was the first McDonald's market in the world to partner with weight loss experts Weight Watchers to provide clear consumer communication around 'better for you' choices.</li> <li>• Burger King reduced fry portion sizes in December 2010 resulting in a 40 tonne per annum reduction in fat used.</li> </ul>
<b>Workplace Health policies</b>	<ul style="list-style-type: none"> <li>• Nestlé provides free staff health checks, health seminars &amp; subsidised entry and organises Round the Bays, Auckland Marathon, golf days, touch rugby, netball matches. The company has made changes in cafeteria meal options, &amp; provides free fruit to Auckland HO staff once per week.</li> </ul>
<b>New Product Development</b>	<ul style="list-style-type: none"> <li>• McDonald's 2010 Weight Watchers partnership is a world-first and ground-breaking, and is resulting in real behaviour change, with 90% of people who purchased a meal from the new Weight Watchers range indicating they purchased this instead of their usual McDonald's choice (research three months after launch).</li> <li>• McDonald's has introduced a new Happy Meal option - the seared Chicken Snack Wrap, which with Pump mini water and apple slices, provides a high protein children's meal option, containing less than a third of the recommended dietary intake of energy, total fat, saturated fat and sodium for children aged four to seven years.</li> <li>• Hubbards have produced a number of new products with nutritional improvements: <i>Heart Tick - Brantastix</i>, <i>Light &amp; Right Kiwifruit Zing and Bran &amp; Sultana</i>, <i>Real (low fat, high fibre)</i>, <i>Cornflakes (lower sodium)</i>, <i>Thank Goodness Cocoa Puffs (gluten free, lower sugar, low sodium)</i>, <i>Thank Goodness Cornflakes (gluten free, lower sodium, no added sugar)</i>, <i>Thank Goodness Gluten Free Rice Flakes (high fibre, gluten free)</i></li> </ul>

