

# Influencing Policy through industry commitment & co-operation

**The New Zealand Food Industry Group Inc**

**Jeremy Irwin, Chairman, FIG**

# A New Zealand Case Study

- ◉ Origin of the Food Industry Group
- ◉ The NZ Food Accord
- ◉ Genesis and Evolution of FIG
- ◉ Dialogue & Influence
- ◉ Influencing through commitment
- ◉ Collaboration in Action
- ◉ We can't be complacent
- ◉ FIG current management
- ◉ Conclusions & Learnings

# Origins - Why develop a Food Industry Accord and FIG?

- ◉ Inspired by government threats to broader food industry and the existing self-regulatory system
- ◉ Unprecedented interest in food industry's role in the obesity issue
- ◉ Government's financial and 'moral' support for NGOs & pressure groups

# Origins

- FIG arose out of the formation of the Food Industry Accord – The Health of Our Nation
  - The Minister of Health, Hon. Annette King launched the accord in parliament in September 2004.
  - The drafting of the Accord in 2004 involved extensive consultation and debate with individual companies who agreed to be party to its objectives through their industry organisations.

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Health Minister Annette King, Brenda Cutress (NZFGC), Bruce Wallace (NZTBC), Jeremy Irwin (ANZA)



# The NZ Food Accord



## ◎ **Mission:**

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

## ◎ **Vision:**

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

## ◎ **Signatories:**

- \* Food producers and manufacturers (Food & Grocery Council)
- \* Food distributors and retailers \* QSRs\* Food marketers and advertisers (Association of NZ Advertisers) \* Communications agencies (Communications Agencies Association of NZ) \* Media organisations (Television, radio and publishers associations)

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# NZ Food Accord

- ◉ Signatories Commit to:

- Acknowledging obesity is a major risk to public health and industry has a role to play in addressing obesity
- Supporting the Mission & Vision of NZ Food Industry Accord by working collaboratively within industry groups to develop strategies to meet its objectives
- Developing organisational policies and guidelines to support the achievement of the Accord's goals by staff within the workplace

# Genesis and evolution of FIG

- ◉ **Stage 1: Inception (2004-2005)**
  - Clarification of the Group's Mission Statement, Vision, Values, and Broad Goals
- ◉ **Stage 2: Relationship Building (2005-Ongoing)**
  - Both internally with members and externally with the Government and stakeholders to define parameters and intent
- ◉ **Stage 3: Develop Initial Action Areas (2006)**
  - Based on an understanding of member and stakeholder needs, the environment, the issues
- ◉ **Stage 4: Strategy, Goals & Actions (2007-2008)**
  - Measurement of various KPI's to assess progress from inception
- ◉ **Stage 5: Strategy, Goals, Actions & Targets (2008-2009)**
  - The setting of targets and what can be achieved over a short and long term timeline

# Dialogue & influence

***“Public Health Lobby Groups have done themselves no good by snubbing a seminar at Parliament on the advertising of junk food”. NZ Herald on Food Accord Launch 2003***

***“The supreme leader, she from the obesity foundation ... had ruined an obesity symposium ... She was not going to hear from advertisers or from the people who made the fast food ... yes they must be banished, their food must be banned, their products must never again be seen on the television...” . Paul Holmes, Radio ZB presenter following Food Accord Launch, 2003***

***“Health Minister Annette King has ruled out a fat tax and said banning advertisements during children’s programmes was not Government policy”. Minister of Health (Labour Government), 2003***

# Dialogue & influence

***“The Minister is supportive of both the FIG concept and the Food Industry Accord. He described the Accord as a partnership. He saw FIG as part of the solution to the obesity problem”. Pete Hodgson, Minister of Health (Labour Government), 2006***

***“The Food Industry Group’s work in addressing the obesity issue is invaluable.” Damien O-Connor, Associate Minister of Health, July 2008***

***“The Government tells us that industry is working very cooperatively with it and claims great progress.” Tony Ryall, Opposition Health Spokesperson, 2008***

***“The National Party described the voluntary codes of practice, which could be set up without affected sectors input, as in the realm of a ‘nanny state’. National said the codes are regulation by stealth.” Response to Public Health Bill, 2008***

# Influencing through commitment

Secrets of FIG's success:

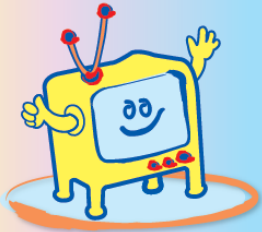
- ◉ **Creation of a unified and cohesive approach across members**
- ◉ **Providing a key point of contact for the Government & stakeholders**
- ◉ **Ability to put in place measurable goals and actions across members**
- ◉ **Ability to set targets across members**
- ◉ **Relationship with Government and the Ministry**
- ◉ **Relationship with other stakeholders**
- ◉ **Expertise**

# Collaboration in Action

## ○ Television Broadcasters: Getting it Right for Children:

- No advertising in Pre-School Television times (includes advertising, sponsorship and prize packs)
- Limited advertising in School-age Children's Television programming times:
  - Advertising levels in school-age children's (5-13 year olds) programming times are limited to a maximum of 10 minutes per hour (plus 2 minutes of station promotions)
- Advertising for a food and/or beverage in school-age children's programming times must be approved in accordance with the CF Classification System before being broadcast.

Advertising on Television



Getting it Right for Children

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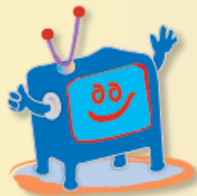
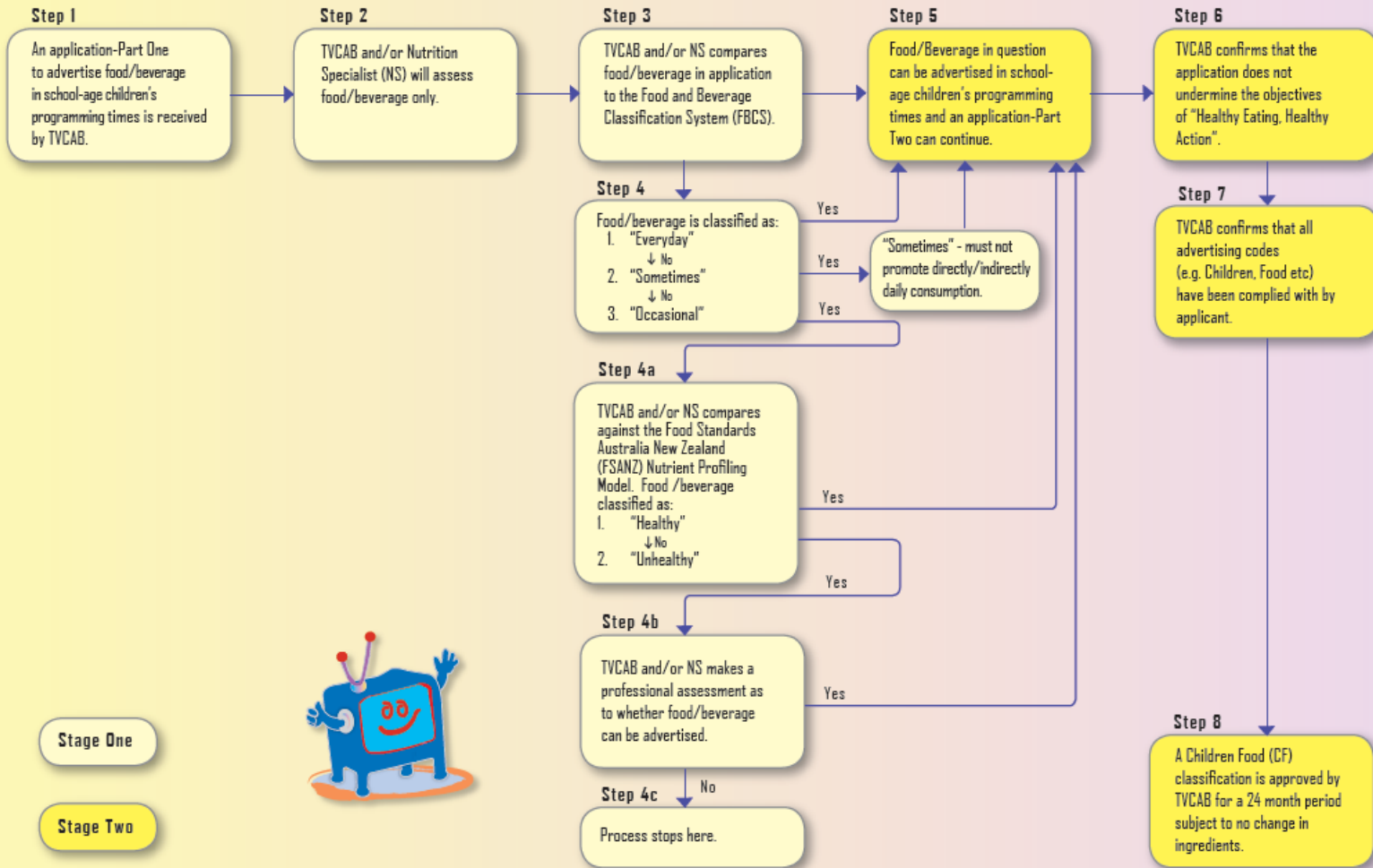
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# Collaboration in Action

## Overview of Children's Food (CF) Classification System



# Collaboration in Action

- ◉ Key Relationships:

## World Federation of Advertising (WFA)

- Global input – WFA research into children's advertising and obesity
- Global best practice

## Foundation for Advertising Research (FFAR)

- Input around global research
- Analysis
- Proof points to substantiate arguments

# Collaboration in Action

- Advertising Standards Authority: Children's Code for Advertising Food
  - Clear guidance to advertising agencies, marketers and consumers on food advertising with strong appeal to children
  - Panel of public, industry and government representatives (12 month review 46 submissions )
    - Specifies, and enforces, the high degree of responsibility the public expect of advertising agencies and marketers toward children.
    - Not promote inactive or unhealthy lifestyles
    - Not undermining the importance of consuming a variety of foods
    - Not mislead about foods low in sugar or fat regarding energy content or health benefits

# Collaboration in Action

- ◉ Other relevant ASA Codes
- ◉ Ensuring they support intent of Children's Code for Advertising Food 2010:
  - Ethics
  - People
  - Food
  - Children

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# Collaboration in Action



- Let's Beat Diabetes – with the Counties Manukau District Health Board (CMDHB)
- Serves South Auckland (low socio-economic and high Maori and Pacific Island population)
- Let's Beat Diabetes Aim:
  - To prevent or delay the onset of Type 2 Diabetes, slow disease progression, and improve the quality of life for people with diabetes in Counties Manukau.
- Working with the Food Industry one of 14 Action Areas
- Last evaluation report notes strengths in the level of understanding, flexibility of approach, ability to work across other Action Areas

# We can't be complacent

- ◉ FIG 'evolved' – keep working to ensure we have a credible voice as the situation develops/circumstances change
- ◉ At company-level work continues: particularly around reformulation, product transparency and education
- ◉ Need to be aware of overseas trends and developments – 'Ripples or Tsunamis?'

# FIG current management

- ◉ Four Advisory Board Members:

- NZFGC      Katherine Rich, CEO
- NZTBC      Rick Friesen, CEO
- CAANZ      Rick Osborne, CEO
- ANZA      Jeremy Irwin, CEO – Chairman FIG

- ◉ FIG consultant

- Alison Sykora

- ◉ Advisory Board meet monthly

# Conclusions and learnings

- ◉ FIG helps provide credibility to self-regulation
- ◉ FIG balances the debate with well funded, well organised & vociferous NGOs and pressure groups
- ◉ Industry/Government sanctioned collaborative efforts have been successful