Industry and Consumer Perspectives on the FOP Solution

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Topics

- Impact of Obesity Issue
- Situation and Drivers
- Role of Food Processors/Private Sectors
- Proposed Concept to Address the Issue
- Example of Industrial Initiatives
- Learning and Opportunities
Overweight and obesity are major concerns globally. 1.7 billion adults & children are estimated to be overweight or obese, globally. Undernourished/malnourished—also a major problem (estimates of nearly 850 million). Increased risk of Non-Communicable Diseases (NCDs). Impact on Quality of life and Health care.
Obesity is a result of a combination of factors:

- Genetic
- Metabolic
- Behavioral
- Environmental
- Cultural
- Socioeconomic

No one food or beverage is to blame, …but all calories count, including those provided by industry.
Obesity is a complex, multi-factorial problem...with no single solution.
Doing the Obesity Math …it’s all about balancing calories in with calories out.

All macronutrients (except water) contribute calories…

Energy Intake

Proteins
1g = 4 Kcal

Fats
1g = 9 Kcal

Carbohydrate (including sugars)
1g = 4 Kcal

Alcohol
1g = 7 Kcal

…and all calories count, no matter what food or beverage they come from!
Energy intake from food consumption in Thailand

% OF DAILY ENERGY INTAKE

- Rice and grain products: 63.4%
- Pork and pork products: 5.9%
- Freshwater food: 5.1%
- Oil and fat: 4.1%
- Duck/Chicken eggs: 3.9%
- Snacks: 3.3%
- Beans and bean products: 2.3%
- Poultry: 2.1%
- Seafood: 1.2%
- Granulated sugar: 1.1%
- Beverages: 1.4%
- Fruits: 4.1%

Based on National Consumption Survey (2003-2006)
The Challenge is...

Motivating and empowering people of all ages to achieve “Energy Balance”

MAJOR COMMUNICATION AND INFORMATION CHALLENGE

EDUCATION IS CENTRAL TO SUSTAINABILITY
The Role of The Private Sector

- Helping to identify and advance workable solutions to obesity
- Work closely with key stakeholders including:
  - Governments
  - Academia
  - Health professionals
  - Civil society

To promote active, healthy lifestyles, healthy diets and adequate physical activity
Self Evaluation

- What is our expertise and infrastructure?
  - To broaden the impact of regional/local program

- Start by internal activity, among industry
  - Leverage aware inside organization then affiliates can be ambassadors

- Broaden the dialogues with stakeholders to be a part of the solution

- **Time to act is now**
Active Healthy Living Day
Invited Theptarim Hospital to conducted AHL day at office (Jun 20, 11)

• General health check
• Physical fitness check
• Several workshops i.e.
  • Nutrition labeling & Balance diet
  • Physical Activity
  • Body massage
  • Keynote lecture by Dr. Panya Khaimook
The Goal of the industry on obesity

Improve the health of our customer through education, our variety of products and physical activity.

THINK, EAT, MOVE
Think
To empower consumer with informed choice

Energy intake = Energy expenditure

Overweight ↔ Healthy weight ↔ Underweight

Nutrition information

On-pack

Off-pack

Back of Pack

Front of Pack

Nutrition Information Panel

Brochure

Website

The Coca-Cola Company
Nutrition Signpost on Front of Pack (FOP)

- **Fact-based (Guideline Daily Amounts - GDA)** (Supported by several major companies in Thailand)
- **Better-for-you**
- **Multi-Traffic Lights or Hybrid** (National Health Assembly)
Examples of GDA labeling in Thailand

More than 500 SKUs at early 2011 prior to mandatory

Nestle

- Coffee-mate
  - Calorie/serve < 40 kcal
  - Do not need to put disclaimer

Milo Powder

- Calorie/serve > 40 kcal, therefore, need to put the statement of "not low calorie food"

Tesco Lotus

- Nutritional Value per 140 g

  - Energy
  - Sugar
  - Fat
  - Sodium

Consumer rank

1. Energy
2. Fat
3. Sugar
4. Sodium

most of consumer do not link Sodium with Salt

Coca-Cola

- Amount per Serving
  - Energy 80 Kcal per 200 ml
  - not low calorie food

Nutrition panel

The Coca-Cola Company
GDA labeling from other producers

**Hyper market**

**Tesco** (3 tablets without Na)

**Carrefour** (per 100 ml/day)

**Big C** (local hyper marker)

**Frozen foods**

**CP** (largest food company in Thailand)
2007 Dept. of Health proposed Multi Traffic Light (MTL) nutrition labeling to FDA, Industry opposed the proposal and proposed nutrition education as solution.

FDA issued new regulation that require for NIP on BOP labeling for snack foods i.e. potato chips, cracker, wafer, extruders & cookies.

2009 National Health Assembly (NHA) proposed its resolutions to address obesity issue in Thailand to Cabinet includes:

1) MTL as mandatory requirement
2) Pricing and Tax Measures
3) Sales and Marketing Restriction
Multi traffic light or Color coded labeling proposed by National Health Assembly

Amount per serving (XX g)

<table>
<thead>
<tr>
<th>Nutrients</th>
<th>Green</th>
<th>Yellow</th>
<th>Red</th>
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</thead>
<tbody>
<tr>
<td>Energy (Kcal)</td>
<td>≤ 100</td>
<td>&gt; 100 - 200</td>
<td>&gt; 200</td>
</tr>
<tr>
<td>Fat (g)</td>
<td>≤ 3.25</td>
<td>&gt; 3.25 - 6.5</td>
<td>&gt; 6.4</td>
</tr>
<tr>
<td>Sugar (g)</td>
<td>≤ 2.5</td>
<td>&gt; 2.5 - 5.00</td>
<td>&gt; 5.0</td>
</tr>
<tr>
<td>Sodium (mg)</td>
<td>≤ 120</td>
<td>&gt; 120 - 240</td>
<td>&gt; 240</td>
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*% of Recommended Daily Intake for Thai (Thai RDI)
Study impacts on Multi Traffic Light

How can consumer choose or interpret multi color in real situation??

No one size fit all !!
1. All foods and beverages can be part of a balanced, sensible diet combined with regular physical activity.

2. Fact base nutrition information shall be displayed on front of pack of pre-packed foods and beverages.
3. Simplified nutrition information shall include energy (Kcal), sugar, fat, and sodium per standard serving size according to local regulation and/or CODEX Guideline of Nutrition Labeling.

4. Collaborate with all stakeholders on consumer education in order to leverage awareness, understanding of nutrition information and apply in daily life for healthy living.
Why should be GDA (Guideline Daily Amounts) Labeling

- Fact base nutrition information on front of pack, eye catching
- Not cause misperception (do not cause good-bad food concept) and encourage balance diet and energy
- Internationally accept, implement in more than 80 countries around the world, more than 500 SKUs in Thailand at early 2011
The second round of debate (2009 – 2011)

National Health Assembly proposed (Cabinet adopted proposal)

FDA First format
All percentage + Added Sugar

Final format after discussion
(with commitment of Consumer Education)
Removed Added Sugar,
Total Sugar 65 g/day recommendation

enforcement on Aug 24, 11
With 1 year grace period
Roll-out into market

- Most of snacks which mandatory requires to display GDA on FOP complied with new regulation within grace period
- Voluntary format still allowed
- Several tablets sizes and font sizes and good proportion with label area (some case seemed too small)
- Imported food well adapted to the regulation with creative solution
Since nutrition information shall be declare per whole pack, sometime information is not simply applicable for decision

Suggestion: Package which larger than 2 serves should be declared per standard serving

Fixed format may discourage voluntary labeling

Suggestion as long as in-line with MOPH Notification No. 182, general format should be allowed

Format shall be harmonized among region or international to promote food trade among region
1. Manufacturer training on GDA labeling development

2. Support GDA Roadshow to raise awareness among consumer in 4 regions of Thailand อ่านเป็น-กินเป็น-เน้นประโยชน์-โภชนาการดี

3. Nutrition education booklet for educators by Thai Dietitians Association
FDA and Federation of Thai Industry

Consumer Education

GDA Road Show with FDA

30 places in Bangkok and 4 major cities
“From Basic of Nutrition to GDA labeling” Workshop

- Basic nutritional knowledge for health educator
- Energy balance and trade-off
- Reduction of sugar, fat, sodium
- Reading NIP
- Understanding GDA labeling
Obesity — Overweight Rate and Exercise Performing Rate among Thai Population

Based on the results of 2 different survey studies conducted in 2003 - 2006 By Nutrition Division, Department of Health, Ministry of Public Health

Classified - Internal use
promote physical activity in all group of consumers

- **Sponsor sport events in all levels**
  - Olympics
  - FIFA World cup
  - Local level event

- **Support non-professional sport activities**
  - Aerobics
  - Football
  - Volleyball
Promote physical activity
- Mahidol University Bicycle Project

Support international taskforce
- Exercise is Medicines
  American College of Sport Medicine

Networking with professional association
- Bring in PA boost to Thai Dietetics Association (TDA) Annual meeting
1. Food Group hosted a Media Seminar on “Thailand’s path to Healthy and Balance Diet” in partnership with Lean Thai
   • 36 media attended (Newspaper and TV)
   • Educate media on basic nutrition and balanced diet: “no good food or bad food” to help them write a more balance news

<table>
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<tr>
<th>Executed</th>
<th>Planned</th>
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<tr>
<td>1. Press release of the Seminar (NOW)</td>
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<td>2. Engaging press editors and report (Nov)</td>
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<td>3. Press Interview with doctors and nutritionists on balanced and healthy diet (Nov)</td>
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![Satisfaction chart]

Under FTI Food Group Banner

Do you find activities included in this seminar interesting and useful?
How effective and interesting do you think this seminar is in...
Do much do you think this seminar and the experience gained...
How much do you find the information presented in the seminar...
Satisfaction chart
Learning and Opportunities
The local experience

- Private sector either international or local can contribute to improve obesity situation and prevention
- Global commitment shall cascade to the fields and across functions
- Industrial alignment in all levels is the keys
- Single policy across industry
- Work with regional and international to make significant impact
- Strong commitment shall be effectively sustain with tangible outcome
- Public-Private partnership is the key of success
Thank you for your attention