Contribution of Various Stakeholders towards Promoting Healthy Food Choices

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November 15, 2016

Presentation Outline

Front-of-Pack Labelling

More than 800 SKUs (as at Sept ‘16) comprising of beverages, cereal, confectionery, snacks and instant food

Nutritional Information Panel

Better for You Option

Marketing to Kids
Front-of-Pack Labelling

Voluntary clear front-of-pack nutrition information for energy (kilocalories) per serving

Indicate the percentage of the daily requirements (or NRV) for calorie intake in a serving of the food

Based on 2000 kcal (average adult)

Serving size is determined by the manufacturer; the same value is used for nutrition labeling on the back or side of pack.

Serving size reflects the amount of the product that can reasonably be expected to be consumed on an eating or drinking occasion.

Why Energy?

• Energy – The only nutrient that have global consistency ie 2000kcal
• The energy button on the front of pack provides at-a-glance information on the calorie content of the product
• Places emphasis on the importance of the “energy balance equation” – calories in, vs. calories out – to achieve and maintain a healthy weight
• Easy to understand - By knowing how many calories in 1 serving and the percentage that it contributes to their daily requirements for calorie intake, consumer can easily understand how that food can fit into an active healthy lifestyle that includes a balanced and healthful diet and regular physical activity.
• However, in future, market research/study is warranted to assess the effectiveness, consumer understanding etc

Nutritional information panel
Our guiding principle for Nutrition Information to Consumers

• All foods and drinks have a place in people’s diets
• Empower consumers to make choices that can contribute to a healthy and balanced lifestyle and manage their energy intake:
  – Responsible, transparent information
  – Credible, meaningful - what works best for consumers, (Applicable to daily life to achieve a sensible, balanced diet)
  – Easy to understand nutrition information
  – May not be relevant to certain products

Better for You Options

Sugar pack is separated

Provide few range pack size to reduce consumption

Healthier food options DOES NOT EQUAL TO reduction of sugar, salt or fat only

Marketing to Kids

“Self-regulated” approach to implement policy

Policy implementation

The defined policy may be implemented through a variety of approaches. Statutory regulation is one approach through which implementation and compliance are a legal requirement. Another approach is industry-led self-regulation, which covers whole industry sectors, for example the advertising sector, and can be independent of government regulation. This approach may still be maintained by government income from such a setting of targets and monitoring implementation using key indicators. Other approaches include various regulatory mechanisms, comprising statutory self-regulation and voluntary industry initiatives which either exist within the

Recommended industry action plan:

MONITORING: Identify a media agency which can provide members with programme lists based on media audience data which demonstrate when over 35% of the audience is under 12. The media agency will provide these lists to MAA or FMM who then circulate to the group in order to guide companies’ media buying and ensure compliance with the pledge commitment. Lists should be circulated monthly based on the audience data from the previous month.

SOCIALISATION: The pledge group will then reach out (through FMM and MAA) to other local companies and multi-nationals in order to make them aware of their commitments, the monitoring exercise and encourage them to adopt “industry-wide best practice.”

INDUSTRY STANDARD: Work with partners including the ASA and its constituent members in order to codify the pledge commitments so that they apply to the whole industry and become the industry norm.

Pledge Signatories

F&N
ACE
Mars
Coca-Cola
PepsiCo
Unilever
Nestlé
Mondelez
International
Kellogg’s
Guanchong Berhad