



Food Industry and Public Health Partners - a collaboration working to impact NZ food supply

ANA Conference 2009
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Heart Foundation

Setting the scene

- Health trends
- Food insecurity
- Impact of socio/economic status
on diet quality, energy cost*
- Contribution of hot chips
- 7 million serves/week

*Drewnoski, Spectter 2004.



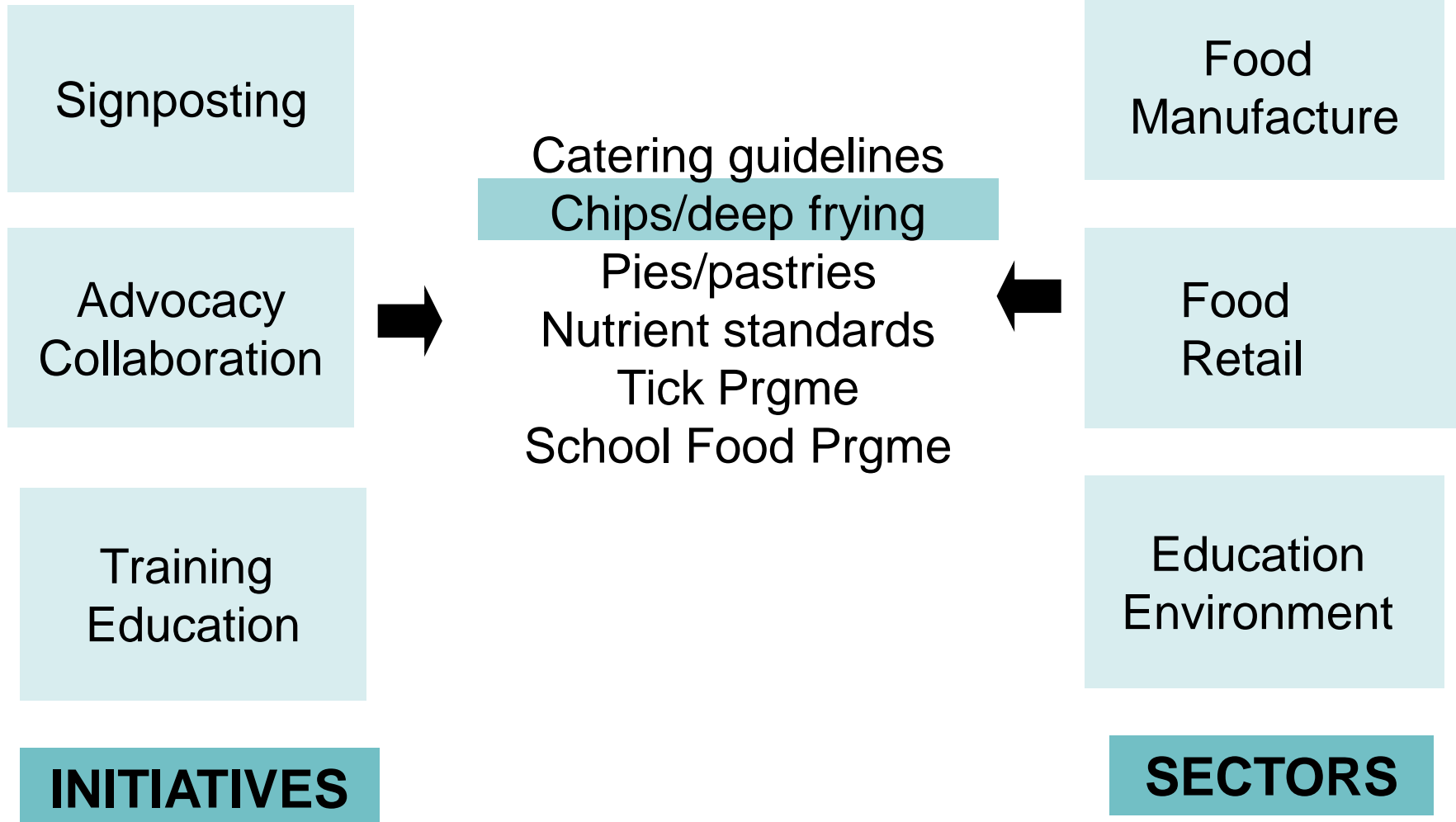
NZ fast food sector



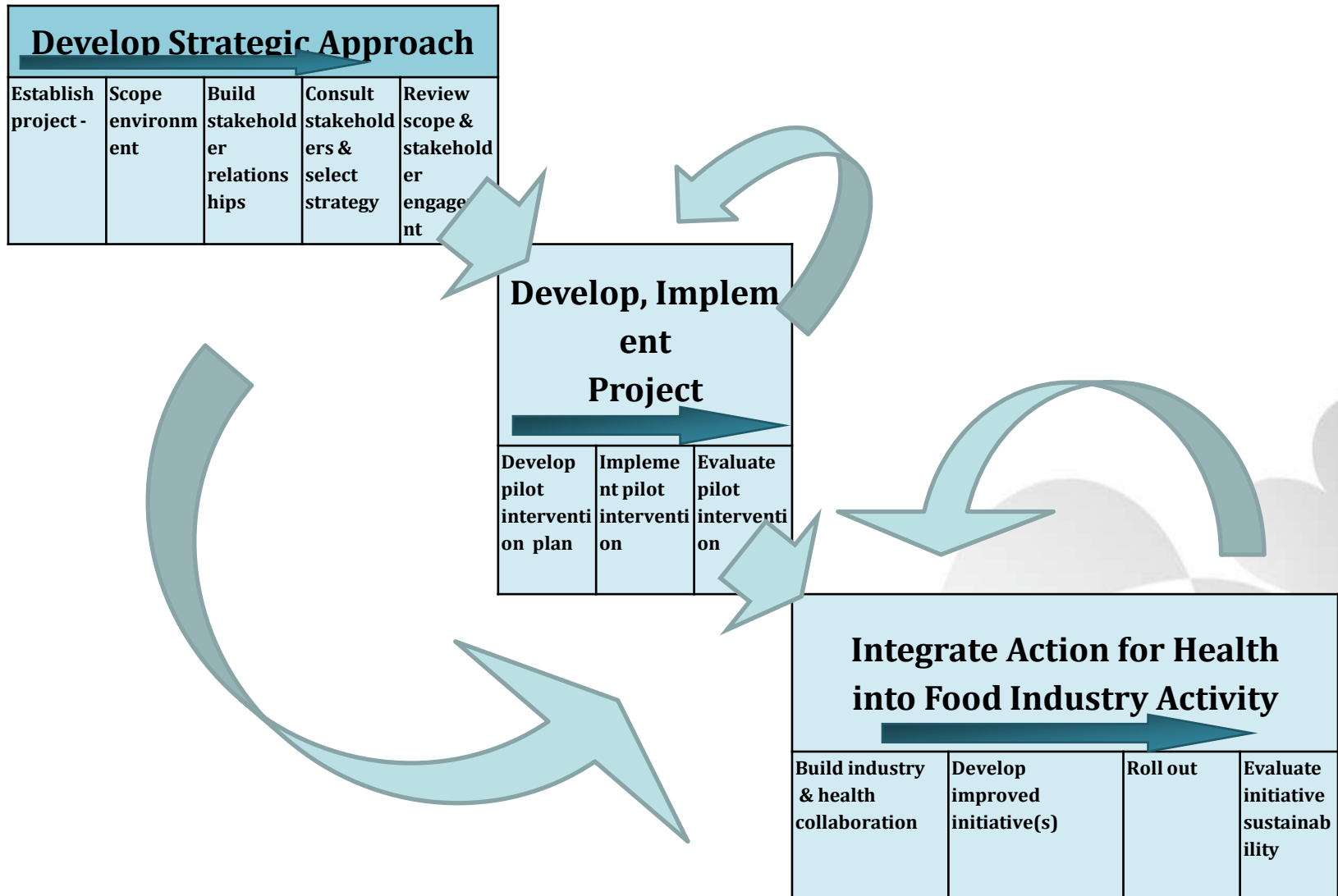
- Dynamic and growing
- 2/3 outlets independently owned
- Business ownership turnover - 18 months
- At least half operators have English as 2nd language
- Informal “on-the-job” training in frying



Heart Foundation



Planning Frameworks for Projects



Develop Strategic Approach



**Establish
Project**

**Scope
Environment**

**Build
stakeholder
relationships**

**Consult
stakeholders
and select
strategy**

**Review scope and
stakeholders
engagement**

Industry Initiative



- Group already established
- Commercial purpose
- No nutritional aims



Develop, Implement Project



Develop pilot intervention
plan

Implement pilot
intervention

Evaluate pilot
intervention

New Zealand standards for deep
fried chips in independent
fast food outlets

纽西兰个体快餐店油炸薯条之标准



These standards have been
developed by The Chip Group to help improve
the nutritional value and quality of chips.



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Ongoing Sustainable Activities

- Incentives for training – a different way of looking at things
- Targeted emails
- Ongoing communication via database
- Chip Group communications - most dual language
- Newsletters - to address operators needs
- Other strategies – tie in with annual competition
- Industry communications –consistent messaging
- Chip Group member strategies – packaging, trade shows, invoices, website links, trade promotions, rep training
- Company policy
- Advocacy, advisory
- Evaluation

Integrate Action for Health into Food Industry Activity

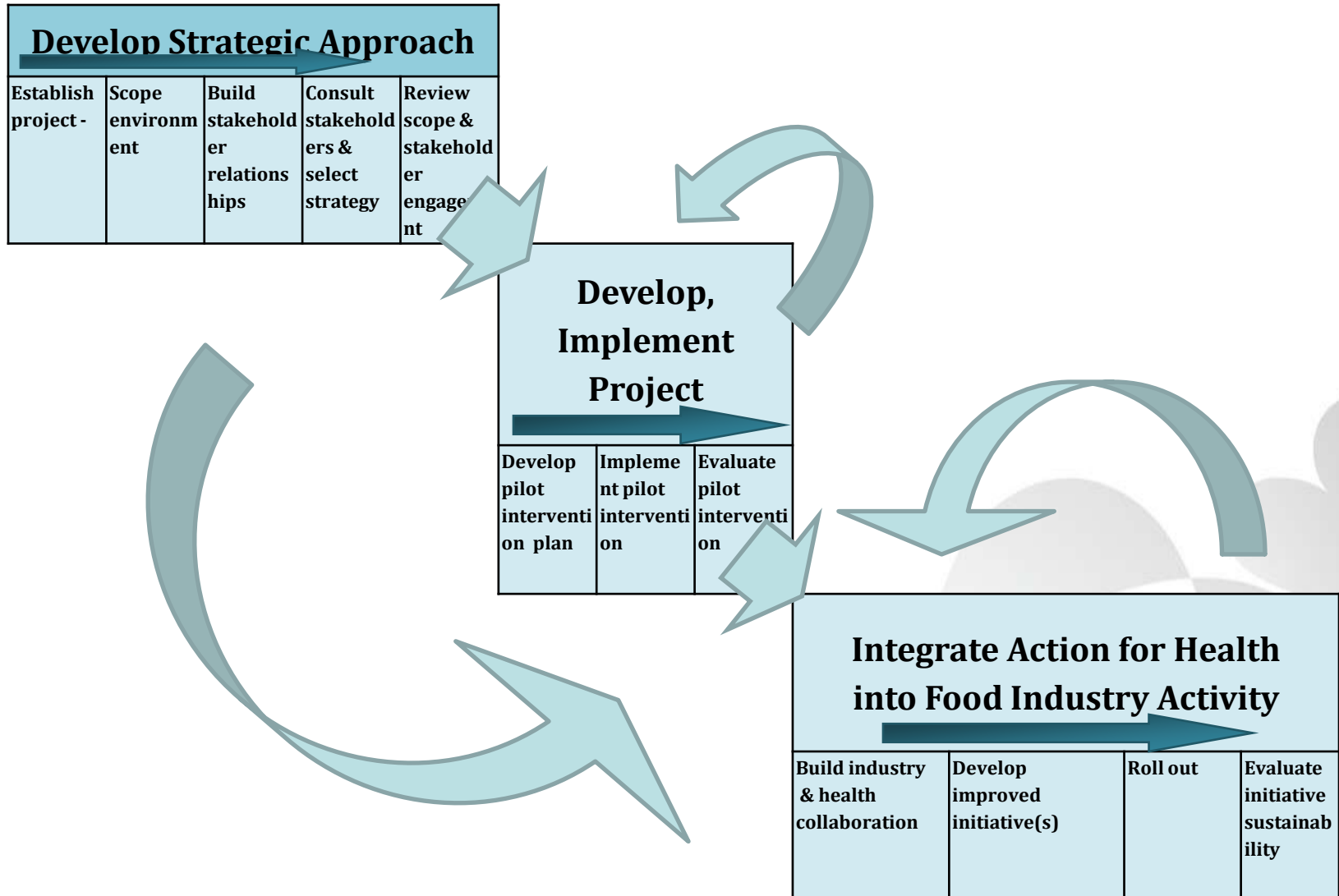


Build industry
& health
collaboration

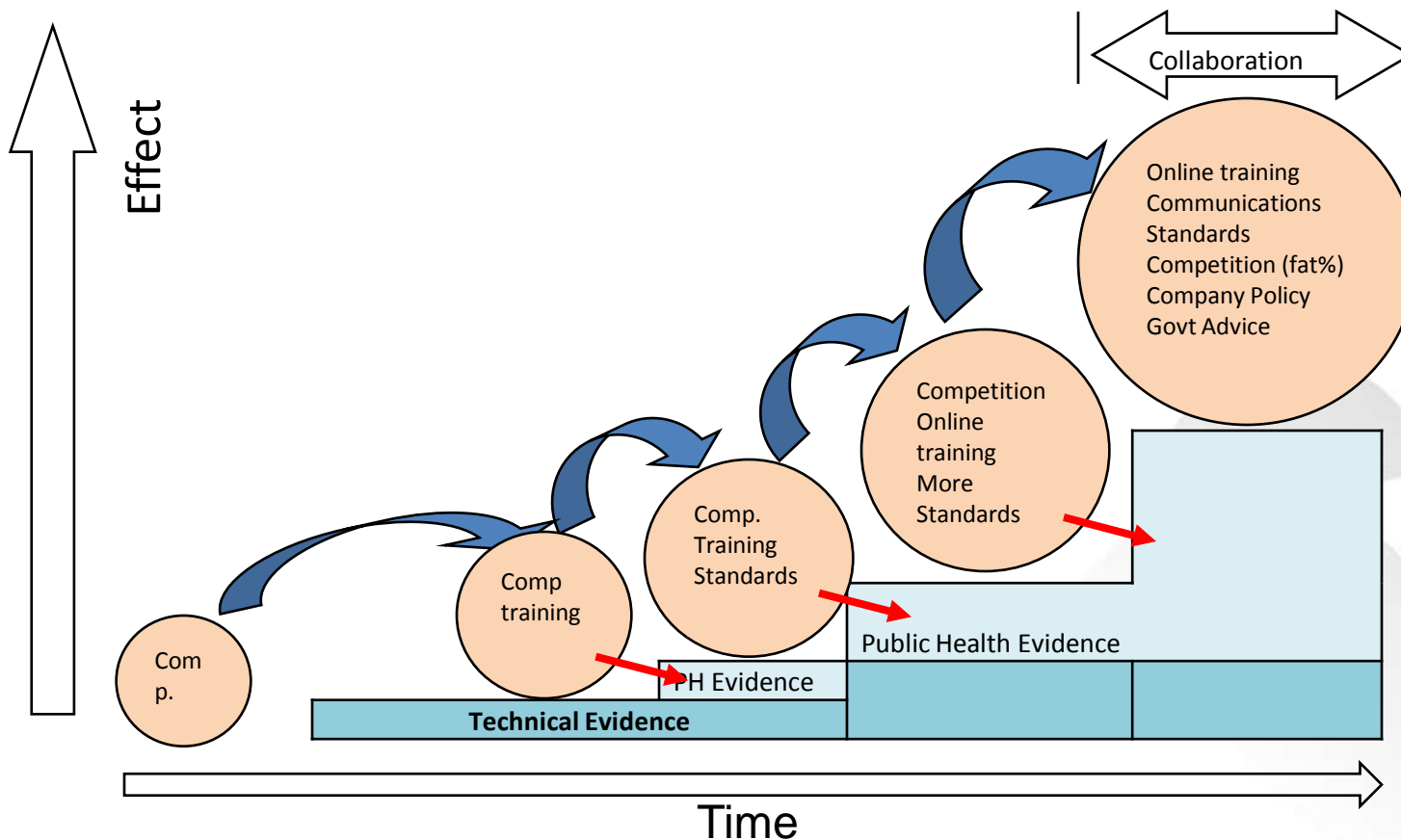
Develop improved
initiative(s)

Roll-out

Evaluate initiative
sustainability



Increasing Collaboration



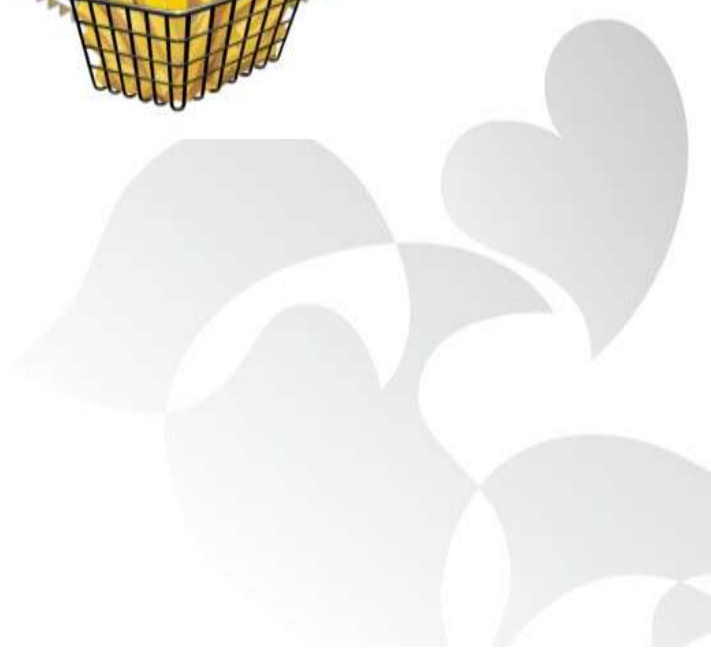
Collaboration

- Goals
- Communication
- Sustainability
- Evaluation
- Political climate
- Resources
- Catalysts
- Policies
- History
- Connectedness
- Leadership
- Community development
- Understanding community

Chip Group Benefits



- Partnership offers new opportunity
- Heart Foundation, Potatoes NZ roles
- Funding - MoH and industry
- Level playing field



Acknowledgements



Martin Dickson, Evaluation Researcher, Heart Foundation

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