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WHAT IS THE CHIP GROUP FOR?

Our overriding goal is to improve the nutritional status of deep-fried chips served by New Zealand foodservice. (Fat and salt content)

WHY DO WE NEED A CHIP GROUP?

- In NZ we consume over 7 million servings of deep fried chips every week
- 120,000 Tonnes per year
- Potatoes accounts to 23% of all vegetables consumed in NZ
- The fat content of deep fried chips ranges from 7% to a whopping 16% (Foodservice)
- Deep fried chips does not have a standard serving size



WHAT DO WE DO?

- **Development of Industry Standards and Guidelines**

We developed a set of industry standards as a national guideline to help food service and fast food takeaways to promote better practices for deep fried chips.



- **Developed a online training programme**

Our online training programme is based on the industry standards.

We also provide a industry recognised certificate to people who have completed our training.

- **Best Chip Shop Competition**

We run the only nationwide industry recognised Best Chip Competition.

Our criteria's for the competition are based on our online training programme to promote “Healthier chips are better tasting chips”



WHY AM I HERE?



- Our research shows 60% – 70% of all takeaway operators are migrants of Asian decent
- 90% are of Chinese decent
- They make up a significant contribution to the health of all New Zealanders

OBSTACLES IDENTIFIED WHEN ENAGING THE ASIAN COMMUNITY

- Mum and Dad operators never been in the food industry
- They know little or no English
- They work very long hours
- Computer illiterate or no access to computers
- Many had little or no formal training in the industry
- They feel intimidated and “Policed” when dealing health organisations
- Only picking up pieces of information because of language barrier



HOW DID WE OVERCOME THE OBSTACLES?

We developed seminars and practical training to communicate effectively on a personal level.



- Working together with different health organisations for a common goal
- Incorporate training from other organisations to make our seminars more appealing
- Develop strategies to help improve their business by making healthier choices on the products and services they offer
- Utilizing local resources from different organizations to help promote our training
- Identify local key community leaders to help promote our training
- We delivered the training in Chinese
- Identifying times not in conflict with their working hours for the training
- Using our online training as a resource for further training when required in their own time
- Working closely with sponsors as they can provide industry information and trends





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MEMBERSHIP DEVELOPMENT FOR ON-GOING SUPPORT



We have developed a membership system to eliminate the “Policing” element often perceived by takeaway operators about health organisations.

Services we provide to help them make healthier and better choices:

- Act as mentors not police, we offer solutions not “you have to”
- Provide them with up to date industry information
- Offer them product information
- Help them raise their profile once they make change
- Offer sound business ideas to compensate the cost of changing to healthier products
- Provide on-going training when they take on new staff
- Provide on-going support through our sponsors



SUMMARY

- Working in collaboration with different health organisations is the key to create traction with the community
- Identifying obstacles effecting your target market
- Develop strategies and solutions to overcome obstacles for your target market
- Develop strategies to help improve their business by making healthier choices on the products and services they offer
- Developed a membership system for on-going support



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