

Food Industry Partnerships

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Programme Manager – Food Industry

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Industry Partnerships

Sixteen years of food industry partnerships

- Signposting
- Reformulation
- Education resources and
- Creating supportive food environments



A Step in Time

1996 - 2010

- 1996 - Tick Programme
- 1997 - Heartbeat Catering Foodservice / Hospitality
- 2000 - Best Practice Frying
- 2003 - Healthy Kai
- 2006 - Pie Group
- 2007 - Target 450 Reformulation
- 2008 - Local Food Supply
- 2008 - Food Industry Demonstration Pilot
- 2010 - HeartSAFE





Food Industry Demonstration Pilot

Andrea Bidois

National Programme Manager – Food Industry



FIDP Programme

Background

- Approximately 2yr pilot
- Collaborative project
- Partners all had some experience of working with food industry
- Opportunity to learn about different ways of working
- NHF employed 7.5 people
- Range of backgrounds

And a New Way of Working



FIDP Projects



Defined

- Projects identified by DHB's, NHF, MoH and FIG
- Project Managers conducted environmental scan
- Lens to determine suitability for inclusion (e.g. high volume low cost, impact within timeframe, impact on Maori Pacific groups, viable for FI, meet regional priorities)
- **Tight timeframe projects need to utilize existing models and/or graft onto existing pieces of work**
- Projects started broad and have been refined through a process of scoping, literature gathering and industry engagement.
- 2 -3 projects per Project Manager

Utilised Advisory Groups

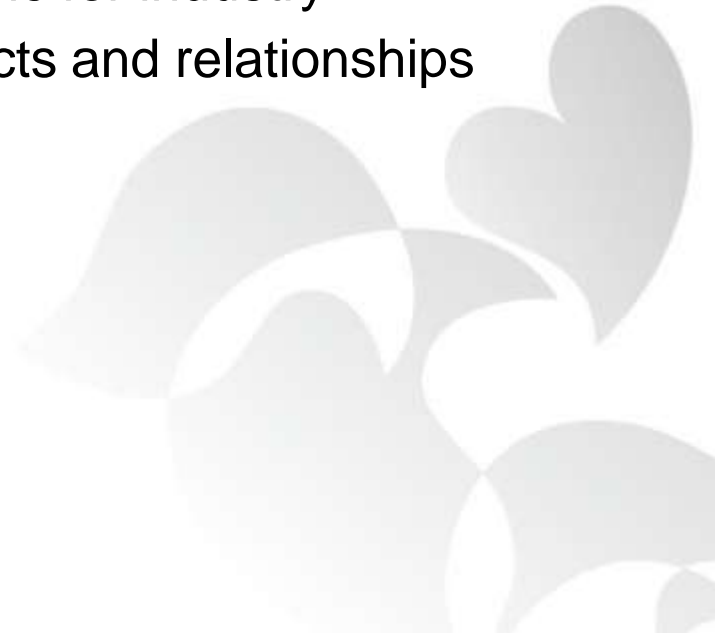


Industry Advice

- Stakeholders from different sectors & previous relationship with NHF
- Provide technical advice and to identify any duplication with other activities
- Consultation process that is not cumbersome for industry
- Engagement that worked in with FIG contacts and relationships

Steering Group

- Role of Governance
- Provided a Public Health perspective



Project Focus

- Specific nutrients such as salt, dietary fibre, saturated fat, total fat and sugar
- Change food supply
 - Composition of food
 - Access to healthy food
- Supporting industry to make changes through partnerships
- Grafting on to existing work e.g. best practice frying & pie initiatives
- Utilise existing NHF intervention model e.g. food reformulation

National Projects

Access to healthy food

- Catering
- Events

Reformulation (composition)

- Margarine
- Chicken & Fish
- Mince Meat
- Breads & Premixes



Regional Projects

Access to healthy food

- SuperValue / Fresh Choice
- Meal Deals
- Fruit and Vegetable In-store Demonstration
- Normalising low Fat Milk
- Rural Access to Fruit and Vegetables

Access and reformulation

- Local Seasonal Foods on a Budget
- Vending
- Independent Soft Drink Manufacturers





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Approaches

- Engage food industry with a business lens
- Form partnership that benefit both parties
- Greater efficiency using national level approaches
- Work regionally to gain industry confidence to support national initiatives
- Account manager food industry partnerships to avoid duplication
- Utilise a multi-disciplinary team



Challenges



- Changing environment politically
- How nimble can we be in a changing environment
- Discourse between regional and national approaches
- Managing the Stakeholder expectations of Pilot Programmes outcomes



Successes



- National projects have provided the biggest successes to date, and achieved strong sector buy in.
- Food reformulation, catering and retail
- Reformulation leverages off existing NHF work whereas catering and supermarket retailing are new areas of work

Project HeartSAFE



- Project HeartSAFE (Sodium Advisory and Food Evaluation).
- A voluntary, collaborative and industry-led approach encouraging a greater level of food reformulation.
- Transferring learning's from existing and successful salt reduction initiatives.
- Beyond bread, the current focus is processed meats and breakfast cereals, particularly in lower cost, commonly consumed varieties.
- Facilitated by the Heart Foundation

Beyond 2010

- Continue to building on and extend product and ingredient reformulation
- Extending the success of catering
- Explore existing opportunities in retail sector

