European Strategies for Reducing Obesity

- 1er Congreso Nacional de Agroalimentación – Innovar para Avanzar
- Mayo 5 y 6, Pamplona, Spain
- Kees de Gooijer
- CEO Food & Nutrition Delta
Content:

Take Home messages

Nice stories

More nice stories, tour of Europe

Food & Nutrition Delta

Film

No Wrap-up

Discussion
Before the start:
DG Sanco's Despina Spanou says (2-3-11) all EU member states must have health promotion and disease prevention strategy by 2013

Strategy for Europe on nutrition, overweight and obesity related health issues

Implementation progress report

December 2010
The Netherlands (and maybe Europe)
Michelangelo’s David

After 2 years in the US...
Thank you!

- CDC, Atlanta
- USDA

- For doing the stats and making those available to the public. Any public.
Obesity trends among adults, USA 1985

(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Source: Behavioral Risk Factor Surveillance System, CDC
Obesity trends among adults, USA 1990

(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Source: Behavioral Risk Factor Surveillance System, CDC
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Source: Behavioral Risk Factor Surveillance System, CDC
Obesity trends among adults, USA 2000

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Source: Behavioral Risk Factor Surveillance System, CDC
Obesity trends among adults, USA 2005

(*BMI ≥30, or ~30 lbs overweight for 5’4” woman)

Source: Behavioral Risk Factor Surveillance System, CDC
Obesity trends among adults, USA 2009

(*BMI ≥30, or ~ 30 lbs overweight for 5’4” woman)

Source: Behavioral Risk Factor Surveillance System, CDC
SOLVING THE PROBLEM OF CHILDHOOD OBESITY WITHIN A GENERATION

- Obesity costs
- $170 billion

White House Task Force on Childhood Obesity Report to the President

10-04-25: U.S. Military: Obesity is a matter of national security

MAY 2010
EU Trends 1980-2005
Females
Females 1980-1984

% Obesity

- < 5 %
- 5-9.9%
- 10-14.9%
- 15-19.9%
- 20-24.9%
- ≥ 25%

© International Obesity TaskForce 2005
Females
1985-1989

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Self Reported data
European Strategies for Reducing Obesity

- No harmonized approach to address obesity throughout the EU.
- Classical focus on nutrient intake (generally WHO guidelines), different recommendations in EU:
Availability (of F & V) key issue

...why lower availability at home and/or outside the home?

- ...lack of knowledge, health values...? (e.g. Ball et al. PHN 2006; Turrell Aus J Nutr Diet 1997)
- ...lack of financial means...? (e.g. Darmon & Drewnowski Am J Clin Nutr 2008)
- ...‘food deserts’...? Evidence for the US, but not for UK, other EU countries, Australia, Canada (e.g. Cummins & McIntyre, Urban Studies 2002.)

- Source: Johannes Brug, the EMSO institute
Healthy Choice

- Front-of-pack label ...

<table>
<thead>
<tr>
<th>Nutriënt</th>
<th>International recommendation</th>
<th>Average intake per day</th>
<th>Ik Kies Bewust per day</th>
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<tbody>
<tr>
<td>Energy</td>
<td>2000 kcal</td>
<td>2119 kcal</td>
<td>1783 kcal</td>
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<tr>
<td>SaFa</td>
<td>&lt; 10 en%</td>
<td>&lt; 15,7 en%</td>
<td>&lt; 8,4 en%</td>
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<tr>
<td>Trans Fats</td>
<td>&lt; 1 en%</td>
<td>&lt; 1,2 en%</td>
<td>&lt; 0,1 en%</td>
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<tr>
<td>Sugar</td>
<td>&lt; 10 en% free sugar</td>
<td>&lt; 13,2 en% added sugar</td>
<td>&lt; 5,6 en% added sugar</td>
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<tr>
<td>Sodium</td>
<td>&lt; 2400 mg</td>
<td>&lt; 2858 mg</td>
<td>&lt; 2335 mg</td>
</tr>
<tr>
<td>Fiber</td>
<td>&gt; 25 g</td>
<td>&gt; 18 g</td>
<td>&gt; 25 g</td>
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</table>

Source: www.ikkiesbewust.nl
<table>
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<tr>
<th>Date</th>
<th>Companies</th>
<th>N products with logo</th>
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<tbody>
<tr>
<td>Start 2007</td>
<td>38</td>
<td>105</td>
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<tr>
<td>End 2007</td>
<td>85</td>
<td>1700</td>
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<tr>
<td>March 2008</td>
<td>100</td>
<td>2200 (of which 600 fresh fruit/vegetable)</td>
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<tr>
<td>June 2008</td>
<td>105</td>
<td>2700 (600 FFV)</td>
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<tr>
<td>March 2009</td>
<td>114</td>
<td>3500 (1000 FFV)</td>
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<tr>
<td>June 2009</td>
<td>117</td>
<td>3700 (1000 FFV)</td>
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<tr>
<td>September 2009</td>
<td>119</td>
<td>4500 (1000 FFV)</td>
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<tr>
<td>December 2009</td>
<td>118</td>
<td>4750 (1000 FFV)</td>
</tr>
<tr>
<td>March 2010</td>
<td>120</td>
<td>4875 (1000 FFV)</td>
</tr>
<tr>
<td>June 2010</td>
<td>121</td>
<td>5000 (1000 FFV)</td>
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<tr>
<td>September 2010</td>
<td>122</td>
<td>5500 (1500 FFV)</td>
</tr>
<tr>
<td>December 2010</td>
<td>105</td>
<td>5500 (1500 FFV)</td>
</tr>
</tbody>
</table>
Choices logo stimulates innovation

- 13% less salt (in 48 soups)
- 10% less energy (in 10 dairy drinks)
- 43% less saturated fat (in 11 processed meat products)
- 52% more fibre (in 16 sandwiches)
Health? Really?

- Healthy Choice Clover
- Healthy Choices + 13%
- Less fat cheese

<table>
<thead>
<tr>
<th></th>
<th>AH</th>
<th>Own Brand</th>
<th>HCC</th>
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</thead>
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<tr>
<td>2005</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
<tr>
<td>2006</td>
<td>109</td>
<td>123</td>
<td></td>
</tr>
</tbody>
</table>

2005: 87M€
2006: 100M€
(10% v/v, 15% v/€)
2007: Milner +33%
Sweden, ‘70s
Germany: “Large differences in intake”

Wie oft schaffen Sie es pro Woche, 5x am Tag frisches Obst und Gemüse zu essen?

Quelle: Research Now Umfrage unter 5.008 Bürgern in Deutschland, Spanien, Italien, Großbritannien und den Niederlanden im Auftrag von HERBALIFE.
# Wochenspeiseplan

Bitte achten Sie auch auf unsere Tagesspecials!

<table>
<thead>
<tr>
<th>03.KW</th>
<th>Montag</th>
<th>Dienstag</th>
<th>Mittwoch</th>
<th>Donnerstag</th>
<th>Freitag</th>
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</thead>
<tbody>
<tr>
<td>Menü I</td>
<td>Vegetarische Moussaka mit Tsatsiki und Salat</td>
<td>Buntes gebratenes Gemüse</td>
<td>Nudeln mit Oliven-Tomatenragout</td>
<td>Scharfes Kartoffel-Paprikacurry mit Joghurt</td>
<td>Gemüseragout auf Provencalische Art</td>
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<tr>
<td></td>
<td>€3,10</td>
<td>€3,10</td>
<td>€3,10</td>
<td>€3,10</td>
<td>€3,10</td>
</tr>
<tr>
<td>Menü II</td>
<td>Putenstreifen mit Bambus, Sojasprossen und Chinakohl</td>
<td>Schweinegulasch in Paprikarhahm</td>
<td>Chilli con carne</td>
<td>Putengyros mit Zwiebelringen</td>
<td>Marinierter Schweinenackensteak mit Reis und buntem Salat</td>
</tr>
<tr>
<td></td>
<td>€3,50</td>
<td>€3,50</td>
<td>€3,50</td>
<td>€3,50</td>
<td>€3,50</td>
</tr>
<tr>
<td>Menü III</td>
<td>Schweine-Rückensteak &quot;Italianische Art&quot;</td>
<td>Pochierter Pangasius mit rosa Pfeffersauce, Brokkoli und Salzkartoffeln</td>
<td>Hähnchenfilet Thailändische Art mit Wokgemüse und Basmatireis</td>
<td>Rheinischer Sauerbraten</td>
<td>Gebratenes Hoki-Filet in Zitronen-Kapernbutter</td>
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<tr>
<td></td>
<td><strong>€4,20</strong></td>
<td>4,20</td>
<td>4,20</td>
<td><strong>€4,20</strong></td>
<td><strong>€4,20</strong></td>
</tr>
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</table>

Freie Beilagenwahl:  * Menü mit einer Beilage  ** Menü mit zwei Beilagen

Im Beilagenangebot finden Sie täglich wechselnde Komponenten aus kontrolliert biologischem Anbau, die Sie an der Kennzeichnung mit dem Biosiegel erkennen. Zertifiziert nach DE-039 Öko-Kontrollstelle.

Zur Nährwertoptimierung der Menüs wird täglich ein Dessert empfohlen, welches Sie in der Desserttheke gekennzeichnet sehen.
The Fat Tax - Denmark

- 1 July 2010, tax increase on ice-cream, chocolate, sweets and soft-drinks but on sugar-free soft drinks.
- Aim: ‘to reduce the prevalence of a broad range of illnesses and improve life expectancy’.
- Next: tax on saturated fats will be introduced, which will affect margarine, high-fat dairy products, tobacco and alcohol.
- Gradually, and will be fully in place by 2019.
Fruit and vegetable intake in Denmark

- 43% Increase

- 279 grams/person/day in 1995
- 398 grams/person/day in 2006

43% Increase
Denmark: whole grain campaign

- Endorsed by Government and health NGOs

Source: Anders Morten
UK: Sid the Slug

Launched 2004, UK FSA

- Blood Pressure Association
- British Heart Foundation
- Bristol PCT
- Consensus Action on Salt and Health
- Diabetes UK
- Food Commission
- Haringey Teaching PCT
- Kent County Council Trading Standards
- Manchester Food Futures Partnership
- Men's Health Forum
- National Children's Bureau (NCB)
- Netmums
- National Federation of Women's Institutes (NFWI)
- Trading Standards Institute (TSI)
Country Activity

- Leading the way with no. of product launches claiming to be low sodium/low salt, is the United States with 22% of product launches, followed closely by the United Kingdom with 20%, Japan 17% and France 7%.

- In contrast to the levels of activity in the US and UK, there appears to be much less interest in Continental Europe to date. Very few launches with low sodium/low salt claims were recorded in 2007 in Germany.

- In France, low sodium/low salt activity was mainly recorded in the baby foods market. Spain and Italy fell between Germany and France in terms of the number of product launches marketed on a low sodium/low salt platform. Launches in Italy were mainly confined to the baked goods sector, particularly biscuits.

Would companies have done that without the campaign?
- EU framework 6, 2005-2010
- Recommendation: high protein, low GI is best for preventing weight gain after weight loss period.

- Source: Wim Saris, coordinator diogenes
In an ITT-analysis (N=773, mixed linear model) the weight regain was 0.93 kg (95 % CI: 0.31; 1.55, p=0.003) lower by HP than LP, and 0.95 kg (0.33; 1.57, p=0.003) lower by LGI than HGI diets.
France: EPODE

- Ensemble, Prévenons l'Obésité Enfants
- Since 1992
- Sport, Eating & Cooking
- Each city: ‘Le Maire’ is ‘chef politique’
- www.epode.org
- Being adapted by more countries
- Spain: Methods & Social Marketing Techniques: Prof. Luis Moreno from Zaragoza.
- Spain: www.thaoweb.com
Food & Nutrition Delta is….

- Part of the Innovation Programme Food & Nutrition, a Public / Private Partnership
- From companies, for companies, with companies
- Owned by a foundation FND
- Supported by & executed with the ministry of Economic Affairs
- Now residing under the ministry of Economic Affairs, Agriculture & Innovation.
Position in funnel

- **Fundamental research** (knowledge creation, breakthrough)
- **Research** (knowledge creation)
- **Development** (applied research)
- **Demonstration** (prove multi-company benefit)
- **Implementation**
- **Business impact review**

**TIFN** Industrial relevance & scientific excellence
Time frame 5-10 y

**FND** Business opportunity driven
Time frame 1-4 y

Industry responsibility, with a little help from my friends (ROMs, Syntens)

Knowledge Push

Market Pull
TI Food and Nutrition’s partnership
Food & Nutrition Delta’s partnership

Plus:
In total 383 companies
90% SME
22 knowledge providers
Update january 11 Food & Nutrition Delta

Key figures:
- 273 projects, 501 applied for.
- Partners: over 410; 383 companies, 90% MKB.
- Of the companies, 79% did not innovate before.

- **Feasibility** 6,6 M€ in 163 projects;
- **SME-innovation**: 14,6 M€ in 58 proj.;
- **Innovation** projects 35,6 M€ in 52 proj.
- 57,0 M€ co-investment leveraged to 138,9 M€ projects budget.
Cooperation in FND projects

23 foreign participants (+Canada, Costa Rica and South-Korea)
Food landscape in the Netherlands

- Corporate HQ or R&D
- Universities in Food
- Food R&D centre
- Regional Food clusters
- Innovative Companies

Map showing various locations and connections, indicating the food landscape in the Netherlands.
Dutch development

- One single blockbuster
- That, even with Unilever, was copied
Current approach

- EFSA: ‘Process under construction’
- Hence: uncertain ROI...

- We don’t bash EFSA, we talk to the EU Parliament.
The solution...