

Food and Health Dialogue

28 May 2013

Parliament House
Parliament House, Library Conference Room Large (DPS)

Meeting Summary

ATTENDEES

Members

- The Hon Shayne Neumann MP** (Chair), Parliamentary Secretary for Health & Ageing
- Mr Gary Dawson**, Chief Executive Officer, Australian Food and Grocery Council (AFGC)
- Dr Lyn Roberts**, Chief Executive Officer, National Heart Foundation of Australia (NHF)
- Ms Patricia Carter**, Principal Advisor Public Health Nutrition, Health Promotion Branch, Public Health & Clinical Systems, South Australia Health
- Dr Manny Noakes**, Senior Dietitian and Research Scientist, Commonwealth Scientific and Industrial Research Organisation (CSIRO)
- Mr Michael Moore**, Chief Executive Officer, Public Health Association of Australia (PHAA)
- Mr Steve McCutcheon**, Chief Executive Officer, Food Standards Australia New Zealand (FSANZ)
- Ms Tracey Monaghan**, Director of Quality Assurance, ANZ, McDonald's Australia, representing the Quick Service Restaurant Forum (QSRF)

Presenters

- Dr Dorothy Mackerras**, Chief Public Health Adviser, Food Standards Australia New Zealand (FSANZ)

Observers

- Mr Jesse Northfield**, Chief of Staff/Senior Advisor to the Parliamentary Secretary for Health & Ageing
- Ms Melanie Chisholm**, National Manager Healthy Hearts, National Heart Foundation
- Ms Annette Byron**, Professional Services Manager, Dietitians Association of Australia
- Dr Geoffrey Annison**, Deputy Chief Executive Officer, Health, Nutrition and Scientific Affairs Director, AFGC

Departmental Representatives

- Ms Janet Quigley**, Assistant Secretary, Healthy Living Branch
- Ms Sonia Cornelly**, Director, Nutrition Section
- Secretariat: Ms Sandra Downie, Ms Gunjan Sharma and Ms Michele Walton

Apologies

- Mr Nathan Smyth**, First Assistant Secretary, Population Health Division, Department of Health and Ageing
- Dr Ingrid Appelqvist**, Theme Leader, Designed Food and Biomaterials, CSIRO (seconded to the Department of Health and Ageing)
- Ms Maria Andonopoulos**, Group Nutritionist, Group Quality Assurance Department, Woolworths

1 Welcome and introductions

The Hon Shayne Neumann MP (Chair) welcomed participants to the twelfth meeting of the Food and Health Dialogue (Dialogue) Executive.

The Chair introduced himself as the new Parliamentary Secretary for Health and Ageing and Mr Jesse Northfield his Chief of Staff and Senior Advisor.

The Chair welcomed Melanie Chisholm from the National Heart Foundation, and advised members that Ms Chisholm will be replacing Mr Rohan Greenland at all future Dialogue Executive meetings as an observer.

2 Meeting summary 27 November 2012

The Chair noted that the Department had not been advised of any proposed amendments or changes from members to the draft meeting summary of 27 November 2012.

The Chair noted that the majority of action items arising from the 27 November 2012 meeting have been completed. The only ongoing item was the Department's continued efforts to engage [REDACTED] to participate in the QSR Roundtable.

ACTION 2.1 Members ENDORSED the meeting summary from 27 November 2012.

3 Calender of Learnings – Food Standards Australia and New Zealand (FSANZ)

Dr Dorothy Mackerras from Food Standards Australia and New Zealand (FSANZ) presented on the new standard for Nutrition, Health and Related Claims.

Members noted the presentation and sought clarification as to how the new standard defined 'health effects'. Members were advised that the FSANZ definition has six components that must be met by all products.

4.1 Update on roundtable activities

The Chair noted that since the last Dialogue meeting, there has been considerable progress in a number of areas of the Dialogue's work including agreement to new sodium targets for potato, corn and extruded snacks, and savoury crackers.

The Chair noted that a major supplier, [REDACTED], had been written to by the previous Parliamentary Secretary encouraging their participation in the [REDACTED] food category, and that AFGC had also tried to contact the supplier, both without success.

Members agreed that the Dialogue should continue its efforts to engage the [REDACTED] industry as [REDACTED] are a commonly consumed food, especially among younger people.

To assist with engagement activities in this category, the Chair agreed he would write to [REDACTED] as the new Parliamentary Secretary, to encourage their participation in Dialogue activities.

The AFGC advised members that it would contact its [REDACTED] and provide feedback to the Department about its findings.

Ms Janet Quigley provided an update on the following key roundtable activities:

- Progress reports for breads are due at the end of June 2013.
- Progress reports for breakfast cereals are due at the end of May 2013.
- The first progress report has been received for simmer sauces. Of the 120 products identified for reformulation by companies, 46 were reformulated during the reporting period, with 38 achieving the Dialogue's targets.
- The Department has been notified by Unilever, one of companies involved in simmer sauce Dialogue activities, that it has recently sold its sauce business (Bertolli, Ragulletto, and Chicken Tonight) to the UK company Symingtons. It is the Department's intention to liaise with Unilever and Symingtons with a view to negotiating Symingtons participation in Dialogue activities.
- The Department was advised in November 2012 that there may be some difficulties with processed meat manufacturers achieving the agreed targets due to technological difficulties and resourcing constraints. As agreed by the Dialogue Executive, the Department followed up with processed meat roundtable participants on this advice. Feedback indicated that roundtable participants were on track to meet the proposed targets for their nominated products by December 2013.
- The soup category is progressing well with a total of 93 of the 131 nominated products in this category achieving the target.
- The first progress reports for the savoury pies category were all received in December, however, only half of the participants had provided their second progress reports which were due at the end of April 2013. Nevertheless, progress with this category appears very promising with many of the newly launched products reported as being below the Dialogue's targets for sodium.
 - o Members asked that a summary of the second progress report for savoury pies be circulated by the Department to members out of session when all reports are received.
- A third savoury pie roundtable was held in March 2013 to discuss saturated fat targets. Companies advised they were not yet ready to commit to saturated fat targets, however, agreed to investigate saturated fat reduction technologies and techniques over the next six months. The fourth roundtable, to discuss saturated fat targets, will be held in September 2013.
- The second cheese roundtable was held in Melbourne in March 2013. Following further discussion and negotiations industry agreed to consider targets for cheddar cheese, mozzarella and chilled processed cheese products. Targets for shelf stable processed cheese were not agreed. Whilst agreement had been reached with the majority of companies, there were ongoing negotiations with one company regarding an agreed percentage reduction target for chilled processed cheese products.
- When the negotiations are finalised, the agreed targets will be announced.
- The proposed targets are:
 - o Cheddar cheese variety products: a maximum sodium target of 710mg/100g over four years from March 2013 to March 2017.
 - o Mozzarella cheese products: a maximum sodium target of 550mg/100g over four years from March 2013 to March 2017.
 - o Processed cheese products: a maximum sodium target of 1270mg/100g for chilled products over four years from March 2013 to March 2017. A 10-15% reduction

target has also been agreed for chilled processed cheese products which contain sodium levels significantly above the proposed 1270mg/100g maximum target, resulting in a more gradual reduction over time.

- The first progress reports for potato, chips and extruded snacks are due at the end of June 2013.
- Following the second savoury crackers roundtable held in December 2012, roundtable participants agreed to proposed sodium reduction targets, and to revisit saturated fat reduction targets in 12 months (November 2013).
- The sodium reduction targets agreed by industry are:
 - o Plain crackers: 850mg per 100g (maximum)
 - o Flavoured crackers: 1000mg per 100g (maximum)
 - o Flavoured rice crackers/cakes/corn cakes: 850mg per 100g (maximum)
 - o a 15% sodium reduction towards the targets for products above the agreed maximum targets for all of the above segmentations
 - o Plain rice crackers/cakes/corn cakes: no target
- Segmentation of the condiments category has been difficult, due to the breadth of the category, therefore engagement with industry has commenced early in the process.
- The Department will be holding a teleconference in May 2013 with condiment manufacturers to negotiate and finalise segmentations for this category. Once segmentation is finalised the NHF will commence its data collection activities in relation to market share, nutrient composition and consumption.

ACTION 4.1.1 Members **AGREED** for the Chair to write to [REDACTED], as the new Parliamentary Secretary, to encourage participation in Dialogue activities.

ACTION 4.1.2 Members **AGREED** for the AFGC to contact its [REDACTED] [REDACTED] to determine if there are any reformulation activities in Asia which currently focus on [REDACTED]

ACTION 4.1.3 The Department **AGREED** to provide a summary of the second progress reports for savoury pies to members out of session when all company reports are received.

4.2 Update on next category activities

Ms Quigley advised that segmentations have been agreed with industry for the frozen potato products category, and the National Heart Foundation has completed its report on market share, nutrient composition and consumption data. This report is now being considered by CSIRO to develop proposed reformulation targets.

Ms Quigley also advised that the Department is in the process of finalising contractual arrangements with the National Heart Foundation for data collection activities for the next categories:

- baked beans and canned spaghetti;
- frozen fish products; and
- chilled/frozen dairy based desserts.

Members were also advised that once the sale of Ingham's Chicken is finalised, the Department will commence engagement with the new owners to progress the processed chicken category.

The members discussed options to improve communication about the breadth of activity being undertaken as part of the Dialogue. It was agreed that data regarding the effect on nutrient consumption is important, as well as information about the amount of nutrient change in the food supply. Enhancing communication in these areas will assist to counter any criticism of the Dialogue.

4.3 Update on QSR sector engagement

Ms Quigley advised that the second QSR roundtable was held on 16 May 2013 and was attended by representatives from McDonalds, Hungry Jacks, Yum! Restaurants International, Subway, Gloria Jeans and QSR Holdings.

A key outcome of the first QSR roundtable, held in September 2012, was the agreement of participants to provide ingredient nutrient data. After receiving the data, further consultation was required to clarify anomalies. The final data was used for the purpose of developing possible targets for sodium and saturated fat reformulation.

A draft Sector Action Plan, taking into consideration ingredient nutrient data and activities currently being implemented or considered for implementation by the Sector, was provided to participants at the second roundtable. The draft Sector Action Plan included reformulation activities for QSR engagement across the core focus areas of kitchen practices, procurement, portion sizing and consumer messaging, and proposed reformulation targets for QSR ingredients.

The Department is revising the Plan to reflect participant's comments. Companies will have a three month period to endorse the Sector Action Plan and provide their Company Action Plans.

4.4 Communication

Ms Quigley advised members that the newsletter that was to be disseminated in April 2013 was delayed to enable the outcomes of activities near finalisation to be included. It is anticipated the newsletter will be released late June 2013.

Ms Quigley noted that since 1 January 2013 until 31 March 2013, there have been 13,256 individual visits to the website. Visits to the website were increased by 36% in March, with a spike in interest in the processed meats category. Members were advised that this spike may be due to companies being required to provide a progress report on the processed meat category during this period.

4.5 Evaluation and monitoring

Ms Quigley provided an update on the status of the development of a Food Composition Database. GS1 Australia progress with data collection activities was highlighted, with a total of 4,500 records now in the production system and approximately 7,000 products that are work in progress. Approximately 15,000 iPhone users have downloaded the application to date.

Based on the significant improvement in data availability through GS1 Australia, the Department is conducting preliminary discussions with FSANZ to develop a food composition data base utilising the Harvest system.

Members noted the significance of food composition data now being available in real time. The importance of being able to access and compare food composition data at a given point in time with that of future years was emphasised. Members encouraged further activity in this area.

5 Food and Health Dialogue relationship with other initiatives

Ms Quigley advised members that the mapping document had been reviewed. She provided an outline of updates, noting that the aim of the document was to identify and describe activities that have potential links with the FHD.

Recent developments include:

- The finalisation and release in February 2013 of the revised Australian Dietary Guidelines and Australian Guide to Healthy Eating as part of the Eat for Health program. The Department is now focussing on promoting the resources and is considering specific activities for CALD and ATSI groups as part of the dissemination activities.
- The development of the methodological framework to review the Nutrient Reference Values had commenced. The first Advisory Committee meeting was held in March 2013 and the priority nutrients to be piloted were agreed as fluoride, sodium, iodine and carbohydrate.
- The Steering Committee established to oversee the development of a Front of Pack Labelling system will provide a final report to the Legislative and Governance Forum on Food Regulation with recommendations for a FoPL system in June 2013. Once finalised, there will be opportunities for the FHD to consider activities to address portion sizing.
- A scoping study is currently being undertaken to inform the development of the National Nutrition Policy. This is expected to be finalised in June 2013. A Steering Committee is being established in addition to specific stakeholder groups. Ms Quigley confirmed that whilst specific stakeholder groups are being established, the Department will look for opportunities for a meeting with all stakeholders.

The Department is committed to continue reviewing the mapping document to ensure its currency.

6 Communiqué

Members requested that a minor amendment be made to the draft Communiqué prior to it being released and that the FHD targets agreed to date be included as an attachment.

ACTION 6.1 The Department **AGREED** to make the requested amendments to the draft Communiqué.

ACTION 6.2 Members **ENDORSED** the final Communiqué for release.

7 Other Business, Next Meeting and Close

New Funding Announcement

The Chair announced that the Government had committed an additional \$800,000, over two years, to build on and expand the work of the FHD.

Next Meeting and Close

Members suggested a presentation on the labelling review be organised as part of the calendar of learnings for the next Dialogue Executive meeting, noting that it would inform discussions about portion sizes. Members also suggested inviting Jacqui Webster, Senior Project Manager for Food Policy at George Institute for Global Health, to present on the work of the Institute.

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The Chair thanked members for participating in the meeting and advised members that the next Dialogue Executive meeting will be held on 19 November 2013.

**Food and Health Dialogue
Action Items**

Action Items	Status
ACTION 2.1 Members ENDORSED the meeting summary from 27 November 2012.	Completed
ACTION 4.1.1 Members AGREED for the Hon Shayne Neumann MP to write to ██████████, as the new Parliamentary Secretary to encourage participation in Dialogue activities.	
ACTION 4.1.2 Members AGREED for the AFGC to contact its ██████████ to learn about the competitive situation in Asia for the ██████ category.	
ACTION 4.1.3 The Department AGREED to provide of a summary of the second progress report for savoury pies to members out of session when all company reports are received.	
ACTION 6.1 The Department AGREED to make the requested amendments to the draft Communiqué.	