

Health and Wellbeing: industry in action

Julian Hunt, Communications Director, FDF

The corporate battle for health

“Obesity has become a political and social issue; consequently, food and beverage companies are going to be under rising pressure from governments, health organisations, consumer associations and the media to behave as very good corporate citizens.”

Arnaud Langlois, JP Morgan

Topping industry's agenda

| Consumer trend | Rating |
|--------------------|--------|
| Health & Wellbeing | 77% |
| Convenience | 43% |
| Higher quality | 41% |
| Authenticity | 39% |
| More OOH eating | 31% |
| Rising indulgence | 30% |
| More demanding | 29% |

Source: Deloitte, Food and Beverage 2012

Our priorities

- **Food Safety and Science**
Chaired by Jim Moseley (Gen Mills)
- **Health and Wellbeing**
Chaired by Salman Amin (PepsiCo)
- **Sustainability & Competitiveness**
Chaired by Fiona Dawson (Mars)
- **SME Forum**
Chaired by Paul Freeston (Apetito)



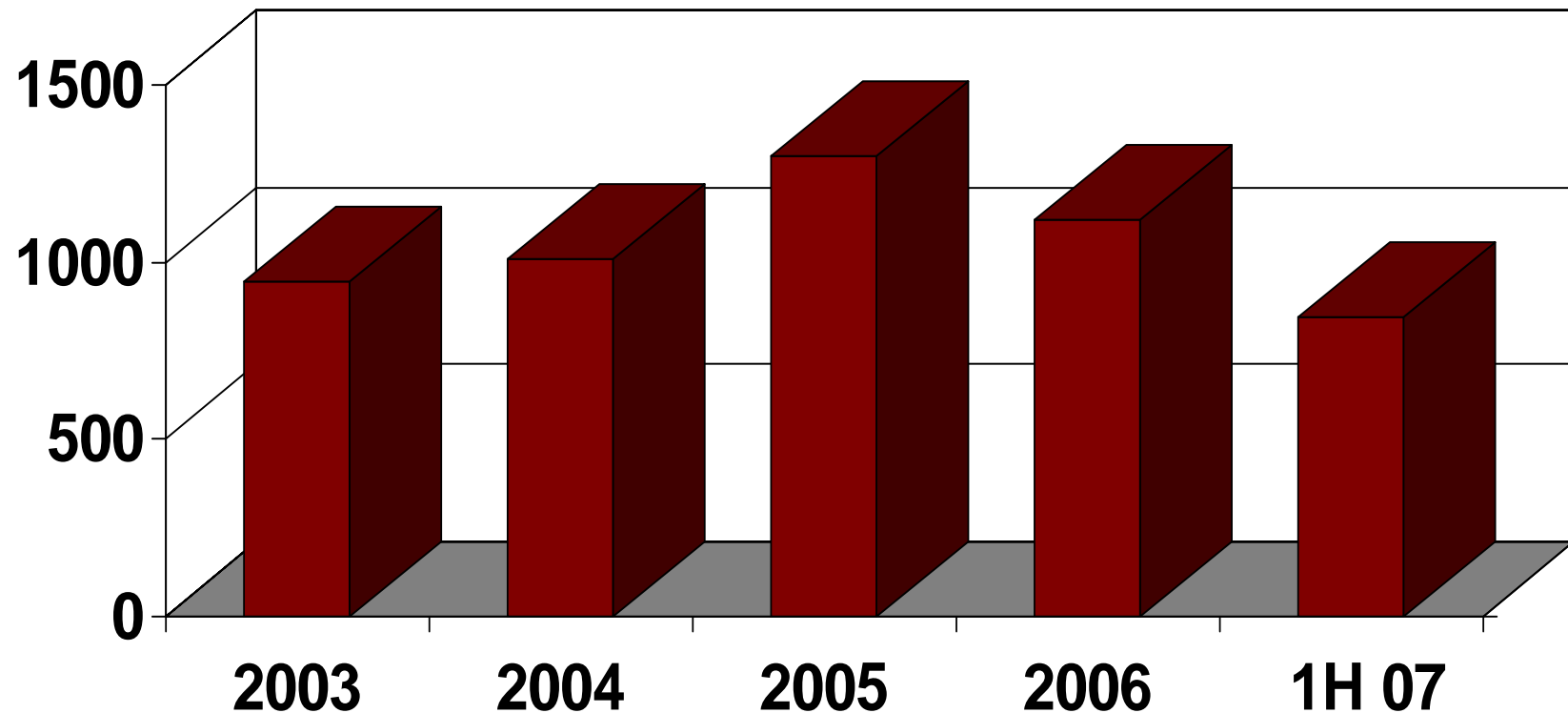
Our industry

- Represents 14% of the UK's total manufacturing sector
- Is the fourth largest food and drink manufacturing industry in the world
- Directly employs some 470,000 people
- Is an important trading partner with Europe...
- ...and a key partner for UK farmers
- Comprises 6,500 companies, the majority being SMEs or micro enterprises



A real commitment:
Reformulation: £15bn
Extending choice: £11.5bn

Responding to consumer demand



Number of 'low/no/reduced' products launched; source: Mintel

Our work is being recognised

“The UK is leading the world on salt reduction – many of our food manufacturers should be congratulated on the effort they have made to reduce the amount of salt they add to our foods.”

**Professor Graham MacGregor, Chairman,
Consensus Action on Salt and Health**

Consumers drive change

“Low-fat, low-sugar and low-salt products have been pushing up the brand charts, as well as premium quality and convenience, but a new ingredient for success has emerged – naturalness”

**Mary Carmichael, Brands Editor,
The Grocer, December 2006**

“In almost every product category – bread, soft drinks, yogurt, cereal and even crisps and snacks – the grocery brands that are selling well are those with a healthier product proposition”

**Fiona Briggs, Editor,
Checkout, March 2007**

Evidence of change



Carbonates:

+3%



Bottled water:

+10%

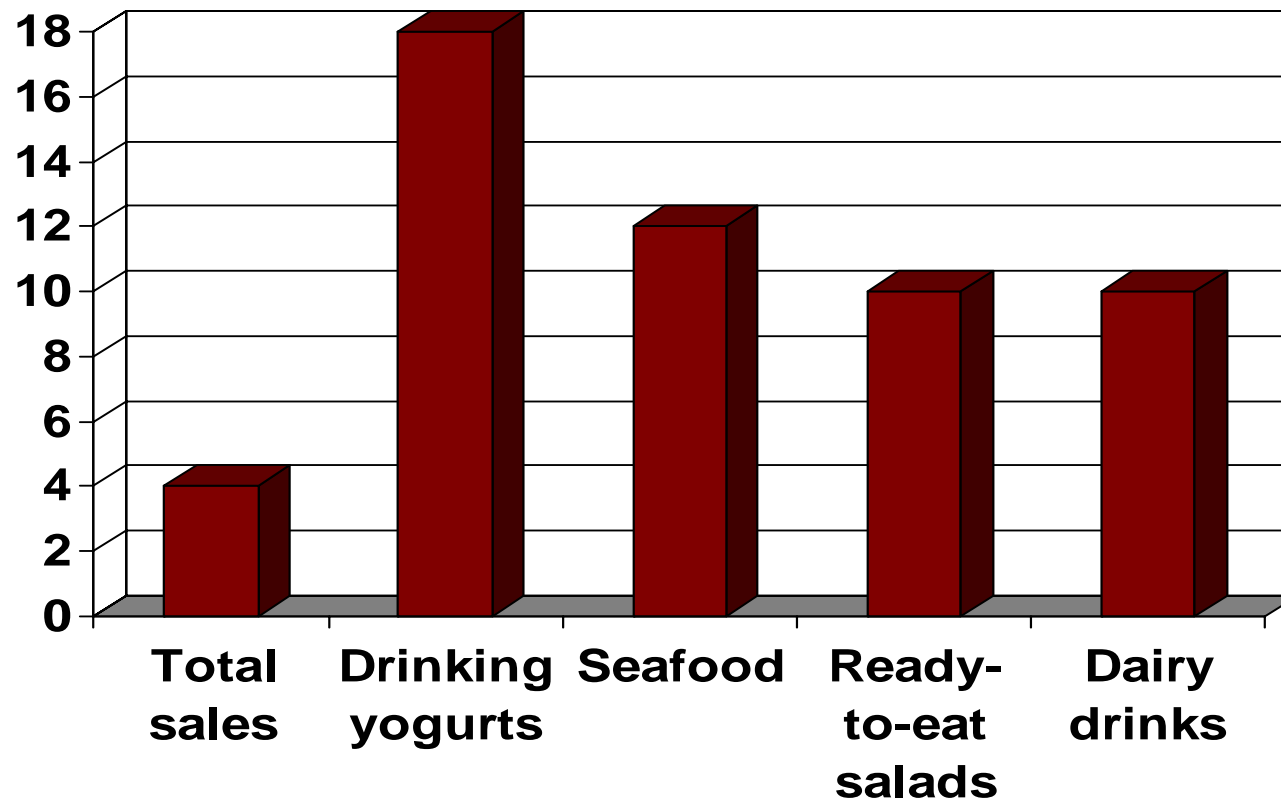


Juices & smoothies:

+19%

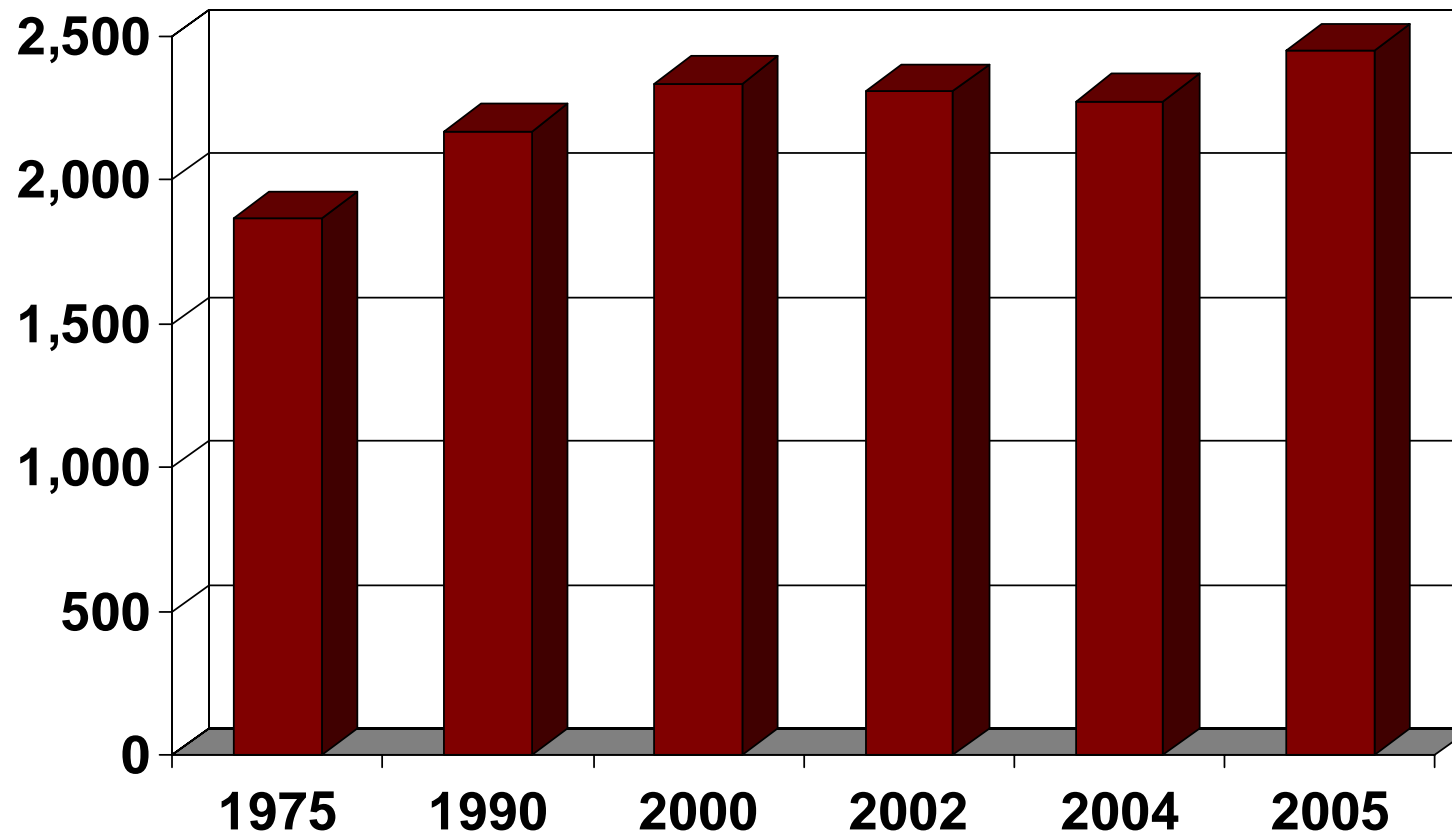
Source: The Grocer Top Products Survey 2006

Health: a global trend



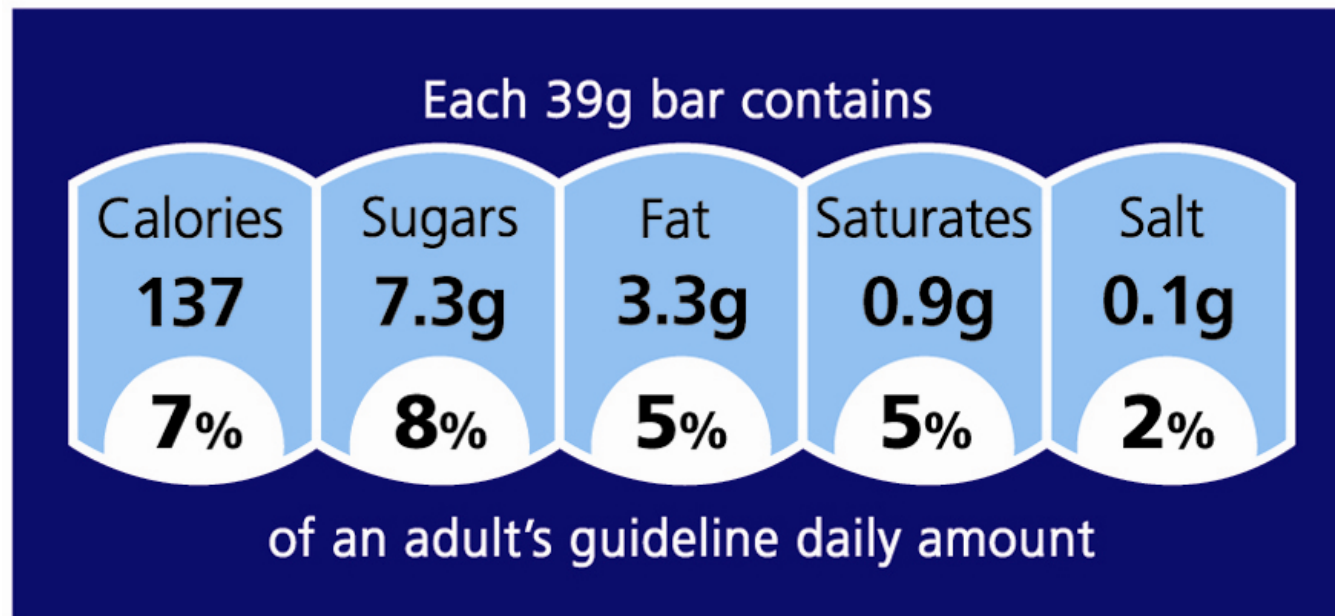
Source: ACNielsen, 2006

Not quite 5-a-day – but close!

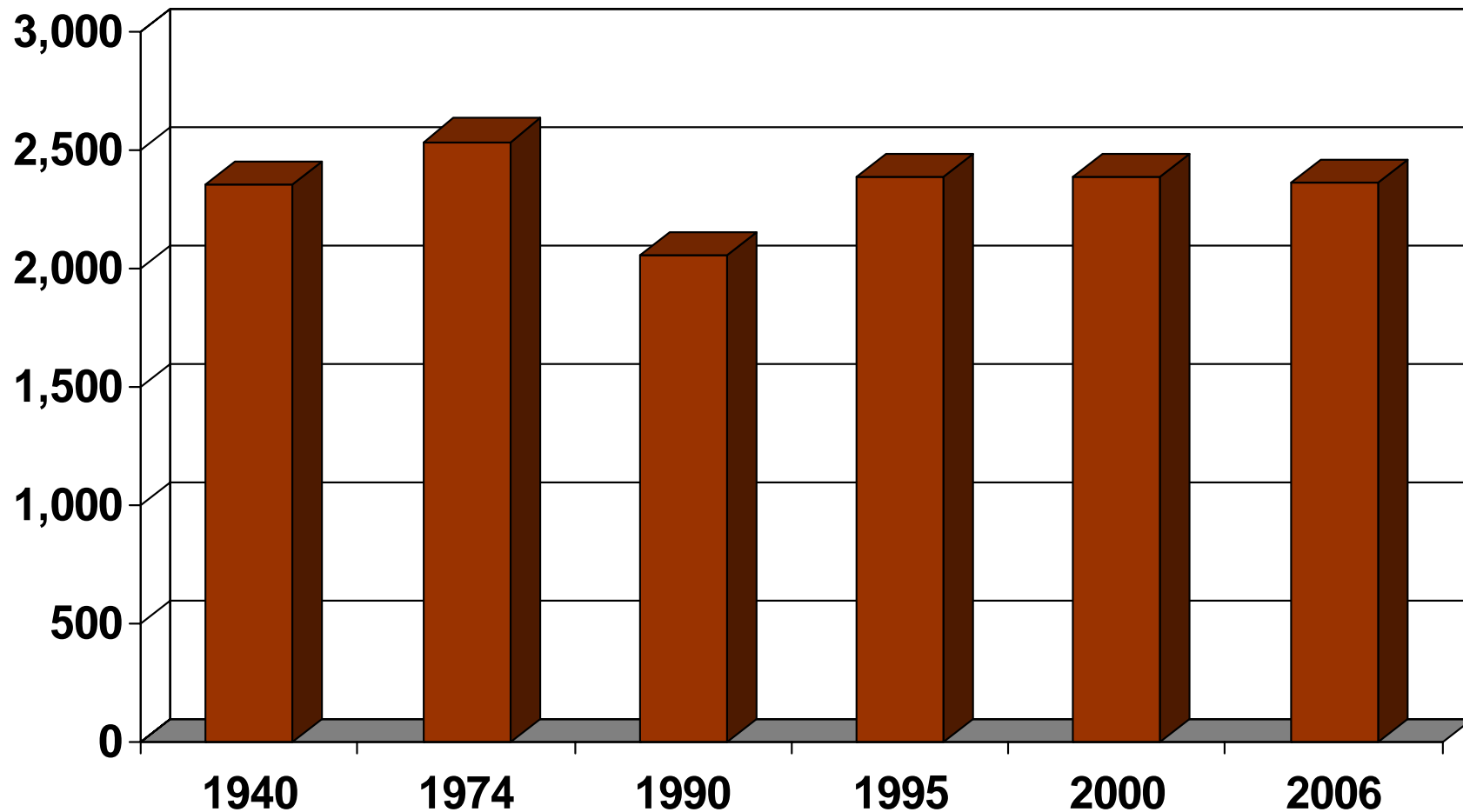


Source: g/person/week; Defra, May 2007

GDA labelling: industry in action



Energy intake: unchanged



Source: Kcals/person/day; Defra, May 2007

Society – then and now

| The post-war years | The Noughties |
|---|--|
| 33% of disposable income spent on food | <10% of disposable income spent on food |
| 2,355 calories a day consumed | 2,362 calories a day consumed |
| Time taken to cook main family meal >1hr | Time taken to cook main meal < 20 mins |
| By 1961, three out of ten households had a car; just 2% had two or more | More than 70% of households have a car; about one-third have two or more |
| Average family size = 2.4 children | Average family size = 1.3 children |
| Life expectancy: 76 years (for mum) | Life expectancy: 81 years (for mum) |

Playing a part in the workplace

“FDF members are committed to establishing and promoting healthy workplace schemes on diet and lifestyle in premises belonging to companies in the food chain and within their communities.”

**FDF Food and Health
Manifesto**



The European challenge

“What consumers eat is up to them, but they should be able to make informed choices, and have a range of healthy options to choose from. That is why the Commission is reviewing the options for nutrition labelling, and calling on industry to advertise responsibly and reduce levels of salt, fats and sugar in food products.”

**Markos Kyprianou,
EU Health Commissioner**

Thank you