

EMBRACING THE PRIVATE SECTOR:
THE JAMAICA FOOD INDUSTRY TASK FORCE
HCC NCD FORUM

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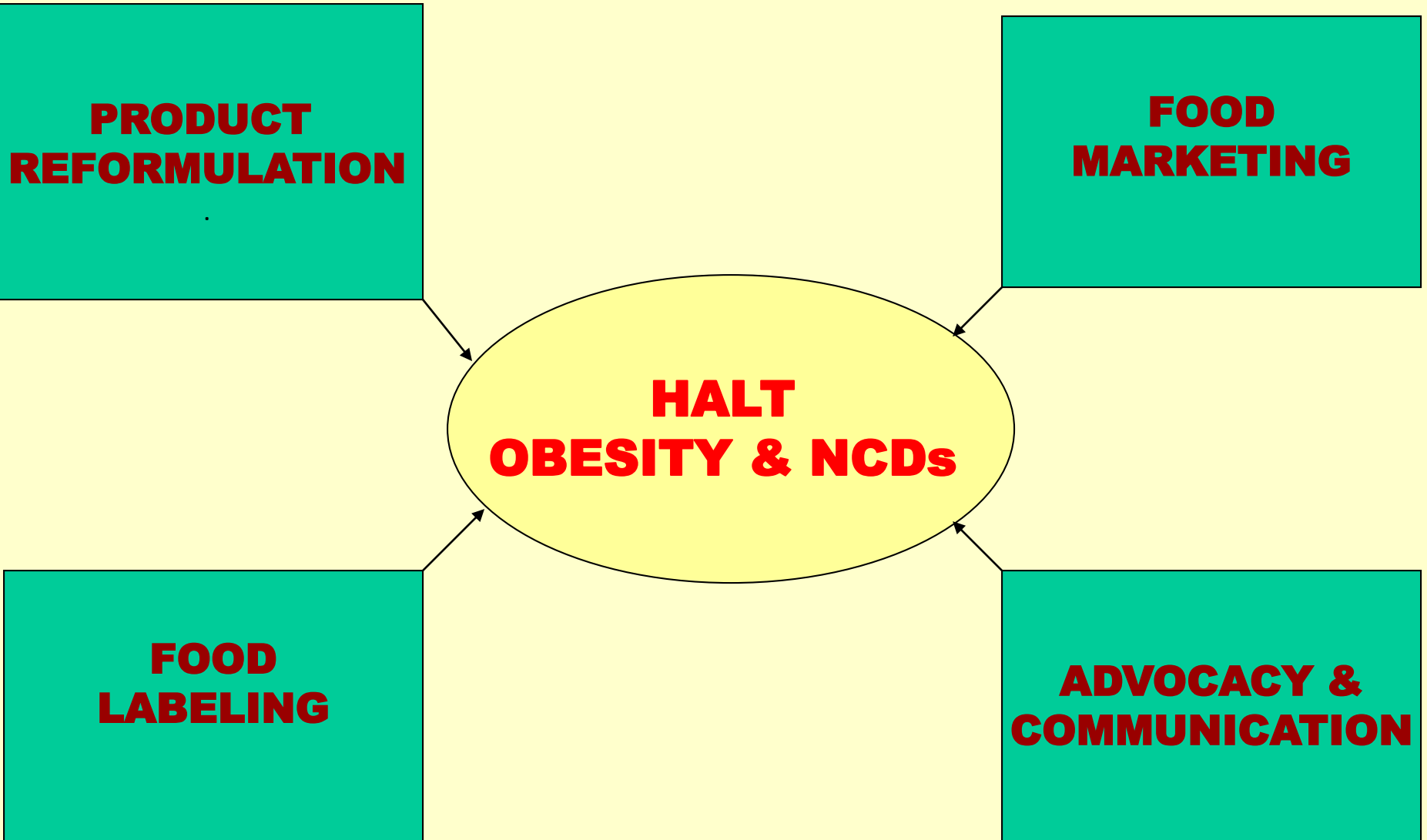
April 23-25, 2018
Knutsford Court Hotel,
Kingston, Jamaica

THE NATIONAL FOOD INDUSTRY TASK FORCE

MISSION

To formulate strategies that can improve the dietary environment and contribute to the reduction of the burden of NCDs in Jamaica.

THE FOOD INDUSTRY TASK FORCE GOALS 2017-19



PRODUCT REFORMULATION GOALS

↓ Fat, Salt, Sugar content of products to meet national standards

Mandatory removal of trans-fats in all products

Food service outlets & vendors improve the quality of foods sold

FOOD MARKETING GOALS

Mandatory standards for all foods in schools based on the FBDG

>> in portion sizes of energy-dense foods and beverages

Limitation of sale and sponsorship of unhealthy food products in schools

>> in children's exposure to unhealthy food advertising through all channels

FOOD LABELING GOALS

Mandatory Nutrition Facts Panel on all packaged retail grocery foods & beverages

Standardized understandable nutrition labels on packaged foods and beverages

Mandatory nutrition labeling on menus, menu boards, in chain restaurants and other food outlets

COMMUNICATION & ADVOCACY GOALS

Massive public education and specific training on the various initiatives

Support manufacturers and vendors in using healthier ingredients

Explore fiscal measures to increase the availability of healthier foods

Mandatory use of healthy meals / snacks in all government functions

THE TASK FORCE

**GOV'T – MOH, MOEYI, MICAF, MOF,
OPM**

ACADEMIA – UWI, UTECH, NCU

NGOS – HFJ, DAJ

**GOV'T AGENCIES – CAC, SRC, BOS,
JBC**

OTHERS - VENDORS ASS, MEDIA

**PRIVATE SECTOR – PSOJ, MAJ,
CHAMBERS OF COMMERCE -15 LARGE &
SMALL FOOD INDUSTRY PARTNERS**

KEY PRINCIPLES

Ethics & Transparency

TOR clear about conflict of Interest – One rejected

Sub-committee meetings are documented to endure transparency and continuity

RISK MANAGEMENT

Clear about who should be involved in initial policy formulation....

Before approaching Food Industry partners to discuss and negotiate....

Boundaries of compromise are quite clear

EXPERIENCE TO DATE - OVERALL

Interactions are good

**The thorny issue, as expected, was on the
sugar tax.**

EXPERIENCE TO DATE: ON PRODUCT REFORMULATION

Trans Fat:

All stakeholders agree this must be removed from the food supply.

Manufacturers claim they do not use it.

Independent verification will come later this year with the strengthening of BOS & SRC labs

EXPERIENCE TO DATE: ON PRODUCT REFORMULATION

Ingredient reduction:

Several large manufacturers publicly announced 20-50% reduction of sugar in popular products.

[Lasco, Seprod, National & Purity bakeries, Nestle, etc.]

Independent verification later

EXPERIENCE TO DATE:

ON LABELING

Agreement to move from voluntary to mandatory for packaged foods with new label.

Most do for exports

US deadline [July 2018] was a great boost.

Lobbying in US has pushed that back

Timeline for compliance is the key issue

EXPERIENCE TO DATE: **ON EDUCATION / COMMUNICATION**

Massive public education on SSBs – HFJ

**Unprecedented positive response from
public**

**Unprecedented negative response from one
Beverage manufacturer – “crying foul”**

**With the new phase on “sugary drinks” i.e.
box drinks also, the pushback has waned.**

More ADs needed on other ingredients

EXPERIENCE TO DATE: **ON ADVOCACY – SUGAR TAX**

Core group compiled the evidence – health, economic, social, etc.

Some Industry Partners insist on “self regulation”...which was not an option to recommend to a government

Now discussing timelines for implementation

May 1 budget debate will better inform us.

EXPERIENCE TO DATE:

ON MARKETING

The new nutrition policy and standards in schools

– difficult for many Industry Partners to comply.

Sanctions by government for non-compliance will determine success.

May 1 budget debate will better inform us.

THE MAJOR CHALLENGES

- 1. BRANDING AND SPONSORSHIP OF UNHEALTHY FOODS IN SCHOOLS**
- 2. ADVERTISING OF UNHEALTHY FOODS VIA ALL MEDIA**

THE OPPORTUNITIES

Strong support of BOS – Legal authority

SRC – To assist small producers re-formulate

Vendors Assn. – difficult to reach market

Leadership support – PM, MOH strong – hope it persists

FOOD INDUSTRY TACTICS

- not unfamiliar

Lobbying in media against the sugar tax

**JMA efforts to finance measure for new
nutrition standards**

Attempts to discredit TF & leadership

[All have been rubbished]

LESSONS TO DATE

- 1. Inclusion of critical members**
- 2. Ethics of participation**
- 3. Transparency in process**
- 4. Anticipate & Manage Risk**
- 5. Secure sustained financing**
- 6. Garner political & public support**