

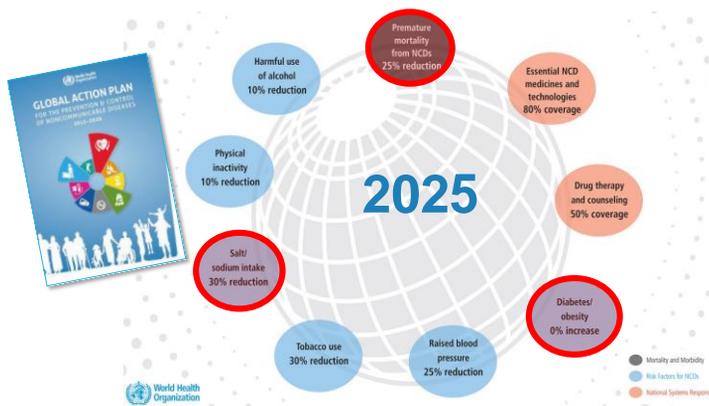


Is productreformulatie voldoende of mag het iets meer zijn?

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NCD targets – a challenge for Europe



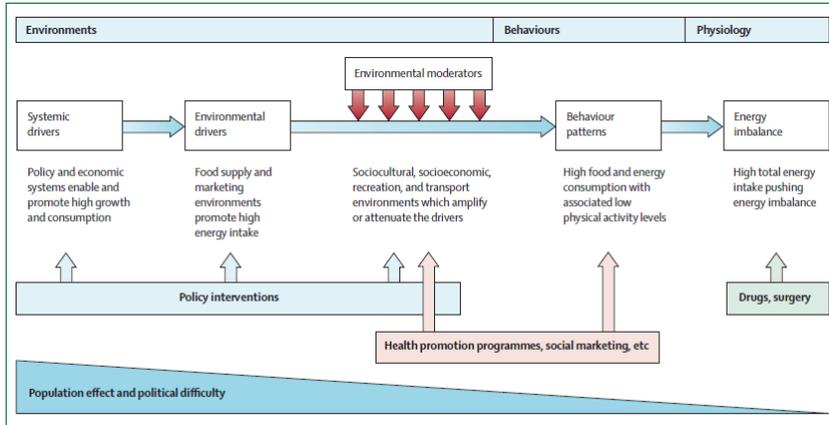
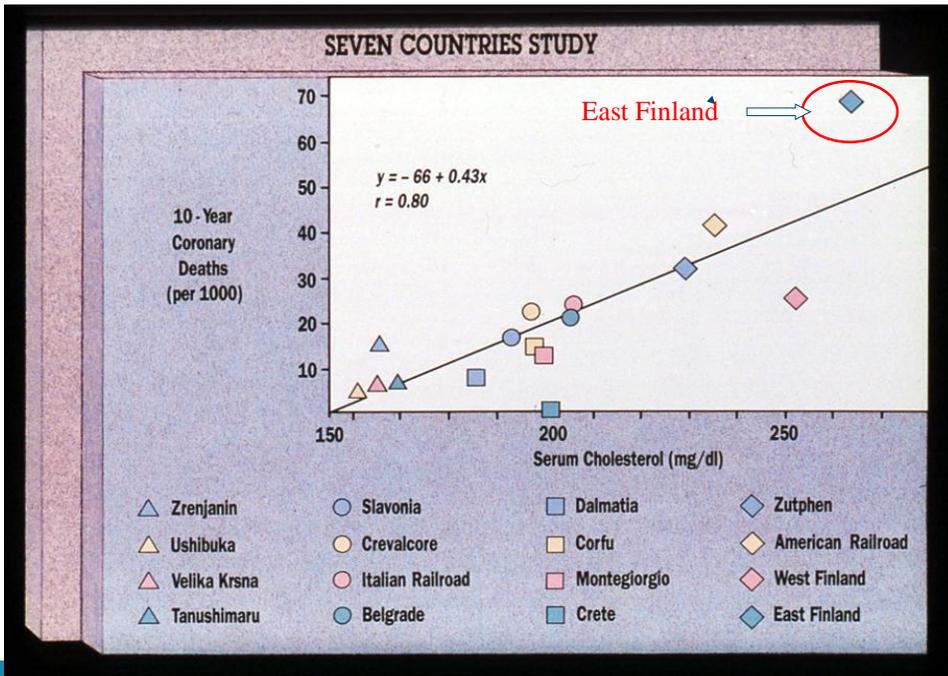


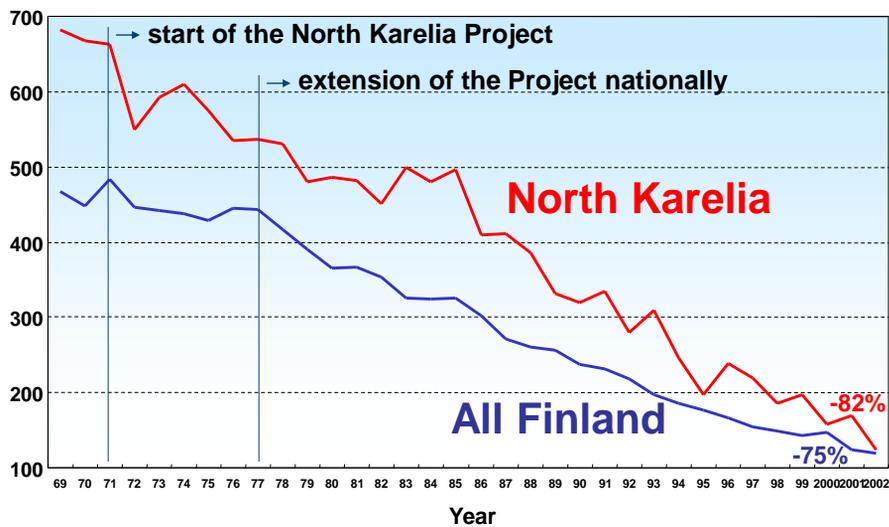
Figure 4: A framework to categorise obesity determinants and solutions
 The more distal drivers are to the left and the environmental moderators that have an attenuating or accentuating effect are shown, along with some examples. The usual interventions for environmental change are policy based, whereas health promotion programmes can affect environments and behaviours. Drugs and surgery operate at the physiological level. The framework shows that the more upstream interventions that target the systemic drivers might have larger effects, but their political implementation is more difficult than health promotion programmes and medical services.



Swinburn et al., Lancet 2011; 378: 804–14



CHD mortality in Finland en North Karelia, 35-64 year old men



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Reformulatie?

Changing the nutrient content of a processed food product to either reduce the content of negative nutrients such as sodium, saturated fat, trans fat or energy (kilojoules) or to increase the content of beneficial nutrients such as dietary fibre, wholegrains, fruit, vegetables and unsaturated fats.

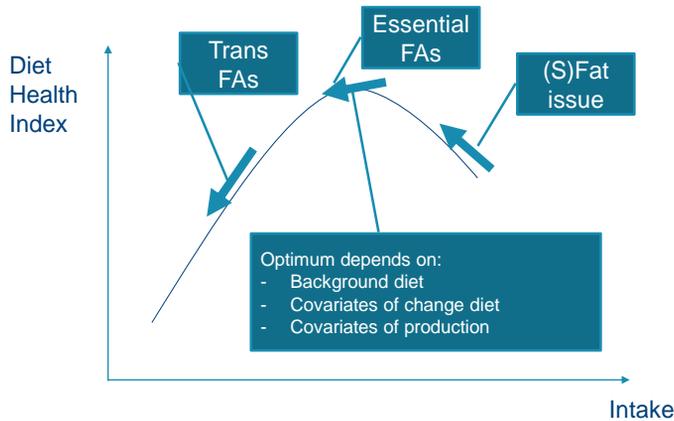


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Product reformulatie & gezondheid



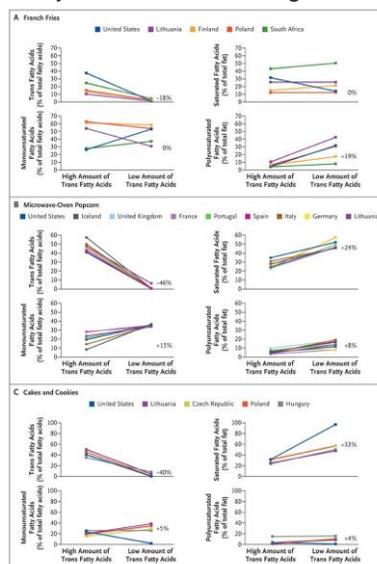
Limit saturated fats and avoid iTFAs

- Saturated fatty acids and trans fatty correlated with CVD
- Saturated fatty acids are found in foods from animal sources
- Industrially-produced *trans*-fatty acids (iTFA) can be found in baked and fried foods, prepared snacks and partially hydrogenated cooking oils and spreads.
- Results of recent WHO systematic reviews show that replacing saturated fatty acids and trans fatty acids with other macronutrients, particularly PUFA, has a favourable effect on CVD risk.



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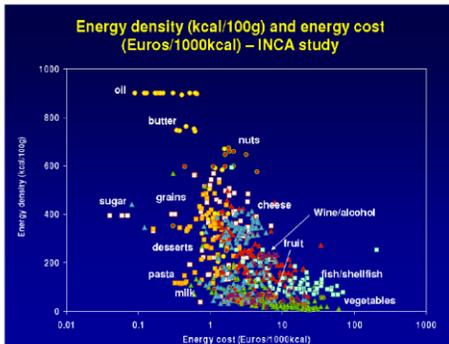
Trans Fatty Acids and Saturated, Monounsaturated, and Polyunsaturated Fatty Acids as Percentages of Total Fatty Acids.



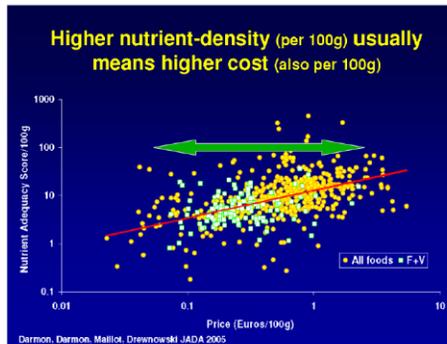
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Stender S et al. N Engl J Med 2009;361:314-316.

Socio economic factors and diet quality



Energy dense foods cost less
(Drewnowski, 2007. Poverty and Obesity; Disparities in Diet and Health. ECOR Interdisciplinary Forum, Seattle, WA)



Nutrient rich foods cost more
(Darmon, Drewnowski, JADA 2005)

Healthier diets (nutrient rich, low energy-dense) tend to be more expensive

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AH puur&eerlijk
Paula de Koe
Ola Festini Peer
Verpakking versus echt
Kellogg's Frosties
Hema Sinterklaas Slagroomtaart
Bertolli Lasagne Tradizionale
ERU Kids Smeerkaas
Gouden Windel 2012
Peijnenburg Complete Start Vezels

Becel Pro-activ
Productinformatie (zonder flash)
Actie
Unilever (Becel) reageert
Reactie op Hartstichting
Verzwegen feiten van de peperdure nieuwe Becelcampagne
Zonnatura Avondmelange oplossthee
Slankie Smeerkaas Magere Ham
Quaker Crusell Balans
Yagua Daily Detox
Hero Fruit en Co Multifruit
Duyvis Pure and Natural Cashews Sea Salt

Becel Pro-activ
Kunstboter als medicijn

E-MAIL ACTIE

Wat claimt Becel?
Kijk op de uitroeptekens..

35 g	Vet
8 g	Verzadigd
<0.5 g	Suiker
0.025 g	Zout
320	Calorieën per 100 g

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Introduction in the market?

- If we assume that consumers do not generally demand products with less salt or less fat and
- Consumers prioritize taste over health
 - primarily made to improve the nutritional quality of products already adopted by consumers,
 - provided that the changes in the nutrient content do not affect the product taste (and then they remain small),
 - and they are silently implemented so as not to cause product rejection by consumers.
 - Rather, commercial and communication strategies associated with the launching of new products aim to attract new consumers by promoting taste and pleasure rather than health. Then, integrating more stringent nutritional constraints into the design of new products may be considered “too risky” in some food sectors.

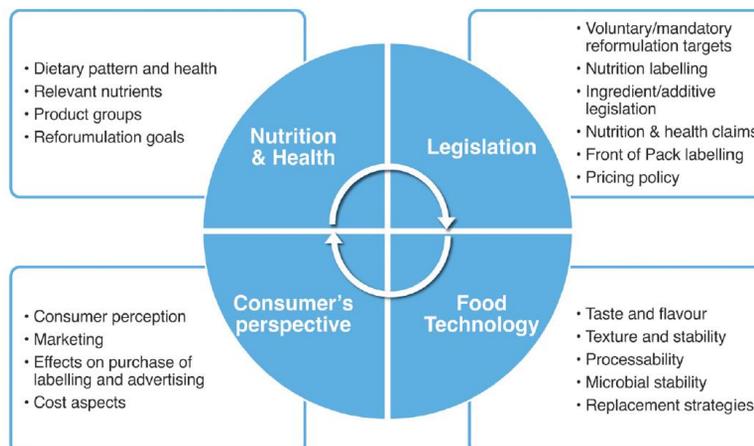
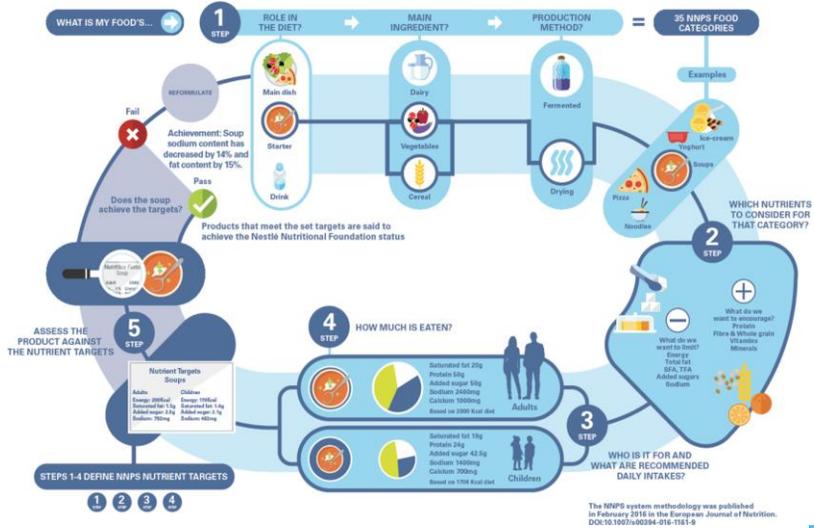


Figure 1: The four disciplines of a Reformulation process and main topics per discipline. Disciplines: Nutrition & Health, Food Technology, Legislation and Consumer's perspective

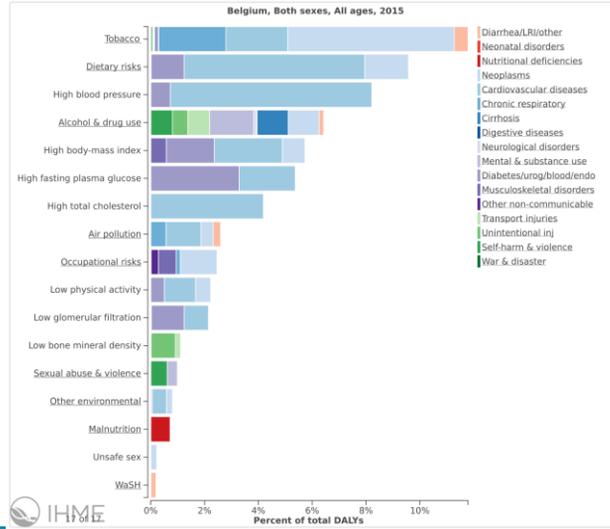
Labels stimuleren product reformulatie?



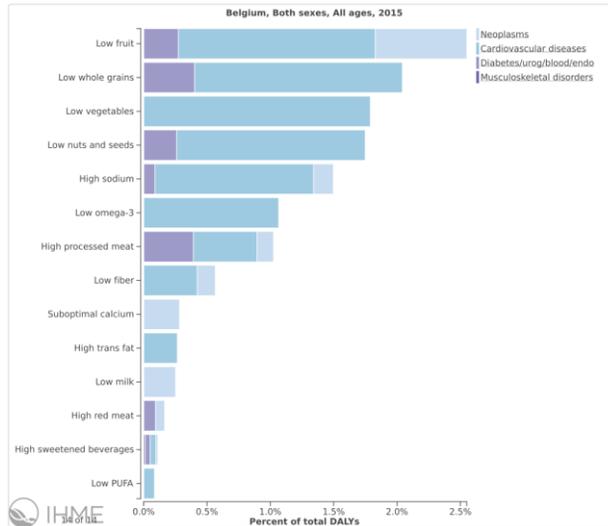
Is there a role for governments in providing for the production of healthy foods?



Burden of disease attributable to 20 leading risk factors in 2015, as a % of Belgian DALYs



Contribution of dietary risk factors to DALYs, Belgium, 2015



Rabobank, 2013

Rabobank says there are three ways in which the industry must invest/evolve in order to boost consumption levels

1. **Reducing inconvenience.** Convenience is often cited as a barrier to consumption of fruits and vegetables, a claim that is supported by the increasing popularity of prepared (i.e. washed, cut, diced, sliced, and packaged) products. The industry must continue to find innovative ways to boost convenience, e.g., offering chopped vegetables that can be heated directly in the microwave without removing packaging.
2. **Marketing based on more than health benefits.** Most consumers are already aware that fruit & vegetables are good for them and governments are the best vehicle for promoting the benefits of a healthy diet. Therefore, the industry should focus on informing consumers about the convenience, taste, enjoyment, and versatility of fruits & vegetables.
3. **Better cooperation along the supply chain.** Keeping inferior quality products off the market is crucial to securing consumer buy-in. Short dedicated supply chains in which the brand owner is in control can enable partners to work together more closely to improve basic features, such as quality and freshness (e.g., by reducing the time to market or choosing the tastiest varieties)

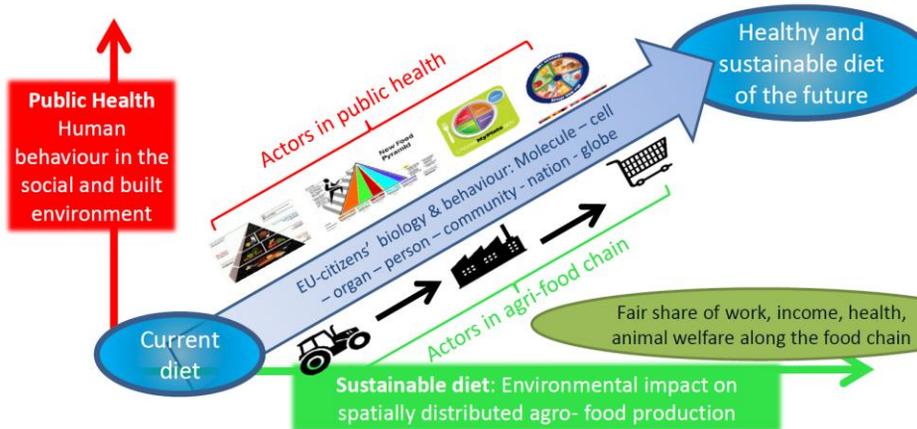
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Convenience?



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Balancing personal, public and planetary health



Courtesy to Pieter van 't Veer

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De Block: 'Frisdranktaks in de toekomst misschien nog hoger'

Vandaag om 14:36 door km



HOME

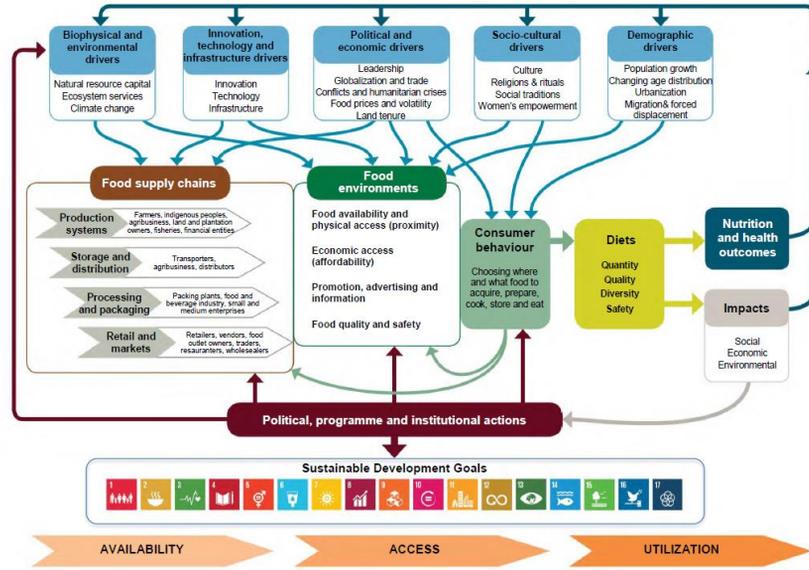
- BIZNIEUWS
- MOBILIA
- BELEGGEN
- MIJN GELD
- EXPERTS
- BEREKEN ZELF
- REGIONAAL BEDRIJFSNIEUWS



Benieuwd wat onze Bizz Experts kunnen doen voor ondernemers

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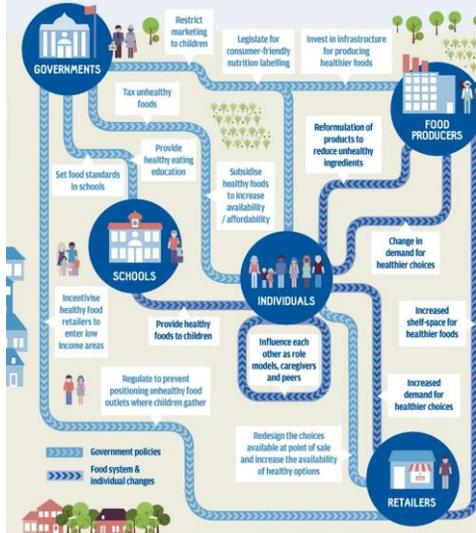
Figure 1 Conceptual framework of food systems for diets and nutrition



HLPE. 2017. Nutrition and food systems. A report by the High Level Panel of Experts on Food Security and Nutrition of the Committee on World Food Security, Rome.

HOW CAN GOVERNMENTS SUPPORT HEALTHY FOOD PREFERENCES?

The food system is an interconnected network of producers, industry, and institutions. But at its heart is the individual. Policy can affect all parts of the network, influencing a cultural shift towards healthier food preferences.



Naar een voedselbeleid



Geïntegreerd voedingsbeleid

De Nederlandse overheid heeft decennialang een impliciet voedselbeleid gevoerd, dat lang samenviel met het landbouw- en voedselveiligheidsbeleid. In de loop van de tijd zijn daar andere doelen bijgekomen, die veelal een plaats kregen in flankerend beleid.

De substantiële mondiale uitdagingen waar vooraanstaande internationale onderzoeks- en adviesorganisaties en ook het bedrijfsleven voor waarschuwen en die ook Nederland aangaan en de veranderde context vergen echter een heroriëntatie van beleid.

Het is tijd voor een expliciet *voedselbeleid*.

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Wetenschappelijke Raad voor het Regeringsbeleid – Naar een voedselbeleid, 2014

Reward food companies for improving nutrition

- **Support businesses that work with nutritious foods.** Governments frequently create export-processing zones or business parks with reduced rents or tariffs for exported goods, say, to promote business types that boost economic growth.
- **Create demand for healthy foods.** Governments must take the lead when it comes to building consumer demand for healthy foods — much as they have changed people's behaviour around smoking and drink-driving.
- Unlike big tobacco, big food is not the only player. There are small- and medium-sized companies too. And big tobacco cannot make tobacco that promotes public health, whereas big food can and does produce nutritious, sustainable foods. Motivated by both carrots and sticks, the industry can produce more — at a lower price.

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Habbad Nature 556, 19-22 (2018)

Product reformulatie – mag het iets meer zijn?

- Zeker en vast
- Product reformulatie is geen garantie voor een beter eindpunt (= gezondheid – objectief gemeten)