

**HLSG 2 - RESPONSIBILITY DEAL
FOOD NETWORK HIGH LEVEL STEERING GROUP
ACTION NOTE**

Third meeting: Wednesday 14 September 2011, 1000-1200


**CATHEDRAL ROOM, RICHMOND HOUSE,
79 WHITEHALL, LONDON SW1A 2NS**

Chaired by Dr Susan Jebb, Head of Nutrition and Health Research, MRC
With attendance from The Rt Hon Andrew Lansley CBE MP,
Secretary of State for Health

Attendees

Lindsey Davies – Faculty of Public Health
Sue Davies – Which?
John Dyson – British Hospitality Association
Phil Hooper – Sodexo
Melanie Leech – Food and Drink Federation
Sarah Lyness – Cancer Research UK
Professor Ian MacDonald – Scientific Advisory Committee on Nutrition
Andrea Martinez-Inchausti – British Retail Consortium
Alison Clark – Mars UK

Officials

Liz Woodeson – Director of Health and Wellbeing
Clair Baynton – Deputy Director, Nutrition Science and Delivery
Richard Cienfiala – Deputy Director, Obesity Programme


ACTIONS ARISING

Item (1) Welcome and introductions

The Chair welcomed attendees to the third meeting of the High Level Steering Group, and noted apologies from Fiona Dawson (Mars UK), and from Karen Tonks (Tesco) who were unfortunately unable to attend. Papers had been circulated.

Actions from the meeting held 22 June

The Chair reviewed actions from the previous meeting. All had been completed, with the exception of presenting contextual data alongside

numbers of signatories to the salt and trans fats pledges in update papers. This was being progressed and would be produced for the next meeting.

Item (2) Phase 1 Work Programme:

Recent developments and pledge process

The Chair outlined the main points from the pledge update paper, highlighting overall positive press coverage of out of home calorie labelling implementation. Commencement of implementation had prompted a number of additional signatories. Some members felt that the press coverage had been too narrowly focussed on one particular company, and also that sharing of press releases in advance would allow for greater amplification.

A1. Secretariat to ensure DH Comms are briefed on importance of recognizing a broad range of signatories in future media opportunities, and to share press releases in advance where possible.

John Dyson queried the figures presented for out of home calorie labelling.

A2. DH officials to speak to John Dyson re derivation of figures on outlets/ percentage of meals served in relation to out of home calorie labelling (OOH CL).

Experience of menu labelling in New York was briefly discussed, noting that the mandatory scheme only applied to around 25% of outlets. The Chair confirmed that evaluation of the impact OOH CL in the UK had been included in list of priorities for RDD.

Salt pledge for caterers, and technical work update

Clair Baynton summarised the paper on developing a salt pledge for caterers, noting also the issue of how the pledge should recognise salt reduction work by suppliers. Further 1:1 discussions are planned, consultation with other interested parties, prior to seeking HLSG agreement to proposals at the next meeting.

A number of points were made in discussion, chiefly the dilemma between the risks of being perceived to undermine the stretching targets of the existing salt pledge, and the benefits of bringing a wider base of partners on board. It was suggested that consideration be given to the particular challenges for SMEs. The Chair requested members to feed in their thoughts, including alternative and complementary suggestions.

A3. HLSG members to feed in thoughts on framing appropriate additional salt pledge(s) for caterers and suppliers.

The Chair welcomed the commencement of the Salt Reduction Research Project, noting that this had had positive coverage in *The Grocer*.

Trans fats

The Chair noted that recent analysis had both shown good progress and also areas where further efforts needed, which were being targeted. Separately, the issue of recognition for companies that do not and will not use trans fats was under consideration.

The Chair also noted that SME guidance was currently being piloted.

Monitoring arrangements

Draft monitoring templates, together with a paper outlining the overall monitoring scheme had been circulated separately for comment by 19 September. This included two possible salt templates. The aim was to produce credible, useful and workable templates, finalised by the end of September, and all comments were welcome.

A4. HLSG members to comment on the draft monitoring templates for food network collective pledges.

Item (3) Phase 2 Work Programme:

Calorie reduction – pledge and monitoring

The Secretary of State, Andrew Lansley, joined the meeting.

The Chair briefly recapped discussions in the development of a calorie reduction pledge as reflected in the circulated paper, and the desire to now turn towards delivery. The Secretary of State set out a vision of how a calorie reduction initiative was critical to bringing together personal decision-making with decisive steps to tackle the obesogenic environment, with business, NGOs, Government and others each playing a part. This located the proposed calorie reduction challenge within a wider context of plans to tackle obesity.

In discussion, points were made about the need to see the challenge as broadly based, about giving recognition for actions taken to date, and to avoid the possibility of taking only peripheral action on niche products. It was also noted that different sectors and sub-sectors were at different stages of

preparedness. The Chair floated the idea of completing the monitoring template at start of the pledge in respect of existing actions to provide case studies and a baseline.

Ian MacDonald noted that one way of conceptualising the calorie reduction needed was a 3-5% calorific reduction for all companies across the board. Whilst a useful benchmark, the Chair indicated that it was not the intention to set company or category specific targets.

The Secretary of State made the point that this initiative was not simply about having lower calorie options, but was instead about shifting the whole offering in a healthier direction.

A5. It was agreed to work to the following process on calorie reduction:

- **to hold further discussions bilaterally with HLSG members;**
- **to publish the Department's Obesity document;**
- **to follow this quickly with a draft package comprising wording of a pledge and supporting materials for HLSG members final comments;**
- **to issue the pledge and invite contributions. This would include widespread engagement with food and drink businesses.**

Fruit and vegetable workstream update

Clair Baynton summarised the circulated paper on the fruit and vegetables workstream. There were some remaining issues on composite foods and use of the licensed 5-a-day logo to be resolved, and HLSG members' views would be sought in writing.

Views on the draft pledge (and menu of options) were also welcome, and details of proposed monitoring would be available shortly. Liz Woodeson said that DH would be looking for partners able to announce their signing-up to the pledge at launch.

A6: HLSG members to comment on the draft fruit and vegetable pledge. Where appropriate, to indicate if they are prepared to announce their sign-up at launch.

Any Other Business

Front of Pack labelling

Sue Davies raised this issue in the context of recent developments including the House of Lords behaviour change inquiry. Richard Cienciala said that the Department recognised that there were some current issues, particularly

arising from the European Food Information Regulation, and that the Department will keep the HLSG informed and engaged.

Date of next meeting

Tuesday 29 November, 1400 – 1600 (4th meeting). Participants are asked to confirm their attendance to foodnetwork@dh.gsi.gov.uk.

Meeting dates for 2012

HLSG has been sent proposed meeting dates for the first half of 2012 as follows:

- Tuesday 7 February, 1400-1600
- Tuesday 15 May, 1400-1600
- Tuesday 3 July, 1400-1600

**Food Network Secretariat
15 September 2011**