

**RESPONSIBILITY DEAL
FOOD NETWORK HIGH LEVEL STEERING GROUP
ACTION NOTE**

Fourth meeting: Tuesday 29 November 2011, 1400-1600

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

Chaired by Dr Susan Jebb, Head of Nutrition and Health Research, MRC

Attendees

Emily Arkell – Cancer Research UK
Sue Davies – Which?
Fiona Dawson – Mars UK
John Dyson – British Hospitality Association
Melanie Leech – Food and Drink Federation
Andrew Opie – British Retail Consortium
Karen Tonks - Tesco
Helen Walters – Faculty of Public Health

Officials

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

ACTIONS ARISING

Item 1: Welcome and introductions

1. The Chair welcomed attendees to the fourth meeting of the High Level Steering Group, and noted apologies from Phil Hooper, Sarah Lyness, Ian MacDonald, and Andrea Martinez-Inchausti. The Chair noted that on this occasion the Secretary of State was, unfortunately, unable to attend due to pressure of other commitments. Papers had been circulated.

Actions from the meeting held 14 September

2. The Chair reviewed the actions note from the previous meeting. Actions had largely been discharged, with updates on both 'phase 2' pledges featuring on the meeting agenda. A paper on salt and trans fats market

coverage data, discharging an action held over from the meeting held 22 June, was also on the agenda.

Item 2: Calorie reduction update

3. Richard Cienciala updated the meeting on the current state of play on calorie reduction. Whereas it was important to resolve remaining issues on wording of the pledge, the thrust of the proposals was well known and the focus is now on framing a significant and tangible response to generate momentum. Discussions with trade associations and individual businesses are taking place, and it was proposed that a teleconference with the HLSG's NGO/ professional body representatives should also be arranged to discuss their contribution to making the pledge a success. A revised 'pledge package' will be circulated for comments. Realistically, formal issuing of the pledge is likely to take place early in 2012.

A1. DH to circulate revised pledge package for comments.

A2. DH to arrange a teleconference with HLSG NGO & professional body representatives.

Item 3: Salt and trans fats market coverage

4. Clair Baynton outlined the paper on market coverage, further to HLSG's request inspired by the contextual information available in relation to the out of home calorie labelling pledge. A distinction was drawn between information needed for high level tracking of progress and information that may be used for 'intelligence' purposes – to identify areas for further action. It was agreed that the proposed approach provided a reasonable basis for the former purpose, but greater granularity would be needed if for the latter. It was also agreed that some caveats (e.g. the data covers the whole UK) would be needed for an external audience.

Item 4: Salt (i) Pledge for caterers (ii) Technical Group update

Pledge for caterers

5. Further to previous HLSG discussions, John Dyson described efforts undertaken via the British Hospitality Association to take forward this work. Whereas interest is being shown within contract catering and 'High Street' caterers, with the need to reduce salt clearly recognised, difficulties remain arising from the diversity of business models and non-standardised dishes. It was suggested that a possible route for progress would be to tackle separately (i) procurement (ii) creation of non-standardised food items (iii) other catering practices e.g. training, provision of advice to consumers.

John Dyson agreed to take this away for further development, supported by the Department.

A3. John Dyson to lead on further development of a salt pledge/pledges for caterers with support from DH.

Technical Group Update

6. Andrew Opie updated the meeting on this item. It was expected that a decision would shortly be made to award a contract, with the work intended for completion by May 2012.

Item 5: Trans fats – guidance for small businesses

7. Clair Baynton outlined the guidance produced for small businesses, which it was intended would be disseminated via Local Authorities, and would be publicised. It was felt that the guidance would be welcome and timely, but the wording could be strengthened in places without detracting from its voluntary basis. HLSCG members were invited to assist with any other available routes of dissemination.

A4. DH to consider strengthening wording of trans fats guidance where possible.

A5. DH to follow up offers to assist with dissemination of trans fats guidance.

Item 6: Fruit and vegetables (i) Pledge update (ii) Composites and 5-a-day

8. Clair Baynton outlined the issues for discussion. These were focussed on the implications for the proposed fruit and vegetable pledge of current thinking on criteria for use of the licensed 5-a-day logo scheme in relation to composite foods. The criteria in question were (a) a minimum of one whole portion of fruit and/ or vegetables (b) increments in whole portions and (c) no maximum number of portions (except for fruit juices, purees and smoothies). A variety of options exist to define nutritional cut-offs based on traffic light labelling criteria, potentially in conjunction with Responsibility Deal salt targets.
9. In discussion, members noted the work already undertaken by the Institute for Grocery Distribution on this issue, and the need for both simplicity and credibility. To inform members' views it was agreed to circulate an analysis of which composite foods would be eligible for use of the licensed 5-a-day logo using various nutritional content cut-offs. It was noted that a

(Ministerial) decision on composite foods would be made prior to the fruit and vegetable pledge being issued.

A6. DH to circulate analysis of composite foods eligible for the licensed 5-a-day logo in accordance with different nutritional content cut-offs.

Item 7: Supporting further roll-out of out of home calorie labelling

10. The Chair described the market coverage achieved to date and noted the need to make progress in a number of sub-sectors included casual dining; pubs, and hotels. John Dyson confirmed that casual dining and hotels were well represented within the British Hospitality Association and several had a history of involvement with the Food Standards Agency which could be built upon. Sign-up by a small number of leading businesses would act as encouragement to others to get on board. John agreed to consider hosting an event for potential signatories, to which Ministers could be invited. Action with pubs to be discussed by the Secretariat with the BBPA.

A7. BHA to consider hosting an event for potential OOH CL signatories, with an invitation to Ministers.

Item 8: Pledges in support of collective pledges

11. The Chair introduced the circulated discussion paper, drawing attention to the issues of (i) whether relevant individual pledges should be quickly 'collectivised' and (ii) how to take account of action that predated the Responsibility Deal but had ongoing effect. In discussion, members felt that the facts of the particular case would have a strong bearing, and the core commitment and supporting principles of the Responsibility Deal would also need to be borne in mind. In relation to trans fats, one possibility was a 'companion pledge' to recognise businesses who had chosen not to use trans fats from the outset, who would not be eligible to sign up to the trans fat pledge as worded.
12. It was recognised that this item raised issues – such as the balance of incentives towards taking action - that spanned the Responsibility Deal as a whole and could be picked up in other fora such as the regular Network Chairs meeting. Further consideration of these issues would inform the forward work programme of the Networks.

A8. HLSG members to forward any further comments on pledges in support of collective pledges.

Any Other Business

13. Sue Davies drew attention to the work of the EU Platform and the scope for potential synergies with its work programme, including an event on reformulation scheduled for February 2012.
14. Date of next meeting: Tuesday 7 February, 1400-1600.

Food Network Secretariat
30 November 2011