

Food Network Steering Group – March 15, 2011

Implementation

Three pledges were agreed by the Food Network for the launch of the Responsibility Deal, which require a range of supporting actions to ensure successful delivery. In addition, successful implementation requires as wide a range of organisations to sign up as possible. The Steering Group will need to maintain an overview and drive delivery of this work.

Signing up more partners

The list of organisations that have signed the pledges to date largely reflects those that were involved from an early stage of pledge development, and have had the opportunity to consider them in detail prior to launch. There are a large number of companies that are less familiar with them and have less understanding of what the pledges intend to achieve. Trade bodies have already taken action to increase awareness of the pledges amongst their members. We now need to consider how we can reach out further and encourage the widest possible number of organisations to sign up, using the full range of mechanisms open to us.

Discussion: What actions should be carried out to maximise the breadth of organisations that sign up in the immediate term?

Delivery of existing pledges

Below is a list of actions that are being progressed to support delivery of the existing pledges. Progress reports and updates will be provided to the Steering Group as work proceeds.

1. OOH Calorie labelling from 1 Sept 2011

- Baseline data collection to include: business take-up levels and purchasing patterns. This is necessary to inform any evaluation (from April)
- Finalise illustrative guide on how to apply the OOH cal labelling principles (March)
- Publish technical guidance and ensure dissemination to enforcement community (March)
- Develop guidance for SMEs (from Sept)

2. Salt reduction targets by end 2012

- Review progress against 2010 targets and towards meeting the 2012 targets and produce internal report (from June)

3. Trans fats removal by end of 2011

- Develop guidance for SMEs (from April)
- Review of NDNS intake data (July)

Review of monitoring procedures and review/prioritisation of evaluation projects

Arrangements are being put in place to secure adequate monitoring of reformulation related strands of the Food Network programme (salt and trans fats). Arrangements have yet to be put in place to establish a baseline for the out of home calorie labelling strand to track changes over time in terms of consumer awareness, business uptake, and changes in purchasing choices. DH officials are developing proposals to progress this work. The Steering Group will need to review the emerging outputs of monitoring and evaluation work periodically.

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The Food Network may also have access to resources made available by DH for central evaluation to assess the impact of individual elements of the Responsibility Deal. A parallel paper considers how the Food Network might prioritise resources available for evaluation.