

Towards healthier foodservices

Future Foods for Future Health 'Drivers and Opportunities' 25 July 2007



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The Heart Foundation

- Is a charity and the leading organisation in Australia in the fight against cardiovascular disease
- Is committed to reducing the suffering and death from heart, stroke and blood vessel disease in Australia



Cardiovascular disease

Prevalence:

- 1 in every 6 Australians currently suffer CVD (>3.2 million people)
- 1 in every 4 Australians will suffer CVD by 2051

Dietary related risk factors:

- Poor diet
- High blood cholesterol
- High blood pressure
- Being overweight



The Heart Foundation Tick

- Working with food industry since 1989
- Quick and easy guide to healthier food choices
- Public health program
- A voluntary program
- Self funding model
- Retail model adopted internationally
 - Singapore, New Zealand, South Africa, Canada
- One of the Heart Foundation's many nutrition activities





Tick's Mission

To improve the nutritional profile of the food supply in a direction that is consistent with nutrition policies and recommendations for the general population from the Heart Foundation and the Government.

How we achieve our mission

We achieved our mission by:

1. Influencing food companies and outlets to manufacture and market foods that meet strict nutrition standards
2. Encouraging consumers to purchase these healthier foods
3. Influencing food policy and legislation

What does the 'Tick' mean?

- A healthier choice among foods of its type
- Independently tested
- Meets strict standards for nutrition, quality and labeling



Tick – trusted and used

- Tick and use-by-dates the most “clear, easy to understand and trustworthy” label elements*
- Australia’s most recognised food information logo**
 - 95% awareness (prompted)
- Tick usage by main grocery buyers**
 - 30% actively look for Tick when shopping
 - 78% regularly/sometimes use Tick when shopping for food

* FSANZ, September 2003, ‘Food labelling issues – Quantitative Research with Consumers

** Instinct and Reason, October 2006

Achievements influencing the food supply

In the supermarket...



... years before

marga

snack foods (eg muffins)

and vegetables

... free pastry, half the fat & sa

kJ

- 12% incremental salt reduction in bread over 2 years

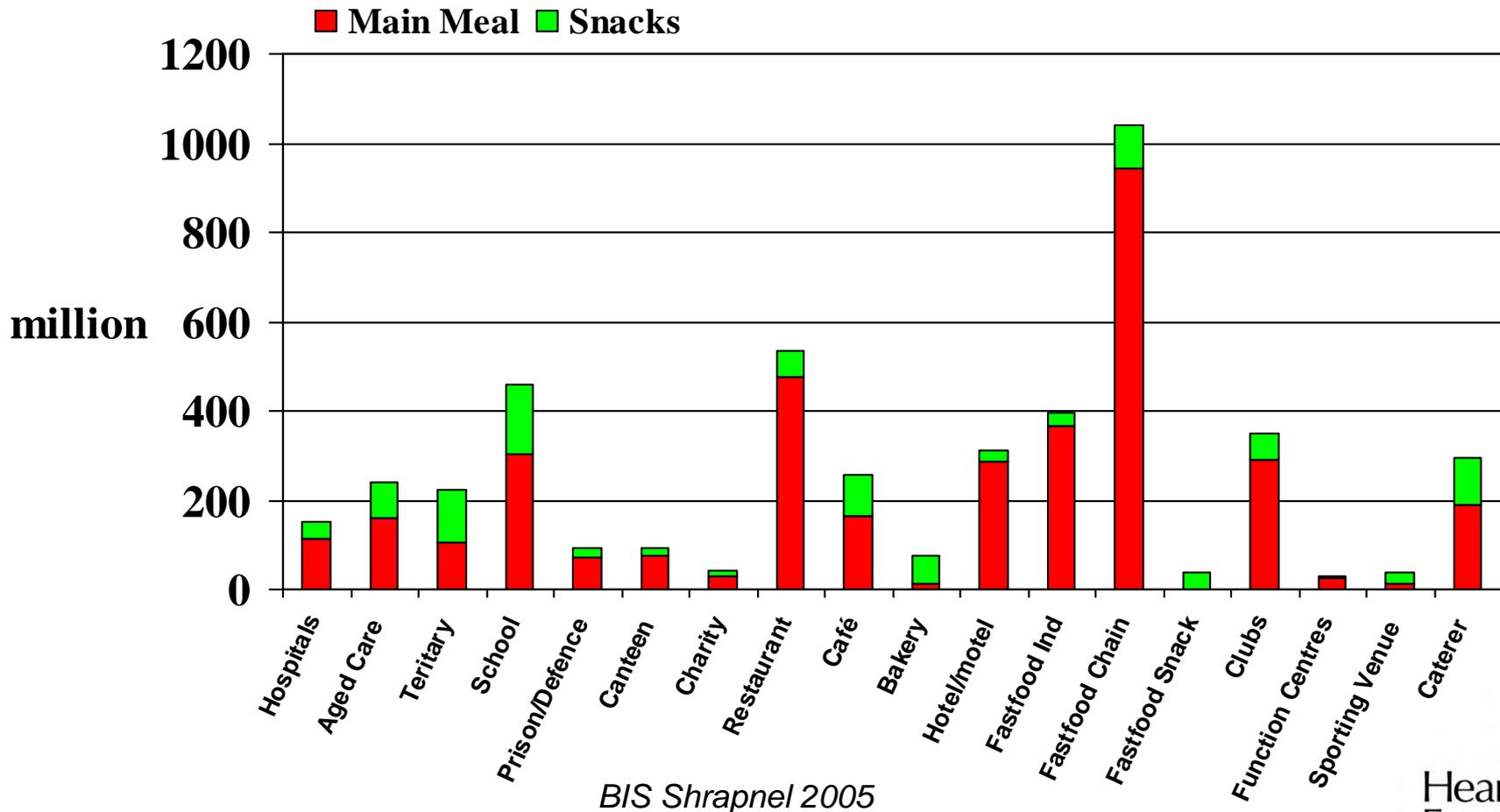
But the way Australians are eating is changing...

Driver – Australians eating out

- The average Australian eats out four times a week
- 4.8 billion meals and snacks eaten out of home each year in Australia
- \$1 in \$3 food dollars spent eating away from home
- Australia is in world top 10 for eating out in fast food restaurants

Size of Aust Foodservice Market

(by number & type of meals served - 2004)



BIS Shrapnel 2005

Driver – Demand for healthier choices

by consumers...

- 8 out of 10 Australians want healthier choices when eating out
- 7 out of 10 want the Heart Foundation Tick to be that guide

“If the Tick was made available on foods bought and eaten away from home, how likely would it be that you would buy them?”

- 3 out of 4 stated probably or definitely would
- 62% current regular Tick users definitely would
- 70% occasional Tick users probably would

Opportunity - Tick 'Eating Out'

- 2 years of feasibility research and business plan development
 - Including pilot phase with Qantas, Sodexho and Spotless
- Tick 'Eating Out' launched August 2006
 - Positive response to launch
 - National media coverage
 - Interest from a range of companies
- First licensee November 2006 - **Qantas**
 - International economy meal option



Opportunity - Tick 'Eating Out'

- The biggest public health impact:
 - Where the volume is consumed
 - Outlets with strong systems/
processes
- Fast food chains
- Contract caterers



Opportunity - healthier choices in fast food

- Urgent shake up fast food chains needed
- 2.7 million Australians eat meals at fast food restaurants EVERY DAY
- 1 million meals served at McDonalds's every day
- Over 150 million pies each year eaten out of home

McDonalds earns 9 Tick meals and 3 Tick rolls

Second licensee February 2007 – **McDonalds**

- 12 months of preparation
- World first for McDonalds to comply with independent health standards
- Healthier changes since 2003
(Salads Plus, oil change, nutrition information)
- Procedural and cultural changes
- Training of 55 000 restaurant staff
- Proved delivery every time in all 747 outlets nationally

9 Tick meals

- All 9 meals are nutritionally balanced main meals with:
 - < 2% saturated fat
 - virtually no trans fat
 - at least 1 serve of vegetables
 - Provide < 1/3 of adult daily energy needs

Tick Approved Meals

Meal 1
Herb Fused Warm Chicken Salad*, Berrylicious Yoghurt Crunch & Water

Meal 2
Lean Beef Burger, Garden Salad* & Medium Orange Juice

Meal 3
3 McNuggets, Garden Salad* & Medium Orange Juice

Meal 4
6 McNuggets, Garden Salad* & Medium Orange Juice

Meal 5
Hamburger, Garden Salad* & Medium Orange Juice

Meal 6
Tandori Chicken Del Chicken, Pick, Berrylicious Yoghurt Crunch & Medium Orange Juice

Meal 7
Thai Chicken Del Chicken, Pick, Water & Apple

Meal 8
Flat-O-Pies, Garden Salad* & Medium Orange Juice

Meal 9
McChicken, Garden Salad* & Water

* Salad Dressings: Choice of Chick & Lime or Italian. McNugget Sauce: Choice of Sweet & Sour, Sweet Thai Chut or Ketchup.

Available after 11:00am. These meals do not contain trans fats. Please see our website for more information. © 2017 McDonald's. All rights reserved. McDonald's, the Golden Arches logo and the Golden Arches slogan are trademarks of McDonald's. All other trademarks are the property of their respective owners.

3 Tick rolls

- All 3 multigrain rolls are a nutritionally balanced lunch or light meal with:
 - < 2% saturated fat
 - virtually no trans fat
 - double the fibre of the original rolls (5.7 – 7.0g/serve)
 - Around 1/3 of typical sodium needs
 - < 1/5 of adult daily energy needs



Jesters earns 5 Tick pies

Third licensee July 2007 – **Jesters**

- Healthier pie options since May 2004
- Reaffirmed health commitment with Tick Eating Out
- Additional auditing
- Nutrition information for customers
- All promotional material reviewed for approval
- Staff training



5 Tick pies

- (1) Minced Beef and Onion**
- (2) Chunky Beef**
- (3) Curry Beef**
- (4) Beef Stroganoff**
- (5) Lamb and Vegies**



- Jesters number 1 selling pie in WA is Chunky Beef

Healthy every time?

- No substitutions allowed to the Tick approved choices (Not even a pickle!)
- Random, unannounced inspections by SAI Global
- Independent laboratory testing of choices by AgriQuality
- Pre-approval/ ongoing checking of all instore and out of store point of sale/ advertising/ consumer materials
 - mandatory statement explaining Tick choices
 - menu clearly defines Tick Approved choices
 - detailed nutrition information in-store





Four steps for the Tick

To earn and keep the Tick, food outlets are subjected to the Heart Foundation's ongoing scrutiny:

- Step 1:** Fresh ingredients, cooked right
- Step 2:** Regular audits to prove they follow the recipe
- Step 3:** Serve it up right with truthful nutrition information
- Step 4:** Get it right or lose the Tick



The health achievements

- Compared to a Big Mac, fries and Coke the Tick approved Lean Beef Burger meal has:
 - **70% less** saturated fat
 - **half** the kilojoules, and
 - a **third less** salt
(about 1g less)
- Compared to a standard meat pie the Tick Chunky Beef has:
 - **20% fewer** kilojoules
 - **40% less** sodium
 - **Half** the saturated fat
 - Virtually no trans fat
 - **40% more** fibre



Towards healthier foodservices

Broader health effects of Tick meals...

- Tick approved frying oil at McDonalds has removed:
 - 3300 tonnes of saturated fat
 - 415 tonnes of trans fat
- Sodium reduction for Tick meals has removed:
 - Up to 43% sodium from all Deli choice rolls
 - Sodium reduction in all nugget sauces & Italian/ Chilli Lime dressing
- Use of a trans fat free bakery margarine in 5 reformulated Jesters pies has removed:
 - 2 tonnes of saturated fat
 - almost 1 tonne of trans fat

Towards a healthier food supply

Broader food supply chain effects...

Working with the foodservice produces flow on effects across the food supply chain:

- Buying power of McDonald lead to improvements in nutrition profile of ingredients which benefits both industry and consumers
 - Monitor nutrition specifications of ingredients during manufacturing process → new systems for checking compliance
- Awareness of changing trend
 - Driving interest in Tick from other parts of the industry

Drivers for Tick



Drivers:

- Health and obesity concerns:
 - rise in childhood obesity
 - media hype but solutions thin on the ground
 - highly emotional → looking for support and leadership
 - 93% Australians believe food companies have a role in addressing Australia's weight problem*
- Food choice dilemmas:
 - Nutrition message confusion
 - Food labels confuse, conflict and a “con” – disempowering
 - Time limitations
 - Want to identify healthier choices when eating out

* Heart Foundation Newpoll survey, April 2006

Opportunities with Tick

Opportunities:

- Consumer trust, recognition and use Tick for healthier food choices → can help sell products
- Tick demonstrates food companies' leadership and commitment to health
 - Qantas, McDonalds, Jesters leadership in foodservice
 - 84% of top 25 Australian food companies been Tick licensee >10 years



Continental
Side Dishes

**"Continental Side Dish.
It gets my tick too."**

Continental is the only Pasta & Sauce Side Dish with the Heart Foundation Tick.

But that's not all – Continental Side Dishes also have 40% less salt*. With the combination of pasta, herbs and spices plus all the ingredients you add, it's no wonder Continental Side Dishes are full of goodness and taste delicious.

Jo Frost, TV Nanny and Child Care Expert.

* Salt reduction program since 2001.

www.Continental.com.au *Helps you bring out their good side.*

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Opportunities with Tick



Opportunities:

- Increased demand by foodservice sector for healthier ingredients from producers and manufacturers
- Government policies that encourage health innovation in foodservice – Tick approved oils and fats

How do Tick activities relate to you to help us move to a healthier Australian food supply?