

Food for All Forum

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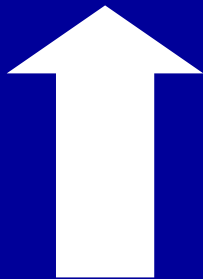
Our vision

The Foundation envisages a community where:

- * Health is a fundamental human right
- * Everyone shares in the responsibility for promoting health; and
- * Everyone benefits from improved health outcomes

Our focus for promoting health

promotion prevention early intervention treatment rehabilitation



VicHealth's Focus

HEALTH PROMOTION

Enables people to increase control over and improve their health

Involves the population as a whole in the context of their everyday lives

Activities are geared toward promoting health and preventing ill-health rather than focusing on people at risk for specific diseases

Strategies are based on understanding the social, environmental and biological determinants of health and wellbeing

Overview

- * Food systems
- * Factors influencing nutritious food choices:
 - Price, taste, food accessibility, food marketing and cultural appreciation?
- * Multi-strategy approaches
- * Challenges and opportunities

Food Insecurity

- the extent of the problem

- * In 2007, one in 20 Australians had experienced food insecurity at least once in the previous 12 months.
 - (Victorian Population Health Survey – www.health.vic.gov.au/healthstatus/vphs.htm)
- * In the same year :
 - 8.5 % of Swan Hill residents reported food insecurity (CIV online report)
 - Loddon Mallee region reported 7.7% residents reported food insecurity (CIV online report)

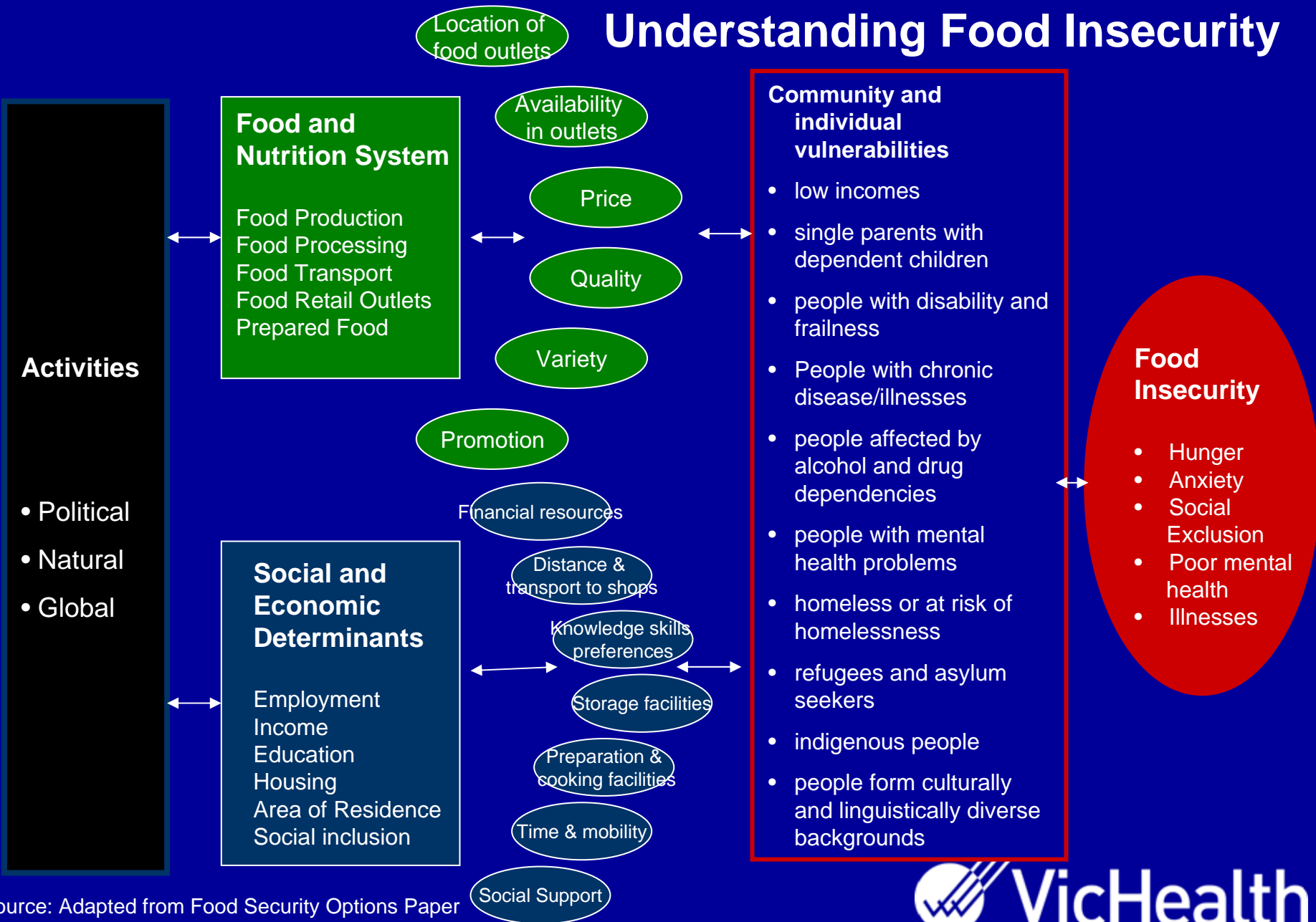
Food Insecurity

- the extent of the problem

- * Almost 60,000 Australians in low income working families go without meals or are food insecure.

(Source: ABS, unpublished data used by ACTU to support wage claim.2002: Canberra)

Understanding Food Insecurity



Multi-strategy approaches

Community projects – examples

- * Food for All Program – working in partnership with six local government authorities to improve access to food and reduce systemic and infrastructure barriers
- * Planning Institute of Australia (Vic) Stockland, City of Casey, Growth Areas Authority and Department of Planning and Community Development to explore ways to plan-in health at a new development.

Current investments - example

Research and Evaluation

Four Research Fellows and one Scholar plus

- * Victorian Local Governance Association - *Land Use Planning policy survey*
- * *Karen Adams, Healthy eating and food security issues for the Aboriginal Community*

Current investments - example

Research and Evaluation

- * Trevor Budge, *The impacts of a localised food supply: What is the evidence*
- * Chris Ryan, *Victorian Food Supply Scenarios – impacts on availability of nutritious diets*
- * Meg Montague, *Evaluation of the Food For All Program.*

Advocacy

- * The Parents Jury
- * The Obesity Coalition
- * The Food Policy Council
- * Submissions

Challenges

- * Climate change, global trade and rising costs of fruit and vegetables (food prices and housing)
- * Unequal marketing dollars between energy dense processed food and nutritious food.
- * State and federal legislative barriers
- * Lack of policy and data

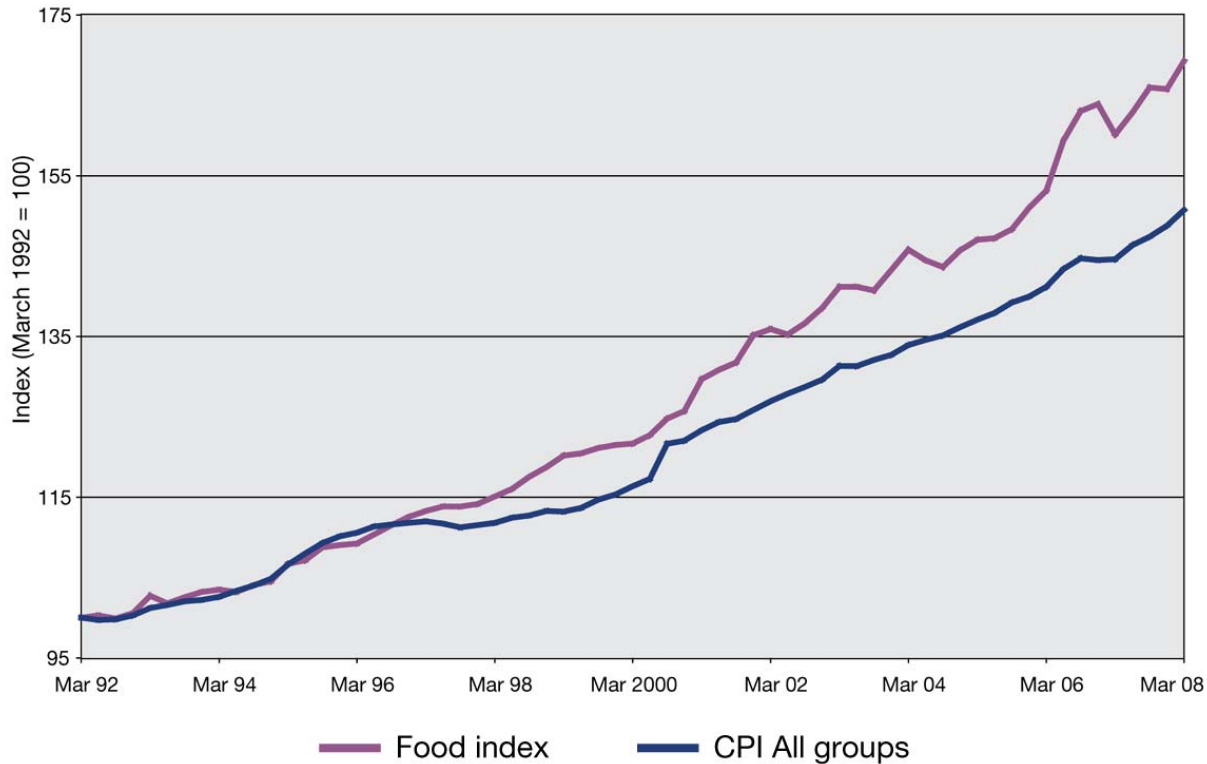
Challenges

- * The rate of food price inflation in Australia has exceeded the overall rate of consumer price inflation in the economy since around 1997.
- * The rate of food price inflation has increased significantly since 2006, with larger price increases occurring for fruit, vegetables, eggs, bread, cheese and milk.
- * Retail food prices have increased by around 5.2 % per annum since March 2006. This compares to an economy-wide rate of price inflation of 3.1 % per annum over the same period.

(Source: ACCC, 2008, p.13)

Challenges

Chart 2.1 ABS CPI comparisons—food products and all product groups, 1992 to 2008 and 2002 to 2008



(Source: ACCC 2008, p15)

Challenges

Table 2.2 ABS CPI by selected food items—average annual percentage changes in price indexes

| | 1992–97 | 1997–2002 | 2002–07 | Mar 2006– Mar 2008 |
|-----------------------------------|---------|-----------|---------|-----------------------|
| Fruit | 3.8 | 4.7 | 5.6 | 13.0 |
| Vegetables | 4.1 | 4.4 | 6.8 | 9.6 |
| Eggs | 7.4 | 2.6 | 4.3 | 8.5 |
| Bread | 5.5 | 4.2 | 3.7 | 8.1 |
| Cheese | 0.5 | 2.9 | 5.1 | 8.1 |
| Fats and oils | 2.0 | 3.4 | 5.2 | 7.6 |
| Soft drinks, waters and juices | 1.9 | 0.7 | 4.1 | 5.8 |
| Milk | 4.8 | 2.7 | 4.1 | 5.7 |
| Fish and other seafood | 1.6 | 3.5 | 2.5 | 5.0 |
| Cakes and biscuits | 2.2 | 3.2 | 3.0 | 4.6 |

(Source: ACCC 2008, p15)

Challenges

Table 2.1 ABS CPI by group item—average annual percentage changes in price indexes

| | 1992–97 | 1997–2002 | 2002–07 | Mar 2006– Mar 2008 |
|------------------------------------|------------|------------|------------|-----------------------|
| Food | 2.6 | 3.7 | 3.7 | 5.2 |
| Alcohol and tobacco | 6.5 | 4.8 | 3.5 | 3.4 |
| Clothing and footwear | 0.1 | 1.1 | -0.7 | -0.3 |
| Housing | 0.2 | 3.1 | 3.9 | 4.0 |
| Household contents and services | 1.1 | 1.2 | 0.5 | 0.7 |
| Health | 5.0 | 1.5 | 5.4 | 4.5 |
| Transportation | 2.5 | 2.2 | 2.9 | 3.2 |
| Communication | -0.1 | 0.1 | 0.8 | 0.7 |
| Recreation | 1.9 | 2.5 | 0.5 | 1.4 |
| Education | 4.9 | 5.0 | 5.7 | 4.5 |
| All groups | 2.2 | 2.8 | 2.7 | 3.1 |

Source: ABS (cat. no. 6401.0)

(Source: ACCC 2008, p14)

Biggest Advertisers in Australia

TOP 10 ADVERTISERS

| RANK | ADVERTISER | \$m | CHANGE YOY |
|------|-------------------------------|-------|------------|
| 1 | Harvey Norman | 87.4 | 7% |
| 2 | Woolworths Supermarkets | 61.3 | 22% |
| 3 | Coles Supermarkets | 58.1 | 7% |
| 4 | Myer | 50.6 | -3% |
| 5 | McDonald's Family Restaurants | 49.7 | -8% |
| 6 | Bunnings Building Supplies | 42.1 | -8% |
| 7 | David Jones | 39.4 | -14% |
| 8 | Kmart | 32.8 | 21% |
| 9 | KFC | 31.3 | 7% |
| 10 | Domayne | 31.2 | 7% |
| | Others not in Top 10 | 1,496 | 6% |

SOURCE: Nielsen Media Research AdEx, January to December 2007

Grocery Supplies in Australia

| Supplier (ranking by dollar value) | Brands |
|---------------------------------------|--|
| ★ 1 BRITISH AMERICAN TOBACCO | winfield, benson & hedges, holiday, dunhill |
| 2 NESTLE LTD | nestle nescafe_, international roast, peters, milo, maggi, lean cuisine, uncle tobys |
| ★ 3 PHILIP MORRIS | longbeach, peter jackson, alpine, marlboro |
| ★ 4 CADBURY SCHWEPPEES | cadbury, schweppes, cottee's, pepsi, pascall, the natural confectionery co |
| 5 NATIONAL FOODS | pura, just juice, daily juice, yoplait, berri, farmers |
| ★ 6 THE COCA-COLA COMPANY | coke, diet coke, sprite, lift, fanta, powerade, pumj mount franklin |
| 7 UNILEVER | dove, bertolli, flora, lynx, continental, lipton, sunsi omo, streets, rexona |
| ★ 8 MARS | co mars, snickers, starburst, twix, m&m's, whisk a pedigree |
| 9 ARNOTT'S CAMPBELL'S | arnott's, campbell's soup, shapes, tim tam, tasty country ladle, real stock |
| ★ 10 IMPERIAL TOBACCO | horizon, champion ruby, drum, escort, peter stuy |

Opportunities

- * Growing awareness, locally, nationally and internationally about food insecurity.
- * Climate change - greater interest in efficient use of water, eating seasonal and local produce and protection of fertile lands.
- * Rising oil costs – less commercial fertilisers and pesticides

Opportunities

- * New VicHealth strategic plan to direct our activities in strengthening the food supply system and to create environments for health
- * System-focus and inclusion of grass roots NGOs into the activities of the Food Policy Coalition plan of work

Thank You

VicHealth website
www.vichealth.vic.gov.au