



FOOD AND NON-ALCOHOLIC BEVERAGE INDUSTRY

HEALTHY FOOD OPTIONS VOLUNTARY INDUSTRY INITIATIVES

PROPOSED ACTION PLANS

2015

DOCUMENT HISTORY

Version #:	Date developed	Status	Comments
1.0	28.08.2015	Proposed Final Draft	Shared with Industry Principals
1.1	15.09.2015	Amended Proposed Final Draft	Amendment made in Annex B, page ii to better reflect discussions held during the sector engagements

BACKGROUND

Non-communicable diseases (NCDs), such as cardiovascular diseases, cancers, chronic respiratory diseases and diabetes, present a significant threat to human health and development. According to the World Health Organization (WHO), these four diseases are the world's leading causes of death and are responsible for causing in excess of 36 million deaths each year. Low- and middle-income countries are most affected, as 80% of these deaths occur in these countries. These diseases are however preventable. Up to 80% of heart disease, stroke and type 2 diabetes and over a third of cancers could be prevented by addressing risk factors, such as tobacco use, an unhealthy diet, physical inactivity and harmful use of alcohol. Unless effective health promotion and disease prevention intervention programmes are put in place, the mortality and disease burden from these diseases will continue to rise. The WHO projects that NCD deaths will increase by 17% over the next 10 years across the globe, and that the greatest increase will be seen in the African region (27%)¹.

In 2000, Bradshaw et al.^{2,4} conducted the first South African national burden of disease study and found that 37% of deaths were as a result of NCDs and many were associated with an unhealthy diet and lifestyle. Nine years later, Mayosi et al.³ concluded that the burden of NCDs in SA is 'rising in rural communities, disproportionately affecting poor people living in urban settings, and resulting in an increase in the demand for care for chronic diseases and that South Africa is undergoing an epidemiological transition from communicable diseases to NCDs.³ In 2014, the South African National Health and Nutrition Examination Survey (SANHANES-1) results show that South Africa has a huge burden of disease caused by a number of risk factors that require multi-sectoral action.⁴

In order to minimise and prevent the burden of disease from NCDs in South Africa, the National Department of Health has developed The Strategic Plan for the Prevention of NCDs. According to this Plan, prevention and control of NCDs can be achieved through 1) prevention of NCDs and promotion of health and wellness at population, community and individual levels, 2) improved control of NCDs through health systems strengthening and reform and through 3) monitoring NCDs and their main risk factors and conducting innovative research⁵. Effective prevention requires that a broad multi-sectoral approach involving different government departments, civil society organisations, the private sector, media, as well as a commitment to health and wellness from individuals themselves. The Food and Non-Alcoholic Beverage Industry form part of the private

sector and, as with other stakeholders, have a role to play in preventing NCDs and share the goal of ‘a long and healthy life for all South Africans.’ This document outlines some of the key initiatives that this industry will undertake to help achieve this goal.

¹World Health Organization. 2008-2013 Action Plan for the Global Strategy for the Prevention and Control of Non-communicable Diseases. Geneva: WHO, 2008.

²Bradshaw D, Groenewald P, Laubscher R, et al. Initial burden of disease estimates for South Africa, 2000. *S Afr Med J* 2003;93(9):682-688.

³Mayosi BM, Flisher AJ, Lalloo UG, Sitas F, Tollman SM, Bradshaw D. The burden of non-communicable diseases in South Africa. *Lancet* 2009;374(9693):934-947.

⁴Shisana O, Labadarios D, Rehle T, et al., and the SANHANES-1 Team. South African National Health and Nutrition Examination Survey (SANHANES-1): 2014 Edition. Cape Town: HSRC Press, 2014.

⁵The Strategic Plan for the Prevention and Control of Non-Communicable Diseases 2013 – 2017. National Department of Health.

AIM

In consideration of:

1. A request by the Director-General: Health for the Food and Non-alcoholic Beverage industry to consider industry-specific and industry-driven initiatives to encourage consumers to adopt healthy eating habits as part of a healthy lifestyle.
2. The Strategic Plan for the Prevention and Control of NCDs.

Members of the Food and Non-Alcoholic Beverage Industry have committed themselves to partnering with the Department of Health to develop and implement plans to mitigate against the rise of NCDs in South Africa.

The Industry intends to promote healthy eating habits and physical activity as part of a healthy lifestyle. This will be achieved through increased marketing of better-for-you food and non-alcoholic beverage options and providing consumers with information that will help them make informed choices for better health.

APPROACH

In seeking to achieve this, various sectors of the Food and Non-Alcoholic Beverage Industry considered sector-specific voluntary initiatives that can be undertaken in a 4-year period (2016 – 2020). The Food and Non-Alcoholic Beverage Industry has also considered several voluntary initiatives to be undertaken by the industry as a whole.

ORGANISATIONS WHICH PARTICIPATED IN THE PROCESS

Annexure A is a list of organisations that have participated in the process of developing the voluntary industry initiatives. Individual organisations will implement initiatives that are achievable by the particular organisation. However, all agreed-upon targets and timeframes for chosen initiatives will be adhered to.

HEALTHY FOOD OPTIONS VOLUNTARY INDUSTRY INITIATIVES

Several voluntary industry initiatives have been identified and action plans towards their implementation developed. A monitoring and reporting framework still needs to be developed to allow for implementation of the initiatives and their impact to be tracked.

Annexure B is a set of industry-wide and sector-specific Healthy Food Options Voluntary Industry Initiatives Action Plans.

Priority will be given to the industry-wide voluntary initiatives while the various sectors prepare for implementation of the sector specific initiatives. The industry sectors involved are:

1. Wholesale and Retail
2. Quick Service Restaurants
3. Non-alcoholic Beverage Manufacturers
4. Cereals, Breads and Rolls Manufacturers
5. Snacks and Treats Manufacturers

With each listed initiative, certain matters which require consideration by the members of the Food and Non-Alcoholic Beverage Industry and the Department of Health are indicated.

PLEDGE TOWARDS IMPLEMENTATION OF THE INITIATIVES

Prior to implementation of the Action Plans, representatives of the affected sectors of the Food and Non-Alcoholic Beverage Industry, at the level of Chief Executive Officer or Managing Director, will officially present the Action Plans to the Department of Health as a commitment from this Industry to support efforts to mitigate against the rise of non-communicable diseases.

It remains the prerogative of individual companies to implement the initiatives.

On a regular basis, progress reports outlining what individual companies have achieved in implementing the initiatives, will be shared with the Department of Health.

ANNEXURE A

ORGANISATIONS WHICH PARTICIPATED IN THE DEVELOPMENT OF THE HEALTHY FOOD OPTIONS VOLUNTARY INDUSTRY INITIATIVES PROPOSED ACTION PLANS

1. AVI
2. Beverage Association of South Africa (BevSA) and its members
3. Bidvest Foodservice and Bidfood Technologies
4. Burger King
5. Coca-Cola and its Bottlers in South Africa
6. Clover SA
7. Dairycep
8. Danone
9. Famous Brands
10. Ferrero Ithemba
11. Flavour Craft (Kerry Food Ingredients)
12. Fruit and Veg City
13. FTI Consulting
14. Jimmy's Killer Prawns
15. Kellogg
16. Mars Africa
17. Massmart Services
18. McDonalds
19. Mondelez
20. Nando's
21. Nestlé
22. Ocean Basket
23. Parmalat
24. Pepsico/Simba
25. Pick n Pay
26. Pioneer Foods
27. South African Chamber of Baking and its members
28. South African Fruit Juice Association

29. South African Sugar Association and its members

30. Spur

31. Taste Holdings

32. The Spar Group

33. Tiger Brands

34. Unilever

35. Woolworths

36. YUM Restaurants International (Pty) Ltd / KFC

ANNEXURE B: HEALTHY FOOD OPTIONS VOLUNTARY INDUSTRY INITIATIVES PROPOSED ACTION PLANS

PROPOSED ACTION PLAN AFFECTING ALL SECTORS OF THE FOOD AND NON-ALCOHOLIC BEVERAGE INDUSTRY
(INDUSTRY-WIDE VOLUNTARY INITIATIVES)

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
<p>Abide by the Advertising Standards Authority of South Africa (ASASA) Code on Food and Non-alcoholic Beverage Marketing Communications to Children</p>	<ul style="list-style-type: none"> Implementation of the Code Implementation of the Compliance Monitoring Framework 	<ul style="list-style-type: none"> The Draft revised Appendix J to be submitted for consideration by ASASA – August 2015 First monitoring report to be made available 12 months post implementation of the Monitoring Framework. Monitoring will only commence once the revised Appendix J has been codified and is in force. 	<ul style="list-style-type: none"> For the revised Appendix J to be enforced, nutrition criteria referenced therein must be developed. An industry Nutrition Criteria Working Group has been established to develop a proposed approach for consideration by the Department of Health (DoH). Adoption of a set of nutrition criteria, or tool used to determine which food or non-alcoholic beverages are subject to the Code on Advertising must be a result of a collaborative effort between the Industry and the DoH. ASASA has undertaken to consider assisting the Industry with a Compliance Monitoring Framework. The Monitoring Working Group should determine and recommend the most suitable framework. However, it may be best to make use of a third party. Accenture provides this service for the International Food and Beverage Association. It is thus recommended that Accenture be considered in this regard.

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
Participate in an industry-wide campaign to inform consumers about the benefits of maintaining a balanced diet and physical activity as part of a healthy lifestyle	Campaign developed and implemented	June 2016	<ul style="list-style-type: none"> • CGCSA has submitted an application for ASASA membership. • Messages to be generic and non-branded. • Industry will need to partner with regulators (DoH; Department of Sports and Recreation; Department of Basic Education) in promoting healthy eating habits and physical activity • To Note: <ul style="list-style-type: none"> ○ CGCSA recommends that until such time as a proposed strategic plan on this initiative is developed by the Technical Working Groups, individual organisations (associations or businesses) consider partnering with government departments on national initiatives that are in the pipeline
Provide financial support for the National Dietary Intake Study	Recommendations from the National Dietary Intake Study made available for use by all affected stakeholders	April 2015 (To be confirmed by ILSI)	<ul style="list-style-type: none"> • The Study is being coordinated by the South African International Life Sciences Institute. • Buy-in and financial support from members of the CGCSA is required. • The outcomes of the study will be used by the Industry to implement targeted interventions towards promoting healthy eating habits as part of a healthy lifestyle. The intention is to use the outcomes of the study to inform the sector-specific initiatives that

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
Comply with all relevant, existing, updated, foodstuff-related legislation e.g. trans fat, sodium reduction etc.	Proportion of organisations complying to existing regulations	Continuous	<p>businesses will be committing to. However, initiatives that can be applied prior to the outcome of the study, will be prioritised.</p> <ul style="list-style-type: none"> • Legislation promulgated should be based on science. • The DoH would need to put measures in place to monitor compliance to regulations.

SECTOR-SPECIFIC VOLUNTARY INITIATIVES

PROPOSED ACTION PLAN AFFECTING THE WHOLESALE AND RETAIL SECTOR

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
<p>At in-store level, ensure that consumers have the necessary information to make informed choices</p>	<p>Individual retailers to express their respective communication initiatives.</p> <ul style="list-style-type: none"> • In-store media (e.g. shelf talkers, electronic displays / screens); • Nutrition leaflets; • Information on appropriate portion control (e.g. for prepared meals); • Front of pack labelling; • Retailer websites; etc. 	<p>June 2016</p>	<ul style="list-style-type: none"> • Messaging in this case is generic messaging to promote healthy eating habits.
<p>Form a part of a working group to define better-for-you food choices, and a method of communicating this to the consumer</p>	<ul style="list-style-type: none"> • Proportion of wholesalers and retailers involved in the Working Group • Definition or criteria for better-for-you food and non-alcoholic beverages developed and implemented 	<p>First meeting to take place by end November 2015</p>	<p>It is expected that DoH will host a Working Group which will include various divisions within the Department (i.e. Nutrition and Food Control) and members of the Food and Non-alcoholic Beverage Industry. The Working Group to consider the following:</p> <ul style="list-style-type: none"> • Thresholds tools or guidance for determining when a product can be considered better-for-you option

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
			<ul style="list-style-type: none"> • A standardised/generally accepted approach to front of pack labelling Legislation to allow reformulation messages e.g. ‘new improved recipe now with 5 g less sugar’ • To note: <ul style="list-style-type: none"> ○ The purpose for the need for such a forum is to ensure that the DoH does not promulgate legislation that will prevent industry from applying Front of Pack labelling such as GDAs. ○ The Industry and the DoH should come to an agreement regarding which Front of Pack labelling model (e.g GDAs) will be used. ○ This matter applies to all sectors of the food and non-alcoholic industry. Thus, all sectors will need to be represented in the Working Group.
Significantly increase better-for-you options available in the snake aisles and till-point areas	This proposed initiative is to be addressed by Industry and DoH principals		

PROPOSED ACTION PLAN AFFECTING QUICK SERVICE RESTAURANTS

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
<p>Provide better-for-you options of meals and individual food items, including non-alcoholic beverages, as part of offering consumers the opportunity to make better food choices for health</p>	<ul style="list-style-type: none"> • Availability of better-for-you meals and/or individual meal options to allow for consumer choice • Availability of non-alcoholic beverages with no added sugar 	<p>June 2016</p>	<ul style="list-style-type: none"> • This action plan refers to ready-to-eat products sold at Quick Service Restaurant (QSR) outlets. • Companies participating in this should have a common set of indicators that can be tracked (e.g. number of better-for-you meals on offer; increase in sales of better-for-you beverages). DoH and sector to work on a common reporting template. • Marketing materials will have to be developed to inform consumers why the better-for-you options are a better choice from a healthy lifestyle point of view. This aspect should also be addressed in the Consumer Education initiative.
<p>Provide information at point of sale to allow consumers to make informed meal choices in order to manage energy or kilojoule (kJ) intake</p>	<ul style="list-style-type: none"> • Kilojoule information available per meal item or meal • Individual organisations to determine how the information will be displayed 	<p>June 2016</p>	<ul style="list-style-type: none"> • Focus to be on kilojoule content. • Information should be available at the point of sale and be simple enough to allow consumers to make an informed decision for better health • Focus to be on permanent menu items and promotional better-for-you meals/individual items (addition is as per recommendation by DoH)

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
Disincentivise upsizing of meals and meal items	Strategies in place to disincentivise upsizing of meals/meal options	June 2016	<ul style="list-style-type: none"> Additional information will be included on other platforms. <p>Consumer education and awareness initiatives aimed at discouraging consumers from opting for upsized meals will be key in this regard</p>

PROPOSED ACTION PLAN AFFECTING NON-ALCOHOLIC BEVERAGE MANUFACTURERS

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
<p>Increase the range of non-alcoholic beverage options within company portfolios that help consumers reduce their kilojoule intake.</p>	<p>Individual companies to determine their own targets in this regard, as per the recommendations of the Total Dietary Intake Study</p>	<p>The Total Dietary Intake Study to commence in 2015</p>	<ul style="list-style-type: none"> Subject to these initiatives being treated as mechanisms toward achieving an overall average kilojoule profile reduction, where the level of that reduction should be informed by the actual NARTD contribution to total kilojoules as determined from a National Total Dietary Intake study. The Total Dietary Intake study to also take into account fruit juices, fruit juice blends and dairy fruit juice blends. These targets to be agreed and initiated within one year of the National Dietary Intake Study recommendations becoming available and should be fully implemented by 2020.
<p>Inform consumers about the energy content of non-alcoholic beverages.</p> <p>Increase availability of smaller pack sizes of non-alcoholic beverages across company portfolios.</p>	<p>Proportion of products with on-pack energy messaging.</p> <p>Individual companies to determine their own targets in this regard, as per the recommendations of the Total Dietary Intake Study.</p>	<p>Recommended date dependant on the outcome of the proposed amendments to the labelling regulations (R.429)</p> <p>The Total Dietary Intake Study to commence in 2015</p>	<ul style="list-style-type: none"> Non-alcoholic beverages, in this regard, includes fruit juices and fruit juice blends and dairy fruit juice blends. It is expected that the DoH will host a Working Group which will include various divisions within the Department (i.e. Nutrition and Food Control) and members of the Food and Non-alcoholic Beverage Industry. The Working Group to consider the following:



VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
			<ul style="list-style-type: none">○ Thresholds tools or guidance for determining when a product can be considered better-for-you option○ A standardised/generally accepted approach to front of pack labelling Legislation to allow reformulation messages e.g. 'new improved recipe now with 5 g less sugar' ■

PROPOSED ACTION PLAN AFFECTING BREAKFAST CEREALS, BREADS AND ROLLS MANUFACTURERS

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
<p>Increase the availability of breakfast cereals with less added sugar</p>	<p>The proportion of breakfast cereals on the market with less added sugar</p>	<ul style="list-style-type: none"> Baseline determination - November 2015 Recommended date for first introduction of breakfast cereals with less added sugar – November 2016 (To be confirmed at the November 2015 meeting) 	<ul style="list-style-type: none"> Products for consideration in this action plan are breakfast cereals (including porridge), breads and rolls. Prioritise products that are currently marketed as better-for-you options and those targeted at young children for sugar reduction
<p>Increase the number of products that contain ingredients which are beneficial for health</p>	<ul style="list-style-type: none"> The proportion of products which contain ingredients that are beneficial for health The products should be health promoting 	<ul style="list-style-type: none"> Baseline determination November 2015 Recommended date for first introduction of breakfast cereals with less added sugar – November 2016 (To be confirmed at the November 2015 meeting) 	<ul style="list-style-type: none"> Aim to reformulate existing products rather than to add more products to the market Promote the sale of products identified as better-for-you options
<p>Continue to support food fortification initiatives as determined by the DoH</p>	<p>Proportion of food products fortified</p>	<p>This process has already commenced and will continue in collaboration with the DoH</p>	

PROPOSED ACTION PLAN AFFECTING SNACKS AND TREATS MANUFACTURERS

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
<p>Increase awareness of the energy, sugar, total fats, saturated fats and salt (sodium)</p> <p>Increase availability of “better-for-you” alternatives within the cereal and functional bar category</p> <p>Increase the use of healthier oils, as well processing methods for snacks and treats (where applicable)</p>	<p>Awareness messaging on appropriate consumption of identified high-risk nutrients</p> <p>Proportion of better-for-you options available on the market</p> <p>Number of snacks and treats produced using healthier processing methods (where applicable)</p>	<ul style="list-style-type: none"> • Baseline determination – November 2015 • June 2017 • Baseline determination – November 2015 • June 2017 • Baseline determination – November 2015 • June 2017 	<ul style="list-style-type: none"> • Snacks and treats, in this regard, are limited to sweet confectionery, savoury snacks, frozen desserts, canned fruit, flour confectionery and bars (excluding natural products such as dehydrated fruit). • Affected industry sectors to support the Salt Watch Campaign, which can be viewed as another initiative. • The objective for this sector is to promote appropriate consumption. • Increase marketing on the already existing better-for-you options. • It is expected that the DoH will host a Working Group which will include various divisions within the Department (i.e. Nutrition and Food Control) and members of the Food and Non-alcoholic Beverage Industry. The Working Group to consider the following: <ul style="list-style-type: none"> ○ Thresholds tools or guidance for determining when a product can be considered better-for-you option ○ A standardised/generally accepted approach to front of pack labelling ○ Legislation to allow reformulation

VOLUNTARY INITIATIVE	TARGET	INITIATION TIME FRAME	MATTERS FOR NOTING AND CONSIDERATION
Significantly increase better-for-you snack and treats at the snake aisles and till points in stores	To be addressed at high-level engagement with DoH		messages e.g. 'new improved recipe now with 5 g less sugar'