

# THE CALORIE REDUCTION SUMMIT

THE ROYAL SOCIETY, LONDON • 26 JUNE 2018

SCIENCE, POLICY & INDUSTRY

08.20 – 08.55	<b>REGISTRATION &amp; REFRESHMENTS</b>
	<b>Policy and Public Health</b>
08.55 – 09.00	<b>Welcome from the Chair</b> <i>Prof Susan Jebb, Professor of Diet and Population Health, University of Oxford, Nuffield Department of Primary Care</i>
09.00 – 09.15	<b>Opening Keynote: Setting out the task ahead - the vision for London's Child Obesity Taskforce</b> <i>Paul Lindley, Founder of Ella's Kitchen and Chair of London Mayor's Childhood Obesity Task Force Programme</i>
09.15 – 09.30	<b>Update on the Childhood Obesity Plan</b> <i>Richard Sangster, Head of Obesity Policy, Department of Health and Social Care</i>
09.30 – 09.45	<b>Transforming the food environment in Scotland</b> <i>Dr Gillian Purdon, Senior Dietary Advisor, Food Standards Scotland</i>
09.45 – 10.00	<b>Achieving greater gains in calorie reduction: what's needed now</b> Sharon Hodgson, MP, Shadow Minister for Public Health will discuss why more needs to be done to reduce calorie intake in our diets and how a Labour Government would achieve this <i>Sharon Hodgson MP, Shadow Health Minister</i>
10.00 – 10.25	<b>Panel debate: Achieving the best public health outcomes</b> <ul style="list-style-type: none"> <li>• Is enough being done to change our obesogenic environment?</li> <li>• Do we need to focus more on reducing food poverty - to achieve reductions in obesity?</li> <li>• How will PHE's voluntary CR programme be different to the Responsibility Deal– is sufficient impact achievable without regulation?</li> <li>• The sugar tax created a level playing field <u>and</u> catalysed reformulation – are further fiscal levers on the agenda?</li> <li>• Is there appetite to legislate against “supersizing” and bucket sizing?</li> <li>• Is “400-600-600” and 100 calorie-snacks appropriate calorie guidance? Does it overshadow guidance on nutritional quality of foods or send a helpful, simple message?</li> <li>• Will the UK follow the USA in mandating calorie information out-of-home?</li> </ul> <i>Paul Lindley, Richard Sangster, Gillian Purdon, Sharon Hodgson</i>
10.25 – 10.45	<b>MORNING REFRESHMENT BREAK</b>
	<b>Science &amp; Evidence: Portion Size</b>
10.45 – 11.00	<b>Size, Availability and Labelling: Interventions for reducing calorie consumption</b> Based on three Cochrane reviews, this presentation will review the potential contribution to tackling obesity of interventions based on (a) reducing portion, package and tableware size, (b) increasing the availability of foods lower in calories and (c) calorie labelling <i>Prof Theresa Marteau, Director of the Behaviour and Health Research Unit, University of Cambridge</i>
11.00 – 11.15	<b>Calories in the context of suggested serving sizes: an obstacle to fighting obesity?</b> After salt there was sugar, and today the attention has steered on to calories. Should this new area of focus relate to the calorie density of food, or rather calories per serving? Passport Nutrition data shows there is a huge discrepancy among suggested serving sizes, pack sizes and nutrient content in key packaged food and drink categories; this may tamper with consumers' 'adequate' calorie consumption. This presentation investigates this topic further and explores what can be done next to aid the fight against obesity. <i>Sara Petersson, Senior Nutrition Analyst, Euromonitor</i>
11.15 – 11.30	<b>Portion size – why and how it matters - and what to do about it</b> Eating more than we require to maintain a healthy weight is not strongly resisted by our biology. Consequently, large portions of energy dense food promote excessive eating. To be competitive, however, smaller food portions need to be satisfying. Peter Rogers will talk through his latest studies and research on how this might be achieved by attentive eating and enhancing flavour and variety in the meal (i.e., trading quantity for quality), to maximise 'pleasure per calorie consumed.', and what this means for manufacturers looking to reduce calories but not market share

	<i>Prof Peter Rogers, Professor of Biological Psychology, University of Bristol</i>
<b>11.30 – 11.45</b>	<p><b>Reducing portion size and decreasing energy intake</b>  Portion size has a causal impact on how much people eat and decreasing the portion size of many commercially provided food and drink products would benefit public health. Prof Robinson will discuss new research examining the magnitude of portion size reductions that promote very little or no 'compensatory' behaviour by consumers  <i>Prof Eric Robinson, Senior Lecturer, Psychological Sciences, University of Liverpool</i></p>
<b>11.45 – 12.00</b>	<p><b>Developing portion size guidance for consumers to complement the UK Eatwell Guide</b>  The Government's Eatwell Guide provides food-based dietary guidance for the UK population but does not include information on portion sizes for foods and drinks. The British Nutrition Foundation has been working to develop information on portion sizes for consumers to help people to put UK healthy eating advice into practice.  <i>Bridget Benelam, Nutrition Communications Manager, British Nutrition Foundation</i></p>
<b>12.00 – 12.20</b>	<p><b>Panel Debate: Science and Evidence</b></p> <ul style="list-style-type: none"> <li>• How do we get portion control "right" – how do you avoid unintended consequences of consumers consuming more units, particularly in multi-pack items, when reducing unit size?</li> <li>• What are the quick wins and easy gains in portion control?</li> <li>• How do we re-educate consumers on appropriate portion size, across the board – is systemic change needed and how do we go about it?</li> <li>• Based on the current evidence, are additional Policy changes required?</li> </ul> <p><i>Theresa Marteau, Sara Petersson, Peter Rogers, Eric Robinson, Bridget Benelam</i></p>
<b>12.20– 13.10</b>	<b>LUNCH AND NETWORKING</b>
	Manufacturing and Retail
<b>13.10 – 13.20</b>	<p><b>Welcome from the Chair and Speed Networking</b>  <i>Tanya Haffner, Nutrilicious</i></p>
<b>13.20 -13.35</b>	<p><b>Opportunities for intervention in retail environments</b>  How can industry and retail more effectively leverage pricing to drive healthier choices?  <i>Carmen Piernas, Nuffield Dep't Primary Care Health Sciences, University of Oxford</i></p>
<b>13.35 – 13.45</b>	<p><b>Making the healthy choice the cheaper choice – lessons from the soft drinks industry levy</b>  <i>Tam Fry, National Obesity Forum</i></p>
<b>13.45 – 14.00</b>	<p><b>Calorie reduction; what are the opportunities and the technical challenges for calorie reduction?</b>  <i>Jenny Arthur, Director of Nutrition and Innovation, Leatherhead Food</i></p>
<b>14.00 – 14.15</b>	<p><b>The consumer interface: technology meets the real world</b>  Lindsey will draw on her experience in product development to provide examples of the good, the bad and the ugly – which brands have really succeeded in making products healthier – not just in terms of reformulation, but labelling, marketing and packaging. Who got it right and wrong and what can we learn from that? With the push and pull of market intervention she will address the compromises of clean label and calorie reduction and how brands can manage consumer expectations.  <i>Lindsey Bagley, Founder, Eureka Product Development</i></p>
<b>14.15 – 14.30</b>	<p><b>Consumer's attitudes towards calorie reduction</b>  Aisling will present the findings of research which saw over 8,500 consumers questioned about their attitudes, beliefs, opinions and purchasing behaviours around nutrition and calories and will discuss what their findings mean for brands looking to engage in calorie reduction, and for Public Health looking for ways to achieve greater gains.  <i>Aisling Aherne, Nutrition Manager, Kerry Nutrition Group</i></p>
<b>14.30 – 14.50</b>	<p><b>Panel Debate: Next steps for manufacturers and retailers</b></p> <ul style="list-style-type: none"> <li>• Getting portion size wrong could see an increase in consumption through compensatory effects – how can industry avoid unintended consequences?</li> <li>• What is industry's role in ameliorating food poverty? Could price be better used as an incentive toward healthier options – could industry associations seek pledges to this effect? Or should fat or sugar taxes be used to create price differentials?</li> <li>• How can manufacturers' best manage backlash against smaller portions/same price?</li> <li>• Can industry achieve smaller portion sizes and shifts in advertising and promotions without legislative frameworks that create a level playing field?</li> <li>• Are retailers doing enough to prioritise brands' healthier options on-shelf?</li> </ul>

	<ul style="list-style-type: none"> <li>Is the separate approach of a “calorie reduction programme” and a “sugar reduction programme” helping or hindering industry?</li> </ul> <p>Jenny Arthur, Lindsey Bagley, Aisling Aherne, Tam Fry, Jamie Hartmann-Boyce,</p>
14.50 – 15.10	<b>AFTERNOON REFRESHMENT BREAK</b>
	Out of Home
15.10 – 15.25	<p><b>Nutritional analysis in out-of home</b></p> <p>Duncan will provide insights into his analysis of the nutritional content of food eaten outside the home and a perspective into some of the challenges and obstacles for providing standardised nutritional guidance on non-standardised recipes, portion-sizes and customised food items.</p> <p><i>Duncan Campbell, Food Analysis - Public Analyst, Leeds</i></p>
15.25 – 15.50	<p><b>Labelling out of home – mandatory restaurant menu labelling is now enacted in the USA: Why did it take 8 years to implement? Insights for the UK and how to increase consumer adoption for healthy eating</b></p> <p>Anita Jones-Mueller, MPH, president of California-based Healthy Dining, will discuss the challenges and opportunities of the USA menu labelling legislation that was recently enacted in May 2018 after eight years of rulemaking and delays. Healthy Dining provides nutrient analysis, menu labelling consultation, and “healthy marketing” programmes for hundreds of restaurant companies, spanning small eateries to the world’s largest US-based restaurant chains. Anita will share insights in how to increase consumer interest in parallel with industry efforts and government “push.” Additionally, Anita will give an overview of published research, conducted by her company and funded through National Institutes of Health, which tested consumer acceptance of modifying standard restaurant recipes to decrease calories, saturated fat and sodium by reducing amounts of targeted high fat, high sodium ingredients.</p> <p><i>Anita Jones-Mueller, President, HealthyDining.Biz</i></p>
15.50 – 16.05	<p><b>Out of Home Engagement and Challenges</b></p> <p>Samantha Montel, Team Leader Out of Home, Public Health England</p>
16.05 – 16.20	<p><b>Case study and lessons learnt: McDonalds</b></p> <p><i>Head of Nutrition, McDonalds UK &amp; Ireland</i></p>
16.20 – 16.35	<p><b>Case study: The Four Billion Calorie Removal Project – Sugar Reduction at Subway</b></p> <p>How the Subway® brand helped consumers cut sugar consumption by embarking on an award winning sugar reduction programme.</p> <p><i>Sacha Clark, Country Marketing Director, Subway UK &amp; Ireland</i></p>
16.35 – 17.00	<p><b>Panel Debate: Next steps for out of home</b></p> <ul style="list-style-type: none"> <li>Does the out-of-home sector <u>want</u> mandated action, to achieve gains within a level playing field?</li> <li>What support does out of home need, to achieve change in portion size, calorie reduction and nutritional labelling? Where will it come from?</li> <li>To what extent are health trends enabling restaurants and take-aways to make healthier a profitable option?</li> <li>Have independent OOH establishments taken any action toward sugar or calorie reduction to date – what are the barriers to progress, and what are the knock-on effects on the Retail sector?</li> </ul> <p>Duncan Campbell, Anita Jones-Mueller, Samantha Montel, Sacha Clark, McDonalds and Mark Drummond British Takeaway Campaign,</p>
17.00	<b>CLOSING REMARKS</b>