

How regulation impacts industry

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Declaration of interest



- Full time employed by the Food and Drink Federation (FDF)
- FDF is a trade body for food and drink manufacturers
- We give an overview to government of food manufacturers views on new policies and regulations, including how easy they are to implement and how much they might cost
- We also help companies keep track of any new requirements and understand what they need to do in response to changes to the law
- FDF is entirely funded by food and drink manufacturers

What I'm going to cover



- Food safety regulations
- Nutrition policies aimed at companies
- Defining less healthy food
- Developing healthier food
- Company support

Food safety regulations – must do



Food safety - aim is to ensure all food is safe to eat:

- How the food is made - e.g. food hygiene
- Ingredients in the food - e.g. food additives
- Ingredients some consumers need to avoid - e.g. allergens
- How the food is packaged - e.g. what can touch the food
- How long you have to consume it - e.g. use by (safety) or best before (quality)
- What must be on a label e.g. ingredients list

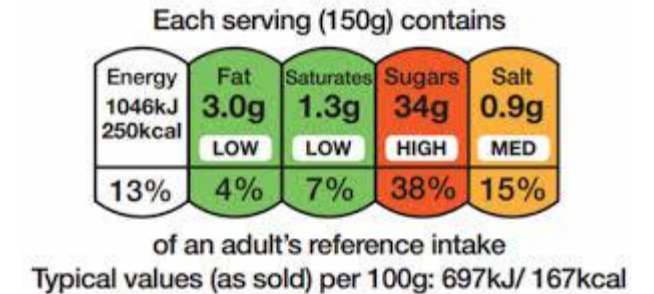
All food must meet these standards set by the UK government, regardless of:

- company size
- whether it's made in the UK or in another country

- Ingredients added in very small amounts to food to perform specific technical functions to improve its safety, quality or appeal
- 27 functional categories (e.g. colour, preservative, sweeteners)
- Over 320 approved as safe by the Food Standards Agency
- If a food company uses them they must:
 - Adhere to strict legislation
 - Only be used in an authorised category (e.g. sauces, jam)
 - Only be used under the maximum level allowed
 - Declare it on the label within the ingredients list (e.g. Colour: Beetroot Red or Colour: E162)

Nutrition policies

- To support healthier diets, government encourages companies to make food healthier – focus is on nutrition
- Change the recipes to be healthier:
 - Reduce sugar, salt and calories in foods (voluntary)
 - Tax drinks that contain sugar (company pays not the consumer)
- ‘Traffic light’ label on the front of packs
- Restrict where less healthy food can be advertised and promoted



Source: [Association for Convenience Stores Assured Advice](#)

Less healthy food

- The government's 'Nutrient Profile Model' defines what is a less healthy food
- The model considers levels of energy, saturated fat, sugars, and salt, fruit, vegetables, nuts, fibre and protein and gives the food a score
- Depending on the score, food is defined as *less healthy* or *more healthy*
- Less healthy foods have restrictions on where they can be promoted in shops and where they can be advertised
- Companies can still sell less healthy food, but there will be less promotion of it and less adverts



Source: [Association for Convenience Stores Assured Advice](#)

Developing healthier recipes

Considerations for companies

- Time
- Costs
- Is it technically possible?
- Regulations
- Consumer demand is also key!

For smaller companies, costs and technical resources can be significant barriers

The 8 Principles of Reformulation



Company progress example



Soft Drinks Tax
(Regulation)



29%

sugar reduction

2015 - 2018

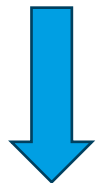
Milk Based Drinks
(Voluntary)



30%

sugar reduction

2017 - 2020



46%

sugar reduction

2015 - 2020

What do companies need?



- Underpinning science and evidence
- Clear communication
- Time to implement
- Guidance
- More tailored support for small businesses
- Long term certainty



What I've covered



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