



THE FRUITS AND VEGETABLES INDUSTRY SERIES

29 MARCH 2022

Session 2 - Policies for encouraging healthier food choices: opportunities for the fruit and vegetable sector





HOW CAN POLICIES CONTRIBUTE TO HEALTHIER FOOD CHOICES?

29 March 2022

OECD-COLEACP Webinar - Policies for encouraging healthier food choices: opportunities for the fruit and vegetable sector

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TOWARDS A FOUR-TRACK APPROACH FOR HEALTHIER FOOD CHOICES



A four-track approach for healthier food choices



1

Rationale for policy intervention

2

No silver bullet towards a four-track approach

3

Need for investments in overcoming evidence gaps



Rationale for policy intervention to encourage healthier food choices



Being overweight has become a widespread issue

OECD average



Almost 60% of people
are overweight...



...of which nearly
25% have obesity

Source: OECD analyses on the WHO Global Health Observatory, 2018



Rationale for policy intervention to encourage healthier food choices



OBESITY



HEALTH IMPACTS

- NCD
- SEVERE FORMS OF COVID
- LIFE EXPECTANCY



ECONOMIC IMPACTS

- PRODUCTIVITY LOSS
- WORKFORCE PARTICIPATION



IMPACTS ON PUBLIC MONEY

- HEALTH EXPENDITURES
- GDP



Rationale for policy intervention to encourage healthier food choices

- Focus on groups with low SES
- They tend to adopt less healthy food choices
- Food insecurity is a predictor of obesity in children, teenagers and adults





A four-track approach for healthier food choices



1

Rationale for policy intervention

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No silver bullet: towards a four-track approach

3

Need for investments in overcoming evidence gaps



A four-track approach is needed

**Standard
economic advice:
Correct an
externality at
source**



Case of taxing consumption?

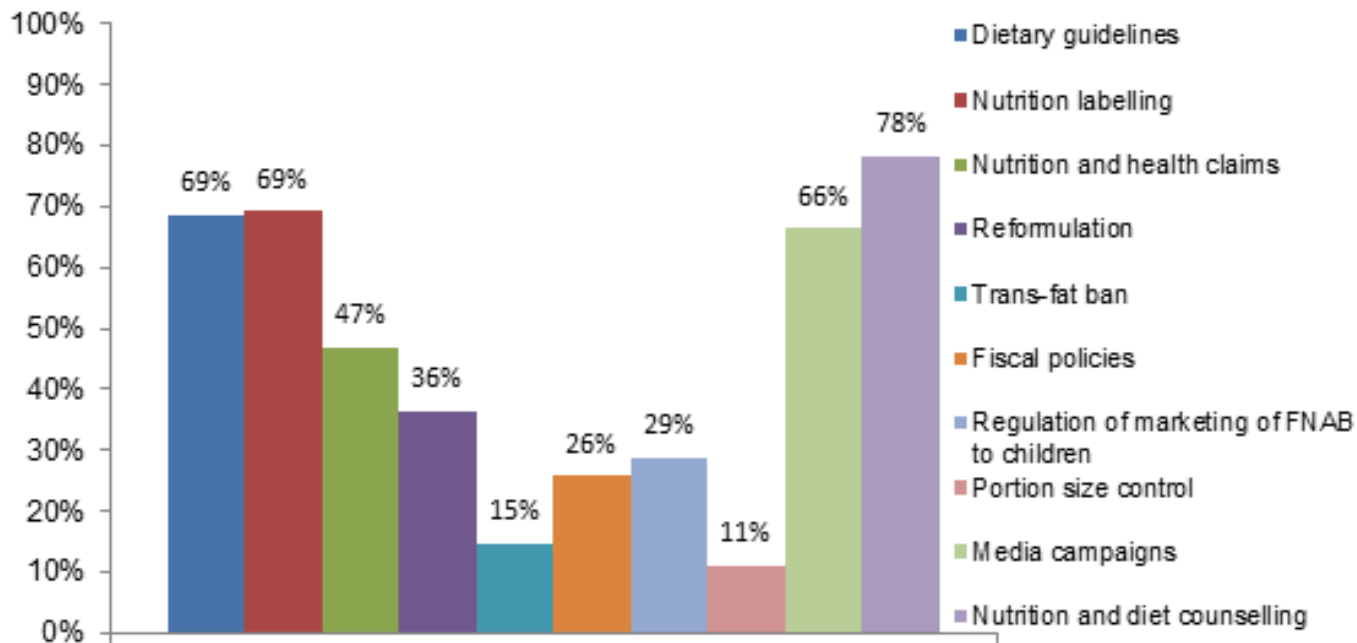
Policy instruments may yield
(unintended) impacts on
other externalities



A four-track approach is needed

Policy actions to promote healthy diets and nutrition used across the world

Share of countries using the different types of measures



Source: WHO GINA database, <http://www.who.int/nutrition/gina/en/>.

Policy options for healthier food choices

- 1 Demand-side public interventions
- 2 Interventions at the supply-demand interface
- 3 Firmer regulations
- 4 Fiscal measures



A four-track approach for healthier food choices



1

Rationale for policy intervention

2

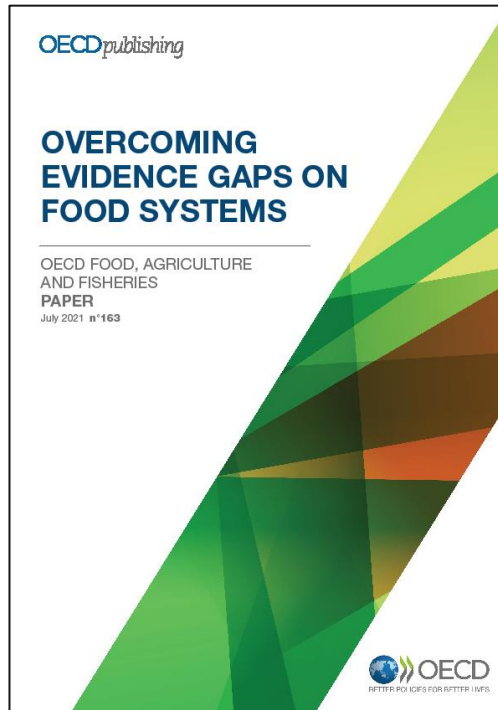
No silver bullet: towards a four-track approach

3

Need for investments in overcoming evidence gaps



Need for investments in overcoming evidence gaps



Food





MAKING SIMPLIFIED NUTRITIONAL FOOD LABELLING POLICIES



Towards a common understanding of simplified nutritional food labelling schemes

OECD report will provide insights on:



How-to develop and implement the schemes



How-to organize governance and monitoring












How-to measure impacts on consumers and the food environment

Method

Collaboration with 14 volunteer countries



		Mandatory label		Voluntary label		
		Warning label	Endorsement label	Summary label	Non-interpretative label	Per 100g/ml
	Sweden		✓			✓
	Australia New Zealand			✓		✓
	Chile	✓				✓
	France Germany Switzerland			✓		✓
	Israel	✓	✓			✓
	Mexico	✓				✓
	Italy				✓	
	Brazil	✓				✓
	Canada	✓				



How do the schemes look like ?

Strong diversity

Conveyed
message

Design

Color

Use of
nutrient
profile
model

Interpreta
tion



Example: Apple juice

Tropicana Apple 100% Juice 32 Fluid Ounce Plastic Bottle

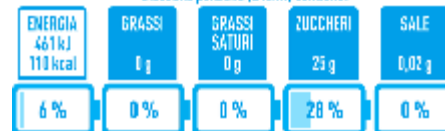


of an adult's reference intake

Typical values per 100g: 193kJ/46kcal



Ciascuna porzione [240ml] contiene:



delle Assunzioni di Riferimento di un adulto medio (8.400 kJ / 2.000 kcal)
per 100ml: 193 kJ / 46 kcal



FREE LABEL



High in sugar



High in sugar



High in sugar



High in sugar



- Nutritional values extracted from FoodData Central U.S. Department of agriculture
- UPC code: 00048500000496



Example: Applesauce

MOTT'S, NATURAL APPLESAUCE



A 118 ml serving contains

Energy	Fat	Saturates	Sugars	Salt
211kJ 50kcal 3%	0g 0%	0g 0%	12g 11%	0g 0%

of an adult's reference intake

Typical values per 100g: 172kJ/41kcal



NUTRI-SCORE



Ciascuna porzione (118ml) contiene:

ENERGIA	GRASSI	GRASSI SATURI	ZUCCHERI	SALE
211 kJ 50 kcal 3 %	0 g 0 %	0 g 0 %	12 g 13 %	0 g 0 %

delle Assunzioni di Riferimento di un adulto medio (8.401kJ / 2.000kcal)
per 100ml: 172 kJ / 41 kcal



**FREE
LABEL**



High in
sugar



High in
sugar



High in
sugar



High in
sugar



- Nutritional values extracted from FoodData Central U.S. Department of Agriculture
- UPC code: 1917866442815

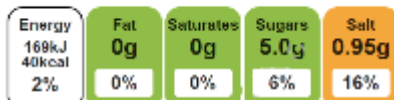


Example: Diced tomatoes

Diced Tomatoes



A 126g serving contains



of an adult's reference intake

Typical values per 100g: 134kJ/32kcal



Ciascuna porzione (125g) contiene:



delle Assunzioni di Riferimento di un adulto medio (8.400kJ / 2.000kcal)
per 100g: 134 kJ / 32 kcal



FREE LABEL



FREE LABEL



High in Sodium
High in sugar



FREE LABEL



FREE LABEL



High in Sugars / Sucres
Elevé en
Health Canada / Santé Canada

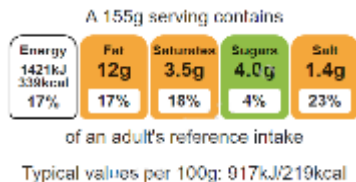


- Nutritional values extracted from FoodData Central U.S Department of agriculture
- UPC code: 024000012672



Example: Cauliflower pizza

CAULIPOWER-Margherita Pizza



FREE LABEL



FREE LABEL



High in Sodium



FREE LABEL



FREE LABEL



FREE LABEL



- Nutritional values extracted from FoodData Central U.S. Department of agriculture
- UPC code: 0862871000325



LABELLING SCHEMES: IMPLEMENTATION PROCESS



ACCOMPANYING FRAMEWORK

Long pre-implementation period

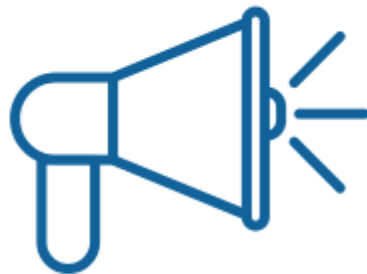
- Gradual thresholds (M)
- Guidelines for stakeholders (V)



PRACTICAL ASPECTS

- Particular role of retailers
- Review of products' portfolio
- Food importers

Schemes can be used as a benchmarking tool for R&D



AWARENESS CAMPAIGNS

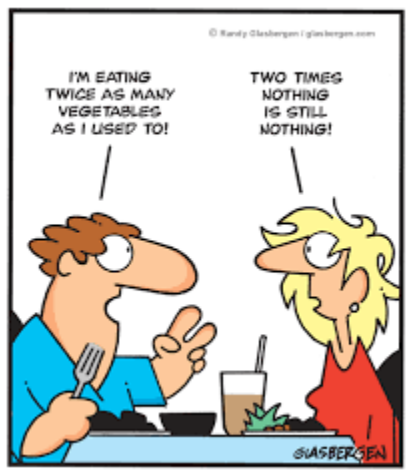
Public entities and civil society

- Traditional medias ++
- Social medias ++
- School programs and healthcare



Thank you!

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THE FRUITS AND VEGETABLES INDUSTRY SERIES



The OECD-COLEACP Fruits and Vegetables Industry Series focuses on market access conditions and opportunities for the fruit and vegetable sector, especially for fruit and vegetables producers and exporters from ACP-countries. This activity is supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.

Thank you



FRUIT AND VEGETABLES SCHEME

