



All Party Parliamentary Group on School Food

Minutes of joint meeting with Food & Drink APPG

Tuesday 19th January 2016, 2.00pm – 4.00pm

Committee Room 11, Houses of Parliament

Present

Sharon Hodgson MP (SH), John Stevenson MP (JS), Ruth Smeeth MP (RS)

Chris	Abell	Sugar Nutrition UK
Jane	Almond	Food & Drink Federation
Rob	Bailey (RB)	Association for Public Service Excellence
James	Bielby	Federation of Wholesale Distributors
Myles	Bremner (MB)	School Food Plan
Sara	Bryson	Children North East
Juliane	Caillouette Noble	Jamie Oliver Foundation
Joanna	Camadoo	The Whitehouse Consultancy
Malcolm	Clark	Children's Food Campaign
Jennie	Coakcroft	Phunky Foods
Linda	Cregan	Children's Food Trust
Amanda	Crisp	Food & Drink Federation
Theodora	Croft	Taylor Shaw
Louise	Davies	DATA
Mailyne	De Graaf	Islington Council
Antonio	Dorlieo	Food & Drink Federation
Olayinka	Ewuola	Eagle Solutions Services
Jess	Faulkner	Sharon Hodgson's office
Patricia	Fellows	Pat Fellows Consultancy
Stephen	Foster	Chartwell's Entrust Partnership
Lindsay	Graham	Holiday Hinger Task Force
Sarah	Grant	School Food Plan
Simon	Gray	The Food Teachers Centre
Barbara	Griffith	Dairylink
Joanna	Grinsted	Sugar Nutrition UK
Madelene	Haeggrath	Mondelez International
Dorothee	Henze	Nestle UK

Gemma	Hopwood	School Food Plan
Tim	Horan	Food & drink Federation
Helena	Houghton	Royal Academy of Culinary Arts
Alexa	Hoyland	Kellogg's
Anna	Jobling	Interel Consulting
Alex	Kent	Institute of Food Science & Technology
Alison	Last	Kellogg's
Meg	Longworth	Compass group/Chartwells
Julie	Lovell	Mars UK
Joel	Mann	Fun Kitchen
Sandra	Marsh	OCR
Peter	McGrath	LACA
Shaira	Mirpuri	Eagle Solutions Services
Linda	Mitchell	North Somerset Council
Rosemary	Molinari	Taylor Shaw
Barbara	Monks	The Food Teachers Centre
Caroline	Morgan	Local Food Links
Jeanette	Orrey	Food for Life
Sarah	Pagan	Office of John Stevenson MP
Kirsty	Pavey	Unilever
Joel	Roberts	Oakhill Communications
Richard	Royal	Food & Drink Federation
Sally	Shadrack	Newham Partnership working
Jane	Sixsmith	Focus on Food
Gemma	Squelch	Food Growing Schools / Garden Organics
Andra	Stan	McCain Foods
Sarah Jane	Stanes	Royal Academy of Culinary Arts
Gillian	Taylor	OCR
Craig	Titterton	Associated British Sugar
Daniel	Tye(DT)	Office of Sharon Hodgson MP
Glen	Watson	Office of Ruth Smeeth MP
Lauren	Weller	FACE / Countryside Classroom
Nicola	Wilde	Wilde Food
Stephanie	Wood	School Food Matters
Ian	Wright	Food & Drink Federation

1. Chair's Welcome

SH opened the meeting, introduced John Stevenson MP (JS) (Chair of the Food & Drink APPG) and thanked everyone for attending. She outlined the 4 presentations

Letterhead designed by pupils at Harehills Primary School, Leeds



for the meeting and commented on the future of the School Food Plan, the contract for which expires at the end of March. Comments on the future to RB for distribution to SH & Myles Bremner. JS outlined that Food & Drink is the largest manufacturing sector in the UK and looked forward to the Government's impending obesity strategy report

The list of apologies were as follows:

Nigel	Argyle	Elygra
Greta	Defeyter	University of Northumbria
Libby	Grundy	Soil Association
Lorna	Hegenbarth	NFU
Andrew	Kyle	Elior
John	Puckrin	ATL
Rachel	Warwick	University of Northumbria

2. Packed Lunch Policy – Rosie Molinari (RM)

RM stated that 'Diet is the new Tobacco' and due to sugar 'Children are often too embarrassed to smile'

Of the 382,877 children in KS2 in England, 114,863 take a paid for school meals and 64,000 were eligible for free school meals of whom 44,800 (70%) take their FSM entitlement. Around 223,214 pupils therefore choose a packed lunch (or other)

A borderline exists just above the poverty threshold where school meal take-up is low. These families favour a packed lunch of which only 1% meet nutritional standards. Teachers are aware of the issue and are amenable to change but prefer an external packed lunch policy rather than having to set and enforce their own.

PHE have produced some excellent documentation showing the links between public health and wellbeing and attainment. Annually obesity is costing £27bn according to PHE.

A Taylor-Shaw survey showed 90% of head-teachers welcome support for lunch and 72% support on healthy eating. There is a growing acceptance of the parental role in a healthy diet and nutritional guidelines for packed lunches is part of that.

Recommendation: APPG working group to produce a packed lunch policy

3. Food & Drink Federation – Ian Wright (IW) Director General

There is a danger around talking about sugar (prefers the word diet) and rhetoric has become unbalanced. Food & Drink industry take arguments very seriously and there

is a lot of common ground. Childhood obesity is concentrated around certain geographic and demographic areas and it is too easy for a metropolitan elite to be seen telling ordinary people how to eat.

A McKinsey study showed reformulation is 8 or 9 times more effective on tackling obesity and the food and drink industry has a comprehensive programme around reformulation and portion control. Mandatory compulsion is illegal and trying to police 6000 manufacturers to ensure compliance too burdensome. The industry is happy to set targets for reformulation and make the results public and would approve of the Government not awarding contracts to those who don't meet their targets.

IW highlighted the need to take consumers with you (a nudge strategy) or they will otherwise walk. Irresponsible entrants will then satisfy demand with high sugar options with Sunny delight an irresponsible example of entering the market and exiting 2 years later with damage done.

The Food & Drink Federation has taken the decision not to advertise to anyone under 16 on broadcast media or online nor use people under 16 in adverts. This offer has been made to government

People need to be more considered in their approach to food and parents need more information to make informed judgements. They support nutritional education for parents and children. There are some constraints however including European labelling law.

They are the largest manufacturing sector worth £80bn a year in between farmer and retailer and support 500,000 jobs. They fear a growing skills gap of 100,000 and need to ensure young people see a career in food manufacturing. The industry has a self-interest; obese people tend to be economically less active and therefore don't buy the products they wish to sell so there is no benefit to them.

4. Children's Food Campaign – Malcolm Clark (MC) Coordinator

The Children's Food Campaign, brings together organisations and partners with an interest in health including academics, charities, suppliers, cooks and caterers

Key points:

- Tougher controls on marketing
- Reformation
- Sugar Tax

The food system isn't working including farming. The link between obesity and socio-economic status is clear. There is too much food advertising to children before the watershed and the Advertising Association is reviewing their non-broadcast rules.

A proposed 20p/litre sugar tax is proposed with revenue to improve children's health. As Steve Dubble MP said in regard to sugary drinks, "there is a need to inform and send a clear message". 150,000 have signed Jamie Oliver's petition.

They support continued funding of Universal Infant Free School Meals, implementation of the School Food Plan and mandatory standards for Academies. They would like a review of the planning rules around walk to school routes.

Their challenge to the Food and Drink Federation is to act against repeat offenders including Heinz babyfood and Nesquik, cease funding lobby groups and ensure availability of reformulated foods

5. Kellogg's – Dr Alexa Hoyland (AH) Senior Nutrition Manager

AH outlined Kellogg's record in Breakfast and reformulation

For 18 years they have supported breakfast clubs with 2,500 now supported. They have a university organised training programme, annual breakfast awards and conducted schools research including via APSE. 85% of schools now have a breakfast club with Wales highest and Scotland lowest. Biggest challenge is funding.

Their recent Yougov survey of 700 teachers reported that 1 in 3 teachers say they had fed a hungry child and six out of ten parents on low incomes are unable to afford to buy food outside of term. As a result Kellogg's are expanding provision to community settings. Training ensures food is compliant with the food regulations and make benefit of the micro-nutrients within breakfast cereals.

Their reformulation programme has seen reductions in both sugar and salt and an increase in fibre. Cereals now only account for 2% children's and 4% adult's salt in their diet. Since 1998 there has been a 15 % reduction in sugar and 57% reduction in salt. Fibre is now only absent from 3% of the Portfolio. This has seen a salt reduction in Cornflakes of 10% and Branflakes 30%. 57% of children's cereals are non High Fat Salt Sugar (HFSS). In 2015 they removed 206 tonnes of sugar which will rise to 723 tonnes in 2016. Special K sugar content is down by 10%

EU places restrictions on the use of natural sweeteners. Consumer demand favours natural sugars and some formats are regarded as ok. Palates differ across the EU; in France chocolate for breakfast is regarded as ok. There has been mixed market success to date with reformulated foods that don't sell quickly removed from the shelves.

6. Panel discussion – Chair John Stevenson MP (JS)

There then followed a wide ranging question and answer panel session. Key additional points are included below:

Portion size is commensurate with price reduction, however both manufacturers and retailers set price and ingredients are only a small part of overall sale price

Expect major reformulation exercise following publication of the obesity strategy

The School Food Plan precludes cereal bars. Concern remains over the removal of parental authority in lunchbox food choice. The solution is seen as education.

No single offer has been made to Government by the Food & Drink Federation as it government consists of many 'heads. The offer is a willingness to accelerate reformulation and use portion size as a mechanism for that. No answer as to how that might be policed. Competition law forbids a negotiated settlement as it constitutes a cartel unless accompanied by a ministerial letter of comfort. In a free market economy it is hard to change the laggards but getting the top 5 will cover 60% market

JS questioned why a proposed sugar tax was directed to fizzy drinks and beverages as it was an industry wide problem. There are also different types of sugar and sugary drinks only make up 1/3 of sugar intake

The inclusion of cooking on the curriculum is welcomed, however the requirement for those from low income homes to provide the ingredients is unacceptable and excludes those who can't afford them

JS thanked the panellists and stated that it was very healthy to hear the views of 2 sets of APPG groups.

7. AOB

Date of next meeting – 15th March 2016

Meeting closed at 4.00pm.