



CHOICES INTERNATIONAL
FOUNDATION

Choices International
Services to Companies



Background

Global Nutrition Picture



- Double burden of malnutrition (DBM) high on United Nations' agenda
 - World Health Organisation urges nutrition action e.g. nutrition labelling (front- and back-of-pack), taxation, responsible marketing, reformulation
 - Lead at national level
- *Policy inertia* prevents national health authorities from effective measures (Lancet, 2019)
- Need for innovation in nutrient profiling for various measures in middle income countries
- Raised awareness of good nutrition due to Covid-19

Agenda for Tomorrow's Diet



- Develop national standards for healthier food products
- Develop a coherent set of double duty food system actions
 - Consumer guidance & education
 - Schools
 - Front-of-pack labelling
 - Responsible marketing
 - Procurement standards
 - Financial measures
- Partnerships with industry
- Research to develop, implement and assess impact



The Choices Identity



Mission: *Shaping national food systems to make the healthy choice the easy choice for consumers*

Key features of the Choices identity:

- Independent Foundation (NGO) that understands the language of the business sector
- Independent criteria, set by committees of independent leading scientists and updated every 4 years
- Global expert in nutrient profiling
- Partnership broker



The Choices Organization



- Organization format: Foundation, global scope
- Funded (as yet) primarily by industry, a.o. PepsiCo, Unilever, FrieslandCampina and AholdDelhaize.
- Working with international NGOs and UN organisations such as Scaling Up Nutrition Movement, GAIN and Sight & Life
- Governing Board only with non-business members
- Regional Industry Support Group - advisory role
- Independent International Scientific Committee



The Choices Programme



Mission: healthier food options for all consumers

**Support of national food system actions
Based on independent science**

Criteria



Platform



Actions



The Choices Criteria



- **Science first:** standing independent Scientific Committee
- **Dynamic:** national adaptation and periodical revision (4yr)
- **Realistic:** presence in the market
- **Specific:** criteria per product group
- **Optimistic:** guidance for consumers and industry to do better
- **Synergistic:** substantiation for different nutrition policies and international coherence
- **Complete:** covers all food groups
- **Collaboration:** understands the role of industry



Choices' Proposal to Potential Companies

Positive FOP Logos in the East Asia region



Status of the Front-of-Pack Labelling

Choices' role: to bring these countries together for collaboration and coherence in criteria

Implemented



Brunei



Singapore



Malaysia



Thailand

Currently Being Implemented



China



Indonesia

Vietnam

Currently Being Reviewed



Philippines

Criteria-based Food System Actions in East-Asia



	Brunei	Malaysia	Singapore	Thailand	China	Indonesia	Philippines
FOP labelling	✓	✓	✓	✓	✓	✓	✓
Consumer education	✓	✓	✓		✓		✓
Marketing to children	✓		✓				✓
Reformulation policy	✓	✓	✓		✓	✓	
Food procurement					✓		✓
School meals program						✓	✓
Taxation	✓		✓				✓

Key

Implemented

Currently being implemented

Under review

Impact on Food Companies



- The Choices Criteria are based on the same principles as the 6 positive FOP logos in the region and Choices collaborates closely with all of them
- Choices aims at more coherence of the use of the criteria in two ways:
 - International coherence of the criteria of the national logo programs,
 - Coherence in national double duty food system actions (see slide 4) by using one set of criteria
- Both types of coherence are beneficial for regional food companies

Services to Food Manufacturers & Retailers



We offer a free assessment of a sample (approx. 10 products) of your portfolio (Annex 1).

Based on this we have a follow up conversation about becoming a criteria user. A criteria user is offered the following service package for **€10,000 per annum**.

1. The right to use the Choices criteria for the following purposes:
 - To benchmark the existing product portfolio
 - To formulate and monitor the company's nutrition ambitions
 - To guide and benchmark product development & reformulation.
 - To substantiate consumer communication

Services to Food Manufacturers & Retailers



2. The right to refer to the Choices criteria in public communication
3. We refer to specialized partner organisations, fully familiar with our criteria, to assist with
 - Technical aspects of food reformulation
 - Nutrition related marketing and corporate communication

Services to Food Manufacturers & Retailers



The use of the database and assessment tool is an optional addition to the service package at the cost of **€5,000 per annum.**

4. Access to our online product database and assessment tool.

Services to Food Manufacturers & Retailers



The following services are at additional costs at **€125 Euro per hour.**

5. A strategic session to discuss the best way of using the Choices program in support of formulating and monitoring the company's nutrition ambitions.
6. A (2 x 3 hours, online Zoom) training on the implementation of the criteria for product assessment.
7. Consultation on request.

Example of Potential Benefits to Companies



- Builds credibility when referring to Choices as external standard
- Guides reformulation processes with focus on specific key nutrients, e.g. saturated and trans-fat, sodium, sugar, fibre
- A (fictive) example for Company X:
 - Company X signed up and their R&D team received a training by Choices
 - After this, the R&D team executed a baseline assessment using Choices database assessment tool. This indicated that 25% of their food portfolio is compliant with the Choices criteria.
 - Further analysis by the R&D team indicated the following options for reformulation:
 - reduction of sugar by 10% in mixes of fruit, nuts and seeds
 - reduction of sodium by 15% and sugar by 10% and increase of fiber by 15% in processed vegetables
 - sodium reduction in hot dogs (25%) (sandwiches and rolls)
 - Implementation of this reformulation program would take two years and would result in a overall compliance of 55%.
 - The CEO of Company X agrees with this reformulation program and makes a public announcement that at least 50% of Company X porfolio will be compliant with independent Choices criteria by 2023.



Annex

Annex 1: Choices' Product Database Assessment Tool



Product Overview of Company's Portfolio

Active products

Archived

No.	Name	Company	Country	Product Category	Modified	Status	
<input type="checkbox"/>	2060	Dutch Lady Pure Farm Full Cream Milk	Cupboard Karen	Ikea	Milk (products)	20/10/2020	Product created
<input type="checkbox"/>	2067	Narcissus Canned Mushrooms	Cupboard Karen	Ikea	Processed and dried fruits and vegetables	26/10/2020	Product created
<input type="checkbox"/>	2061	Ponte Farfalle 106	Cupboard Karen	Ikea	Plain noodles and pasta	20/10/2020	Product created

Annex 1: Choices' Product Database Assessment Tool



Details of A Particular Product (Part 1)

Product information | History

Product name *	<input type="text" value="Ponte Farfalle 106"/>	Product Category *	<input type="text" value="Plain noodles and pasta"/>
Product Description *	<input type="text" value="Pasta"/>	Product Criteria Version	<input type="text" value="Version 2019"/>
Reference code *	<input type="text" value="-"/>	Portion/serving size *	<input type="text" value="100g"/>
Market release date *	<input type="text" value="20/10/2020"/>	Product density *	<input type="text" value="1"/>
Brand name *	<input type="text" value="Ponte"/>	Certify as prepared	<input type="checkbox"/>
Active		Certification status	Product created
			<input type="text" value="Ikea Agent"/>

SKU	Volume	

Annex 1: Choices' Product Database Assessment Tool



Details of A Particular Product (Part 2)

Nutrient	Value	Unit of Measurement	Calculating method	TEST
SAFA	<input type="text" value="0.50"/>	g/100g	Package Description <input type="button" value="v"/>	V
TFA	<input type="text" value="1.50"/>	g/100g	Package Description <input type="button" value="v"/>	X
Sodium	<input type="text" value="5.00"/>	mg /100g	Package Description <input type="button" value="v"/>	V
Total sugars	<input type="text" value="2.50"/>	g/100g	Package Description <input type="button" value="v"/>	V
Fiber	<input type="text" value="0.00"/>	g/100g	Package Description <input type="button" value="v"/>	X

Ingredients *

Durum wheat semolina. May contain traces of eggs, and soy

Attachments



Thank You