



December 2014

Mission Statement

Kia whakareia te ōranga o
ngā tāngata o Aotearoa ma
te whakamana i ngā wawātā
hei tohu kai hauora, kai
reka, hei oranga kakama.

To enhance the quality of life of
New Zealanders by encouraging
informed, healthy and
enjoyable food choices, as
part of an active lifestyle.

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Guest Editorial

BEST DIET, BEYOND THE BEAUTY PAGEANT

A study published this week in *Circulation: Cardiovascular Quality and Outcomes*, purportedly compared an array of "popular" diets and found that- despite a whole lot of marketing claims and clamor- none was demonstrably better than another, and none was particularly good.

The study, predictably, has been generating a lot of media attention. This is common to almost all high-profile diet studies, and almost always comes to my attention, given the professional lens through which I view the world. This case was different, however. I wrote the editorial that accompanied this article, so I have known about the study in all of its particulars since long before it came out. Presumably for that reason, I was asked to opine on the TODAY Show.

As I said on TV, this study does indeed suggest that almost all of the "my diet can beat your diet" claims are a product of salesmanship, not science. Consider the huge number of diet books that have been popular over the years, every one of which telling you why it is the best. Obviously, that can't be true about all of them. It isn't even true of any of them.

The new study actually provided only a very narrow window to the never-ending dietary beauty pageant. The researchers compared three variations on what they themselves called "carbohydrate restricted" diets: Atkins, South Beach, and the Zone. The fourth contestant was Weight Watchers, which is now more about improving food choices overall, but historically has been about using points as a surrogate for calories. The findings of the research indicated that data and diatribe diverged widely. The data did not really back up the claims and clamor underlying any given diet.

Would this still be true if the window were much wider, examining the full expanse of diets competing for our attention, and our cash?

Yes, it would. I know, because I have been obligated to look through those larger windows. I did so while writing the three editions of my nutrition

textbook, examining for the newly released third edition, with the help of my co-authors, nearly ten thousand scientific publications. I was obligated to do much the same on a smaller scale to write an invited, peer-reviewed paper entitled, "Can we say what diet is best for health?"

So, can we say what diet is best for health, and weight control?

Yes, but only by looking beyond the beauty pageant. Look, for instance, to the Blue Zones. These populations around the world live longer and better than the rest of us, because of what they have in common. They eat diets of food, not too much, mostly plants; they exercise routinely; they don't smoke; they sleep enough; they are not ridiculously stressed out; and their social connections are strong. Feet, forks, fingers, sleep, stress, and love- are the 6-cylinders in the engine of lifestyle as medicine, and Blue Zone residents are firing on them all. As a result, they often live to be 100- then go to sleep one night, and just don't wake up. Folks, that's how it's done!

But the Blue Zones are as noteworthy for their diversity as for what they share. In Loma Linda, California, they are vegans. In Costa Rica, their diet includes eggs, dairy, and meat. In Ikaria, Greece and Sardinia, Italy they practice variations on the theme of Mediterranean diets. In Okinawa, Japan, a traditional plant-based, rice-centric diet produces the same outstanding results.

In all cases, the theme is the same: real food, not too much, mostly plants. Or put even more generically: wholesome foods, in sensible combinations. Unlike us here in the USA, if it glows in the dark by some contrivance other than bioluminescence - they don't eat it!

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Guest Editorial BEST DIET, BEYOND THE BEAUTY PAGEANT

Looking at the never-ending parade of quick-fix contestants, we cannot say which diet is best- because none is. But looking beyond the beauty pageant, to a vast expanse of evidence and the compelling, real-world examples of the Blue Zones, we certainly can say what theme of eating is best for both health and weight control. Wholesome foods in sensible combinations. No highly processed,

willfully addictive, glow-in-the-dark junk. Food, not too much, mostly plants.

I guess for a culture eager for the winner of the swimsuit competition, that theme just isn't sexy enough. But folks- it's the real deal. And there is beauty in it, because a theme leaves wiggle room. A theme means you can choose the variation on the theme that you, and your family, like

best. A theme means you can choose your preferred way to love food that loves you back.

Can we say what diet is best? Yes, in fact, we can. But only if we grow up, get real, and look beyond the beauty pageant.

Dr. David L. Katz

www.davidkatzmd.com; author, *Disease Proof*

The Nutrition Foundation Annual Symposium



Our annual symposium was a resounding success with the inclusion of keynote speaker, Dr David Katz, whose topic, *Are we really clueless?* was about what we really do already know about healthfulness and the message is simple. He talked about the many different approaches to healthy eating and the differing opinions, but his very simple message is to focus on what we all know and what the commonalities are in being healthy - or the "olive in the middle" as he so eloquently put it.

We all agree most people aren't eating enough fresh fruit and vegetables, nuts, legumes and lean animal proteins and are eating too much of the highly processed, 'glow-in-the-dark' packaged foods that are designed to make you eat far more than just the one serving. According to researchers on the Potsdam Study in Germany, 80% of premature deaths can be prevented by simply improving use of our 'fingers, forks and feet' – by cessation of smoking,

habitually eating more fruit, vegetables and whole grains and by engaging in more physical activity.

Dr Lisa Te Morenga nutrition scientist at the University of Otago, discussed, *The real science behind food*. Using the relationship between saturated fat intake and cardiovascular disease as an example, her main message was about the importance of impartially reviewing all the evidence, not cherry picking to support a specific point of view about the science behind food.

Dr Harriet Carr from the Ministry of Health talked about the development, communication and evaluation of the *Food and Nutrition Guidelines*, and how they will translate into *Eating and Activity Guidelines*. Changes from the previous model include a shift to food from nutrients and the inclusion of activity.

Professor Elaine Rush from AUT spoke about *Food for healthy children* and how early intervention is the key to more

positive outcomes in later life. She talked about Project Energize, initiated by the Waikato DHB and run by Sport Waikato, and how evaluation has demonstrated its effectiveness. It is provided throughout the Waikato region and is soon to expand into Northland, Manukau and Franklin districts. Currently it reaches 244 schools and 44,000 children, teaching key messages:

- milk and water as the best drinks
- more fruit and vegetables
- having breakfast every day
- doing some 'Huff and Puff' activity every day

The programme aims to provide simple, easy to understand nutrition messages for home and school in the form of 'Nutrition Nuggets' and the 'Go, Glow and Grow' principles which are branded with the *Team Energize* logos which are now highly recognisable and well trusted.

Professor David Cameron-Smith from the University of Auckland on *Food for healthy*



Sarah Hanrahan, NZNF Dietitian, Cherry Barker, Nutrition Services Manager, Sanitarium, Catherine Katz, David Katz, Susan Buxton, Nutritionist Communications, Sanitarium



Professor Elaine Rush, AUT



Dr David Katz

ageing, discussed ageing and how normal physiological changes as you age impact the nutrition status of the older population. These changes as well as the fact obesity rates in the ages 55-64 years are the highest in New Zealand emphasises how vital food is for healthy ageing. He also discussed the opportunity New Zealand has to develop foods with recognised health benefits to help improve nutrition intake in this group through the *High Value Nutrition National Science Challenge*.

Katherine Rich, CEO for the New Zealand Food and Grocery Council (FGC), talked about the focus on nutrients rather than foods in health messages confusing consumers and said food industry want to provide solutions for consumers to help them shop and eat more healthily. She stated it is unfortunate food industry is more often seen as 'the bad guys' when many food companies are just as concerned about the statistics on obesity and bad health as health professionals are. She discussed some of the initiatives of the FGC and its members to provide healthy solutions for consumers. These include nutrition advice and expertise, company policies around health and wellbeing, provision of resources, food reformulation and voluntary nutrition labelling information.

From a different perspective, AUT University Senior lecturer **Dr Martin Waiguny** talked about decision-making processes and how consumers make decisions about purchases, while colleague **Dr Ann-Marie Kennedy** spoke about the role of the food retail industry and how retailers can influence food purchasing decisions while in store. (see page 7 for Ann-marie's article).

Delvina Gorton from the Heart Foundation talked us through the research and development of their visual food guide. The project conducted research on the target audience rather than leaving decisions to health professionals. When asked, on a scale of 1-10 how healthily they thought they ate, participants gave an average of 5-6, when asked where they would like to be on that same scale, all but one gave an answer that put them up 1-2 on the scale. It seems achievable goals are more acceptable, with perfection being too restrictive.

Finally, **Rebecca Whiting**, Health Promotion Agency (HPA) Senior Advisor discussed how HPA is using social marketing and how it differs from traditional marketing. She discussed the concept of 'selling, not telling' because knowledge does not necessarily equal behaviour change and the challenges HPA face to achieve positive behaviour outcomes by making their offerings more appealing than 'competitor's' offerings. Their consumer research indicated families want meal solutions that the family will eat and which fit their budget. They need to be easy, quick and healthy and not require them to purchase a large range of new foods and ingredients. Since the symposium, HPA have launched a new website <http://myfamily.kiwi/> to provide meal solutions to tick all the boxes.



Stephen Myers, Catherine Katz, Sarah Hanrahan (NZNF), Dr Lisa Te Morenga, Dr David Katz

The feedback from the day has been that the programme was well thought out and that the broad scope of topics was a refreshing change from the norm and very interesting.

Quote from a happy customer: "Overall the day was a huge success. It was a great chance to catch up with colleagues and hear about various lifestyle initiatives and scientific research being undertaken. Thank you to the Nutrition Foundation for organising the event."

So what's next? We want to incorporate this simple, yet effective message into all of our activities.

The video footage of David Katz's talk is available on our website. <http://www.nutritionfoundation.org.nz/news-and-hot-topics/latest-news/10598-Video%3A-Dr-Katz-Presentation---Are-we-truly-clueless%3F>

The audio recordings from all the other speakers are also available to listen to on our website, with their slides to be put up soon.

<http://www.nutritionfoundation.org.nz/news-and-hot-topics/NZNF-Audio-Presentations/Food-Not-Nutrients-Symposium-Audio-Presentations>

160 people attended, all received a 'goodie bag' of products and information supplied by our sponsors Sanitarium, 5+A Day, SunRice, AUT and The Australian and New Zealand Obesity Society.

We would like to thank our partners:



Panel discussion, left to right – Delvina Gorton, Rebecca Whiting, Dr Ann-Marie Kennedy, Dr Martin Waiguny, Dr David Katz, Dr Lisa Te Morenga, Dr David Katz and Professor Elaine Rush

ENERGY BALANCE



The 'Energy Balance Symposium' held at Massey University's Albany campus on Thursday 4th December featured keynote speaker, Professor James Hill from the University of Colorado. He is Professor of Paediatrics and Medicine, has been at the forefront of understanding and combating obesity for decades and is the co-founder of 'America on the Move', a national weight gain prevention initiative.

His talk was about the energy balance equation and the effects of behaviour and environment. His studies on fad diets show that although they do work in the short term, over time they are ineffective for several reasons; one, because big changes to lifestyle are mostly difficult to sustain long term and two, because as you lose weight, your body compensates by reducing energy expenditure.

He and his team are exploring the hypothesis that there is a physical activity threshold for optimal weight regulation where when you are doing enough physical activity, your energy intake can increase without too much of an impact on body weight.

The key to the success of a 'small changes' approach is what Professor Hill calls the 'Energy Gap', this is the difference between energy intake and energy expenditure. Small changes are less likely to trigger compensatory changes in the energy balance system and higher levels of physical activity allows for less diet restriction. It's all in the prevention rather than treatment for the future.

A study Hill and his team conducted back in 2007 ran for 26 weeks with the goal to reduce the rate of body weight increase rather than to produce weight loss. It involved one group of participants reducing their daily energy intake by 100 kcal per day by replacing dietary sugar with non-caloric sweeteners and using a pedometer

to make sure they were getting an additional 2000 steps per day over and above their normal activity. Results showed no increase in BMI for age and in body fat percentage. More children in the target group maintained or reduced BMI compared to those in the control group. The researchers thought this kind of approach was appropriate to use within families, regardless of weight status, as the average American adult gains an average of 0.5 to 1.0 kilogram per year.

Professor Hill also discussed how changes in 'default options' has the potential to have significant effect on caloric intake, using the example of the Disney Group changing the default option in children's meals at their theme parks from fries and a soda drink to a vegetable side and milk. Another example was the use of the small changes gradual approach. He showed how the average American cheeseburger has gradually increased from a 330kcal item to a 660kcal item over the last ten years, and speculated how easy it would be to gradually reduce the calories back to 330 again if it were done slowly.

In wrapping up, Professor Hill summarised successful strategies to reduce obesity:

1. Increase physical activity
2. Promote smarter eating for individuals
3. Teach energy balance cognitive skills
4. Use small changes approach for changing behaviour and environment

You can find the paper here: http://www.splendaprofessional.com/sites/default/files/pdf/PR-372_Pediatrics_Rodearmel_article.pdf

If you are interested in any of the talks from the day you can find the presentations here http://www.massey.ac.nz/massey/learning/colleges/college-of-health/institute-food-nutrition-human-health/human-nutrition/research/nutrition-symposium/previous-symposium-videos/energy-balance/energy-balance_home.cfm

Carmel Trubuhovich, NZNF Nutritionist

Meet our newest councillor

Simone Rosentreter is a Senior Account Manager and nutritionist in the specialist Food Group at Network Communication. The Food Group is a team of dietitians, nutritionists and public health experts who are experienced in leading food and nutrition communications campaigns that influence attitudes, build awareness and encourage action. They aim to build understanding of the 'how, why and when' that is so vital in understanding the role of food and drink in our lives.



Simone has a breadth of nutrition communications experience from one-on-one education to facilitating large group discussions to writing for lay and scientific audiences. Her broad nutrition, health sciences and public health education provides a solid understanding of the multifaceted determinants of our food environment. This motivates her to play her part in improving the health of New Zealanders through food and nutrition.

Her unique set of skills include media relations, stakeholder relations, scientific research, analysis and writing, and event management.

Simone is a mum of one and practices yoga, runs, plays hockey and enjoys a glass of good wine in her free time.



Do you work with Pacific people? Are you interested in nutrition and the health and well-being of our Pacific people?

The AUT 'Certificate in Pacific Nutrition' offers the opportunity to learn about Pacific nutrition alongside Pacific students, understand the healthy eating challenges faced in our Pacific communities, have a new understanding of common Pacific foods, and learn ways to share nutrition information in a simple, fun and interactive way.

As one student shared on completing the course 'I believe I have a clearer new knowledge about Pacific nutrition that no text book would have taught me'. Enrolments are being taken now for the 2015 Feb/ March course.

The link to the page for more information about the CPN course can be found at: <http://www.heartfoundation.org.nz/programmes-resources/pacific-health/pacific-healthy-eating/certificate-in-pacific-nutrition>



Agencies for Nutrition Action - Ngā Takawaenga Hāpai Kai Hauora (ANA) connects people and organisations to the cause of improving nutrition and increasing physical activity. Executive director Siobhan Molloy says this is done through linking people to research, resources and knowledge through our member partnerships, events, publications and website.

ANA, a small non-governmental organisation was set up in the early 1990's to develop and maintain collaboration for healthy lifestyles. Now with a membership of twelve organisations including founding member, Nutrition Foundation, our shared vision is that all New Zealanders live, learn, work and grow in environments that support healthy eating and physical activity.

Ms Molloy believes all New Zealanders have the right to healthy lives. "Yet when it comes to healthy eating and physical activity, not everyone has the same opportunities." ANA shares with its members the common desire to create environments where the healthy choice is the easy choice.

You are invited to join other health promoters, researchers, educators, exercise and health professionals, policy makers, and the food industry to explore new frameworks, opportunities and insights at our 6th national nutrition and physical activity conference: Connect Grow Thrive - E Hono E Tipu E Rea to be hosted in Auckland on 6 – 7 May, 2015. A draft programme has been published and registrations are now open.

The culmination of a journey ANA initiated in 2011 came to fruition this year with the recent launch of the nutrition and physical activity sector-owned vision: Healthy Communities, Healthy Lives: New Zealand Public Health Nutrition and Physical Activity Sector Vision 2024

While recognising that no one strategy would resolve the challenge of poor nutrition and physical inactivity, the sector prioritised some "start here" strategies and these became:

- All people living in New Zealand have sufficient access to food that is affordable, healthy and safe to eat.
- Children are free from exposure to food and beverage marketing messages.
- Being active is the norm and people avoid sitting for too long.

In alternate years, ANA hosts forums throughout New Zealand. Each forum has its own tailor-made programme featuring a wide range of local and national speakers.

Translating knowledge is fundamental to achieving our vision and our most recent snapshots have been:

- *The Effectiveness of the Use of Online and Mobile Technologies for Changing Health Behaviours*
- *Food and Beverage Marketing to Children*

Two further snapshots are currently in development:

- *Promoting physical activity at the local government level.*
- *Promoting nutrition at the local government level.*

The ANA website hosts all snapshots as well as webinar launches and literature reviews.

Increase your access to research and resources designed to support your work by joining our free database by visiting www.ana.org.nz.

By signing up we will keep you informed on up-to-date news, research and events relevant to public health nutrition and physical activity.



Dietary Patterns

The world is a busy and complex place. To make sense of it, we often look for shortcuts. The study of heuristics (rules of thumb) related to food is fascinating. In an information-overloaded world, they allow us to make quick judgments.

The problem is that people too often latch onto simplistic information and treat it like a heuristic. For example, we see 'no added sugar' on a label and assume that food item must be healthy. But when it comes to food, there are no genuine shortcuts. What matters most to our health is the overall pattern of foods we eat. The magic is in the whole package - the combination of foods we consume.

We can learn a lot by looking at the dietary patterns of the world's longest-living and healthiest people, such as those who live in the Mediterranean region. Other examples of dietary patterns linked with positive long-term health outcomes include vegetarian, 'prudent' diets or the 'Dietary Approaches to Stop Hypertension' (DASH) approach.

A traditional Mediterranean diet is well-known as one of the best dietary patterns, with proven benefits to heart health and general health. The PREDIMED study found eating a Mediterranean diet reduces risk of cardiovascular events comparable to that achieved by taking statins over nearly a five-year period.

The recipe for these health-promoting dietary patterns isn't a secret. It's made up of minimally-processed foods and a largely plant-based diet that focuses on plenty of vegetables and fruit, some legumes, nuts, unrefined whole grains, fish and seafood, liquid oils and, when eaten, plain reduced-fat dairy and lean meats. Throw in a dose of laughter, a sense of community, and a physically active lifestyle and the package is complete.

A western-type diet, which is how we typically eat in New Zealand, doesn't feature in the list of healthy dietary patterns. We've favoured convenience, instant palatability and price over the wellbeing and relational connectedness food can bring.



So what can we Kiwis learn from the world's more exemplary dietary patterns? By adopting some basic changes, we'd soon be well on the way towards a health-promoting way of eating. These changes include:

- Eating more vegetables and fruit
- Choosing intact whole grains instead of refined grains
- Eating more legumes and oily fish and less processed and fatty meats
- Using plant-based fats such as cold-pressed olive oil, avocados and nuts
- Eating less processed foods and cutting right back on junk foods, takeaways, deep-fried foods, pastries, pies, sweet bakery items, lollies, processed snack foods, and sugary drinks.

Although this isn't an exhaustive list, it summarises the approach we want Kiwis to take. There are no shortcuts or magic fixes. It's about the big picture – aiming for a healthy overall diet.

Delvina Gorton

National Nutrition Advisor, Heart Foundation

For more information on dietary patterns:

Heart Foundation position statement and evidence paper: <http://www.heartfoundation.org.nz/our-work/positions-submissions-and-policy/healthy-eating-position-statements>

USDA systematic review: <http://www.nel.gov/vault/2440/web/files/DietaryPatterns/DPRptFullFinal.pdf>



Supermarket Marketing

Dr Ann-Marie Kennedy is a Senior Lecturer in Retail at AUT where she has worked for 8 years. Coming from a retail family, she has grown up with a passion for understanding and researching supermarkets specifically.

She is concerned with the effects of marketing and retailing on society and retail ethics. Ann-Marie spoke about retail environments and how you can influence shopper decisions at our symposium on the 30th October, this is a summary of her talk.

As consumers ourselves, we are all able to self-analyse our shopping behaviours. Perhaps as nutrition experts we become our own mini-psychologist and are able to avoid shopping behaviours that lead to unhealthy food choices.

Much research however shows that for regular consumers, this is not the case. In fact, they will use as little processing power as possible when undertaking supermarket shopping in order to quicken the boring task. Marketers and retailers know this, and much of the in-store environment is crafted to enable little processing and quick decisions.

However, wisdom would tell us that to make healthier buying decisions, we need to be more educated about our purchases, and thus take a little more time and mental effort for in-store decisions. We need to take a look at nutritional panels and compare products, not just follow the potentially flawed marketing labelling of "fat free" or "sugar free" foods. Though this may be true, it does not change the fact that the majority of people do not want to use such mental effort whilst shopping in the supermarket. So is there a solution? Yes!

Marketers and retailers already craft the store atmosphere and promotions to enable quick and painless processing. What can we learn from them to help encourage healthy buying behaviour in a supermarket?

SCENT: Scent is a potentially powerful environmental stimuli. Congruent scents bring on memories and decrease processing time. They also provide quality cues. A way to use this for healthy choices



is to have juicing in the produce section.

TEMPERATURE: The colder the temperature in a store, the more likely people are to purchase comfort foods which are unhealthy. Encouraging people to wear a jumper in the supermarket can help this.

MUSIC: The slower the music, the more time people spend processing. Thus if we do want people to consider what they are purchasing more, slower music would help.

PRODUCT PLACEMENT: Placing cookies in the bakery makes people think they are healthier than the ones in the biscuit aisle. To turn this around, placing healthier options in typically unhealthy aisles may increase people's desire for them.

AESTHETICS: Most consumers know what product category they will be purchasing when they go to the supermarket (i.e. snack bars), but they have not decided which brand they will purchase. Therefore having visually appealing display with clear pointers becomes important. This is not just for aisle displays but also produce.

PROMOTION VS EDUCATION: The last point I'd like to make is that one very successful way of influencing purchase decisions is through promotional concepts. Using promotional concepts to encourage healthy food choices, decreases processing and gives clear guidance. While education is the base to healthy choices, in-store decisions, with low cognitive effort, need low cognitive effort strategies to enforce learnt behaviours.

Providing on shelf indicators next to pricing tickets would be a low cost and efficient way to promote healthier choices. Take for example the 'Gluten Free' shelf marker pictured and imagine it as a bright orange marker stating "Healthy Choice" for the top three healthiest choices for a product category.

This would provide results: 1) This would draw the eye of the consumer, 2) It cuts processing and comparison time, 3) It may encourage a nutrition 'war' between manufacturers. So a "Healthy Choice" shelf marker would create quicker, healthier choices.

FSANZ WORK PLAN



Do you know what FSANZ is currently working on? Did you know anyone may apply to change the Food Standards Code whether they are an individual, organisation or company? You can check the status of an application by viewing the FSANZ Work Plan which is updated regularly to reflect timing and any upcoming consultation opportunities.

Here are just a few of the current work items

| | |
|--|---|
| A1090 – Addition of Vitamin D to Breakfast Cereal | To permit the addition of vitamin D to breakfast cereal |
| P1030 – Health Claims – Formulated Supplementary Sports Foods & Electrolyte Drinks | To permit sports foods to carry health claims about physical performance and sport-related beneficial physiological effects and to enable electrolyte drinks to make self-substantiated health claims beyond current limited permissions. |
| P1035 – Gluten Claims about Foods containing Alcohol | To permit nutrition content claims about gluten in relation to foods (including beverages) containing more than 1.15% alcohol by volume. |
| P1022 – Primary Production & Processing Requirements for Raw Milk Products | To consider further permissions for the production and sale of raw milk products. |
| P1028 – Infant Formula | To revise and clarify standards relating to infant formula comprising category definitions, composition and labelling. |
| P1030 – Health Claims – Formulated Supplementary Sports Foods & Electrolyte Drinks | To permit sports foods to carry health claims about physical performance and sport-related beneficial physiological effects and to enable electrolyte drinks to make self-substantiated health claims beyond current limited permissions. |

For more information go to: www.foodstandards.govt.nz/code/applications/pages/default.aspx

To view the Work Plan go to: www.foodstandards.govt.nz/code/changes/workplan/pages/default.aspx

NORTHCOTE COLLEGE BREAKFAST CLUB



This year Northcote College has been running a Breakfast Club each day before school. This initiative has been part of the Kickstart Programme in Schools sponsored by Fonterra and Sanitarium and more recently the Government.

Together with these organisations, the school has worked with local businesses to provide free healthy breakfasts to its students. Since starting in Term 2, the programme has gone from strength to strength. Student attendance has grown from 12 to 40 students on average.

The breakfast club is used by a wide range of students including athletes needing to refuel after early morning trainings, students who have been attending Scholarship classes and students who may not otherwise be able to access breakfast. When asked about the benefits of attending the Breakfast Club the students said they

were “finding it easier to concentrate and learn”.

Initiatives to promote the programme have included bringing in sporting celebrities and a fireman to share breakfast with the students as well as having music available for the students to listen to. The school has fostered on-going relationships with

local businesses which have agreed to donate surplus fruit, bread and milo which has added to the Breakfast menu.

The Breakfast Club has been a total success and the school intends to carry on with the programme in 2015.





The Ministry for Primary Industries (MPI) is currently running workshops with key stakeholders from industry, consultants and others, to educate and advise on using the Health Star Rating (HSR) system. One of the issues to be managed with any labelling system based on logarithms is the anomalies that occur and the HSR system is no exception.

ANOMALIES

HSR anomalies occur when a HSR does not:

- Align with the Australian Dietary Guidelines (ADG) and
- enable valid comparisons between foods, based on agreed food components (energy, saturated fat, total sugars, sodium, protein, dietary fibre and fruits and vegetables) and could mislead consumers.

AUSTRALIAN DIETARY GUIDELINES SUMMARY

Guideline 1: To achieve and maintain a healthy weight, be physically active and choose amounts of nutritious food and drinks to meet your energy needs.

Guideline 2: Enjoy a wide variety of nutritious foods from these five food groups every day.

Guideline 3: Limit intake of foods containing saturated fat, added salt, added sugars and alcohol.

Guideline 4: Encourage, support and promote breastfeeding.

Guideline 5: Care for your food; prepare and store it safely.

The full Australian Dietary Guidelines which are needed to check whether the HSR does not align, can be accessed at: www.nhmrc.gov.au/guidelines/publications/n55

Anomalies may apply to an individual food product or group of products, in isolation or in comparison with other products or types of products. Food manufacturers can make a submission to the Health Star Rating Advisory Committee (HSRAC) who are the interim Code Administration Committee. Information required for submissions is:

- The nature of the anomaly.
- Evidence, including how the anomaly does not meeting

the Australian Dietary Guidelines and enable appropriate comparisons.

- How the anomaly could be rectified.

Submission forms and guidance material is available at: www.ahmac.gov.au/site/fopl.aspx

SOCIAL MARKETING

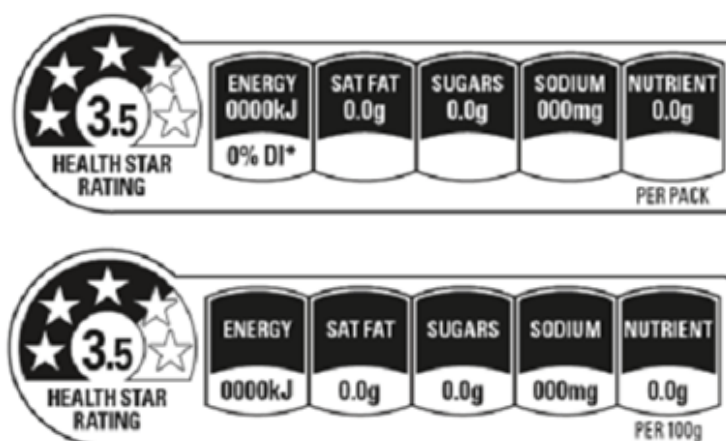
A government led social marketing campaign is planned by MPI with the Ministry of Health and the Healthy Promotion Agency (HPA). It aims to build confidence, awareness and understanding of the system with consumers – and to encourage them to consider the HSR system when shopping.

The plan also aims to complement industry promotion and to ensure consistent trans-Tasman messaging. Roll out is proposed for 2015, but before this can be implemented labelled product needs to be in the market.

EVALUATION

After two years Industry uptake of the HSR system will be measured. A full review and assessment at five years will also assess the amount of product reformulation and consumers' awareness, confidence and trust in the system - and ability to use correctly.

For more information go to: www.foodsafety.govt.nz/industry/general/labelling-composition/health-star-rating/



TWO TICKS AND SPECIAL K IS IN

Special K receives New Zealand Heart Foundation's Two Ticks accreditation

The New Zealand Heart Foundation's new Two Ticks identifies core foods for a healthy diet - with Kellogg's new Special K one of the first cereal brands to gain the accreditation. This is because of a new three-grain recipe which includes added wholegrain oats. It is a source of wholegrain, protein and fibre, yet has 15 per cent less sodium than before.

Kellogg marketing and innovation manager Julian Ng says the makeover of the Special K recipe earlier this year was the first step in a new, healthier direction for the brand.

"The new flake recipe is being used across all varieties of the Special K cereal range. It represents

a step change for the brand within New Zealand being the first time in its history that a recipe adjustment of this nature has been implemented." Mr Ng says.

The Heart Foundation's Tick manager Deb Sue says all products submitted for Two Ticks undergo independent analysis for nutrient content. "The Two Tick nutrition criteria are stringent and focus on identifying the core foods for a healthy diet - Kellogg's Special K successfully meets the criteria."

The Heart Foundation's Two Ticks feature on Special K packs from early December. All Two Tick products are subject to random compliance audits.



NESTLE'S 'CHOOSE WELLNESS' PROGRAMME

Choose Wellness is an innovative new programme from Nestle New Zealand aimed at making us more aware of the effect of some of our lifestyle and diet choices on our health and well-being.

At the heart of the programme is the Wellness Quiz which gives you a score between zero and 100 based on your responses to questions around happiness, diet, exercise, health behaviours, sleep and social interaction. Once you have completed the quiz (which takes about five minutes) you are given a summary of your responses and pointers on how you could make small changes to improve your score.

The summary is presented under headings;

- Happiness
- Diet Quality
- Diet Quantity / Weight
- Exercise
- Smoking
- Alcohol
- Sleep
- Social Interaction

For example the ideal diet has seven or more serves of fruit and vegetables, a target most of us would miss. After taking the quiz this would be raised in the Diet quality section where you can find practical suggestions of ways to increase fruit and vegetable

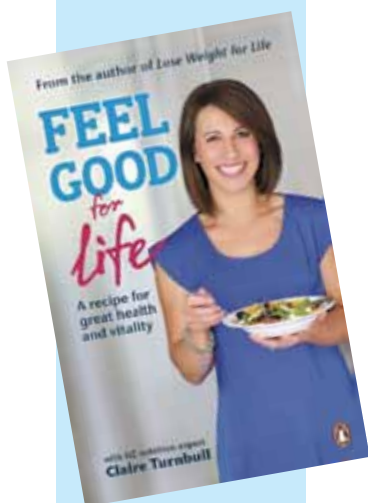


intake. This is also supported by a recipe section with a variety of recipes ranging from family friendly to more adventurous.

Every time a New Zealander takes the quiz their results are added to a total score and you can see in real time the country's Wellness Score as well as your own. To date approximately 11,500 New Zealanders have taken the quiz. We think it's an innovative, engaging way to get you thinking about the things the REALLY impact on your health and well-being.

You can take the quiz at <https://www.nestlechoosewellness.co.nz/>.

BOOK REVIEW



Feel Good for Life, a recipe for great health and vitality.

Claire Turnbull

Published by Penguin. \$30.00

In the wake of the visit from David Katz we have been looking at new books reflecting David's messages on adding life to years and years to life. First cab off the rank is a new book by local author, Claire Turnbull, *Feel Good for Life, a recipe for great health and vitality*. Claire is an Auckland based UK trained dietitian and fitness instructor. As well as an established author Claire also has her own nutrition practice, Mission Nutrition, is a nutritionist and spokesperson for Healthy Food Guide magazine and has her own health and fitness show on Newstalk ZB with Danny Watson.

Feel Good for Life looks beyond diet to other factors affecting health and well-being, including the power of your thoughts and beliefs, sleep, happiness and actions you need to take to create your healthiest happiest life. Food is dealt with in a practical personalised way, beginning with understanding your own relationship with food and moving through ways to move to a sustainable, healthier way of eating. The emphasis is very much on simple, small permanent changes that would work well for most people, with lots of examples of how to make changes, such as; adapting recipes to add more vegetables, how to use dried and canned pulses and new ways to go wholegrain in your everyday eating. There are plenty of recipes and menus too, making it easy to put the suggestions into action.

Other chapters cover exercise and living a naturally active life, sleep and the power of your mind.

Feel Good for Life is an inspiring, realistic and practical manual for motivated people to use to take permanent steps toward a healthier life. If I had a criticism it would be it is a shame the book isn't spiral bound, this would make it much more usable in terms of filling out the "worksheets" and using recipes.

On sale from 5th January 2015. For any pre-orders or more info go to <http://www.claireturnbull.co.nz/books/>

Sarah Hanrahan
Dietitian New Zealand Nutrition Foundation

BOOK REVIEW



A Change of Appetite. Where healthy meets delicious

Diana Henry

Diana Henry is a British food writer who decided she wanted to "explore what a healthy diet actually is and come up with dishes that were so good (and good for you, too, but first of all delicious) that you wouldn't feel you were missing out". *A Change of appetite* is a result of that search, a compilation of mouth-watering recipes interspersed with short essays. The recipes are divided by season and draw heavily on the cuisines of the Middle East, Japan, Thailand and Vietnam.

A Change of Appetite is a beautiful but not daunting book. Most of the recipes are based on a reasonably short list of accessible ingredients. The focus is not necessarily on quick meals but rather on bringing flavour through care and great ingredients, although there are plenty of quick options to be found. Diana describes the recipes as not "cranky or punishing... There's a lot of olive oil and veg. There's a bit of red meat but not loads. Oily fish pop up again and again, as do whole grains". To me the recipes are all very "Blue Zone" and isn't that what we're all after?

The essays throughout the book are a real mixture, some are summaries of research like "there are calories and calories" a piece on the various popular approaches to weight loss, while others talk about the authors experiences of different cuisines and meals. The essay on breakfast, Loving Breakfast, makes you want to start your day all over again.

If you've got reasonable cooking skills and are interested in moving your cooking in a healthier direction without sacrificing the "deliciousness factor" this is a great book.

Sarah Hanrahan
Dietitian New Zealand Nutrition Foundation

WHAT'S ON 2015

IJFST 50th Celebration Conference:

The future of food innovation, nutrition and technology

Date: February 17 – 19, 2015

Venue: Lincoln, New Zealand

For information: <http://www.lincoln.ac.nz/Lincoln-Home/About-Lincoln/Conference-and-Professional-Development/IJFST/Programme/>

ANA's 6th National Nutrition and Physical Activity Conference: E Honu, E Tipu, E Rea: Connect, Grow, Thrive

Date: May 6 – 7, 2015

Venue: Rendezvous Grand Hotel, Auckland

For information: <http://www.ana.org.nz/news-and-events/events/anas-6th-national-nutrition-and-physical-activity-conference>

The S3 (Safe, Secure, Sustainable) Symposium on Food Systems and Public Health

Date: May 13 – 15, 2015

Venue: Sacramento Hyatt Regency, California

For information: www.californiafood.org/

32nd National Conference of the Dietitians Association of Australia, Dietitians driving change

Date: May 13 – 16, 2015

Venue: Crown Perth

For information: <http://arinex.com.au/dietitians2015/>

Alcohol Action NZ and the Cancer Society of New Zealand are hosting this first New Zealand meeting on alcohol and cancer: Alcohol and Cancer

Date: Wednesday: June 17, 2015

Venue: Te Papa, Wellington

For information or to register interest: lindsay.atkins@otago.ac.nz or phone: 03 364 0480

Hot topic conference 2015: Dietary sugars, obesity and metabolic disease risk

Date: June 29 – 30, 2015

Venue: Berlin, Germany

For information: <http://www.worldobesity.org/what-we-do/events/hot-topics/2015-dietary-sugars/>

50th NZIFST Annual Conference

Date: June 30 – July 2

Venue: Palmerston North Convention Centre

For information: www.nzifst.org.nz/conference.asp

Institute of Food Technologists Annual Meeting: Where science meets innovation

Date: July 11 – 14, 2015

Venue: Chicago, USA

For information: www.ift.org

Society for Nutrition Education and Behavior Annual Conference

Date: July 25 – 28, 2015

Venue: Pittsburg, USA

For information: www.sneb.org/events/conference.html

48th Annual Australian Institute of Food Science and Technology Convention

Date: August 11-13, 2015

Venue: Sydney, NSW, Australia

For information: www.aifst.asn.au/convention.htm

2015 Food & Nutrition Conference & Expo (FNCE) - Academy Of Nutrition And Dietetics

Date: October 3 – 6, 2015

Venue: Nashville, Tennessee, USA

For information: <http://www.eatright.org/FNCE/>

3rd International Conference on Food Structures, Digestion and Health

Date: October 28 – 30, 2015

Venue: Wellington, New Zealand

For information: www.fsdh2015.org

Hot topic conference 2015: Obesity & pregnancy

Date: October 29 – 30, 2015

Venue: London, UK

For information: <http://www.worldobesity.org/what-we-do/events/hot-topics/2015-obesity-pregnancy/>

4th International Conference and Exhibition on Obesity and Weight Management

Date: December 8 – 10, 2015

Venue: Atlanta Georgia, USA

For information: <http://obesity2014.conferenceseries.net/index.php>

In this edition we have included international conferences you may be interested in, to help you plan your 2015 continuing competency programme. If you attend any of these and would like to write a review for one of our 2015 newsletters please contact us at info@nutritionfoundation.org.nz



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