

ANNUAL REPORT

2007 – 2008



**NEW ZEALAND
NUTRITION
FOUNDATION**

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New Zealand Nutrition Foundation Directory

MARCH 31, 2008

NATURE OF BUSINESS

Nutrition Education & Promotion

REGISTERED OFFICE

Level 2, NZI House, 507 Lake Road, Takapuna

BUSINESS LOCATION

Takapuna, Auckland

PATRON

Sir John Scott, KBE, MD, FRCP, FRACP, FRSNZ

PRESIDENT

Richard B. Jamieson

ACCOUNTANT

Staples Rodway, 45 Queen St, Auckland

BANKERS

National Bank of New Zealand, Manukau City

HONORARY SOLICITOR

Warren Templeton

AUDITORS

C.R. Wylie, Auckland

EXECUTIVE COUNCILLORS

Fiona Carruthers (Chair)

Sue Pollard (Chief Executive Officer)

Kelsey Woodcock (Nutritionist)

Nichola Hart (Secretary)

Elaine Rush (Chair, Scientific Advisory Group)

Simone Bell (PR Director)

Staples Rodway Accountants (Treasurer)

COUNCILLORS

Fiona Carruthers (Chair)

Julian Jensen

Geoff Scott

Tim Skellern

Molly Nepe

Laurence Eyres

Stephanie Horrocks

Pamela Williams (Co-opted)

Mission Statement

The Mission of the New Zealand Nutrition Foundation (NZNF) is to enhance the quality of life of all New Zealanders by encouraging informed, healthy and enjoyable food choices as part of an active lifestyle.

Goals

- Provision of up-to-date scientific and credible information on food, nutrition and health.
- Co-ordination and support of food and nutrition information exchange between professional groups, food producers and Government agencies.
- Advocacy for the knowledge and practice of the principles of good nutrition, thereby promoting health and wellbeing to New Zealanders.
- Development of and assisting in the acquisition, dissemination and application of knowledge concerning the promotion of informed, healthy and enjoyable food choices in New Zealand, including practical strategies for implementing this information.
- Facilitation of programmes to improve the health and wellbeing of certain high risk groups.
- Support of nutrition campaigns and organisations promoting well-researched nutritional messages.
- Proactive and reactive media response.
- Advocacy and submissions to Government.

Statement of Ethics

The New Zealand Nutrition Foundation (NZNF) maintains best business practice, by:

- Being financially accountable
- Being true to its mission
- Establishing and fostering a network of work-related partnerships
- Maintaining its independence
- Basing recommendations on scientific evidence

The NZNF:

- Works with the food industry and other food and health-related organisations to provide scientific nutrition (intellectual) information, advice and comment, to assist them to provide food products and nutrition and health consumer information supporting the New Zealand Ministry of Health's Food and Nutrition Guidelines (NZNFG) and inclusive of the Healthy Eating - Healthy Action (HEHA) strategy.
- Encourages and supports food industry-initiated innovations to provide consumer products with energy and nutrition profiles consistent with the NZFNG.

Statement of Ethics

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- Permits the food industry to acknowledge the NZNF as the source of generic advice or specific data, through an approved statement explaining the nature of the advice and/or data provided. Any approved acknowledgement may not be used to indicate the NZNF's endorsement of any product.
- May approve the use of its logo on generic information and material supporting a sponsored scientific meeting or educational activity and to support another non-government organisation (NGO), the Government or other organisations undertaking public services for public good.
- May use a NZNF trademark or symbol where the criteria required for trademarking has been achieved or approved. The exact meaning of the trademark must be made clear. It is the responsibility of the NZNF (owner of the trademark) to ensure the exact meaning and requirements are readily available and widely known.
- May charge and receive financial compensation for the relevant costs of providing intellectual property and related services.

The New Zealand Nutrition Foundation may not:

- Label, identify or promote as 'bad' any food that is consistent with and approved by Food Standards Australia New Zealand (FSANZ) and meets the NZFNG.
- Use a NZNF logo, any NZNF related information on any material related to a specific food product or information that may be interpreted as endorsement of a specific product.

Corporate Members 2007-08

Beef and Lamb New Zealand

Cadbury

Coca Cola

Foodstuffs (NZ)

Fonterra Brands

Fruco

George Weston Foods

Goodman Fielder

Griffins

Healtheries

Healthy Food Media

Heinz-Watties

Horticulture New Zealand

Hubbards

Kellogg's

McDonalds

MARS

Nestlé

New Zealand Pork Industry Board

New Zealand Seafood Council

New Zealand Sugar

Nutricia

Old Fashioned Foods

Provender

Poultry Industry Association

Tegel Foods

United Fresh/5 + A Day

Wrigley

Unilever

Chair's Report

I have passion for excellence in nutrition communication and see the Foundation as a key player in this field. The appointment of a new PR Director after a shamefully long absence was, therefore, a particular joy to me. Simone Bell, Account Director at Network PR, has worked tirelessly to 'up the ante' in this crucial area of our work, providing both strategic direction and hands-on management of all Foundation PR and communication activities. The subsequent increase in media activity is commendable and our dream of being media's first point of contact for nutrition information or opinion is nearer realisation.

Nearer, too, through efforts to increase our presence on the web; an essential element of our communication toolkit. A website will also form the first tangible component of our 'e mark' programme, which continues to develop under the Foundation's partnership with Lifestyle Foods. Now in the capable hands of former Foundation Council member, Tania Watson, we are grateful for the unwavering dedication to the project of industry co-ordinator, Annette Campbell, through the first few years.

Website development and other such projects come at a price though, and the Foundation has faced some financial difficulties this year. We are currently reviewing our membership categories with a view to defining more clearly the benefits and opportunities to reflect the needs of our members. One of our strengths lies in our members' commitment and their support of the Foundation's mission and goals. We are continually striving to ensure membership maximises the investment you make in the Foundation.

An investment we have made this year is in younger nutritionists with the re-instatement of the Nutritionist Development Award. Celebrating their ambitions and goals is key to the profession's future. It was with this in mind, the Foundation, together with long-time supporter and generous sponsor, Kellogg, re-launched the award. This award has already helped a number of young professionals further their nutrition careers and we look forward to toasting this year's recipient at the AGM.

We continue to ensure a presence within the Government's strategic process; this year seeing the first reading of the public health bill. Whilst we support the intent of the Bill to allow for the management of a wide range of risks to people's health and the inclusion of non-communicable diseases as a significant public health issue, we see regulation as a last resort. Stakeholders are mindful of their responsibility to provide safe food to consumers, and the food industry continues to make strong commitments to the improvement and marketing of their products where needed. We applaud and support these efforts.

Chair's Report

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Finally, it is with great delight we introduce our new Medical Director, Dr Richard Gearry. His philosophy on food and nutrition fits perfectly with the Foundation's mission and values. He has been more fully introduced to members through the newsletter and will take up the reins properly on his return from the UK at the end of September. We are also fortunate to have added a wealth of experience and expertise to both our Scientific Advisory Group and Older People's Working Group this year. These two groups continue to champion two important areas of our work. The first confirming the scientific accuracy and credibility of all Foundation activities; the second advocating an often under-recognised area of nutrition. Both groups are led by crucial members of the Foundation team, Professor Elaine Rush and specialist dietitian, Julian Jensen. The Foundation continues to thrive on quality rather quantity of staff, and I would like to thank all those involved. Together with the Council and Executive members, who give of their time voluntarily, our two staff members, CEO Sue Pollard and nutritionist Kelsey Woodcock, maintain an impressively high output, whatever the time or financial constraints. It is, however, with regret we have said goodbye to Kelsey recently, who established the nutritionist's post as a central role within the organisation. We wish her well in the future.

Fiona Carruthers

Chair

Nutrition Manager, Beef + Lamb New Zealand

Chief Executive Officer's Report

During the past financial year the Foundation faced up to the fact that to remain relevant in the 21st century we must make progress on three of our most important strategies - to improve our support for our members, to develop a new NZNF website and, with our partners, Crop and Food to complete the large amount of work required for the development of our 'e mark' project. We were also aware we had ongoing responsibilities to our Older Peoples Working Group's activities.

In February 2007, we employed dietitian, Kelsey Woodcock as our nutritionist, doubling our staff from one to two full-time personnel. This enabled the Foundation to improve contact with its members. We arranged meetings with our corporate members to discuss membership services, our 'e mark' project and to seek support for the new NZNF website. Out of these meetings has come a proposed new corporate membership structure about which we are seeking feedback, with a view to introducing the final version for the 2009-10 year. We were also able to continue to provide our e-news updates and provide nutrition advisory and review services requested by our members.

Our relationship with our corporate members is, of course, not one-way. We are privileged to have been able to work in partnership with members during the past year on a variety of projects:

- In late 2007 we co-hosted a seminar with Network PR titled, ***Beverage consumption in the 21st century – what drives us to drink?*** This was sponsored by corporate member, Coca Cola.
- We assisted Nestlé - and the Millennium Institute - in the development of their booklet and poster, ***Choose a variety of foods every day.***
- We partnered Unilever in their ***2008 National Cholesterol Education Programme of New Zealand.*** The final event of this project is a health professional symposium on November 3, 2008
- We co-hosted, with Horticulture New Zealand and Crop and Food Research, a series of three seminars, ***Get the real story on potatoes and nutrition.***
- We have re-introduced the ***Nutritionist Development Award.*** This is sponsored by Kellogg who are also sponsoring the 2008 AGM at which this award will be presented.

Our regular annual income is insufficient to support two staff members so our project reserve fund was accessed for the 2007-08 year. However, our ongoing financial viability is dependent on securing additional regular annual income and to this end we are approaching appropriate organisations to increase our membership and broaden our sponsorship sources.

Chief Executive Officer's Report

CONTINUED

I was sorry to bid farewell to Kelsey Woodcock who resigned recently after eighteen months in the nutritionist role. Kelsey has been a great asset to the Foundation and has made a significant contribution, especially to the 'e mark' project as well as in the area of nutrition communication via our newsletters and e-news, presentations at conferences and our media activities. We are currently recruiting for her replacement.

This year has been an interesting one for nutrition-related issues. We have had ongoing debate and activity around HEHA, obesity and Type 2 Diabetes, the school food classification system and the endless reports on what does and does not contribute to or fix the problem. We have had activists and others highlighting latest food and nutrition issues, be it aspartame, food colours, BPA bisphenol A (BPA) and packaging, or issues such as sustainability and food security. Our response has continued to be for scientific evidence to inform "healthy and enjoyable food choices" for all New Zealanders.

The NZNF has continued its membership of and representation at meetings and conferences of the following groups:

- Food Information Organisation International Network (FIO).
- Consumer Forum of the New Zealand Food Safety Authority (NZFSA)
- NZFSA Food Manufacturers and Processors Advisory Forum
- FoodSafe Partnership (NZFSA)
- NZFSA stakeholder consultation group
- Food Standards Australia New Zealand (FSANZ) stakeholder consultation
- Fruit and Vegetable Alliance (FAVA)
- The Board of Agencies for Nutrition Action (ANA)
- New Zealand Institute of Food Science and Technology
- Nutrition Society of New Zealand
- New Zealand Dietetic Association
- Dietitians in Food Industry Special Interest Group of the New Zealand Dietetic Association

These networks are invaluable for keeping in touch with current and upcoming issues, national and international, and for personal contact with members, stakeholders and colleagues.

In December 2007 I attended the biennial **2007 FIO Summit** meeting, held in Bangkok and hosted by the Asian Food Information Council. Over 80 participants took part from Australasia, Europe, Asia and the USA.

The NZNF is a partner in this international network of independent food information organisations. We share a common goal to communicate science-based information on food safety and nutrition to health and nutrition professionals, educators, Government officials, journalists and consumers. Current international issues which we agreed to address together during 2008-09 include nutrition labelling, processed foods, new technologies and sustainability.

Chief Executive Officer's Report

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At a national level I was pleased to be invited to join the newly formed Food Manufacturers and Processors Advisory Forum of the NZFSA. The first meetings were dedicated to consultation on the proposed Food Bill, before it is presented to the Minister. This is a refreshing approach by a Government department – to consult the food industry on a bill in draft form and will not only please the food industry but assist in making good law.

I continue to be in debt to all who support the Foundation, most of whom volunteer their time and expertise to help us do the work we do. These include members of the Council, Executive, Older People's Working Group, our Scientific Advisory Group and all member companies, organisations, individual members, colleagues and others who support the work of the New Zealand Nutrition Foundation.

The next twelve months will see great changes in the Foundation. Exciting times are ahead and I look forward to the journey.

Sue Pollard

Chief Executive Officer

Older People's Working Group Report

For the year ending June 30, 2008.

This group is now five years old (November 2003), and has continued to be very active in promoting strategies on nutrition and physical activity for older people, so that they can enjoy quality of life in their later years. This report includes the achievements from July 2007 to June 2008.

Membership of the group: Julian Jensen, (Chair), Sue Pollard (CEO NZNF), Kaye Dennison (Dietitian), Dr Bevan Grant (University of Waikato), Prof Cliff Tasman-Jones (Physician, retired), Julie Dick (Dietitian, Food Industry), Dr Carol Wham (Massey University), Diana O'Neill (SPARC).

Advisors: Beryl Wilkinson (originally Age Concern and then independent), Kathy Peri (Canterbury DHB), Maria Johnson (Taikura Trust), Dr Ngaire Kerse (GP, Auckland University), Katrina Pace (Dietitian)

During the year, new members included Beryl Wilkinson (originally Age Concern and then independent), Sione Tupou (ADHB Coordinator of disability services for Pacific People) and Dr Graham Davison (Geriatrician, recently retired from CMDHB), and Jocelyn Hampton (Dietitian, retired). Resignations were received from Ineke Riley Stohl, Tai Matenga Smith and Eseta Finau and Dick Stark. Dr Tim Green returned to Canada at the beginning of 2008.

Membership of the group: Because of difficulties with attendance at meetings of this group, we have established a working group of people willing to run the group and a group of advisers or stakeholders who are interested in our activities and would be willing to assist as appropriate. There are still some gaps in our desired membership – Te Hotu Manawa Maori, University of Otago, NZ Physiotherapists, Age Concern, Grey Power, Healthcare Providers NZ and Asian health providers.

Activities

- **NZ Dietetic Association Conference, September, 2007.** Day one of this Conference was planned as a satellite day for the 4th International Academy of Nutrition and Ageing. This day was supported by the New Zealand Nutrition Foundation. Recent New Zealand research was presented, but a highlight was a presentation by Professor Peter Lipsky from Newcastle. About 100 people attended.

Older People's Working Group Report

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- **Food, Fitness and Falls Prevention seminars – Wellington and Christchurch, September 2007.** Two very successful seminars were held, although numbers were not as high as at previous seminars. We were very grateful for the support of Novartis Medical Nutrition, ACC, and the Wellington and Christchurch Branches of the NZ Association of Gerontology and NZ Dietetic Association for their support of the seminars. Without their support, these seminars cannot occur.
- **Never2Old Festival, AUT, October 2007.** Kaye Dennison presented a nutrition seminar at this event, on behalf of the NZNF Older People's Working Group. Over 200 people attended.
- **NZ Association of Gerontology, Hamilton, November 2007.** The NZ Nutrition Foundation supported and organised a seminar at this conference, entitled '*Nutrition and its role in promoting quality of life*'. Contributors were Kaye Dennison, Katrina Pace, Sandra van Lill, and Kimberley Taylor.
- **Nutrition Guidelines for Healthy Older People – Ministry of Health revision.** The revision of this document is underway, and a number of our members and advisors are involved – Carol Wham is the primary author, Graham Davison and Katrina Pace are contributing to the review process, and Julian Jensen is assisting with administration and one of the appendices. Members will get an opportunity to comment during the public submission phase next year.
- **Nutritional health of older Maori and Pacific People.** We had hoped to address the issue of nutritional health of this group this year. It has been a topic of active discussion both within and outside the working group, with a seminar for care-givers proposed. However, for various reasons we have been unable to pursue this at this time. As this is an issue of concern to the OPWG, it remains an open item on the agenda.
- **Project Bookmark.** A proposal to develop and produce a bookmark giving basic nutrition and physical activity advice for older people. The rationale for this is to encourage older people to review their eating pattern to ensure that they maintain weight and fitness as they age. This could be available at a range of outlets, including doctors' surgeries, the supermarket, petrol stations, Age Concern. To this end, four student dietitians conducted a feasibility study on this project and have recommended that a pilot print run be done in the Auckland region first, and evaluated before taking it further afield. Sponsorship would be sought for this.

As mentioned earlier, the OPWG is five years old this year. It is timely to consider our future, and we propose to commission somebody to evaluate our performance in relation to our mission and goals. It is also appropriate to consider the name for the group, and as I write, we have a number of suggestions on the table. We hope to announce our new name at the Annual General Meeting.

The Older Peoples Working Group has had a busy and productive year. I would like to take this opportunity to thank, firstly, Sue Pollard for her management of the business of the group, and secondly, both our working group members and our advisors. The group is small, but enthusiastic, and it is always encouraging when people volunteer to participate in the activities we plan and deliver. I'd like to say a personal 'thank you' to both Kaye and Sue for so willingly providing me with hospitality when I come to Auckland for meetings – this is so much appreciated!

Older People's Working Group Report

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Finally, I'd like to record my appreciation and thanks to Fiona Carruthers and the NZNF Council as a whole, for their support of me in my role with the OPWG, and for their support of my attendance at the 4th International Academy of Nutrition and Ageing which was part of a conjoint meeting on Medicine, Ageing and Nutrition, held in Adelaide in September 2007.

Julian Jensen (Mrs)

Chair

OPWG

Scientific Advisory Group Report

The purpose of the scientific advisory group of the New Zealand Nutrition Foundation is to assure the scientific validity of the Nutrition Foundation's work. Guidance and expertise on a voluntary basis is provided by:

- Professor Elaine Rush (Chair), Auckland University of Technology (AUT)
- Professor Murray Skeaff, University of Otago
- Professor Lynn Ferguson, University of Auckland
- Professor Christine Thomson, University of Otago
- Professor Ian Reid, University of Auckland
- Dr Laurence Eyres, University of Auckland
- Dr Carol Wham, Massey University
- Dr Clare Wall, University of Auckland
- Dr Jane Elmslie, Christchurch School of Medicine
- Mr. Maurice Wilson, Institute of Environmental Science & Research (ESR)
- Dr Ien Hellems, University of Otago
- Caryn Zinn, Auckland University of Technology (AUT)
- Professor Cliff Tasman-Jones

The Foundation has been supported by the scientific advisory group in 2007-2008 by providing:

- Feedback to the Ministry of Health for the development of the Food and Nutrition Guidelines for Healthy Infants and Toddlers Birth-2y
- Advice and critique in development of the 'e mark' food classification and labelling programme
- Submission to the Ministry of Health concerning the proposed Public Health Bill
- Commentary to NZFSA on the 2009 Total Diet Survey
- Support for the development of the NZNF website
- Contributions to the NZNF newsletter and requests for critique of NZNF nutrition update commentary on current issues and advice to members
- Scientific critique of the
 - National Cholesterol Education Program of New Zealand with Unilever
 - "Be Healthy Be Active" booklet and poster, "Choose a variety of foods every day" with the Millennium Institute of Sport and Health and Nestle New Zealand.

This is also an opportunity to thank the members of the scientific advisory group for their input and participation in the activities of the NZNF. It is appreciated that members have many calls on their time but do respond quickly with considered advice.

Elaine Rush

Chair

PR Report

This year the Council agreed the focus of our communication was three-fold. These were

- Demonstrating membership value to existing members
- Attracting new members
- Raising the Foundation's profile

A number of existing activities are helping achieve the first two, while a concerted effort has been put into the third.

Developing media relationships, commenting on topical issues and taking on a spokesperson role within the media has undoubtedly raised our public profile. It has also enabled the Foundation to independently represent its members on issues of importance to them.

Media highlights include:

- Interviews for TV3's 'What's really in our food?' on eggs and bread
- An interview on TV1's 'Close Up' regarding fast food
- A live interview for TV1's 'Good Morning' show about cholesterol, as part of the Unilever Cholesterol Education Programme
- An Easter media release
- Two 'Ask the Expert' responses for Healthy Food Guide
- A number of print responses and comments to media regarding the aspartame issue
- Securing a regular column in Food Industry Week – a weekly food industry publication
- Extensive coverage for the OPWG around food prices/older people's nutrition
- Announcing the appointment of four new Foundation council and committee members
- Provision of background information and quotes for articles on fluids, coffee and fruit juice for the Sunday Star-Times

Simone Bell

PR Director

emark™



Project Report

This project has certainly gained momentum in the past year.

Key highlights include the following:

- In September 07 the Foundation signed a memorandum of understanding with Crop & Food Research to further develop the 'eMark' Food Classification system.
- Classification criteria for eMark numbers (relating to a food's energy density) and colours (relating to a food's relative glycaemic impact), and serving sizes assigned by Food Group have now been finalised.
- A brand logo (as shown at top of page) has been designed.
- Application has been made for Certification Trademarks – application has been reviewed by the Trademark Commissioner, who has requested minor edits before final approval.
- 'eMark' website well into development – due to go live September/October 08.

The website includes information on the 'eMark' and allows a person to search the extensive database for a food based on either the product name, manufacturer, 'eMark' food group, 'eMark' classification number or 'eMark' colour. Each food will have information on all these characteristics plus its recommended serving size.

In addition to this, individuals will be able to enter in their personal details to obtain both an 'eMark' eating plan that will give the recommended number of serves of 'eMark' numbers and food groups, as well as a meal plan showing how the recommendations can be applied to meals throughout the day. The eating plan provided will be relevant to their age, sex and activity level. Individuals will also be able to use the database to plan their own meals for a day and compare that plan's number of serves per 'eMark' number and food group with the recommended plan.

We have also commissioned Olivia Green, a third-year Massey university student, to undertake consumer research to determine preference and understanding of certain nutrition terms in order to enhance the understanding and uptake of the 'eMark' programme. This information will also be useful for development of the Foundation website.

We would like to thank Kelsey Woodcock, in particular, for her contribution to the development of the 'eMark' during her time with the Foundation. Between Kelsey, and Jane Petrie from Crop & Food, the 'eMark' concept has been transformed from a theoretical idea into a practical classification system for food that easily sits alongside Ministry of Health Food and Nutrition Guidelines.

eMark Project Report

CONTINUED

Crop & Food through its Lifestyle Foods for Energy Balance programme (Foundation for Research Science & Technology and Industry co-funded) is continuing to support the 'eMark' in both financial and practical ways – practically through commercialisation of their in vitro test method for determination of glycaemic impact; provision of time from Food Scientist and Nutritionist Jane Petrie and Management Team members, Tim Lindley and myself; and financially through commitment to supporting the Foundation by covering costs including website development, and Foundation Nutritionist's time.

We look forward to advising you of our website's 'go live' in the near future, and will be accepting applications for 'eMark' classification of Foundation corporate member's products from October 08.

Tania Watson

eMark Management Team