



**nznutrition**  
**FOUNDATION**

## Annual Report 2010

### **Mission Statement**

*Kia whakareia te ōranga o ngā tāngata o Aotearoa ma te whakamana  
i ngā wawatā 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.



# Contents

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New Zealand Nutrition Foundation Committees	3
Chair's Report	4
Medical Director's Report	5
2009-10 At a Glance	6
CEO's Report	7
NZNF Website report	10
eMark Report	11
Report of the Committee for Healthy Ageing	12
Financial Report	14
Appendix 1 - Code of Ethics	21
Appendix 2 - Corporate Members	21
Appendix 3 - Councillors and Staff	22



# Directory

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## **Nature Of Business**

Nutrition Education & Promotion

## **Registered Office**

Level 2, 507 Lake Road,  
Takapuna, North Shore

## **Business Location**

Takapuna, North Shore, 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)  
Nichola Hart (Secretary)  
Richard Gearry (Medical Director)  
Elaine Rush (Chair, Scientific Advisory Group)  
Staples Rodway Accountants (Treasurer)

## **Councillors**

Fiona Carruthers (Chair)  
Julian Jensen  
Geoff Scott  
Tim Skellern  
Molly Nepe  
Laurence Eyres  
Stephanie Horrocks

## **Staff**

Sue Pollard (CEO)  
Carolyn Cairncross (Nutritionist)  
Sarah Hanrahan (Nutritionist)





# New Zealand Nutrition Foundation Committees

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## Scientific Advisory Group

Professor Elaine Rush (Chair), AUT University  
Dr Richard Gearry (Medical Director),  
University of Otago and Canterbury DHB  
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  
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 Hellemans  
Caryn Zinn, Auckland University of Technology (AUT)  
Professor Cliff Tasman-Jones, Physician, retired

## Committee for Healthy Ageing

Julian Jensen, Dietitian, Chair  
Sue Pollard, CEO NZNF  
Dr Bevan Grant, University of Waikato

Dr Alex Chisholm, Otago University  
Dr Carol Wham, Massey University  
John Rice, AUT University  
Julie Dick, Dietitian, Food Industry  
Sione Tupou, Disability Services for Pacific People,  
Auckland DHB  
Dr Graham Davison, Geriatrician, retired  
Professor Cliff Tasman-Jones, Physician, retired  
Alison Ogg, Age Concern

## Committee for Healthy Ageing Advisory Group

Kaye Dennison, Waitemata DHB  
Kathy Peri, Canterbury DHB  
Maria Johnson, Taikura Trust  
Dr Ngaire Kerse, GP, Auckland University  
Diana O'Neill, Ministry of Health  
Katrina Pace, Dietitian  
Ineke Riley-Stohl, Physiotherapist  
Tai Matenga-Smith, Pacific Island Food  
& Nutrition Group  
Jocelyn Hampton, Dietitian, retired  
Beryl Wilkinson



***Fiona Carruthers** is a New Zealand-registered Nutritionist, having begun her career as a dietitian in the UK. She has been Nutrition Manager at Beef + Lamb New Zealand since 2001, serving as a Nutrition Foundation Councillor during the same period, taking over as Chair in 2007. Fiona also chairs the International Meat Secretariat Human Nutrition and Health Committee and is a freelance writer for consumer media both within New Zealand and overseas.*



**Turning 30, many years ago now, was a big milestone for me, with expectations of achievement and some idea of where life was taking me. The same is true for the Foundation as we celebrate 30 years as a charitable trust and reflect on the realisation of those expectations.**

Our President, businessman Richard Jamieson, along with Professor Cliff Tasman Jones (past Medical and Scientific Director), our Patron, Sir John Scott and the Auckland Mayor at the time, Sir Dove-Meyer Robinson were the key instigators, responsible for the setting up the Foundation. I hope they take pleasure at seeing where the Foundation is today, thanks to their foresight and enthusiasm.

One of the Foundation's obvious achievements is as a qualified voice on food and nutrition. As the popular media becomes more and more crowded, ensuring New Zealanders receive accurate, usable nutrition information remains a key objective. We interact increasingly with the media proactively and reactively becoming a regular point of contact for journalists across New Zealand. And we are seeing more qualified nutritionists and dietitians working in the media themselves. None more so than the winner of our 2009 Nutritionist Development Award, Jennifer Bowden, a recently-qualified nutritionist and columnist for the Listener. We are also delighted our Medical and Scientific Directors provide regular expert advice to the Science Media Centre, an organisation helping to align media and science more closely and effectively. With the hunger for nutrition information seemingly insatiable, our websites have, not surprisingly, received an increasing number of 'hits' since their launch during the year. These are an important 'shop window' for the Foundation.

As we all know though, knowledge alone is not enough. The loss of basic cooking skills has long been a concern of many Foundation members. Cooking therefore makes an obvious theme for the Foundation's proposed nutrition event, currently under development for next year. How our small team can

even think of new activities, though, never ceases to amaze me. As you will see in the CEO report, their activity level and subsequent achievements, measured against the business action plan, are outstanding, for which we congratulate them. Whilst there are many highlights, of particular note is the appearance of the first eMark label in the supermarket. Together with the eMark website, this is giving consumers a new way to make informed food choices. We are indebted to the continued support of this project from Tania Watson and, key funder, Plant & Food Research.

The Committee for Healthy Ageing also continues to flourish, recognised in its five year review, carried out by consultant dietitian, Gillian Tustin. Whilst its continuing education activities, such as health professional seminars, rate highly amongst users, its very existence in an often unnoticed area of nutrition is much valued by many working with older people. The Foundation remains indebted to the unwavering commitment of the Committee's Chair, Julian Jensen.

The Foundation does many activities extremely well, seeks new avenues for those it wants to do better and pushes the boundaries into new areas in order to achieve its goals. None of this can be done, however, without you, our members, for whom we strive to maximise return on investment, illustrated by several new services introduced this year.

As well as those people I've mentioned there are many I haven't, but without whose involvement the Foundation would not exist. Thank you to the Scientific Advisory Group for their support and expertise, the Council for their time, commitment and passion, and, of course, to our staff, CEO, Sue Pollard, and nutritionists, Sarah Hanrahan and Carolyn Cairncross. It's been another good year - here's to another 30.

**Fiona Carruthers**  
Nutrition Manager,  
Beef + Lamb New Zealand



# Medical Director's Report



**Dr Richard Gearry** is a Senior Lecturer in Medicine at the University of Otago, Christchurch and Consultant Gastroenterologist at Christchurch Hospital. He has a strong research and clinical interest in luminal gastroenterology and nutrition support, and has published widely. He has gained additional clinical expertise from time spent at Box Hill Hospital in Melbourne and St Mark's Hospital, London. Richard has strong links to inflammatory bowel disease and coeliac disease patient groups and has been a Foundation Councillor since 2008.

## **2010 marks the 30th anniversary of the New Zealand Nutrition Foundation and provides us with an opportunity to reflect on past achievements and look forward to future challenges.**

Looking back over the last thirty years of the New Zealand Nutrition Foundation, what stands out most strongly to me (as a relatively new arrival) is the exceptionally high calibre of leadership and membership that has served and continues to serve the Foundation. This includes not only past board and executive members, chief executive officers and employees, but also the current crop that are shaping the way in which the Foundation moves forward in an ever changing political and social environment.

An ongoing concern to health professionals in New Zealand is malnutrition. Together with many other western countries, New Zealand continues to have high rates of obesity (over-nutrition). In fact, since the incorporation of the Foundation in 1980, the rate of obesity in New Zealand has increased by 150% with one quarter of our population now classified as obese. This will remain one of the major health challenges facing our society with frightening implications for the health of our country in the medium to long term. While there have been efforts to address obesity through public health initiatives, as Foundation members we should continue to keep over-nutrition at the forefront of our minds.

A unique aspect of the Foundation's activities is the opportunity for interaction between food manufacturers, healthcare professionals and nutrition researchers. There are few other fora where these groups can meet and discuss common issues in nutrition. I was fortunate to be able to contribute to one of the corporate breakfasts held this year by the Foundation which was a tremendously rewarding experience. The discussion around gluten and dietary triggers of gastrointestinal symptoms with corporate members gave a new perspective to the implementation of dietary strategies and how industry can contribute positively to new nutritional approaches.

Another highlight for me this year is the continued energy and activity generated by the NZNF Committee for Healthy Ageing. This year there have been a number

of regional seminars that have been well attended by members and others interested in good nutrition for the elderly. Additionally, the Foundation was fortunate to be able to run a satellite symposium as part of the Australasian Society for Parenteral and Enteral Nutrition Annual Scientific Meeting held in Christchurch last November with a keynote address by Dr Mike Stroud, Gastroenterologist and Nutrition expert from the United Kingdom. This symposium was well attended and provided an international flavour to these most important issues.

If I can ask your indulgence, I would also like to focus briefly on Gastroenterology (my medical specialty). This year the first small bowel transplant was performed in Australasia. The procedure, performed by specialists at the Austin Hospital in Melbourne, involved the transplantation of small intestine, pancreas and liver to Mr Brendan Cole in during a twelve hour operation. Until now, the few patients with intestinal failure who have been eligible for an operation have either not been offered one due to the cost and travel involved, or have travelled to North America for this complex and dangerous surgery. The development of such a specialised service within Australasia may provide New Zealanders in need of such specialised surgery a more cost-effective option closer to home and the support of friends and family.

Finally, it has been a great pleasure to witness the delivery of eMark through the eMark website ([www.emark.co.nz](http://www.emark.co.nz)) and also the use of eMark front of pack labelling by Harraways. This is a fantastic group of products to launch eMark on to the supermarket shelves given the importance of breakfast in a healthy balanced diet and also the associated low energy density of the Harraway cereal products.

I wish you an enjoyable end to 2010 and look forward to seeing many of you at the Annual Meeting later this year.

**Associate Professor Richard Gearry**  
Medical Director





## 2009-10 At a Glance

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### April

- Quarterly newsletter, 'Nutrition News'.
- Media release, 'Nutrition is not a priority for older Maori and Pacific people'.
- Book Mark Project commenced - to design, print and distribute book marks with key messages for older people on nutrition and physical activity, sponsored by SPARC and 5+ A Day.

### May

- Submission to the New Zealand Food Safety Authority re NZFSA draft nutrition policy.
- Submission to the Advertising Standards Association re the code for advertising to children and the code for advertising of food.
- Attended ANA conference, 'Kia Hono: Kia Awe, Cultivating Connections: Inspiring Solutions'.

### June

- Attended the International Food Information Organisation (FIO) Summit meeting in Bruges, Belgium.
- Applications invited for the 2009 New Zealand Nutrition Foundation and Kellogg's Nutritionist Development Award.
- Media release, 'Award helps create world-class Kiwi nutritionists'.

### July

- Quarterly newsletter, 'Nutrition News'.
- Launch of the Foundation website: [www.nutritionfoundation.org.nz](http://www.nutritionfoundation.org.nz)
- Media release, 'Credible nutrition information promotes good health'. The website launch featured in the Otago Daily Times and Food Week.
- Book marks produced.

### August

- Submission to the New Zealand Food Safety Authority re front-of-pack labelling policy guideline.

### September

- Quarterly newsletter, 'Nutrition News'.
- Attended the Dietitians New Zealand conference, 'Growing into the future.'
- Media release, 'Does nutrition labelling promote healthier choices?' Coverage in Stuff.co.nz and Food Week.

### October

- New Zealand Nutrition Foundation AGM, incorporating:
  - Presentation of New Zealand Nutrition Foundation and Kellogg's 2010 Nutritionist Development Award to Jenny Bowden.
  - The AGM seminar, 'Does nutrition labelling promote healthier food choices?' featuring Jo Wills, Director General, European Food Information Council (EUFIC), Jenny Reid, Assistant Director, Joint Food Standards, New Zealand Food Safety Authority and Dean Stockwell, General Manager Food Standards (New Zealand), Food Standards Australia New Zealand – attendance 140.
- Media release, 'Nutritionist wins prestigious national award', reported in Fresh in the Kitchen and NBR Food Industry Week.
- 'Nutrition risk in older people: Making meals matter' seminar held in Christchurch, featuring Dr Mike Stroud, Senior Lecturer Medicine & Nutrition & Consultant Gastroenterologist, Southampton, UK and dietitians Sally Watson, Kaye Dennison and Julian Jensen – attendance 100
- Media release, 'Make meals matter'. Coverage in Scoop.co.nz

### November

- Submission to the Ministry of Health re draft paper 'Food and Nutrition Guidelines for Healthy Older People: A background paper'.
- Media release, 'Starving in a land of plenty'.
- Hosted a seminar, 'What drives us to drink in 2009?', organised by Network PR and supported by Coca Cola. Speakers included Professor Linda Tapsell from the University of Wollongong and Caryn Zinn, Sports Dietitian AUT University and a member of our scientific advisory group.
- Attended SCANZ (Science Communicators Association) conference
- Book mark distribution completed.

### December

- Quarterly newsletter, 'Nutrition News'.
- Media release, '5 painless ways to get through Christmas in your current shape'. Coverage in Scoop.co.nz, Bay of Plenty Times and NZ Herald.





January

February

- Inaugural Corporate Member Update, a breakfast meeting with speakers Councillor Dr Laurence Eyres and Massey University's Dr Pamela von Hurst.

March

- Quarterly newsletter, 'Nutrition News'.
- Committee for Healthy Ageing Bulletin No. 1.
- Submission to Pharmac re proposals on funding and access arrangements for a number of Special Foods.
- The first foods with the eMark front-of-pack label appear in supermarkets.



## CEO's Report

**Sue Pollard** qualified as a dietitian and worked in many areas of the profession, from clinical to diabetes to community services before gravitating to food service management. This led to more general health management roles from the early 1990s at Waitemata and Auckland DHBs. She returned to her nutrition roots in 2005, when she took up the CEO role at the Foundation. Sue is a past president of the New Zealand Dietetic Association, and has both a post-graduate DipHSM and an MBS (Management) from Massey University.



### Some highlights of the year

- The new website [www.nutritionfoundation.org.nz](http://www.nutritionfoundation.org.nz).
- The first eMark label seen in supermarkets, on Harraways products.
- Successful partnerships with corporate members and others, including new partner, the Science Media Centre, to deliver nutrition education resources, seminars and news.
- The establishment of quarterly corporate member breakfast meeting updates in line with our strategy to improve corporate member nutrition services.
- Three new corporate members Antares Restaurant Group (Burger Fuel), Horleys and Subway.
- Participation in the International Food Information Organisation (FIO) network's biennial Summit Meeting in Bruges.
- Jenny Bowden, winner of the 2009 Nutritionist Development Award, who continues to write a weekly column of excellent, well-researched nutrition articles in the Listener. She will be sharing insights to researching nutrition science and what she learned at the 2010 International Society of Behavioural Nutrition and Physical Activity conference in the US at our 2010 AGM.
- Ending the financial year in the black.

### Business Plan Report

#### Goal 1: To improve the quality and quantity of food and nutrition information

##### Our achievements

- New website, [www.nutritionfoundation.org.nz](http://www.nutritionfoundation.org.nz) launched
- Three successful seminars:
  - 'Does nutrition labelling promote healthier food choices?'
  - 'Nutrition risk in older people: Making meals matter'
  - 'What drives us to drink in 2009?'
- Five 'Nutrition News' newsletters published.
- Regular fortnightly e-news updates distributed.
- A quarterly bulletin from our Committee for Healthy Ageing initiated.
- Quarterly breakfast meeting updates established for corporate members.
- Nutritionist services to corporate members increased.
- 2009 Nutritionist Development Award presented.
- Five submissions made to the following:
  - New Zealand Food Safety Authority (NZFSA) – i) draft nutrition policy and ii) Food Standards



Australia New Zealand (FSANZ) front-of-pack labelling policy guideline.

- Ministry of Health - *'Food and Nutrition Guidelines for Healthy Older People: A background paper.'*
- Pharmac - proposals on funding and access arrangements for a number of Special Foods.
- Advertising Standards Authority - the code of advertising to children and the code for advertising food.

## Goal 2: To improve the Foundation's visibility and profile, maintaining relationships with Government bodies, NGOs, professional organisations and other stakeholder groups.

### Our achievements

- Eight media releases prepared and distributed:

Media Release	Confirmed coverage
<i>'Nutrition is not a priority for older Maori and Pacific people.'</i>	
<i>'Award helps create world-class Kiwi nutritionists.'</i>	
<i>'Credible nutrition information promotes good health.'</i>	- Otago Daily Times - Food Week
<i>'Does nutrition labelling promote healthier choices?'</i>	- Stuff.co.nz - Food Week
<i>'Nutritionist wins prestigious national award.'</i>	- NBR Food Industry Week - Fresh in the Kitchen
<i>'Make meals matter.'</i>	- Scoop.co.nz
<i>'Starving in a land of plenty.'</i>	
<i>'5 painless ways to get through Christmas in your current shape.'</i>	- NZ Herald - Bay of Plenty Times - Scoop.co.nz

- Response to media enquiries:
  - Foundation nutritionist, Sarah Hanrahan, appeared on TV1's 'Close Up' about 'detox diets'.
  - Scientific Director Elaine Rush spoke on National Radio about advertising standards for food and for children.
  - Sarah Hanrahan spoke on radio Rhema on three occasions – healthy eating, fad diets and 'Surviving the festive season'.

- The Foundation was quoted in the following publications:

- 'A thaw thing', Manawatu Standard, July 2009
- 'Food colouring report', TV1's 60 minutes and NZPA, July 2009
- 'The case for folate', Otago Daily Times, August 2009
- 'A big fat marketing scam', NZ Herald, September 2009
- 'Caffeine under fire' (Nikki Hart, Foundation Secretary), Newstalk ZB and TVNZ, October 2009
- 'Healthy eating in schools', Science Media Centre, January 2010
- "'Compulsory food policies essential", says nutritionists', The Press, Stuff.co.nz, February 2010
- 'Tummy troubles' and 'Home truths' (Assoc Professor Richard Gearry, Foundation Medical Director), NZ Listener, February 2010
- 'Being this good takes lots of effort', Herald on Sunday, February 2010
- 'No let up in case of rickets', Pharmacy Today, March 2010.

- Plant & Food Research continued support of the eMark project.
- The CEO participated in NZFSA Food Manufacturers and Processors Advisory Forum and NZFSA and FSANZ stakeholder consultation.
- The Foundation remains an active member of NZFAVA (Fruit & Vegetable Alliance) working group.
- The CEO attended the Food Information Organisation International Network (FIO) biennial Summit Meeting in Bruges, Belgium.
- Staff maintained memberships of
  - ANA (The CEO was elected as an Executive Board member in November 2009)
  - New Zealand Institute of Food Science & Technology
  - Nutrition Society of New Zealand
  - Dietitians NZ, including the Dietitians in Food Industry Special Interest Group (DIFISIG).
- Staff attended conferences of Dietitians NZ, ANA and SCANZ (Science Communicators Association)



### Goal 3: Manage our own projects successfully

#### Our achievements

In summary:

- eMark – first foods with eMark FOP label in supermarkets.
- NZNF website, [www.nutritionfoundation.org.nz](http://www.nutritionfoundation.org.nz) – launched in April 2009
- Committee for Healthy Ageing (CHA) – activities included 1 seminar, 3 media releases, 2 submissions and a book mark produced & distributed.

Also see separate reports.

### Goal 4: Increase our membership

#### Our achievements

- Individual members: 2008-09 membership was 148. 2009-10 ended with 142 members, a 4% drop.
- Corporate members: There were three resignations and three new members, maintaining the total of 27.

### Goal 5: Improve our business

#### Our achievements

- We achieved good financial results for the 2009-10 year.
- Successful partnerships during the year enabled us to extend the scope and range of activities:
  - Plant & Food Research continued to support the eMark project.
  - With Unilever, distribution of pamphlets for the NZ National Cholesterol Education programme of NZ continues and a second initiative started, a 'myth-busting' booklet, *'Food. The facts of the matter'*. The other partner in this new resource is the Dietitians Association of Australia.
  - A seminar update on beverages, *'What drives us to drink in 2009?'*, organised by Network PR and supported by Coca Cola.
  - Sponsorship from 5+ A Day/ SPARC enabled the Foundation to design, produce and deliver 8,000 bookmarks with key messages on nutrition and physical activity for older people, to libraries, retirement villages, GP practices, Age Concern and other interested parties on the North Shore, Auckland and in Christchurch.

- Development of a PowerPoint presentation with NZFSA on nutrition and food safety for older people. This can be accessed by community groups from both partners' websites.
- Kellogg's continued to support the Nutritionist Development Award for 2009.
- Abbott Nutrition & Vital Foods provided trade displays and sponsorship for the Christchurch seminar on nutrition for older people.
- Relationship developed with the newly set up Science Media Centre (SMC). Comment provided for SMC web news releases, media contacts shared and more collaborative activities in the future planned. Peter Griffin, SMC Manager, is a guest speaker at the 2010 AGM.





**A long time in the making, it was a great achievement when the Foundation website was launched on July 6, 2009. This website aims to provide all New Zealanders with easily accessible information on food and nutrition. A major drawcard is that everything on the website has been written by degree qualified nutritionists and reviewed by our Scientific Advisory Group to ensure accuracy.**

A media release announcing the launch, 'Credible nutrition information promotes good health' was picked by up several media outlets.

On the website, there are four main sections:

## News & Hot Topics

Visitors are able to stay up-to-date with information on topical nutrition issues and the latest news from the Foundation.

## Nutrition Facts

There are over 50 pages in this section, covering energy to food safety, minerals to glycaemic index. There's information for all life stages based on our national food and nutrition guidelines.

## What's On

This area lists upcoming food and nutrition events in New Zealand and overseas.

## About NZNF

All of the details of the Foundation are available here – history, annual reports and those people involved with the Foundation.

Visitor numbers, or 'hits', have steadily increased since the site's launch from 148 to 468 per week (641 – 2028 per month). On average, visitors look at 4 pages per visit, spending around 3 minutes on the site. Consistently, the most popular section is 'Nutrition Facts'. There is a noticeable spike in visitor numbers to these pages when nutrition issues surface (e.g. folate fortification in bread).

Work on the website continues. The main story on the home page is regularly changed to reflect seasonality and Foundation events. The Hot Topics section enables visitors to be informed of the real science behind items appearing in the media. Once again, when nutrition issues are in the mainstream media there is a noticeable jump in hits in this section.

New features to be implemented later in 2010 include a Members-Only area and the facility for online payment for membership and NZNF events.



## Overview

eMark passed an important milestone earlier in the year with the first adoption of the eMark as a front-of-pack label. We are extremely fortunate to be working with Harraways who are now using the eMark on Rolled Oats, Scotch Oats and Fruit Harvest. The eMark will extend to the rest of their products as they roll out new packaging throughout the year. We continue to present the programme to New Zealand manufacturers and marketers. There is a great deal of uncertainty amongst food manufacturers with regard to front-of-pack labelling with some committed to Guideline Daily Amounts and others liking the idea of an interpretive label like eMark, but waiting to see the outcome of the Ministerial Review of Food Labelling law and policy. The Foundation made a submission to the panel undertaking the review in support of interpretive labelling.

Trade marking has been completed for Australia and is expected to be completed by the end of July 2010 for New Zealand.

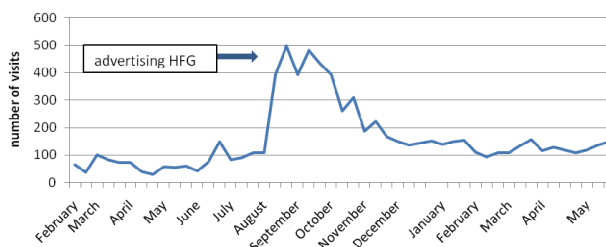


## The Website, [www.emark.co.nz](http://www.emark.co.nz)

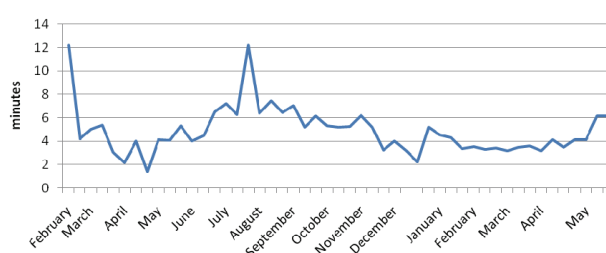
The eMark website, [www.emark.co.nz](http://www.emark.co.nz), has continued to attract steady traffic with an identifiable lift in numbers during periods of advertising in Healthy Food Guide magazine. We experimented with other advertising vehicles but have not had the same result as Healthy Food Guide. The average time spent on the website is 5 - 6 minutes, meaning most people are finding the initial information of interest and going on through the meal planning process. Anecdotal, the average time spent on an information-based website is 2-3 minutes.

Once all Lifestyle Foods stakeholder company products have been analysed and allocated an eMark, branded products will be entered into the database and be available to the public.

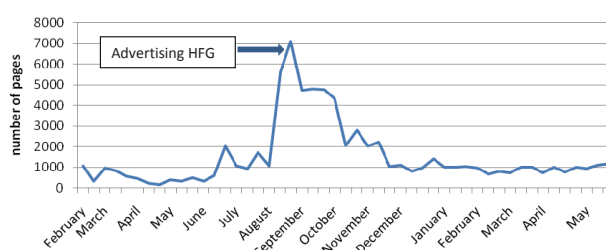
### Number of visits 2009/10



### Average time spent on website 2009/10



### Pages viewed 2009/10



## Future Plans

Plant and Food Research's Lifestyle Foods funding is expected to discontinue mid 2010. We are investigating alternative funding with the objective of eMark becoming self supporting. We expect to continue the relationship with Plant and Food Research through our management group and to be able to access their expertise when necessary.

Raising awareness of eMark will continue to be a priority. The main vehicle to achieve this will be the inaugural Nutrition Week to be held in 2011. Planning for this event is already underway. We will continue with targeted advertising and promotion in partnership with companies working with us.



# Report of the Committee for Healthy Ageing



**Julian Jensen** is a New Zealand Registered Dietitian with a wide range of practice experience, particularly nutrition of the older person and foodservice management. She has co-authored two books relating to these areas of interest. Until recently, Julian was a consultant dietitian with her own practice, where much of her work was in the rest and residential care sector. She is a Nutrition Foundation Councillor and a founding member of the Committee for Healthy Ageing, of which she is the current Chair.

## Highlights of the year:

- Christchurch seminar in October 2009, 'Nutrition risk in older people: Making meals matter'.
- Partnerships with the NZFSA (resource development) and with SPARC and 5+A Day (Book Mark Project).
- The endorsement of the Committee's work in the review findings in 2009.

## Annual Plan Report

### Mission:

*Promoting health of older people through nutrition and active living.*

### Goal 1: To promote strategies in line with the Health of Older People Strategy and the Positive Ageing Strategy.

#### Achievements

- Supporting Massey University who was commissioned by the Ministry of Health to review the Food and Nutrition Guidelines for Older People
- Submission to the Ministry of Health on the draft paper, 'Food and Nutrition Guidelines for Healthy Older People: A background paper.'
- Submission to Pharmac on their proposals on funding and access arrangements for a number of Special Foods.
- Media releases supporting our seminars:
  - 'Nutrition is not a priority for older Maori and Pacific people' (April 2009), following the seminar in Auckland in March 2009.
  - 'Make meals matter' (October 2009) and 'Starving in a land of plenty' (November, 2009), in support of the Christchurch seminar in October 2009.

### Goal 2: To increase the awareness of health professionals and care providers and change their behaviour towards the nutritional and physical activity needs of older people; And;

### To improve health professionals' knowledge of the nutrition and physical activity needs and risks associated with frail older people.

## Achievements

- Seminar, 'Nutrition risk in older people: Making meals matter' held in Christchurch, featuring Dr Mike Stroud, Senior Lecturer Medicine & Nutrition & Consultant Gastroenterologist, Southampton, UK and dietitians Sally Watson, Kaye Dennison and Julian Jensen – attendance 100.
- Publication of the inaugural *NZNF Committee for Healthy Ageing Bulletin No. 1* in March 2010. A distribution list is being developed of Foundation members and stakeholders, and those from academia, education and the health industry with an interest in nutrition for older people.

### Goal 3: To promote Positive Ageing by networking and co-operating with groups with similar goals and interests in all sectors.

#### Achievements

- Joint communication initiatives agreed with the New Zealand Food Safety Authority on nutrition and food safety information for older people and their caregivers. The first completed activity is a PowerPoint presentation, for use by community groups, focussing on nutrition and food safety for older people.
- Sponsorship and support from SPARC and 5+A Day, resulting in the completion of 'Project Book Mark.' 8,000 book marks have been printed with key messages on nutrition and physical activity. The book marks have been distributed to libraries, medical centres, retirement villages and Age Concern, initially in North Shore and Christchurch. Anecdotal feedback has been positive but a more formal evaluation will be undertaken to inform decisions about further production and distribution of the book marks.
- Committee changes during the year:
  - New members welcomed were Dr Alex Chisholm, Otago University and John Rice, AUT School of Sport & Recreation, Manager of their 'Never 2 Old' Active Ageing' programme.





- Kaye Dennison, the founder of the committee 'retired' from active duty but remains on the Advisory Group, as do Jocelyn Hampton and Diana O'Neill, who has moved with the Green Prescription Programme to the Ministry of Health.

An evaluation of the Committee's first five years was commissioned in July 2009 to inform future planning and support sponsorship applications. Key findings of this review included the following:

- Seminars achieve good attendance with positive participant evaluation showing they meet an established need. These should continue, with regional seminars including local input.
- Cooperative activities with other groups who have similar goals and interests remain important.

- The Committee should take opportunities to engage media both proactively and reactively on topical issues.

These recommendations have been considered and actioned, and included in the planning for 2010-11.

Thanks especially to the staff, Sue, Carolyn and Sarah for their continued support of the Committee for Healthy Ageing and to the members of the committee for their continued input and enthusiasm

**Julian Jensen**

Councillor and Chair, Committee for Healthy Ageing



## NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 31 MARCH 2010

	Note	2010	2009
<b>INCOME</b>			
Project Income/(Loss)		4,000	-
Subscriptions/Membership		101,658	96,869
Consulting Fees		1,752	200
NDA Sponsorship		10,000	-
Donations		15,515	115
Income from Trust Funds		16,758	23,408
		<b>149,683</b>	<b>120,592</b>
<b>Add SUNDRY INCOME</b>			
Interest Received		627	2,244
Dividends Received		1,443	1,658
		<b>2,070</b>	<b>3,902</b>
		<b>151,753</b>	<b>124,494</b>
<b>Less EXPENSES</b>			
Accident Compensation Levy		619	725
Accountancy Fees		16,765	-
Annual General Meeting Expenses		5,557	3,462
Audit Fees		3,670	3,370
Bank Charges		65	65
Computer Expense		921	2,751
Consultancy		-	120
Depreciation	9	310	359
Entertainment		-	126
General Expenses		570	1,253
Insurance		1,800	1,866
Light and Power		1,656	1,472
Loss on Foreign Exchange		187	-
Management and Secretarial		81,903	82,561
Postages		170	584
Printing and Stationery		7,001	4,949
Rent - Office		18,048	18,048
Staff Training		1,793	900
Subscriptions		1,307	1,267
Telephone and Tolls		3,196	3,800
Travel Local		2,718	4,584
Travel Overseas		3,232	-
		<b>151,490</b>	<b>132,262</b>
<b>NET SURPLUS/(DEFICIT) AFTER TAX TO ACCUMULATIONS</b>		<b>\$262</b>	<b>(\$7,768)</b>



## NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF MOVEMENT IN ACCUMULATIONS FOR THE YEAR ENDING MARCH 31, 2010

	2010	2009
<b>EQUITY BROUGHT FORWARD</b>	<b>71,079</b>	<b>78,847</b>
Net Surplus/(Deficit) for the Year	262	(7,768)
Total Recognised Revenues and Expenses for the Year	262	(7,768)
<b>EQUITY CARRIED FORWARD</b>	<b>\$71,341</b>	<b>\$71,079</b>

The Foundation ended the 2009-10 year with a small surplus of \$262, enabling us to maintain our total equity. This is a pleasing result in the current economic climate.

- Membership income was \$4,800 more than the previous year. The primary reason for this increase is the introduction of our new corporate membership structure together with continued support from our corporate members. For individual memberships, a 4% reduction in individual membership numbers and the introduction of free membership for full-time tertiary nutrition students were offset by an increase in the subscription, from \$55 to \$75.
- During the year we received a donation from our President, Mr Richard Jamieson, to cover our accounting costs of over \$15,000. Until this year these costs were met by this company and did not

appear in our accounts. Our President has committed to continue to support these costs. We have taken the opportunity presented to review our accountancy services and have made changes to improve efficiency and reduce costs.

- Our Website project balance of \$7,000 will be used this year to complete this project, which will include the development of a members-only area, and functionality for on-line payments for events and membership. Our Committee for Healthy Ageing starts the 2010-11 year with \$5,000 to support the seminar in May 2010 and the other plans for the year. The eMark project's year-end deficit is a timing issue as the support from our partner in this venture follows the expenditure by the Foundation.





**NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF FINANCIAL POSITION  
FOR THE YEAR ENDING MARCH 31, 2010**

	Note	2010	2009
<b>ACCUMULATIONS</b>			
Salary Endowment Fund		330,000	330,000
Accumulated Fund		71,341	71,079
		<b>401,341</b>	<b>401,079</b>
		<b>\$401,341</b>	<b>\$401,079</b>
<b>Represented by:</b>			
<b>CURRENT ASSETS</b>			
NBNZ Current -00 ac		35,474	20,583
Emark Project	5	3,656	6,007
Taxation Paid		409	409
Accounts Receivable		5,931	20,456
		<b>45,471</b>	<b>47,455</b>
<b>Less CURRENT LIABILITIES</b>			
Accounts Payable		5,250	10,126
Committee for Healthy Ageing	5	4,996	8,987
NZNF Website Project	5	7,133	20,581
Goods and Services Tax		3,765	6,313
		<b>21,145</b>	<b>46,008</b>
<b>WORKING CAPITAL C/Fwd</b>		<b>24,326</b>	<b>1,448</b>
<b>Add FIXED ASSETS PER SCHEDULE</b>	<b>9</b>	<b>2,088</b>	<b>2,398</b>
		26,414	3,845
<b>Add TERM INVESTMENTS</b>	<b>10</b>	<b>374,928</b>	<b>397,234</b>
		<b>\$401,341</b>	<b>\$401,079</b>



## NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF ACCOUNTING POLICIES AND NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDING MARCH 31, 2010

### 1. STATEMENT OF ACCOUNTING POLICIES

#### GENERAL ACCOUNTING POLICIES

##### Reporting Entity

New Zealand Nutrition Foundation is registered under the Charitable Trusts Act 1957.

The financial statements of New Zealand Nutrition Foundation have been prepared in accordance with generally accepted accounting practice.

##### Measurement Base

The accounting principles recognised as appropriate for the measurement and reporting of financial performance and financial position on a historical cost basis are followed by the New Zealand Nutrition Foundation.

### 2. PARTICULAR ACCOUNTING POLICIES

#### (a) Differential Reporting

The New Zealand Nutrition Foundation is a qualifying entity for differential reporting as it is not publicly accountable and by virtue of its size. The New Zealand Nutrition Foundation has taken advantage of all differential reporting concessions.

#### (b) Accounts Receivable

Accounts receivable are valued at expected realisable value.

#### (c) Fixed Assets & Depreciation

Fixed assets are recorded initially at cost. Depreciation is provided on the diminishing balance method at rates calculated to allocate

the cost less estimated residual value over the estimated economic lives of the assets. The current rates of depreciation, which are the maximum allowed by the Inland Revenue Department, are disclosed in the attached schedule of fixed assets and Note 9.

#### (d) Income Taxation

New Zealand Nutrition Foundation is an approved charitable organisation recognised by the Inland Revenue Department. As such, it is exempt from income tax on income derived for charitable purposes.

#### (e) Investments

Investments are recorded at cost.

#### (f) Leases

Lease payments under operating leases are charged as expenses in the periods in which they are incurred.

#### (g) Goods & Services Tax

These financial statements have been prepared exclusive of Goods and Services Tax except for accounts receivable and accounts payable which are stated Goods and Services Tax inclusive.

### 3. CHANGES IN ACCOUNTING POLICIES

There have been no changes in accounting policies. All policies have been applied on bases consistent with those used in previous years.

### 4. BUSINESS

The principal activity is that of Nutritional Research.





## NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF ACCOUNTING POLICIES AND NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDING MARCH 31, 2010

### 5. CURRENT PROJECTS

The following projects were not completed as at 31 March 2010 and therefore the balances represent monies held to cover future expenditure.

	2010	2009
<b>Committee for Healthy Ageing</b>		
<b>Income</b>		
Sponsorship	3,633	6,000
Seminar Income	4,067	6,036
Surplus B/Fwd from Previous Years	8,987	3,000
<b>Total Income</b>	<b>\$16,687</b>	<b>\$15,035</b>
<b>Expenses</b>		
Conference & Meeting Expenses	3,737	5,606
Printing & Stationary	1,248	171
Travel Expenses	1,339	272
Transfer to Project Income	4,000	-
Administration and Consulting	1,350	-
Bookmark Expenses	17	-
<b>Total Expenses</b>	<b>\$11,691</b>	<b>\$6,048</b>
<b>Balance C/fwd from Committee for Healthy Ageing</b>	<b>\$4,996</b>	<b>\$8,987</b>
<b>NZNF Website Project</b>		
<b>Income</b>		
Sponsorship	-	16,000
Surplus B'fwd from Previous Years	20,581	12,000
<b>Total Income</b>	<b>\$20,581</b>	<b>\$28,000</b>
<b>Expenses</b>		
Hosting and domain names	547	-
Marketing and research expenses	1,276	-
Website Development	11,625	7,419
<b>Total Expenses</b>	<b>\$13,448</b>	<b>\$7,419</b>
<b>Balance C/Fwd from NZNF Website Project</b>	<b>\$7,133</b>	<b>\$20,581</b>





## NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF ACCOUNTING POLICIES AND NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDING MARCH 31, 2010

	2010	2009
<b>Emark Project</b>		
<b>Income</b>		
Sponsorship	79,513	107,708
Surplus B/fwd from previous year	(6,007)	(1,751)
<b>Total Income</b>	<b>\$73,505</b>	<b>\$105,957</b>
<b>Expenses</b>		
Travel Expenses	508	309
Conference and Meeting Expenses	-	185
Marketing and Research	6,237	-
Salary	53,602	44,636
Website Development	7,439	56,839
Trademark Expenses	9,377	9,995
<b>Total Expenses</b>	<b>\$77,162</b>	<b>\$111,964</b>
<b>Balance to C/Fwd from Emark Project</b>	<b>(\$3,656)</b>	<b>(\$6,007)</b>

### 6. CAPITAL COMMITMENTS

The New Zealand Nutrition Foundation has no capital commitments (2009 - \$0).

### 7. RELATED PARTY DISCLOSURES

During the year the New Zealand Nutrition Foundation paid fees for professional services to Staples Rodway Limited, of which N J Den Heijer (Treasurer of the New Zealand Nutrition Foundation) is a Director. Fees of \$16,765 (2009 - \$0) were paid for accounting, Treasurer and financial advice provided. These fees were funded by way of donations from Twin Towers Limited.

### 8. CONTINGENT LIABILITIES

The New Zealand Nutrition Foundation has no contingent liabilities (2009 - \$0).

### 9. FIXED ASSETS

2010	Depn Rate(DV)	Cost	Accum Depn	Closing Bk Value	Depn
Office Equipment	12-36%	23,370	(22,937)	433	85
Leasehold	12%	2,386	(731)	1,655	225
		<b>\$25,756</b>	<b>(\$23,668)</b>	<b>\$2,088</b>	<b>\$310</b>



## NEW ZEALAND NUTRITION FOUNDATION STATEMENT OF ACCOUNTING POLICIES AND NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDING MARCH 31, 2010

2009	Depn Rate(DV)	Cost	Accum Depn	Closing Bk Value	Depn
Office Equipment	12-36%	23,370	(22,852)	518	103
Leasehold	12%	2,386	(506)	1,880	256
		<b>\$25,756</b>	<b>(\$23,358)</b>	<b>\$2,398</b>	<b>\$359</b>

### 10. TERM INVESTMENTS

	Total	Endowment
<b>Cash Deposits</b>		
#1020 Term Deposit	30,000	17,605
#1022 Term Deposit	104,653	100,000
#1023 Term Deposit	125,084	120,000
NBNZ 25 Account	22,796	-
<b>Shares</b>		
Westpac Investments	17,260	17,260
Kiwi Income Property Trust	11,883	11,883
<b>Bonds</b>		
BNZ 7.50%	15,892	15,892
BNZ 8.56%	22,359	22,359
Fonterra	25,000	25,000
	<b>\$374,928</b>	<b>\$330,000</b>

#### Cash Deposits

Interest is earned at a rate of 3.50% for the #1020 term deposit and will mature on 8 June 2010.  
Interest is earned at a rate of 4.60% for the #1022 term deposit and will mature on 30 September 2010.  
Interest is earned at a rate of 4.60% for the #1023 term deposit and will mature on 27 September 2010.

#### Shares

2010	# Shares	Market Value	Cost Price
Kiwi Income Property Trust	11,418	11,418	11,883
Westpac Investments	1,000	36,200	17,260
		<b>\$47,618</b>	<b>\$29,143</b>

2009	# Shares	Market Value	Cost Price
Kiwi Income Property Trust	11,418	10,961	11,883
Westpac Investments	1,000	23,400	17,260
		<b>\$34,361</b>	<b>\$29,143</b>

#### Bonds

The Fonterra bond earns interest at a rate of 7.75% and will mature on 10 March 2015.  
The BNZ 8.56% bond earns interest at a rate of 8.56% and will mature on 27 May 2013.  
The BNZ 7.5% bond earns interest at a rate of 7.5% and will mature on 15 September 2012.



## Appendix 1 - Code of Ethics

### 1. Our goals

- Provide up-to-date scientific and credible information on food, nutrition and health.
- Co-ordinate and support the exchange of food and nutrition information between professional groups, food producers and Government agencies.
- Advocate for the knowledge and practice of the principles of good nutrition, thereby promoting health and wellbeing to New Zealanders.
- Develop and assist in the acquisition, dissemination and application of knowledge to promote informed, healthy and enjoyable food choices in New Zealand, including practical strategies for implementing this information.
- Facilitate programmes to improve the health and wellbeing of certain high risk groups.
- Support nutrition campaigns and organisations promoting well-researched nutritional messages.
- Maintain active and reactive media communications.
- Communicate with Government.

### 2. Our code

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 Foundation:

- works with the food industry and other food and health-related organisations to provide scientific nutrition 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).
- encourages and supports food industry-initiated innovations to provide consumer products with energy and nutrition profiles consistent with the NZNFG.
- 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 charge and receive financial compensation for the relevant costs of providing intellectual property and related services.

The New Zealand Nutrition Foundation does not:

- label, identify or promote as 'bad' any food that is consistent with and approved by Food Standards Australia New Zealand (FSANZ) and which meets the NZNFG.
- use a NZNF logo or 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.

## Appendix 2 - Corporate Members

Antares (Burger King)  
Kellogg's  
Beef + Lamb  
New Zealand  
McDonalds  
Cadbury  
Nestlé NZ  
Coca Cola

New Zealand Pork  
Fonterra Brands  
New Zealand Seafood  
Council  
Fruco  
New Zealand Sugar  
George Weston Foods  
Provender

Goodman Fielder  
Poultry Industry  
Association  
Hansells  
Subway  
Healthy Life Media  
Tegel Foods

Heinz-Watties  
United Fresh/5 + A Day  
Horleys  
Unilever  
Horticulture New Zealand  
Wrigley  
Hubbards





## Appendix 3 - Councillors and Staff

### Councillors

**Nikki Hart** has a Masters Degree in Nutritional Science. She has been practicing nutrition since 1995. Nikki hosted her own TV series 'Eat Yourself Whole' in 2005 and 'The Fat Chance' in 2006. She writes a weekly nutrition column in the New Idea magazine and features in other publications. As well as her media work Nikki is a nutrition advisor for the Australasian Low Calorie Sweetener Advisory Board and is an independent nutrition consultant for many New Zealand companies.



**Stephanie Horrocks** and her husband Philip run provender®, the largest workplace vending and refreshment supply business in New Zealand. Through her involvement with provender®, Stephanie became interested in nutrition and healthy eating/living/working environments. provender®, as market leader in workplaces, believes it is important to deliver a wide range of products and has been instrumental in guiding manufacturer delivery of new products. Stephanie also developed their Lifestyle-Balance® brand range of snacks offering healthier options.

As a kid, sixth generation kiwi chef **Geoff Scott** loved cooking for his family of seven so decided to take up the pans at Auckland Technical Institute. After two years at the Regent Hotel in Albert Street, Geoff headed to the kitchens of Le Gavroche in London, Gualtiero Marchesi, Milan and Alain Ducasse, Monte-Carlo. He is now owner chef of iconic Auckland restaurant Vinnies, where he cooks every night. He consults to Air New Zealand business class, is the Dom Pérignon Ambassador Chef and winner of the New Zealand Culinary Fare Restaurant of the Year in 2008. Geoff is also a father of three under five!



**Dr Laurence Eyres** has been in the food industry for over 30 years. Starting with Abel's margarine in the 1970s, he has subsequently worked for the New Zealand Dairy Board, APV, Bluebird Foods, Massey University, NZ Dairy Foods, Fonterra Brands and more recently Auckland University. He is a fellow of the New Zealand Institute of Food Science and Technology and a regular contributor to its journal Food New Zealand, editing 'Oil and Fat News'. He is also a Board member of FSANZ, being reappointed for a second term in July 2007 as a New Zealand representative.

**Tim Skellern's** interest in marketing started as a small child watching television trying to guess which product was being advertised. Despite studying economics at University, in 1994, he found himself drawn to a marketing role with Unilever. The first 13 years of his career saw him work on a range of products from frozen food to sunglasses, deodorant to financial services. Tim moved to New Zealand in 2004 to work for Wattie's, and for the last two years has run his own branding consultancy, Black Sheep Brands. Food remains a constant though, remaining connected on a daily basis, sometimes three times a day!





**Molly Nepe** is a Secondary Teacher and head of the Department of Food and Fabric Technology at Rutherford College. In 2000 she began study towards an MSc in Nutritional Science through Massey University. Her study was interrupted with the birth of her daughter in 2008 but her goal is to complete this. She is a member of the Home Economics and Technology Teachers' Association of New Zealand (HETTANZ) and Technology Education New Zealand (TENZ). She was appointed as Councillor to the Foundation in 2007.

## Staff

**Carolyn Cairncross** has an MSc (Hons) in Nutritional Science from Massey University, specialising in sport nutrition, and a BSc in Chemistry from Deakin University. Prior to joining the Foundation, she was nutrition educator for the Sport Auckland 'Green Prescription' programme, lectured in human nutrition at Massey University and ran education sessions for numerous workplaces, sporting teams and research studies. Her passion is improving the health of the community through sound, relevant nutrition information and education, particularly for young people.



**Sarah Hanrahan** is a dietitian with a post graduate Diploma in Business (Marketing). Prior to joining the Nutrition Foundation, Sarah spent time living in the Netherlands and United States. The majority of Sarah's career in nutrition was spent working at Nutricia, setting up the New Zealand sales structure and working with infant feeding and specialised nutrition products. A particular interest was nutrition for inborn errors of metabolism. In addition to her Nutrition Foundation work Sarah writes a bi-monthly nutrition feature for REAL magazine.





**nz**nutrition  
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