



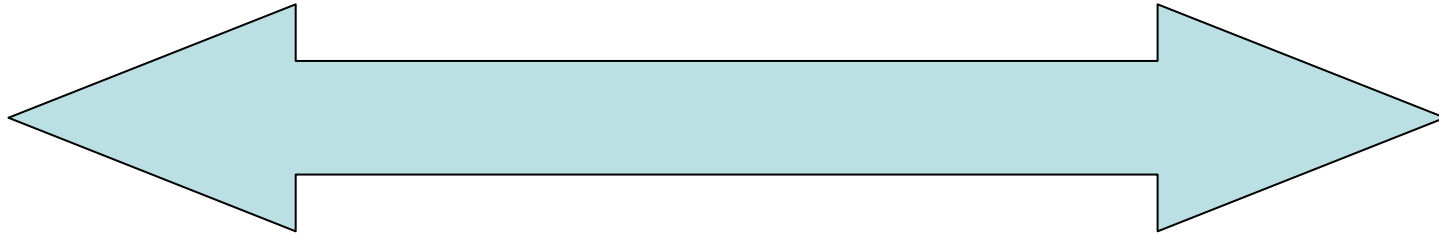
Let's Beat Diabetes

**Food Industry
Action Area**

**Presented by: Amanda Dunlop &
Vicki Hamilton**

**LBD Information Sharing Workshop
6 November 2007**

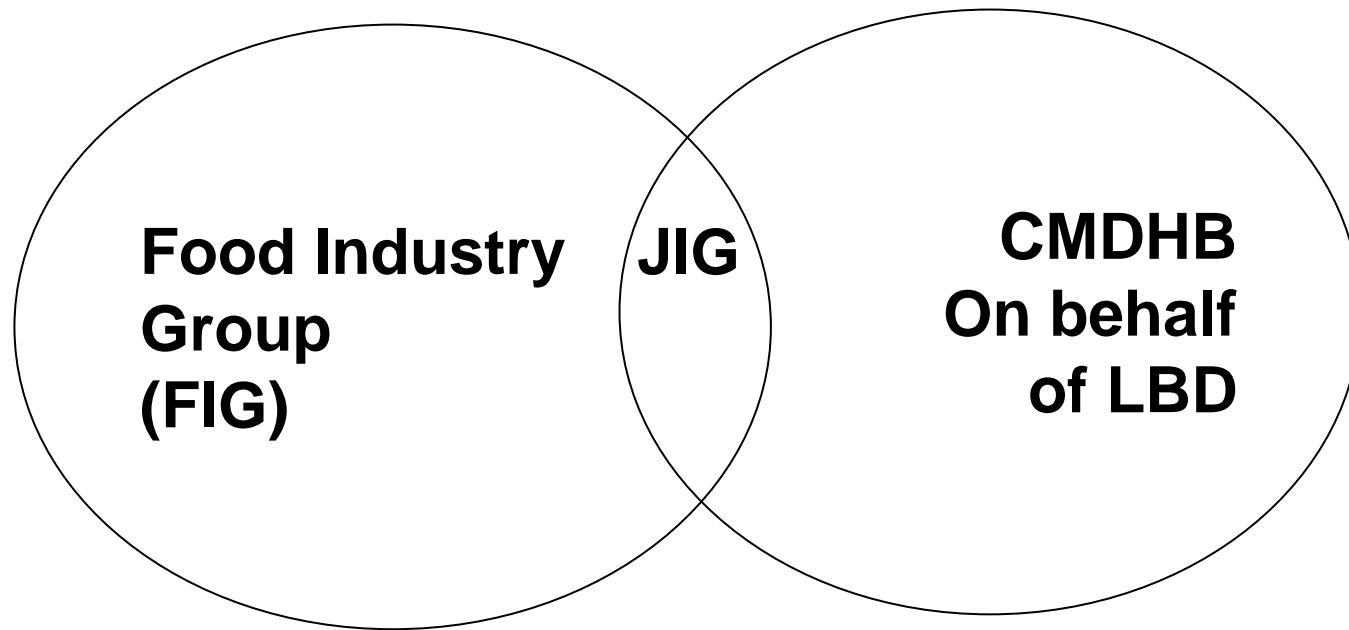
Health & Food Industry



Food Industry

Health

Health & Food Industry



FIG

- Mission: to do all that is possible to encourage all sectors of the food industry to create commercially successful products and services that will contribute to the health of New Zealanders.
- 2007/08 : Food Industry Goals and Measures linked referenced back to HEHA.
- Counties Manukau a pilot site to demonstrate commitment via LBD.

The Marriage thus far

- Year 1: Newly-weds. Getting to know each other, but also wanting to prove relationship.
- Year 2: Consolidation. Building on successes.
- Year 2-3: Expansionism. Influencing behaviour change.

Achievements to date

- ↑ number of industry partners actively involved



Goodman Fielder

Chelsea Sugar

Burger King



Achievements to date

- ↑ industry resources committed to LBD initiatives.
- ↑ product re-formulation activity.
- Creation of new products to meet LBD and HEHA guidelines.
- ↑ reach and relationships to major retailers.



3 Examples

- McDonald's Sprite Zero trial

(Low/No Sugar Drinks Trial.

Dec 05 – May 06)



- PAKnSAVE Fresh for Less

(Fruit & Vegetable Intervention Study.

Oct 15 – Dec 8 07)



- Fonterra product



Learnings

1. Different dynamics but common interest
2. Approach: Pragmatic, small steps
3. Be wary of 'labels': Profit vs. Social
4. Learn about and understand 'each other'
5. Right skill-sets critical to success
6. Decide who can do what: skill-sets
7. Partnership right from the start
8. Open, transparent communication
9. Genuine commitment
10. Perseverance & flexibility



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**COMMUNITY PARTNERSHIPS AND
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