ENGAGEMENT WITH THE PRIVATE SECTOR

ANNE HEUGHAN, EXTERNAL AFFAIRS DIRECTOR
NUTRITION AND HEALTH
OUR GLOBAL REFORMULATION TARGETS ARE FOCUSED ON HEART HEALTH & OBESITY

UNILEVER SUSTAINABLE LIVING PLAN

**Better Products**

- Double the proportion of portfolio meeting Highest Nutritional Standards by 2020
- 75% of Foods to meet 5g salt/d criteria by 2020
- Saturated fat ≤ 33%* in 90% soft vegetable oil margarines by 2017
- Trans fat from PHVO removed from all products by 2012
- Reducing sugar by 25% in Ready to Drink, Powdered Ice tea and Milk Tea by 2020
- All children’s ice creams ≤110kcals/portion by 2014 and 80% packaged ice creams ≤250 kcals/portion by 2015

*38% SAFA for tropical countries
LEADERSHIP FROM PRIVATE SECTOR TO SUPPORT GOVERNMENT

• Project Neptune 2005

• Government led approach

• Supported by Unilever UK CEO

• Advised on stakeholders; targets and monitoring.
WHO IS RESPONSIBLE FOR SALT REDUCTION?

- Food industry (global players)
- Local small food producers
- Health authorities global/local
- Nutrition/health scientists
- Health care professionals
- Consumers
- Retailers
- Restaurants/chefs
EFFORTS IN BEHAVIOUR CHANGE NEED TO MATCH EFFORTS IN REFORMULATION – NEED FOR PARTNERS

BARRIERS

MAKE IT UNDERSTOOD

MAKE IT A HABIT

MAKE IT EASY

MAKE IT REWARDING

MAKE IT DESIRABLE

MOTIVATORS

TRIGGERS

It takes a village™

Better Diets
OUR NEEDS FROM GOVERNMENT

• Set the agenda – be inspiring and lead.

• Engage the right stakeholders

• Understand challenges and opportunities

• Monitor Progress – hold everyone to account.
THANK YOU!