

# THE SUGAR REDUCTION SUMMIT

INDUSTRY, REGULATION AND PUBLIC HEALTH

The Royal Society London – Thursday 22 September 2016

08.30 - 09.00	<b>REGISTRATION &amp; REFRESHMENTS</b>
	Policy and Public Health
08.55– 09.00	<b>Welcome from the Chair</b> <i>Prof Jason Halford, Chair in Biological Psychology and Health Behaviour, Head of Department Psychological Sciences, University of Liverpool</i>
09.00 – 09.15	
09.15 – 09.30	<b>An update on sugars and the relevance of the SACN report in light of the Childhood Obesity Plan</b> <i>Prof Ian Macdonald, University of Nottingham</i>
09.30 – 09.45	<b>Has consumer purchasing of sugar containing products changed in the last 12 months and are consumer attitudes starting to reflect more in their purchasing decisions?</b> To what extent is purchasing moving toward the new sugar targets – how big is the gap and what would it look like to close that gap? Where might the greatest gains be made? <i>Cathy Capelin, Strategic Insight Director, Kantar Worldpanel</i>
09.45 – 10.00	<b>Is 5% sugar achievable or is it totally unrealistic?</b> What does a diet containing 5% sugar look like and how different is this to the average diet? Is it realistic to expect we'll achieve the 5% target, and what changes would we need to see to get us there? <i>Prof Jack Winkler, Emeritus Professor of Nutrition Policy, London Metropolitan University</i>
10.00 – 10.10	<b>Is a continued focus on sugar actually counter-productive?</b> <i>Tanya Haffner, Dietitian and Director of Public Health and Nutrition Affairs, Nutrilicious</i>
10.10 – 10.40	<b>What's the impact of sugar on obesity and particularly childhood obesity?</b> <ul style="list-style-type: none"> <li>• What impact will the Childhood Obesity Strategy have on sugar reduction?</li> <li>• Does the Childhood Obesity Plan focus too much on sugar instead of calories</li> <li>• What impact is the intended sugar levy on SSBs having on sugar consumption already?</li> <li>• What policy or industry change would make the single biggest impact on sugar reduction?</li> <li>• How useful is the continued focus on sugar – is the Childhood Obesity's focus on sugar as opposed to calories appropriate?</li> <li>• Should we – and how do we – get back to calories?</li> <li>• The rise in awareness of the harms of sugar has resulted in a surge of “healthy” sugars which are in fact no better than sugar – how do we get the message out effectively?</li> </ul> <i>Ian MacDonald, Jack Winkler, Cathy Capelin, Tanya Haffner, Luc Tappy</i>
10.40 – 11.00	<b>MORNING REFRESHMENT BREAK</b>
	Sweeteners and Weight Management
11.00 – 11.15	<b>Are low calorie sweeteners helpful or unhelpful in weight management? A systematic review of the evidence</b> <i>Professor Peter Rogers, Professor of Biological Psychology, University of Bristol</i>
11.15 – 11.30	<b>Consumer attitudes and beliefs with regard to the palatability and efficacy of sweeteners for appetite control and weight management</b> Charlotte will share her laboratory's new research on consumer attitudes and the extent to which appetite for sweeteners is influenced by consumers perception of sweeteners <i>Dr Charlotte Hardman, Lecturer, Psychological Sciences, University of Liverpool</i>
11.30 – 11.45	<b>Industry perspective: the regulatory environment and the challenges of reducing sugar and using sweeteners</b> <i>Dr Kavita Karnik, Principal Scientist Global Nutrition, Tate &amp; Lyle PLC</i>
11.45 – 12.00	<b>Sweeteners and the Public Health perspective</b> <i>Prof Alison Gallagher, Professor of Public Health Nutrition, University of Ulster</i>
12.00 – 12.30	<b>Panel Debate: Do sweeteners offer an opportunity in harm reduction and if so, could they be more widely endorsed as such?</b> <ul style="list-style-type: none"> <li>• Should LCS be able to use a health claim on packaging, regarding weight management?</li> <li>• How will the sugar tax impact on sweetener sales and usage?</li> </ul>

	<ul style="list-style-type: none"> <li>• Despite extensive evidence of their safety, sweeteners still have an image problem – how can this be addressed? How do we change attitudes and increase acceptance – what would need to change?</li> <li>• What impact will new formulations of Stevia have on the sweeteners market?</li> <li>• What are the barriers, aside from technical issues, to extending the use of sweeteners?</li> <li>• Is legislation currently too restrictive to catalyse wider use, should it be reviewed? Should sweeteners be permitted in baked goods, for example?</li> <li>• What of the economics of sweetness – the price of sugar is coming down, the price of sweeteners is also reducing, what impact will this have on ingredients, how will manufacturers balance sweetness and calories</li> <li>• What's the perspective of European and other "healthy choice" logos such as choices and the keyhole scheme - do they refer to / allow sweeteners?</li> </ul> <p><i>Prof Peter Rogers, Prof Charlotte Hardman, Dr Kavita Karnik Prof Alison Gallagher, Jean Savigny Partner Keller and Heckman,</i></p>
12.30 – 13.20	<b>LUNCH</b>
	<b>Session 3: Industry – Sugar tax</b>
13.20 – 13.35	<p><b>What are the strengths and weaknesses of the UK Government's proposed sugar tax and how impactful can we expect it to be, based on extrapolations from other countries?</b></p> <p>Whether consumers' reactions will lead to healthier diets depends on how taxes are designed and what selection of products they target. Franco Sassi will provide an analysis of the strengths and weaknesses of the proposed tax and review the OECD's evidence base to provide an assessment of the likely impact</p> <p><i>Franco Sassi, Senior Health Economist, OECD and Professor of International Health Policy and Economics, Imperial College Business School</i></p>
13.35 – 13.45	<p><b>Using taxation to reduce sugar consumption – should Government be looking at a sugar tax rather than a sugary drinks tax?</b></p> <p><i>Kate Smith</i></p>
13.45 – 13.55	<p><b>The impact of the upcoming CAP reforms on the price of sugar</b></p> <p><i>Defra (invited)</i></p>
13.55 – 14.10	<p><b>Is the proposed sugar tax compatible with international and EU trade rules?</b></p> <p>Following the announcement of the introduction of a sugar tax, several questions have arisen as to the compatibility of the tax with international trade rules, and European Union single market rules more specifically. Amandine Garde will address these concerns.</p> <p><i>Prof Amandine Garde, Law Professor, University of Liverpool</i></p>
14.10 – 14.25	<p><b>The impact of the levy on reformulation and sales; an industry perspective</b></p> <p><i>Gareth Barrett, Public Affairs Manager, British Soft Drinks Association</i></p>
14.25 – 15.00	<p><b>Panel debate: Is it right to tax a category rather than an ingredient, and what will be next?</b></p> <ul style="list-style-type: none"> <li>• Will the sugar tax be effective – will it have any impact on energy intake?</li> <li>• What impact will the CAP sugar quota changes have on the price of sugar, and on the efficacy of the levy?</li> <li>• Will the tax result in a price differential at the point of sale – and if not, what's the point, how can it discourage purchasing of higher sugar products?</li> <li>• Will a tax affect total calorie consumption or will consumers compensate?</li> <li>• The tax is catalysing reformulation – but is there any real net health gain from consumers drinking full sugar versions which have slightly less sugar rather than persuading them to instead switch to the no sugar versions?</li> <li>• Will the tax as currently proposed be likely to withstand legal challenges?</li> <li>• Will the additional cost be passed to consumers or lost in price promotions?</li> <li>• Given the immediate impact on reformulation, will this initiative roll out to the wider food industry as an incentive to reach specific sugar limits across categories?</li> <li>• Will consumers just switch to other high-sugar substitutes?</li> <li>• Is the funding of school sports from revenue generated problematic – will industry use this as a marketing tool, creating associations which may be seen as counter-intuitive?</li> </ul>

	<i>Franco Sassi, Amandine Garde, Kate Smith, Gareth Barrett British Soft Drinks Association, Prof Jack Winkler, Former Professor of Nutrition Policy, London Metropolitan University</i>
15.00 – 15.20	<b>Afternoon Refreshment Break</b>
	<b>Session 4: Industry and Regulation</b>
15.20 – 15.40	<b>Getting a voluntary approach right; how a factory to fork evaluation programme oversaw the removal of trillions of calories in the food chain</b> <i>Elaine Arkin, Robert Wood Johnson Foundation Consultant</i>
15.40 – 16.00	<b>How do we structure a successful voluntary reformulation programme?</b> Prof Jebb will draw on her unique experience of The Responsibility Deal to explore the challenges and opportunities for voluntary agreements to improve the food environment <i>Prof Susan Jebb, Professor of Diet and Population Health, Nuffield Department of Primary Care Health Sciences, University of Oxford</i>
16.00 – 16.15	<b>Industry perspective: Driving a voluntary reformulation globally and the challenges and opportunities of participating in local voluntary reformulation programmes.</b> <i>Els de Groene, Unilever</i>
16.15 – 16.35	<b>Sugar and Labelling; a look at the regulatory framework and whether future change is on the agenda</b> Jamie Oliver has pushed for teaspoons of sugar to be shown on packaging, and the Childhood Obesity plan suggests this is being considered. The US has changed their labelling to show total sugars and added sugars – will, or can, the UK follow suit? Will reference intakes change? Will labelling regulations unhook from EU regulation and what will that mean? Jean Savigny will provide an update on the legislative framework of labelling, the changes to EU Nutrient Profiles, what will change in light of Brexit and the opportunities and challenges this presents <i>Mr Jean Savigny, Senior Partner, Keller and Heckman LLP</i>
16.35 – 16.45	<b>Incremental reformulation: the most effective way to prevent obesity and type 2 diabetes – voluntary or mandated</b> <i>Prof Graham MacGregor, Chairman, Action on Sugar</i>
16.45 – 17.15	<b>Panel Debate: The Childhood Obesity Plan sets out a 20% reduction in sugar over 5 years – is this achievable on a voluntary basis?</b> <ul style="list-style-type: none"> <li>• The spotlight has been on sugary drinks, but what about confectionery, cakes and biscuits – with sugar contributing to the structure of these foods, is 20% possible?</li> <li>• Is there any growth in the lower sugar market as consumers look to reduce sugar consumption?</li> <li>• The British Retail Consortium has suggested legislation would help create a level playing field on promotions – how would that work and is there any appetite for legislation from manufacturers too?</li> <li>• Does Industry and Retail have a bigger role to play in increasing acceptability of sweeteners?</li> <li>• Might tax incentives, as seen in the soft drinks category, be a useful leveller for other categories?</li> <li>• Alternative names for sugar on labels, and low-sugar health claims is confusing consumers – is further legislation needed?</li> <li>• What will new EU legislation mean for signposting and health claims on labels?</li> <li>• Would it help consumers to show added and total sugars separately, as has just been achieved in the US, or spoonfuls of sugar as suggested in the Childhood Obesity Plan?</li> <li>• Should high sugar drinks contain a health warning?</li> </ul> <i>Prof Susan Jebb, Elaine Arkin, Jean Savigny, Andrea Martinez British Retail Consortium, Graham MacGregor, Tim Rycroft Food and Drink Federation. Rend Platings Sugarwise</i>
17.15	<b>Closing remarks</b>