

WORK PLAN FOR REFORMULATION WORKING GROUP

October 2016 - December 2017

1. Overview of working group

1.1 Aim

The Healthy Food Partnership (HFP) will aim to improve the nutrition of all Australians by making healthier food choices easier and more accessible and by raising awareness of better food choices and portion sizes.

1.2 Background

On 26 August 2016 the HFP Executive Committee agreed to establish the **REFORMULATION** Working Group and tasked it to:

- Establish priorities for food reformulation which may help consumers achieve dietary patterns that are consistent with the Australian Dietary Guidelines (ADGs) and protect and promote good health.

1.3 Objectives

Establish priorities for food reformulation that make healthier food choices easier and more accessible by:

- Optimising the nutritional profile of the food supply by increasing beneficial nutrients and core foods and by reducing risk-associated nutrients where technically feasible to do so;
- Building on previous and current local and international reformulation initiatives;
- Utilising existing tools and resources available to the Australian marketplace such as the ADGs, Health Star Rating and food composition databases;
- Aligning with complementary work being undertaken in the other HFP working groups; and
- Engaging with stakeholders, including industry and non-government organisations to facilitate commitment and support for proposed initiatives.

1.4 Scope

This initiative will apply to foods sold through retail and food service.

As outlined in Section 3 of this Work Plan and based on the current evidence base for reformulation strategies, key activities of the **REFORMULATION** Working Group will be to:

1. Assess which nutrients and foods should be included in reformulation activities to support population achievement of the ADGs and determine how these are to be prioritised;
2. Examine reformulation work to date in the Australian marketplace, including the Food and Health Dialogue targets, and international initiatives including evidence of effectiveness where available;
3. Set challenging and feasible goals for reformulation with clear measures identified to track progress; and
4. Set targets/guidelines for foods prepared on site (in food service).

1.5 Timeframe

Key deliverables and activities are outlined in **Section 3** of this Work Plan.

2. Governance and reporting

Members of the **REFORMULATION** Working Group have been selected on the basis of their individual skills, expertise and experience, rather than as representatives of a particular group or organisation. Individuals will bring their own views.

The **REFORMULATION** Working Group will report to the HFP Executive Committee through the Chair(s).

Decisions and recommendations will be technically sound and evidence informed.

3. Key deliverables and activities

3.1 Key deliverables

Key deliverables for the **REFORMULATION** Working Group are:

1. Reaffirm targets previously established under the Food and Health Dialogue, supported by a process for engaging stakeholders
2. A program logic for reformulation
3. A prioritised list of nutrients and foods to reformulate and the categories to which reformulation goals and targets will apply
4. A process for engaging stakeholders in developing and agreeing reformulation goals and targets
5. Agreed reformulation goals, targets and timeframes for implementation
6. Recipe guidelines for food industry, that encourage consumers to improve the nutritional profile of foods prepared at home (to be disseminated by the **COMMUNICATION & EDUCATION** Working Group)
7. Proposed KPIs to provide to the **IMPLEMENTATION & EVALUATION** Working Group
8. Compilation of reformulation case studies, both local and international, with a focus on successful marketing/positioning of reformulated products

3.2 Key activities

| Key activity | Indicative timeframe | Relevant deliverable |
|--|--|----------------------|
| Reaffirm targets previously established under Food and Health Dialogue | <i>On hold pending determination of categories</i> | 1 |
| Develop a program logic model for reformulation | Complete | 2 |
| Commence development of engagement strategy | December 2017 – February 2018 | 4 |
| Identification of priority nutrients, foods and categories | April 2017 – December 2017. Nearing completion. | 3 |
| Population impact modelling of proposed reformulation targets – individual and population level { Uni SA work} | December 2017 – February 2018 | 3 |
| Stakeholder consultation on draft | From February 2018. Dates to | 1, 3, 4 |

| Key activity | Indicative timeframe | Relevant deliverable |
|--|---|-----------------------------|
| reformulation targets | be informed by the engagement strategy. | |
| Release set of draft reformulation targets | April 2018 | 3, 5 |
| Complete compilation of case studies | July 2018 | 8 |
| Provide proposed KPIs to IMPLEMENTATION & EVALUATION Working Group for consideration | July 2018 | 7 |
| Reach agreement on finalised reformulation goals, targets and timeframes for implementation and launch | August 2018 | 5 |

4. Consultation and key linkages

4.1 Consultation

Consultation will initially be through the Community of Interest.

Broader consultation may be undertaken as required:

- Broad consultation across all invested stakeholders such as food industry, public health etc. on reformulation strategies that are recommended through this group
- Establish food category/sector focus groups as required

4.2 Key linkages

- HFP working groups
- Food and Health Dialogue work to date
- Local and international reformulation initiatives
- Health Star Rating working groups
- Universities, CSIRO etc. for technical input