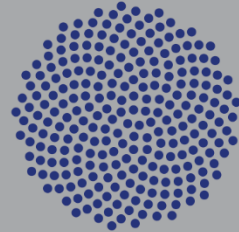


The importance of innovation in the context of food formulation for the Irish food sector

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Food Drink Ireland (FDI) is the main trade association for the food and drink industry in Ireland.

It represents the interests of over 150 food, drink and non-food grocery manufacturers and suppliers.

FDI provides leadership and direction on a number of key strategic issues, including the economic importance of the sector, competitiveness, research & development, trade, skills and education.

The Prepared Consumer Foods Directorate represents PCF companies on issues such as Covid-19, Brexit, sustainability, reformulation, marketing and advertising.

Drivers of innovation

The consumer

- Consumers looking to eat **sustainably** and ensure that the products they are eating are sourced and packaged in sustainable manner



- **Fragmented food products:** As consumers' lives become more hectic, the traditional three meals a day gives way to more flexible consumption habits. **Convenience** is the key, as consumers look for **healthy and easy** sources of fuel throughout their day

- Consumers want to eat and live to **optimise their body's systems**, to feel better than well today and tomorrow.

- Demands vary by population groups and we see the rise of emerging market segments with buying power and influence.

Policy and regulation

- Taxes and levies
- Brexit
- Reformulation Roadmap – pending?
- Front of pack nutrition labelling
- Marketing and advertising restrictions
- Regulation – compositional rules, approved additives, maximum levels, nutrition and health claims, food contact materials
- A Healthy Weight for Ireland
- Programme for Government



Industry responses

Products

Recipes

Fortification

Packaging

Size/
format

Marketing
strategy



Case study: Reformulation

What is reformulation?

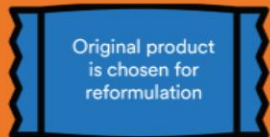
Reformulation occurs when a food or beverage company decides to change a product's recipe.

This may be to reduce or remove certain nutrients, like fat, salt or sugar; to lower calorie count; or to improve taste. It can also refer to fortification – the addition of new or more readily absorbed nutrients or the addition of ingredients with positive health benefits such as wholegrain and fruit and vegetables.



1

Concept



2

Proposal



NEW
RECIPE

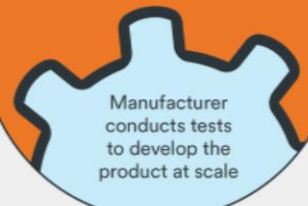
3

Recipe development



4

Factory trials begin



6

Launch



5

Promotion

Labelling changes are made and marketing communications begin where relevant



Challenges

- Consumer acceptance
- Long timeframe, gradual approach
- Functional role of certain nutrients
- Balance between nutrients
- Increased production costs for ingredients or new machinery
- Safety concerns
- Shelf-life
- Regulatory considerations

The evolution of food and drink in Ireland 2005-2017

Reformulation and innovation: supporting Irish diets



Participating companies



Research aims

1. Capture the voluntary undertakings of participating food and drink companies, including:

- Product reformulation
- Innovation and new product development
- Dynamic market for food products

2. Model the impact of these changes on Irish dietary intakes

Research areas

Nutrients studied:

- Sugar
- Sodium
- Saturated fat
- Total fat
- Energy

Population groups studied:

- Adults
- Teenagers
- Children
- Pre-schoolers

Food categories included:

- Beverages excluding milk
- Desserts, biscuits, cakes, ice-cream and confectionery
- Meat products
- Milk and dairy products
- Breakfast cereals
- Rice, pasta, savouries and gluten free bread
- Savoury snacks including crisps
- Soups, sauces, pulses and misc. foods
- Spreading fats

Direct product changes

The below figures show the percentage reduction in nutrients from 235 products that were on the market in 2005 and remained on the market in 2017.

Energy

1.6%



Total Fat

0.3%



Sodium

28.0%



Saturated Fat

10.1%



Sugar

8.0%



A closer look: Sugar intakes

- Intakes: sugar saw largest and most widespread reductions, meaningful impacts on all age groups



Direct reformulation

Sugar

8.0%

- Beverage category was main driver
- For high consumers, breakfast cereals and milk and dairy also contributors
- Modest reductions in sugar intake from dessert category for high consumers
- Slight increase in intake from savoury snacks category (but sugar levels low)

A closer look: Saturated fat intakes



Direct reformulation

Saturated Fat

10.1%

- Spreading fats have driven the reduction for adults, beverages (coffee drinks) also contributed
- Savoury snacks caused reductions for high consumers
- Increased intake from meat products (adults and teens) and desserts (pre-schoolers)

A closer look: Sodium intakes

Sodium



from food changes in Irish
diets between 2005-2017

Direct reformulation

Sodium

28.0%

- Total population, total diet – stable
- High consumers total diet – decreases for teens and children, increase for adults
- Further investigation needed to understand link between FSAI salt monitoring programme findings, direct reformulation result and intake result

Conclusions and recommendations

- Unique report, captures level of voluntary activity by industry
- Data now in public domain
- Report highlights complexity of dietary habits
- Further work needed to understand other factors

A close-up photograph of a person's hand pushing a metal shopping cart. The cart is filled with various groceries, including yellow lemons, green grapes, and red tomatoes. The background shows blurred shelves of a supermarket. A large, semi-transparent lime green circle is overlaid on the left side of the image.

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