

**Syndrome X meeting, 2nd December 2003.
Output from afternoon sessions**

**Group A: Communication, media, consumers,
dissemination, exploitation, health professionals**

The
Food & Drink
Innovation
Network

We have one issue, one message:

**There cannot be a single voice ... But each voice should deliver a single message
advocating a balanced approach**

Group A: Communication, media, consumers, dissemination, exploitation, health professionals

Food Manufacturers

- 1. Mechanism for getting good news across to consumers**
- 2. Position statements to get across**
- 3. Consistent message**
- 4. Fighting back**

Group A: Communication, media, consumers, dissemination, exploitation, health professionals

Retailers

- **Up-weight the position of nutritionists in food environment**
 - All areas
 - Access to customers
- **Government needs to re-address inaccuracies in media reports. E.g. atkins statement on FSA website.**
- **Research**
 - Transparency of company sponsorships
 - More in total on diets
 - Links across industry – multiple partners
- **Corporate responsibility**
 - In store info
 - Web site info
 - Nutritional info
- **Balanced and varied diet**
 - Keep this approach

Group A: Communication, media, consumers, dissemination, exploitation, health professionals

Ingredients

- **Follow science not the media**
- **Do not compromise taste or convenience**
- **Consensus in communication**
- **What do we put in?**
- **Holistic approach and balance**

Group B: Government, education, legislation claims

- **Lobbying**
- **Media v food legislation**
- **Food and health action plan is not joined up thinking**
- **Industry should send in responses**
- **Aware of consultations**
- **Mechanism for co-ordinating government response to industry**
- **Functionality of ingredients unclear**
- **Not enough training in legislation**
- **Not good enough at emerging issues**
- **SME's do not have nutrition expertise**
- **FDF and BRC could appear more proactive**
- **Federation for product developers IFST?**
- **Decline in food science technology courses**
- **Skills shortage**
- **Technical side often sacrificed**
- **Epidemiology is pre-competitive**
- **Good communication is side-lined by headlines**
- **Keeping ahead of government**

Group C: Targeting to who, prioritising to who, message? what? genes, healthy obese / non healthy obese

Uncertainties:

- **about diet and exercise interactions**
- **about causes of syndrome X**
- **about measures for fitness**
- **about the effects of different diet components**
- **About when time to inform consumers about syndrome X**

How to:

- **develop strategy for genetic testing for health predicting**
- **develop meals for health and prevent syndrome X**
- **get food processors to indicate nutrient density on pack**
- **get greater focus on quality of energy nutrients**

Group C: Targeting to who, prioritising to who, message? what? genes, healthy obese / non healthy obese

**Ideal ... As manufacturers and retailers we could find innovative technological strategies /
communications to change and indicate nutrient quality and physiological function to
treat / prevent syndrome X**

Negative factors

- **Ahead of legislation**

Positive factors

- **Consumer awareness**
- **Low G.I.**
- **Low saturates (12 – 16)**
- **Low trans**
- **High omega 3**
- **Sustained energy**
- **Increased satiety**
- **Improved mood & cognition**
- **Food structure to reduce G.I.**

Processed v unprocessed

Group C: Targeting to who, prioritising to who, message? what? genes, healthy obese / non healthy obese

- **How would Johnny Wilkinson see it:**
- **“I want tailored foods and a diet to suit my lifestyle”**

- **How would George Bush see it:**
- **“I would like foods and diets to improve my mental performance: convenient foods, safe foods, foods that will make me stay young”**

- **How would Posh Spice see it:**
- **“I don’t like to be bloated, I’d like better appearance, I’d like it in a pill form or supplement, I’d like branded foods, I’d like them to be more expensive and exclusive”**