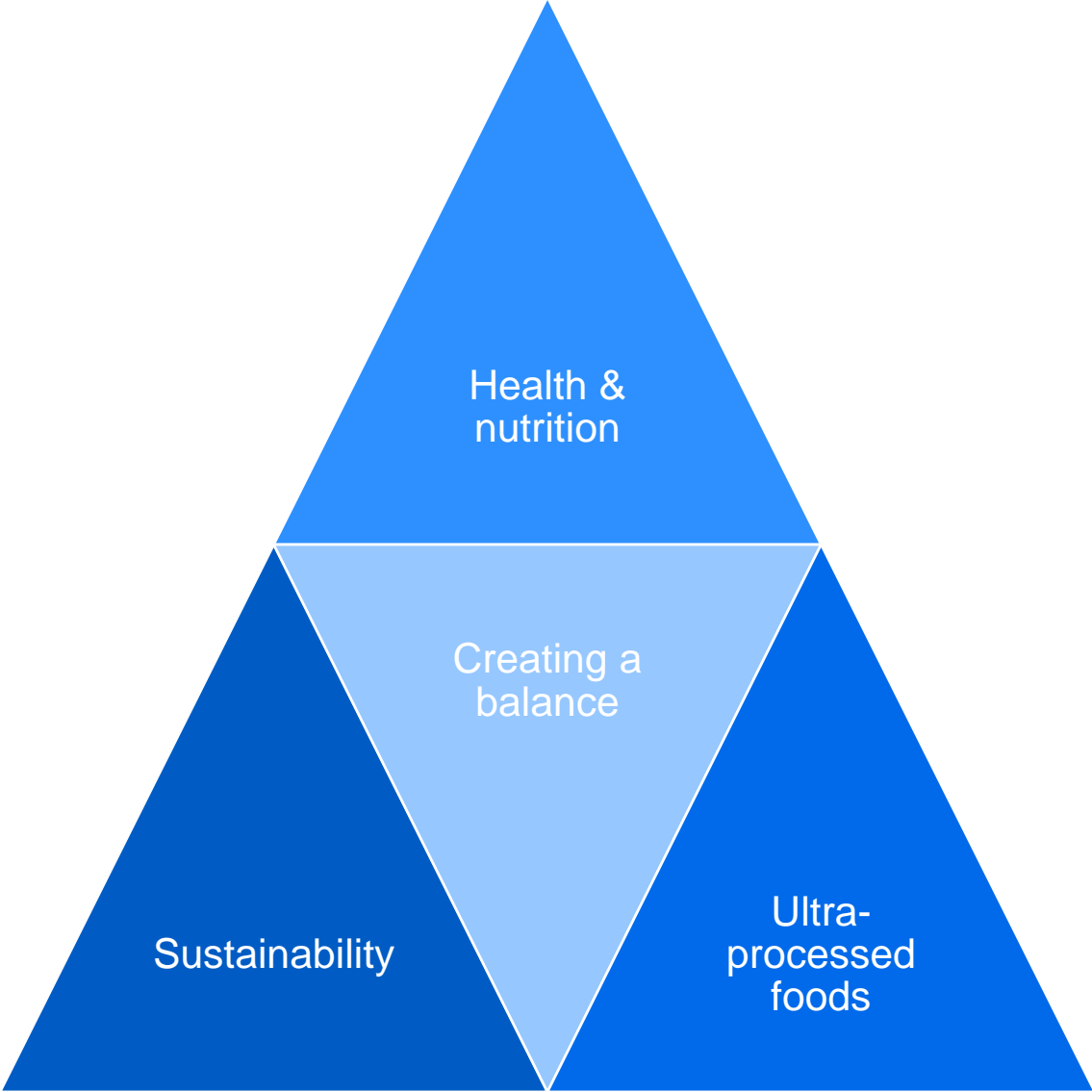


Regulatory Day 2024

Interactive Session: Nutrition, Ultra-Processed Foods and Sustainability

Johanna Bolinder

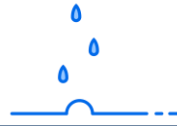
Senior Regulatory and Scientific Affairs Consultant



Ultra Processed Foods (UPF)

Maturity

Emerging



Driver

Health & wellness



Nova Classification

Groups



1

Group 1 – Minimally processed/unprocessed

2

Group 2 – Processed culinary ingredients

3

Group 3 – Processed foods

4

Group 4 – Ultra processed foods

- “To classify all foods according to the nature, extent, and purposes of the industrial processes they undergo”
- UK adolescent population UPF consumption: 62.8% of daily intake
- NOVA unfit for stratified data

HFSS Regulation (UK)

Brazil's dietary guidelines recommend to limit consumption of processed food and avoid UPF

France's public health nutritional policy goals for 2019-2023 aims to reduce consumption of UPF by 20%

Australian dietary guidelines recommend to reduce processed meat products

Maturity

Evolving



Driver

Environmental
sustainability



- Agriculture: land use, extraction, pesticides, plastic use
- Loss of biodiversity (mono crop/farming), land degradation, harmful run off – harming water bodies
- Food waste & food packaging
- Supply chain in industry (fewer local producers)
- 70% of UK consumers are highly/somewhat concerned about food being produced sustainably (2023)

EU Green claims Directive
UK Green Claims Code

Maturity

Evolving

Driver

Health & wellness



Health and environmental effects

Beneficial health effects

- If fortified, may support adequate nutrient intake in highly refined products
- Some UPFs are considered healthy from a nutritional point of view

Adverse health effects

- May contain high amount of sugars, fats or salt
- May encourage over-eating
- Total intake is associated with increased risk of obesity, CVD, T2D, cancer, depression, and all-cause mortality

Environmental impacts

Environmental impacts of UPFs as such has not been evaluated in NNR2023

Dietary intake

UPFs are industrial food and drink formulations made of food-derived substances and additives, often containing little or no whole foods. Many are characterised by a high content of sugars, fats and/or salt

OVERALL DIET RECOMMENDATION

Overall, we recommend a predominantly plant-based diet rich in vegetables, fruits, berries, pulses, potatoes and whole grains, ample amounts of fish and nuts, moderate intake of low fat dairy products, limited intake of red meat and poultry, and minimal intake of processed meat, alcohol, and processed foods containing high amounts of added fats, salt and sugar.

Are these two products considered sustainable?

Cream cheese alternative



Vegan cream cheese



Are these two products considered UPF?

Cream cheese alternative



Vegan cream cheese



Are these two products considered sustainable?



- No additives/preservatives
- Kosher
- Vegetarian
- Vitamin/mineral fortified
- Gluten free
- Low/no/reduced allergen
- Ethical - environmentally friendly package
- Vegan/no animal ingredients
- Low/no/reduced lactose
- GMO free
- Social media
- Ethical - recycling
- Dairy free
- Free from added/artificial preservatives



- Low/no/reduced allergen
- Ethical - environmentally friendly package
- Vegan/no animal ingredients
- Low/no/reduced lactose
- GMO free
- Ethical – recycling
- Dairy free
- Plant based

Are these two products considered sustainable?



Filtered Water, Coconut Oil, Potato Starch, Sea Salt, Glucono Delta-lactone, Flavouring Substances, Olive Extract, Vitamin B12



Waters, Sunflower Seed, Bamboo Fibre, Lemon Juice Concentrate, Salt, Tricalcium Citrate, Cyanocobalamin

What about meat alternatives?



Ingredients: Cauliflower, Cannellini Bean, Red Pepper, Lima Bean, Potato Flake, Tomato Paste, Rapeseed Oil, Peppers, Red Onion, Rice Flour, Paprika, Waters, Paprika, Salt, Garlic Granules, Waters, Chipotle Chili Powder, Ancho Chili, Black Pepper, Macetamarind glaze: Waters, White Sugar, Brown Sugar, Vinegar, Tamarind Paste, Cornflours, Red Wine Vinegar, Salt, Chilli Puree, Date Paste (Date, Rice Flour), Ginger, Cumin Seed, Fennel, Coriander, Garam Masala (Black Pepper, Cinnamon, Cloves, Coriander, Cumin Seed).



Ingredients: Waters, Rapeseed Oil, Pea Protein, thickeners (processed eucema seaweed, Methyl Cellulose, Konjac Flour), Salt, Starches and Dextrins, White Sugar, Citrus Fibre, Spices, Coriander, Paprika, Onion, Flavouring Substances, Dextrose, Iron Oxides and Hydroxides Yellow.

IMPOSSIBLE™ "BEEF" MADE FROM PLANTS

ⓘ NOT YET AVAILABLE IN THE UK

Impossible "Beef" is made from plants for people who love meat. Anything you can make with minced beef, you can make with Impossible "Beef" -- from meat pies, stir-fry, burgers, tacos, and dumplings! Plus, it's packed with protein and way better for the planet than beef from cows.



Ingredients: Water, Soy Protein Concentrate, Sunflower Oil, Coconut Oil, Methylcellulose, Glutamates, Natural Flavours, Sugars (Cultured Dextrose), Modified Plant Starch, Yeast Extract, Soy Leghemoglobin, Salt, Mixed Tocopherols (Antioxidant), L-Tryptophan, Soy Protein Isolate, Zinc Gluconate, Ferric Phosphate, Niacin, Calcium Pantothenate (Vitamin B5), Pyridoxine Hydrochloride (Vitamin B6), Thiamine Hydrochloride (Vitamin B1), Riboflavin (Vitamin B2), Vitamin B12.

Are these two products considered sustainable?

Green burger made of superfood patties with broccoli, spinach and kale

Faux gras – alternative foie gras



Are these two products considered sustainable?



- No additives/preservatives
- Kosher
- Premium
- Gluten free
- Low/no/reduced allergen
- **Ethical – environmentally friendly package**
- **Vegan/no animal ingredients**
- GMO free
- Low/no/reduced saturated fat
- Social media
- **Ethical – recycling**
- Free from added/artificial
- Preservatives



- Organic
- **Vegetarian**
- **Ethical – animal**
- **Vegan/no animal**
- **Ingredients palm oil free**
- **Plant based**

Are these two products considered UPF?



Broccoli, White Bean, Oats, Parsnip, Yellow Onion, Peas, Kale, Spinach, Chickpea Flour, Cannellini Bean, Zucchini, Quinoa, Hemp Seed, Oat Flour, ovata seed, Spirulina, Lemon, Spices (Garlic Powder, Kosher Salt, White Pepper, Onion Powder)



Waters, Yeast, Coconut Oil, Potato Starch, Sunflower Protein, Champagne, Tomato Pulp, Sea Salt, Sunflower Seed Oil, Truffle, Spices (Coriander, Cinnamon, Cloves)*ingredients from certified organic farming

Thank you

leatherhead food research

For further information visit us at:
www.leatherheadfood.com or
email help@leatherheadfood.com

Great Burgh, Yew Tree
Bottom Road
Epsom
Surrey
KT18 5XT
UK

Harston Mill
Harston
Cambridge
CB22 7GG
UK

First Floor
17 Waterloo Place
London
SW1Y 4AR
UK

1150 18th Street NW
Suite 475
Washington, DC
20036

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