

Is regulation the only way forward Regulation Vs Self regulation

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Regulation Vs Self Regulation

"The FDA seems to depend on the honesty and integrity of hotel owners to ensure that water served is potable. However, what prevents a hotel owner from getting a bottle of mineral water and submitting it to any testing laboratory and getting a certificate that the water is good and of high standard?" asked a hotel owner, who did not wish to be named. "Besides, FDA has not specified as to where a hotel owner should get the water tested for quality certification."

"This self-regulation may allow eatery owners to indulge in malpractice," said FDA joint commissioner (Vigilance) Dilip Shrirao. "Generally, as a matter of self-regulation and self-check, hotel owners may have been asked to do the water testing independently.

As it is, water is considered to be food and is an important part of what is served in a restaurant. Besides, it does not prevent our food officers from taking samples of water and testing it. It is just in the interest of hotel owners that they may have been asked to self-regulate."

Mumbai Mirror, Nov 10, 2011

Trackling E.Coli Legislation or Self Regulation

Legislation is the best way to plug the gaps in a colander-like inspection system that Sees US companies recall E.coli-tainted meat on a depressingly regular basis.

Senator Kisten Gillibrand, New York Politician

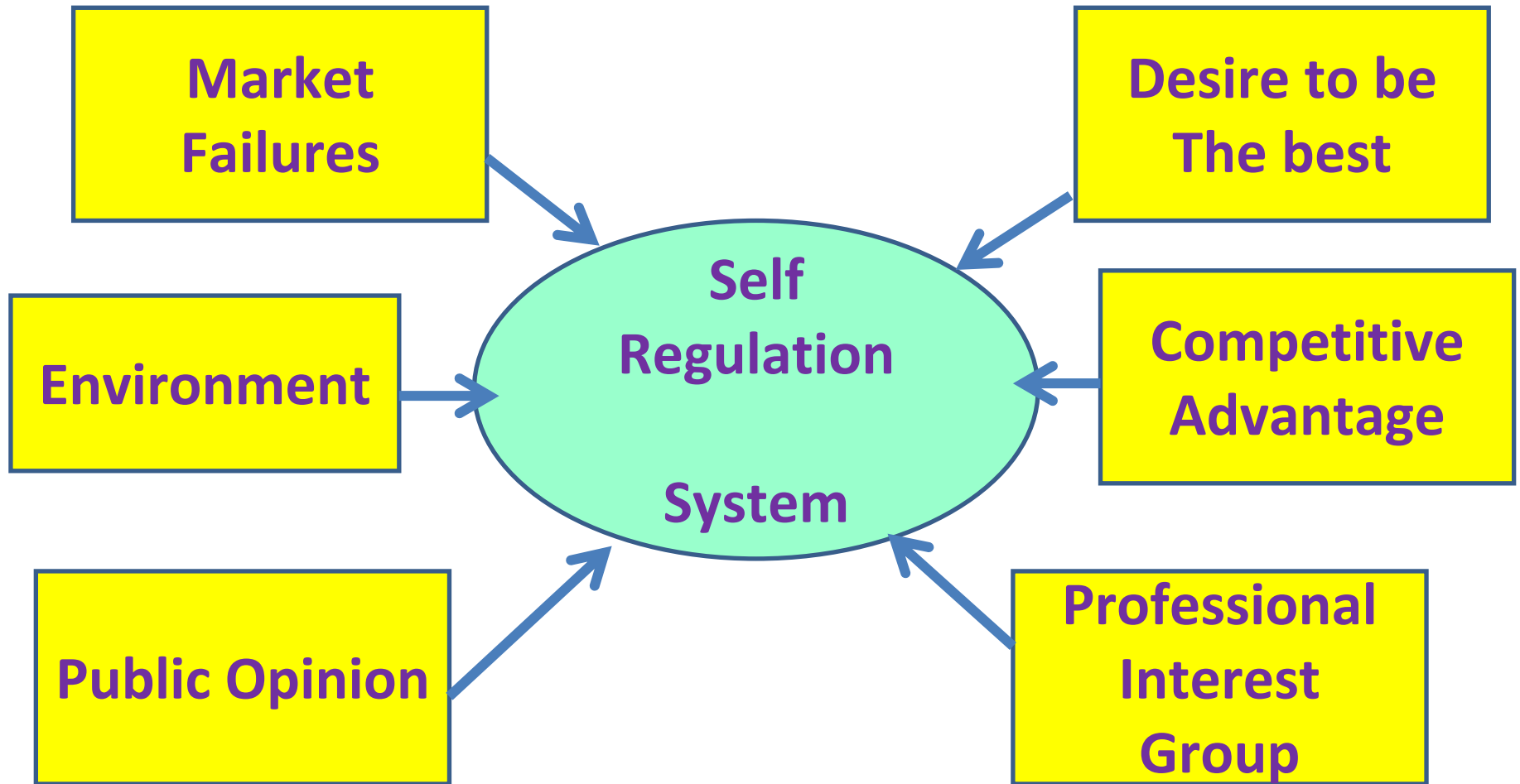
If legislation is the best way to solve the problem, it would have championed such A move long ago :American Meat Institute

Testing was no magic bullet and that consumer education on meat handling and Preparation and not more legislation is the answer

**76 million people in US fall victims to all food-borne illness annually, with an estimated 325000 hospitalized and 5000 deaths confirmed.
All is not well**

Mumbai Mirror, Nov 10, 2011

Forces that influence Self-regulatory System



Reactive Approaches

Proactive Approaches

The Challenges for the Food and Drink Industry

- More complex supply and production
- New ingredients and technologies
- More elaborated food products
- Longer supply chains
- New constraints imposed by just-in-time requirements
- Increased level of protection
- Strong association of nutrition and well being

CVD, Diabetes capital of the world

Diseases striking at younger age

Very few have health insurance

Lost productivity, burden on economy

Traditional knowledge, rich biodiversity

Food the least expensive tool for prevention and management of diseases

**When it comes to health Indians are managers
And not investors**

Any one could be the father of a disease but, the mother certainly is food.

India: Socioeconomic Indicators

	% of World
Land Area	2
Population	16
Burden of Disease	21

World Capital of Diabetes and CVD

Negative impact Of Poor Health

INDIA LOSES COMPETITIVE EDGE DUE TO POOR HEALTH, INFRA

Slips to 51st position in the global business competitiveness index

BS REPORTER

New Delhi, 9 September

Even as emerging markets in Asia showed impressive gains in global business competitiveness in 2010, India slipped two notches to the 51st position over the previous year due to poor health, education and infrastructure facilities.

The ranks, based on the Global Competitiveness Report 2010 released by the World Economic Forum (WEF), continued to have the developed economies of Switzerland, Sweden, Singapore, the US and Germany in the top five.

Among the BRIC nations — Brazil, Russia, India and China — only China improved its position in global competitive-

RANK LIST

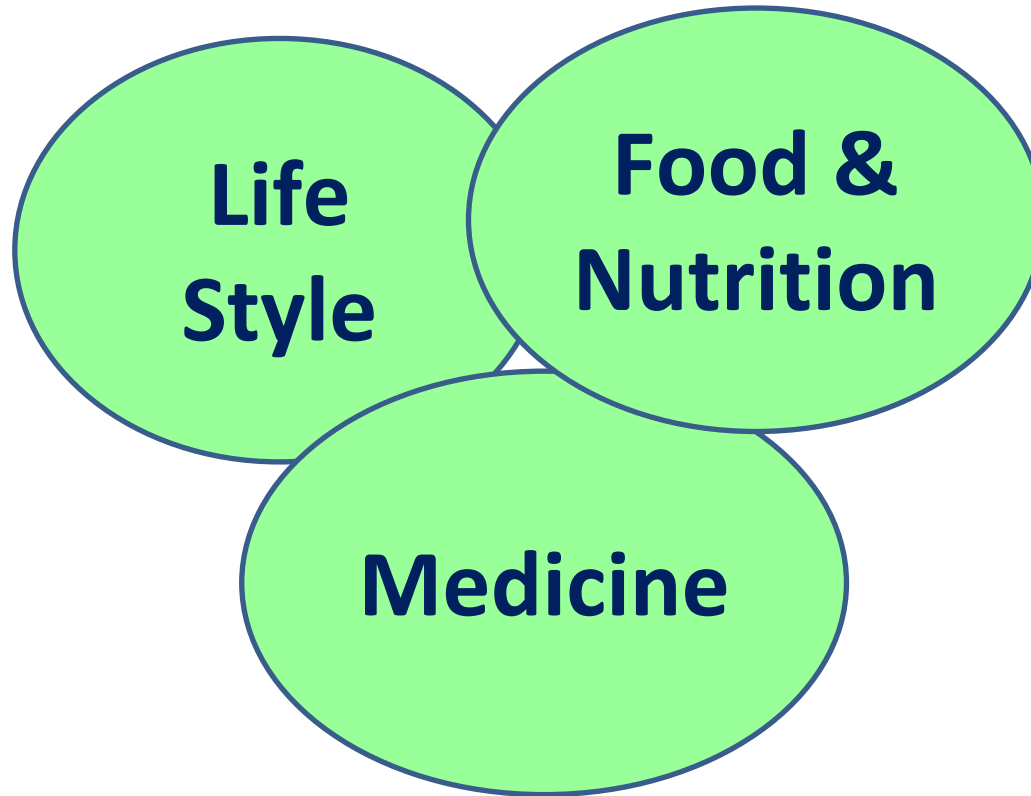
TOP 5	Rank 2009	Rank 2010	Change
Switzerland	1	1	0
Sweden	4	2	2
Singapore	3	3	0
US	2	4	-2
Germany	7	5	2
BRIC			
Brazil	56	58	-2
Russia	63	63	0
India	49	51	-2
China	29	27	2
Other Asian economies			
Sri Lanka	79	62	17
Indonesia	54	44	10
Vietnam	75	59	16

a future economic landscape characterised by uncertainty and shifting balances. It is more important than ever for countries to put into place the fundamentals underpinning economic growth and development," said Klaus Schwab, founder and executive chairman of WEF.

Switzerland topped the ranks, backed by robust capacity for innovation and "a very sophisticated business culture" while European countries like Germany, Poland and France improved their ranks, with increased focus on infrastructure and social development sectors.

Mongolia, ranked 99th in the latest report, was the highest gainer climbing 18 positions, followed by Sri Lanka, which gained 17 positions to be 62nd.

Wellness



Food Industry has an opportunity and responsibility to build healthy India

Foods Regulation: The changing Scenario

Past

Foods
Fortified foods
Proprietary foods

(PFA)

1956

Present

Foods
Fortified
Proprietary
Functional
FSDU
D/H Supplements
Nutraceutical
Organic
GM
Novel

(FSSA)

2006

Future

Detox food
Pro and Prebiotic
Memory enhancing
Antiaging
Gut health
Liver health
Weight management
Heart health
Rejuvenation
Immuno modulating
Symbiotic
Antioxidant rich
Nutrogenomically
designer
Sustainable
Sleep inducing

Self Regulation at all stages

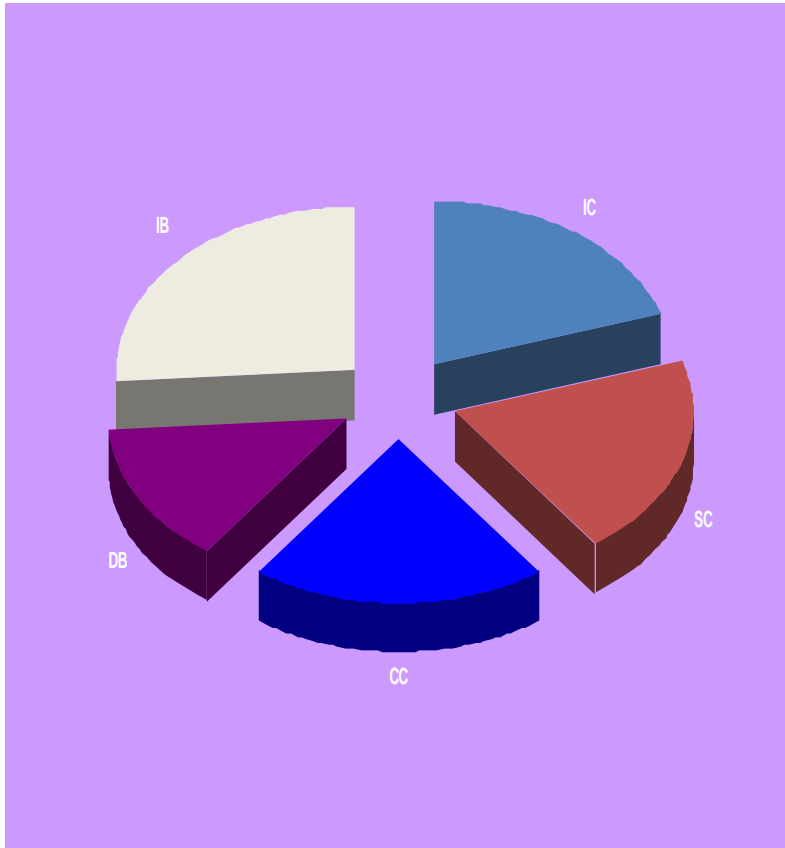
Concept/
Stewardship

Communication
Education

Product/
Process
Development

Commercialization
Supply Chain

Expert Estimate of Compliance



- Ignorant Compliers
- Spontaneous Compliers
- Conscious Compliers
- Deliberate Breakers
- Ignorant Breakers

Food Safety Authority of Ireland

Melamine contamination in Milk

Melamine is rich in nitrogen, and relatively cheap.

Adding it to sub-standard or watered-down milk makes the milk's protein level appear higher.

Standard quality tests estimate protein levels by measuring nitrogen content.

The company manufacturing the milk can pose their milk off as higher quality milk containing high levels of protein.

This will allow them to charge a higher price for it while keeping their production cost low.

Bread as functional Food



Normal white bread

Brown bread

Fortified with vitamins and minerals

With composite flour for low GI

(Rye, Oat, Corn gluten, corn germ, roasted chana)

Protein containing

With added flax seeds

With stabilized Rice bran

With pseudo cereals like amaranth

With resistant maize starch

Containing added antioxidants

**With DHA, dietary fibers, isoflavones, Folic acid,
Lactotripeptides, Lycopene, phytosterols**

Examples of some products that have synthetic additives that are associated with damage in children's behavior and with cancer

Products with colorants associated with ADHD

- Yogurt Dan up strawberry
- Pineapple fruit bar
- Strawberry cookies "sponch"
- Candy Pulpa Toons
- Crazy Dipps
- Tama Roca
- Chettos
- Froot Loops cereal
- Choco Crispis cereal
- Nesquick cereal
- Sun chips banana's with chile
- Candy "panditas"

Products with carcinogenic colorant Caramel IV

- Aguita pureza apple flavor of Bonafont
- Aguita pureza grape flavor of Bonafont
- Water with extract of Jamaica of Bonafont
- Be light Jamaica flavor
- Pepsi cola
- Coca cola

There are **THOUSANDS** of products aimed to children that have these synthetic additives

Food Ingredients having a lowering effect on blood Sugar levels

Anthocyanins, found in red or purplish fruits and berries,

Capsaicin, found in chili peppers,

Diosgenin, found in fenugreek and yams,

Naringenin, found in citrus fruit,

Naringenin chalcone, found in tomato peels

6-Gingerol and 6-shogaol, found in ginger.

Aqueous extracts of Cinnamon

Tirupati Laddu: 300 year old tradition

One Lakh fifty thousand laddus are made daily.

One of the small laddu is given free to every devotee who visit the temple

A devotee can buy two more laddus - small laddu cost Rs 25, and a big laddu costs Rs 100

Profit from the sale is more than Rs 11 million

100g and laddu is huge compared to the normal laddu available. Super big Tirupati Laddu weighs around 500gms

This Laddoo is prepared by special hereditary priests known as archakars in special temple kitchen known as 'potu'.

Finally, as in any spiritual endeavor, it is important to maintain a high standard of cleanliness while preparing, cooking, and offering the food. The kitchen, utensils and foods used should be clean. We ourselves also should be clean and bathed before beginning Prasada-Meditation, or any other meditation for that matter.

Food Safety Strategies

- Food quality assurance schemes
- Food Hygiene Award schemes
- Restaurant hygiene rating schemes
- Training programmes for the food industry
- Campaigns aimed at empowering consumers
- Supply chain control
- Self regulation by the food industry
- Guidance notes
- Codes of Practice

Food Safety Authority of Ireland

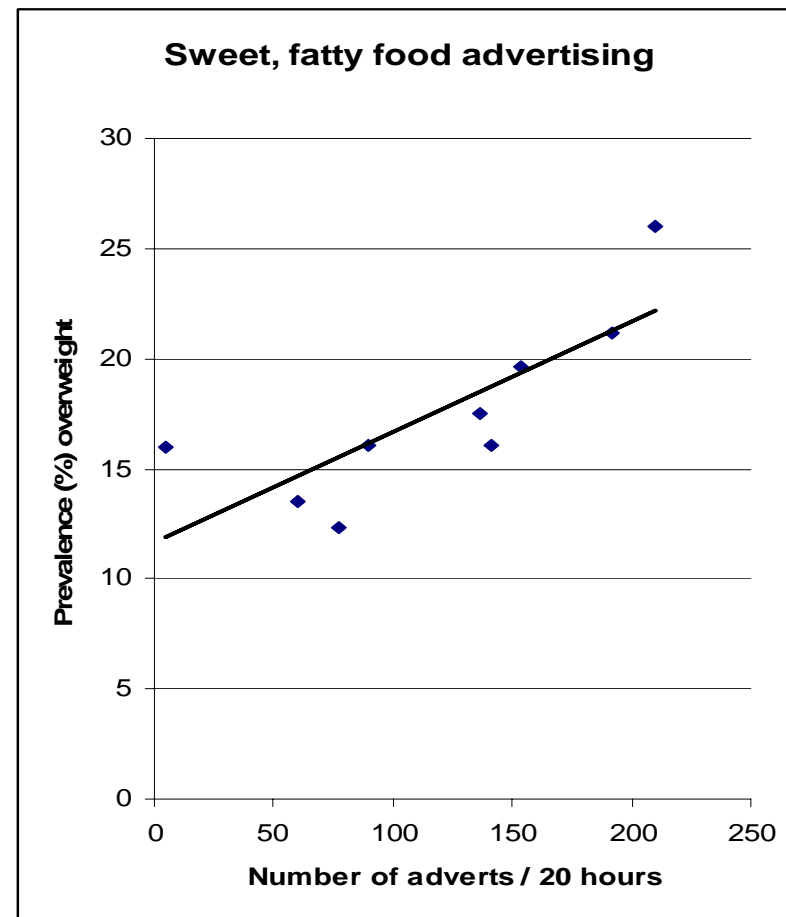
Raymond Ellard

June 2003

Number of junk food commercials per hour in TV and its incidence in children's overweight and obesity

Number of commercials per hour on TV during childrens programs

	Total adds	Junk food adds
México*	32	11.25
Australia	-	-
United States	24	11
United Kingdom	17	10
Germany	14	6
Finland	12	6
Denmark	12	5
Belgium	4	2
Austria	4	1
Sweden	2	1
Norway	0	0



Lobstein and Dobb, *Obesity Reviews* (6) 2005



the guerra

We put the topic of junk food advertisement in the public agenda and with the threat the industries presented their self regulation code of advertisement aimed to children. Now we are pointing out that the self regulation does not work and that it is necessary an official regulation. We are working in a group called by the PanAmerican Health Organization (PAHO) in this matter. Mexico



US Pledge Program

HERSHEY'S

Kellogg's



ConAgra Foods

- 14 food and drink companies take voluntary commitments on marketing to children <12 by the end of 2008.



- Restrict advertising to <12s to products that meet nutritional criteria or cease advertising to this group altogether.

- Restrict use of licensed characters to products that meet better-for-you criteria and to websites promoting healthy lifestyles.

- Refrain from advertising in elementary schools.

- No product placement in movies or other editorial content primarily directed to <12s.



- Congressman Ed Markey sent letters to Chuck E. Cheese, Nestle, ConAgra, Dannon, and Yum! asking them to join.



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Actionable Information

Getting the message out

- Positive, motivational messages drive successful behavioral change
 - Consumers do not respond well to restrictions, negativity, preaching: *“Calories Count”* not *“Count Calories”*
- Industry is prepared to use its marketing capabilities to communicate healthy lifestyle messages to consumers
 - Multiple media: from labeling to advertising to websites
 - Multiple channels: from retail customers to the workplace
- GMA members support efforts to
 - increase physical activity and enhance nutrition education
 - through partnerships with other stakeholders including public health authorities, healthcare, educational, government and others.

Grocery Manufacturers of America

“A clearer message would have been that Americans must reduce consumption of red meat, cheese, butter, and sugar, but that message would have offended powerful industries.

Deep in the guidelines, diligent readers can find a recommendation to limit sugar-sweetened beverages, but these products deserve front page attention as the single greatest source of calories in the U.S. diet and an important contributor to obesity, diabetes, heart disease, gout, and dental caries,” they wrote.

The latest Dietary Guidelines for Americans put industry interests before public health, claim two Harvard public health professors writing in the *New England Journal of Medicine*.

Communication/Education

- Educate the consumer with reliable, easily understandable and actionable information that empowers them to make their own choices
- Moms/families appreciate guidance but resent intrusive imposition of the values of others
- Upgrade the skills and knowledge of enforcing authorities
- Rule making is a joint effort requiring coming together of several competencies and interest groups

Thank You