

THE SUGAR REDUCTION SUMMIT

INDUSTRY, REGULATION AND PUBLIC HEALTH

The Royal Society London – Thursday 22 September 2016

08.30 - 09.00	REGISTRATION & REFRESHMENTS
	Policy and Public Health
08.55– 09.00	Welcome from the Chair <i>Prof Jason Halford, Chair in Biological Psychology and Health Behaviour, Head of Department Psychological Sciences, University of Liverpool</i>
09.00 – 09.15	Report card for the UK: Results of the Sugar Sweetened Beverages Barometer <i>Prof Jean-Pierre Després, Université Laval, Quebec</i>
09.15 – 09.30	An update on sugars and the relevance of the SACN report in light of the Childhood Obesity Plan <i>Prof Ian Macdonald, Professor of Metabolic Physiology University of Nottingham and Chair of Carbohydrates Working Group</i>
09.30 – 09.45	Has consumer purchasing of sugar containing products changed in the last 12 months and are consumer attitudes starting to reflect more in their purchasing decisions? <i>Cathy Capelin, Strategic Insight Director, Kantar Worldpanel</i>
09.45 – 10.00	How much do we need to cut sugar reduction? What policies are available for the challenge? <i>Prof Jack Winkler, Emeritus Professor of Nutrition Policy, London Metropolitan University</i>
10.00 – 10.15	What does a 5% free sugars intake look like and is it achievable or totally unrealistic? <i>Tanya Haffner, Dietitian and Director of Public Health and Nutrition Affairs, Nutrilicious</i>
10.15 – 10.45	What's the impact of sugar on obesity and particularly childhood obesity? <ul style="list-style-type: none"> • What impact will the Childhood Obesity Plan have on sugar reduction? • Does the Childhood Obesity Plan focus too much on sugar instead of calories? • What policy or industry change would make the single biggest impact on sugar reduction? • How useful is the continued focus on sugar – is the Childhood Obesity's focus on sugar as opposed to calories appropriate? • The rise in awareness of the harms of sugar has resulted in a surge of “healthy” sugars which are in fact no better than sugar – how do we get the message out effectively? <i>Prof Jean-Pierre Després, Prof Ian Macdonald, Prof Jack Winkler, Cathy Capelin, Tanya Haffner, Prof Luc Tappy University of Lausanne, Switzerland</i>
10.45 – 11.00	MORNING REFRESHMENT BREAK
	Sweeteners and Weight Management
	For ICCR and EHLA Parallel Sessions – please see overleaf
11.00 – 11.15	Are low calorie sweeteners helpful or unhelpful in weight management? A systematic review of the evidence <i>Professor Peter Rogers, Professor of Biological Psychology, University of Bristol</i>
11.15 – 11.30	Consumer attitudes and beliefs with regard to the palatability and efficacy of sweeteners for appetite control and weight management <i>Dr Charlotte Hardman, Lecturer, Psychological Sciences, University of Liverpool</i>
11.30 – 11.45	Industry perspective: the regulatory environment and the challenges of reducing sugar and using sweeteners <i>Dr Kavita Karnik, Principal Scientist Global Nutrition, Tate & Lyle PLC</i>
11.45 – 12.00	Sweeteners: the Public Health perspective <i>Prof Alison Gallagher, Professor of Public Health Nutrition, University of Ulster</i>
12.00 – 12.30	Panel Debate: Do sweeteners offer an opportunity in harm reduction and if so, could they be more widely endorsed as such? <ul style="list-style-type: none"> • Should LCS products use a health claim on packaging, regarding weight management? • Despite extensive evidence of their safety, sweeteners still have an image problem – how can this be addressed? • Does Industry and Retail have a bigger role to play in increasing acceptability of sweeteners? • What impact will new formulations of Stevia have on the sweeteners market? • Is legislation currently too restrictive to catalyse wider use, should it be reviewed? Should sweeteners be permitted in baked goods, for example? • What impact will the changing price of sugar have on the sweeteners market?

	<ul style="list-style-type: none"> What's the perspective of European and other "healthy choice" logos ? <p><i>Prof Peter Rogers, Dr Charlotte Hardman, Dr Kavita Karnik, Prof Alison Gallagher, Jean Savigny Partner Keller and Heckman</i></p>
12.30 – 13.20	LUNCH
	Session 3: Industry – Sugar tax
13.20 – 13.40	<p>What are the strengths and weaknesses of the UK Government's proposed sugar tax and how impactful can we expect it to be, based on extrapolations from other countries?</p> <p><i>Franco Sassi, Senior Health Economist, OECD and Professor of International Health Policy and Economics, Imperial College Business School</i></p>
13.40 – 13.50	<p>Using taxation to reduce sugar consumption – should Government be looking at a sugar tax rather than a sugary drinks tax?</p> <p><i>Kate Smith, Institute of Fiscal Studies</i></p>
13.50 – 14.05	<p>The compatibility of a sugar tax with international and EU trade rules</p> <p><i>Prof Amandine Garde, Law & Non-Communicable Diseases Unit, University of Liverpool</i></p>
14.05 – 14.20	<p>The impact of the levy on reformulation and sales; an industry perspective</p> <p><i>Gareth Barrett, Public Affairs Manager, British Soft Drinks Association</i></p>
14.20 – 15.00	<p>Panel debate: Is it right to tax a category rather than an ingredient, and what will be next?</p> <ul style="list-style-type: none"> Will the sugar tax be effective – will it create behaviour change or have any impact on energy intake? Will companies absorb the tax or change retail prices and will a price difference appear between full sugar and reduced sugar drinks? Given the immediate positive impact on reformulation, might this initiative roll out to the wider food industry as an incentive to reach specific sugar limits across categories? Is the funding of school sports from revenue generated problematic? <p><i>Franco Sassi, Amandine Garde, Kate Smith, Gareth Barrett British Soft Drinks Association, Prof Jack Winkler, Emeritus Professor of Nutrition Policy, London Metropolitan University</i></p>
15.00 – 15.20	AFTERNOON REFRESHMENT BREAK
	Session 4: Industry and Regulation
15.20 – 15.40	<p>Getting a voluntary approach right; how a factory to fork evaluation programme oversaw the removal of trillions of calories in the food chain</p> <p><i>Elaine Arkin, Robert Wood Johnson Foundation, Consultant</i></p>
15.40 – 16.00	<p>How do we structure a successful voluntary reformulation programme?</p> <p><i>Prof Susan Jebb, Professor of Diet and Population Health, Nuffield Department of Primary Care Health Sciences, University of Oxford</i></p>
16.00 – 16.15	<p>Industry perspective: Driving a voluntary reformulation globally and the challenges and opportunities of participating in local voluntary reformulation programmes.</p> <p><i>Els de Groene, Nutrition and Health Director Refreshment, Unilever</i></p>
16.15 – 16.35	<p>Sugar and Labelling; a look at the regulatory framework and whether future change is on the agenda</p> <p><i>Mr Jean Savigny, Senior Partner, Keller and Heckman LLP</i></p>
16.35 – 16.45	<p>Incremental reformulation: the most effective way to prevent obesity and type 2 diabetes – voluntary or mandated</p> <p><i>Prof Graham MacGregor, Chairman, Action on Sugar</i></p>
16.45 – 17.15	<p>Panel Debate: The Childhood Obesity Plan sets out a 20% reduction in sugar over 5 years – is this achievable on a voluntary basis?</p> <ul style="list-style-type: none"> What are the key challenges ahead for PHE's Sugar Reduction Programme? Might tax incentives, as seen in the soft drinks category, be a useful leveller for other categories? What will Brexit mean for labelling? Would it help consumers to show added and total sugars separately, as in the US, or spoonfuls of sugar as suggested in the Childhood Obesity Plan? Should high sugar drinks contain a health warning? <p><i>Prof Susan Jebb, Elaine Arkin, Jean Savigny, Andrea Martinez British Retail Consortium, Graham MacGregor, Tim Rycroft Food and Drink Federation</i></p>
17.15	CLOSING REMARKS