

Part II: Global issues

Lecture 7: Food and drink industries

- Driving force behind the global rise in consumption of sugar sweetened drinks, and processed food enriched in salt, sugar and fat.
- Oligopoly of large producers
- Above the line: advertising – use of media to create positive product image or to connect the product with desirable personal traits, activities and outcomes.
- Below the line: sponsorships, trade shows
- Case study: alcohol beverages advertising (and packaging) code (ABAC)
Must not have a strong appeal to children. 2007 study (Donovan)- half of the ads used animal themes and all contained at least one element known to attract children.
- Policy/legal issues: lack of govt. response, self-regulated guidelines.
- Considerable evidence to suggest that food industry use similar tactics to tobacco industry to undermine public health responses.

Policy response?

- i) **voluntary self-regulation**
no further engagement by public health community
- ii) **partnerships with industries**
 - jobs with industry to make positive changes from within
 - actively seek partnerships and alliances with industries
- iii) **recognises the inherent conflicts of interest** between corporations that profit from unhealthy food / alcohol and public health collaborations.
profit growth is the primary goal of corporations
self-regulation is, by default, unworkable