

## REQUEST FOR CONTRIBUTIONS - FOOD CHAIN ANALYSIS NETWORK – JULY 2018

The scoping paper “Towards Policies for Encouraging Healthier Food Choices” (TAD/CA/APM/WP(2017)27) proposed as part of the 2017-2018 Programme of Work and Budget a working agenda for Food Chain Analysis Network expert contribution across two dimensions:

- (i) Improving the information base for analysing consumers’ food choices and health-related policies.
- (ii) Knowledge sharing on quantitative assessments of the effectiveness of different health-related policy approaches.

This request for contributions relates to the working agenda defined above. The OECD Secretariat would like to receive the following information by the 14<sup>th</sup> of September 2018:

### 1. Questionnaires on food data systems across OECD countries

The Trade and Agriculture Directorate (TAD) wants to take stock of current information base concerning the food environment across OECD countries and potential links to health outcomes.

This stock taking exercise will allow a discussion on ways to foster greater international comparability, unlock access to additional data, tailor the available sources of information and prioritise improvements across OECD countries during the Food Chain Analysis Network (FCAN) meeting on 15 October 2018.

Based on the presentation at the 2017 FCAN meeting of the US food data system provided by Jay Variyam the Director of the Food Economics Division at ERS, six main categories of food-related information sources have been identified. Those categories relate to food availability, food intake, food purchases and acquisition, food sales, food composition and other.

We ask FCAN experts and delegations, for each of those different six categories, to provide information on up to three most relevant data sources in their country.

The Secretariat is in particular interested in the entities that collect the data, the main purpose of the database, major information included type of sampling method, data collection method, data privacy and security issues, interactions with other data sources, main challenges and area for improvements as well costs aspects.

The Secretariat would also like to receive information on the data sources that have proved most useful in recent health-related food policy analysis, on major opportunities that arise and on how expert coordination would help.

Detailed questions are provided in the Excel file that should be filed by experts.

## **2. Information on the implementation and possibly the effectiveness of health-related policies, and in particular of (simplified) food labelling initiatives**

Several delegations have already provided inputs to be incorporated as case studies or examples in the draft report “Towards Policies to Encourage Healthier Food Choices” that will be presented at the November Working Party on Agricultural Policies and Markets (APM).

We invite all experts and delegations to liaise with the Secretariat as soon as possible should they wish to provide such information.

As part of the 2017-2018 PWB, TAD has a key interest in getting a better understanding of policies and initiatives that allow consumers to make more informed choices.

In that context, we would very much welcome information and quantitative assessments related to the **recent development and implementation of (simplified) food labelling initiatives across OECD countries**.

Information to be provided could be organised around the four main themes below.

### ***1. Context:***

- Before this initiative, was food nutritional labelling mandatory or voluntary?
- Which type of information was provided to consumers?
- What were the main issues associated with the nutritional labelling system in place?
- How was food nutritional labelling monitored?

### ***2. Description and scope of the initiative***

- Which initiative was put in place? When? Why?
- Describe the major choices that were made, especially in the cases of simplified schemes? How was the scheme defined? Which scientific evidence was used?
- Where is the new label supposed to appear on food products? Was any research conducted on this particular question?

### ***3. Involvement of the private sector and the civil society***

- How did private, public and civil society stakeholders interact in the development of the scheme and later on in its implementation?
- Is the new scheme voluntary or mandatory? Is it widely implemented across product categories? Does it also concern food away from home? What are the main impediments to its implementation?
- Has it led to food product reformulation, food product improvements, and new advertisement campaigns?
- How consumers were made aware of the new labelling scheme? Has the new scheme been promoted by consumers associations, civil society activists?
- What were/are the main challenges to be overcome? Any particular trade-off between compulsory regulation by governments and self-regulation by industry? How are nutritional labels monitored?

#### *4. Assessments in terms of effectiveness*

- Is the initiative effective? Which type of assessments has been undertaken ahead of the implementation and after the implementation?
- How did public and private entities collaborate to assess the initiative?
- Involvement of academic researchers?

We thank you very much for your collaboration in this activity. For any additional information, please contact Céline Giner ([celine.giner@oecd.org](mailto:celine.giner@oecd.org)).

Please return all contributions by the 14<sup>th</sup> of September 2018.