

“To use or not to use, that is the question”

Mike Johnston
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“To use or not to use, that is the question”

CONTENT

- Why jump off the deep end?
- What are we talking about?
- So what?
- To use or not to use?
- “You pay your money, and you take your chance”

Why jump off the deep end?

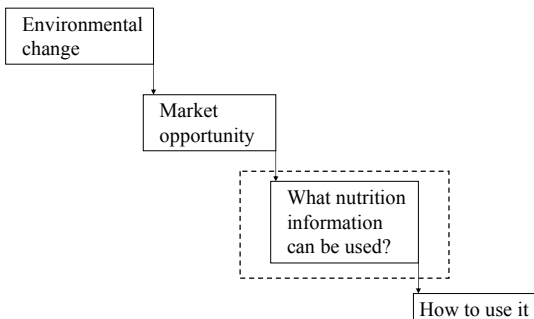
- Highlight the importance of this issue
- Recognise tensions between nutritionists and marketers
- Identify key issues
- Suggest a framework for answering the question
- Provide a basis for discussion

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What are we talking about?



What nutrition information can be used?

Important because:

- Customer relationship
- Legislation
- Credibility
- Ethical

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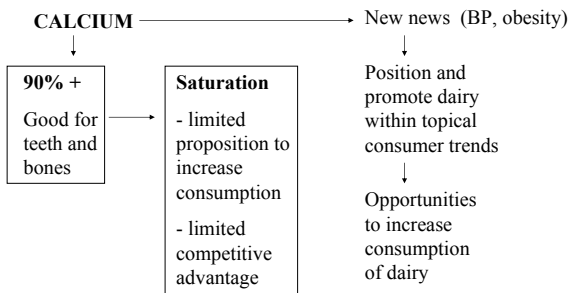
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So what?

- Health is an important consumer purchase criteria
- Point of potential competitive advantage
- From a marketing perspective, competitive advantage is “new news”

New nutrition news as a competitive advantage

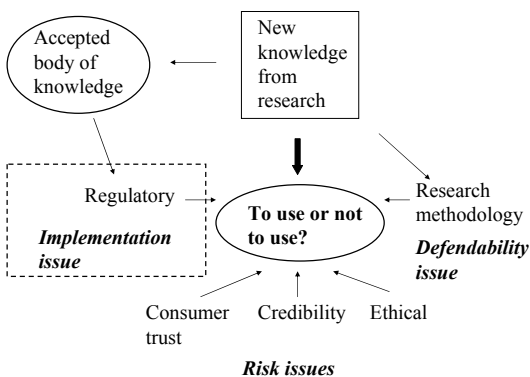


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To use or not to use?



Regulatory influence

- Implementation issue – governs the communication of nutrition information
- Regulation is through the application of interpretive understanding of the accepted body of knowledge
- Country/region specific

Regulatory influence - UK

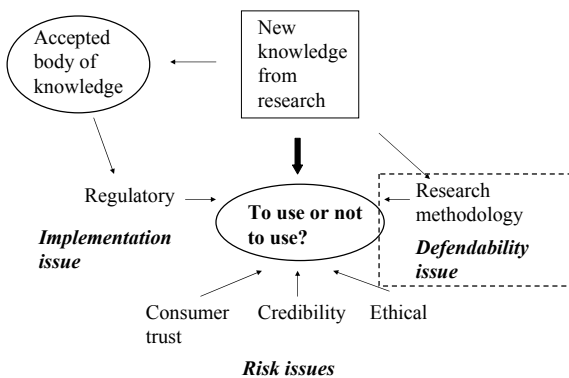
- Joint Health Claims Initiative (JHCI)
- Established 1997 as joint initiative between consumer organisations, enforcement authorities, and industry bodies
- Code of Practice for use of health claims

Regulatory influence - UK

Remit of JHCI

- **Labelling** - words, particulars, trademark, brand name, pictorial matter or symbol relating to the food and/or appearing on the packaging, and any document, notice, label, ring or collar accompanying the food.
- **Advertising** - notice, circular, mailing, invoice, document seen by the public, and any public announcement made orally or by any means of producing or transmitting light or sound by any medium including TV, radio, telephone or computer.
- **Promotion**- product promotions, public relations materials used directly or in association with the food, point of sale material, and statements of company and sales representatives.

To use or not to use?



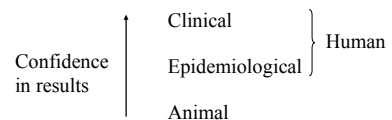
Research methodology

- Not just *what* you know, but *how* you know it
- Hierarchy of research methodology
- Levels of confidence in nutrition information, based on the methodology
- In terms of using nutrition information, this is a *defendability issue*

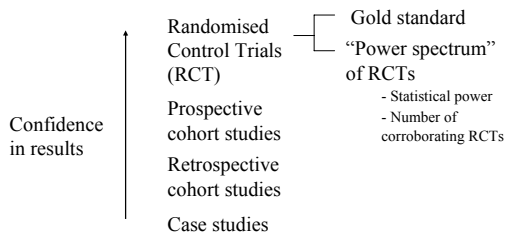
Criteria for using nutrition information (JHCI)

- Research methodology
- Validity of research
- Interpretation of totality of evidence
- Peer reviewed

Hierarchy of research methodology (JHCI)



Hierarchy of research methodology (JHCI)



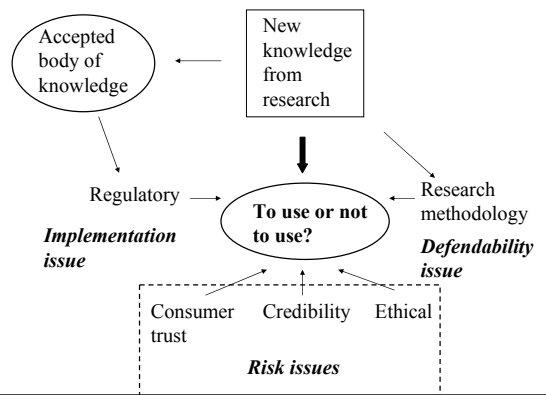
Validity of research (JHCI)

- Were subjects representative of target group?
- Was consumption representative?
- Was the study was large enough to demonstrate benefit?
- Did the study have an adequate time span?
- Were outcomes measured properly?
- Were possible confounding variables taken into account?

Interpretation of evidence (JHCI)

- Consistency between studies
- Plausible biological mechanism
- Statistically robust

To use or not to use?



Accepted body of knowledge

New knowledge from research

low

high

Risk continuum

To use or not to use?

Factors influencing the risk continuum

Customer trust Credibility Ethical issues

low

high

Risk continuum

Factors influencing the risk continuum

- Customer trust – key aspect of customer relationship
- Credibility – of industry and organisation
- Ethical issue – can nutrition/health advice to consumers be defended and justified?

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You pay your money, and you take your chance

- New nutrition news can be used
- **BUT** care is needed because of risks

- New nutrition news can be used
- **BUT** robust research is needed for defending statements

- Competitive advantage can be achieved
- **BUT** marketers should work closely with nutritionists in deciding what to use

My thanks to Dr. Carole Lewis, Prof. David Carson, and Prof. Sean Strain for their assistance in preparing this presentation