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**What we know:**

- Good diet: 'balanced' where energy in = energy out
- Unhealthy diet: excess salt, fat, sugar
- Too much fat, salt and sugar can lead to obesity and related NCDs including type 2 diabetes, CVD
- Diet low in saturated fats and high in fruit, veg, whole grains etc may result in 30% reduction in CVD risk

**Fruit and vegetables**

**Bread, rice, potatoes, pasta and other starchy foods**

**Meat, fish, eggs, beans and other non-dairy sources of protein**

**Milk and dairy foods**

**Food and drinks high in fat and/or sugar**

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**Quick poll:**

- How many days in the last week did you have 5 portions of fruit & vegetables (fresh, tinned, dried or frozen)?
  - One portion: 80g fresh, 1 piece of fruit (apple, banana), 2 clementines; 30g dried; 3 heaped Tbsp of veg, 7 cherry tomatoes
  - UK stats

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## Breadline Britain

"Food doesn't mean anything nice to me any more. It just makes me feel stressed," he says. "The cheap things we can afford are so tasteless and pointless that I often can't even be bothered to eat."

Carefully choosing a small onion and a single floret of broccoli, he glances over at the peppers. "My oldest boy loves peppers. It's the one healthy food he can't get enough of," he says. "But look at the price of them. We'd have to go without a meal just so that he can have a healthy snack."

I only buy basic range stuff and food that's on offer, which means we end up eating a lot of fish fingers and chicken nuggets. I'm not stupid: I know this is going to have a detrimental effect on my children's health.

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## Barriers to a healthy diet

- **Acceptability:** Cultural 'food deserts'
- **Affordability:** The lowest 10% of UK households by income reduced purchases of fruit and vegetables by 20% between 2007 and 2010.
- **Availability:** Choices must be available; urban/rural disparity; unhealthy food now available in more settings and countries
- Macro- to micro-level influences

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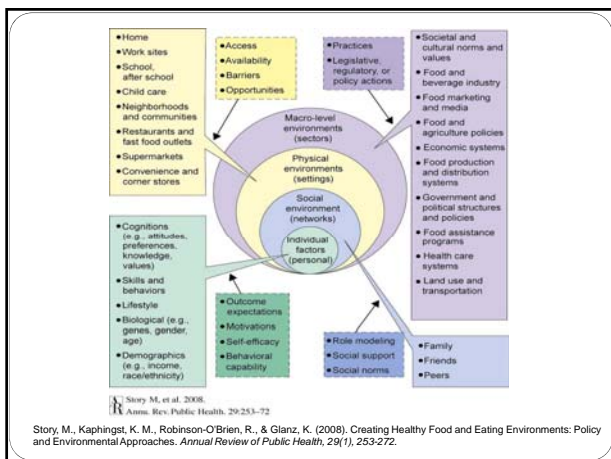
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### Health effects of poor diet

- **Iron deficiency anaemia:** 30% of the world's population
- Contributes to 20% of maternal deaths
- Affects development of children, productivity in adults
- Directly related to diet: low iron intake; poor absorption due to other dietary components; high demand for iron during pregnancy or early growth
- **Vitamin A, iodine deficiency**
- **Stunting** (short for age), **underweight**, **wasting** (thin for age)

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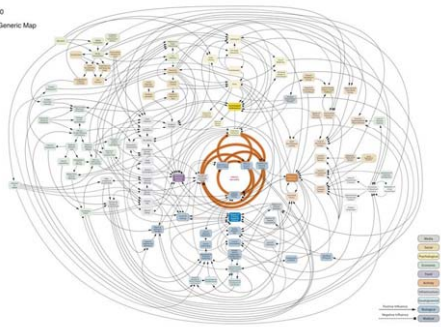
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### Obesity

Map 0  
Full Generic Map



Source: Foresight - Tackling obesity: future choices - [http://www.foresight.gov.uk/Obesity/Obesity\\_final/index.html](http://www.foresight.gov.uk/Obesity/Obesity_final/index.html)

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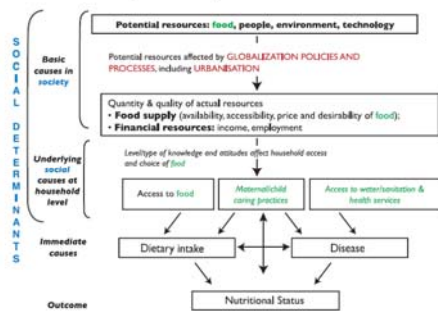
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Figure 3: Conceptual framework: Globalization and the social determinants of nutrition, with an emphasis on food




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### Agricultural policy

- Aim is to meet **agricultural goals**:
  - Supply food
  - Generate income
  - Aid rural development
- State intervention -> neoliberal approaches -> globalisation
- **Green Revolution**: technology doesn't make it all better
- Policy must consider processing, distribution and marketing of food

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'We present and recommend to the world a blueprint of what works well with us at the moment, heedless that we may be destroying wise and durable native systems of living with the land. The modern industrial mood (I hesitate to add intellectual mood) is insensitive to other ways and values' (p.27)

Carl Ortwin Sauer in *Man's Role in Changing the Face of the Earth* 1956

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### Subsidies

- Can promote less healthy foods by decreasing prices
- **Egypt**: bread, wheat flour, sugar, cooking oil subsidised since 1981 to decrease infant mortality
- Bread is available via ration cards: 130 g loaves for less than 1 US cent
- Egyptians consume 180-200 kg of wheat a year; Mexicans only 51kg
- June 2012: Malnutrition is the root cause of over one third of sicknesses affecting children under the age of five in Egypt (FAO)

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### Chicken in Mexico

- NAFTA allowed for influx of foreign company ownership: Tyson de Mexico
- Lowered tariffs for animal feed: Corn from US (heavily subsidised!) -> Mexico
- Chicken consumption in Mexico increased by 54% from 1993-2003

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### Food policy for better diet, nutrition

- **Responsibility Deal UK**
- **Coca-Cola Great Britain's calorie reduction pledge:** Coca-Cola Great Britain is a signatory of the calorie reduction pledge and has committed to reduce calories and increase promotion of their no calorie, zero sugar colas.
- **France's 'Nutella tax'**
- **Need to consider 3 groups: consumers, retail food environment, food system**

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### Good food policy: rationing



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### Food as a class indicator

**LIFESTYLE**

**PLANET ORGANIC**

**ALDI**

**TESCO**

**Waitrose**

**Divided We Eat**

As more of us indulge our passion for local, organic delicacies, a growing number of Americans don't have enough nutritious food to eat. How we can bridge the gap.

For breakfast, I usually have a delectable espresso made in an Alessi pot and mixed with organic milk, which has been gently heated and topped off by my husband. I eat two slices of smoked cheddar—Dutch Planens, the best slice. The biggest cheese in town? You guess—our homemade bread with butter. I am what you might call a food snob. My nutritionologist drinks a protein shake while her 5-year-old son eats spinach-potato omelette with...

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### Status

- 'I can't afford to buy the children expensive shoes or dresses...but food is easier so I let them eat what they want.'
  - 'We feel good when we go to those places...we feel like we're Americans, that we're here and we belong'
- (Wilkinson & Pickett 2009 p97)

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### Food insecurity

- Food security: access by all people at all times to enough nutritious food for an active, healthy life
  - *Implied focus is on socially acceptable means; not freeganism!*
- Hunger is usually understood as an uncomfortable or painful sensation caused by insufficient food energy consumption.

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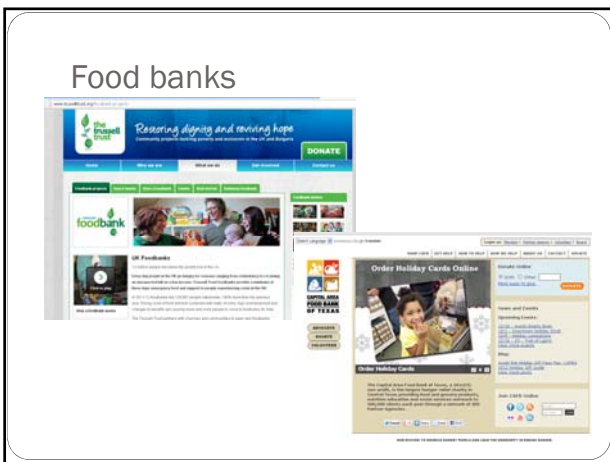
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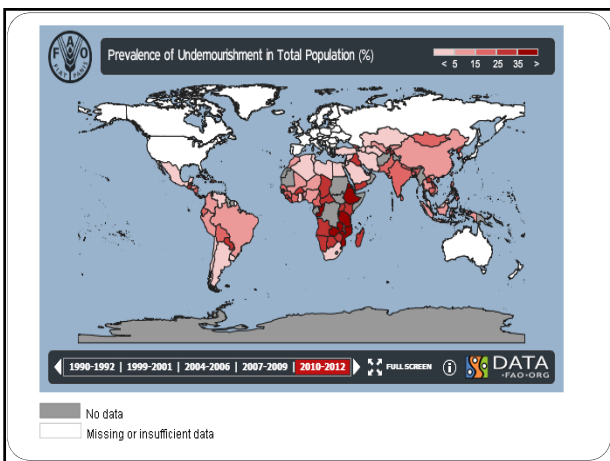
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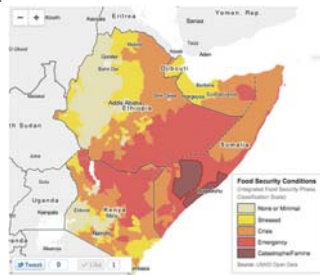
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### Horn of Africa

- 2011 drought
- 4.5 million needed emergency food assistance
- **UK provided** vaccinations against polio (680K), measles (1.3million)
- Latrines
- Seeds



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### India

- 43 % of children under the age of five years are malnourished
- 70 % of children age 6- 59 months are anaemic. Children of mothers who are severely anaemic are seven times as likely to be severely anaemic as children of mothers who are not anaemic.
- Children from the wealthiest SES quintiles are nearly 50% better off in terms of nutritional status compared to poorest
- Requires an intersectoral approach to address undernutrition (IFPRI)

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### Now for the good news...

- **Brazil:** influx of ultra-processed foods disrupt traditional food systems and diet
- Increase in obesity, chronic disease
- Undermines culture, national identity
- Brazil has taken steps to protect traditional food system

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### Brazil

- Traditional diet: rice, beans, cassava. Meat and fish is variable by availability and income
- High in salt and sugar, tropical fruit. Not great in green veg
- Undernutrition is rare, obesity was low until 1970s...

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### Brazil

- **Zero Hunger** (started in 2001-2)
- Bolsa Familia: cash to poor households = money for food AND demand for food
- Foods produced local, family farms are shared with vulnerable populations
- 2009: 30% of the food budget for national school meal programme to be spent on food from family farms (provides market for local famers)
- Prevalence of undernutrition in children dropped from 13.5% in 1996 to 6.8% in 2006-7

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### Brazil

- 2010: Right of access to adequate healthy food is now part of the Brazilian Constitution
- Advertising of commercial human milk substitutes is prohibited
- Minimum 70% of foods supplied to schools is either fresh or minimally processed

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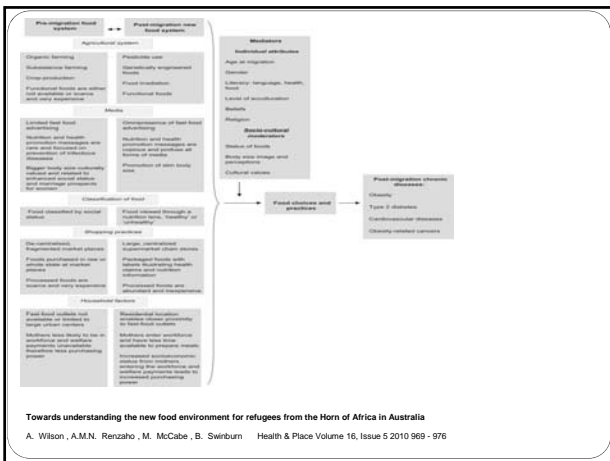
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### More information

- City University's Centre for Food Policy:  
<http://www.city.ac.uk/arts-social-sciences/sociology/research/centre-for-food-policy>
- Food & Agriculture Organisation of the United Nations:  
[http://www.fao.org/index\\_en.htm](http://www.fao.org/index_en.htm)
- United Nations World Food Programme:  
<http://www.wfp.org/>
- International Food Policy Research Institute:  
<http://www.ifpri.org/>

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### Seminar

- This week's seminar: Be prepared to talk about your contribution and how it fits with the teaching materials.

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