

How to identify and reduce consumption of Ultra-Processed Foods?

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20 July 2020.

WEBINAR

What you need to know about ultra-processed foods (UPFs) – the science, policy responses and politics in global context' ?

Overview

- What is WHO's Healthy diet
- What is food industry pitching.
- NOVA Classification of foods: How to Identify different types of foods?
- Risks of Ultra-processed foods
- How to reduce consumptions of UPFs
- What can you do?
- What can Governments of India do?

WHO's Healthy Diet



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WHO: Healthy Diet

- **Infants and young Children:** Breastfeeding exclusively 0-6 months, continued breastfeeding for 2 years and beyond, complimented with a variety of adequate, safe and nutrient-dense foods after 6 months of age. Avoiding Salt and Sugars.
- **Adults :**fruits, vegetables, legumes (lentils and beans), nuts and whole grains (e.g. unprocessed maize, millet, oats, wheat and brown rice),raw chicken/meat and eggs.
- **Prescribes limits of fats, sugars and salt**

**THE WORLD HEALTH
ORGANISATION'S RECOMMENDED
DIET DOES NOT INCLUDE ULTRA-
PROCESSED FOODS BECAUSE IT IS
UNHEALTHY.**



What Food Industry Pitches ?

It changes food patterns in India : from traditional and cultural-” Food to Formulations”



Changing the market



Photograph: Katrina Wilkams/Getty

To Monteiro, the bag of sugar on the kitchen counter is a healthy sign, not because it's itself low on nutrients in it, but because it belongs to a person

Advertisement

NOVA Classification and how to identify different types

NOVA Classification of Foods according to its processing

- Group 1-Unprocessed or minimally processed foods
- Group 2-Processed culinary ingredients
- Group 3-Processed foods
- Group-4-Ultra-processed foods (UPFs)

Group 1-Unprocessed or minimally processed foods



eaten as boiled,
cooled,
pasteurized,
roasted,
crushed,
ground,
fermented, fried
or frozen.

Group 2-Processed Culinary Ingredients



Obtained directly from group 1 or from nature by processes such as pressing, refining, grinding, milling, and spray drying. These are used in cooking and seasoning to make foods delicious.

Group 3: Processed Foods



These are usually prepared from Group 1 foods by adding sugar, oil, or salt. They are preserved, pickled, salted or fermented.

NAP*i*

Group-4: Ultra-Processed Foods (UPFs)



- Typically five or even more ingredients.
- Made in factories.
- At least one ingredients we don't use or rarely in domestic kitchen.

Carbonating, firming, whipping, bulking and anti-bulking, de-foaming etc.

NAPi

UPFs: Ingredients /Additives

- Anti-oxidants, stabilisers, and preservatives.
- Casein, lactose, whey, and gluten, hydrogenated oils, hydrolysed proteins, soy protein isolate, maltodextrin, invert sugar and high fructose corn syrup
- Include dyes and other colours, colour stabilisers, emulsifiers, flavours, and non-sugar sweeteners.
- Salt
- Sugar
- Oils

Ultra-processed Foods by Age Groups

0-6 months



** Breastmilk is all that a baby needs for 0-6 months. For those where artificial milk has to be used for reasons, animal milk falls in minimally processed group and powdered milks fall in UPFs.*

6-36 months

REAL FOODS <i>(Unprocessed or minimally processed foods)</i>	ULTRA-PROCESSED FOODS
6 months - 3 years	
 <p>Milk and Milk Products</p>	 <p>Drinks and Infant Cereals</p>
 <p>Fruits and Vegetables</p>	 <p>Chocolates and Ice cream</p>
 <p>Cereals and Pulses</p>	 <p>Snacks and Biscuits</p>

3-8 Years

REAL FOODS <i>(Unprocessed or minimally processed foods)</i>	ULTRA-PROCESSED FOODS
3 years to 8 years	
 <p>Homemade Meal</p>	 <p>Noodles</p>
 <p>Kheer</p>  <p>Poha</p>	 <p>Sweetened Beverages (Cold Drinks)</p>
 <p>Cheela</p>  <p>Sooji Halwa</p>	 <p>Bread and Cakes</p>  <p>Frozen Snacks</p>  <p>Health Drinks</p>

Above 8 years-Adults

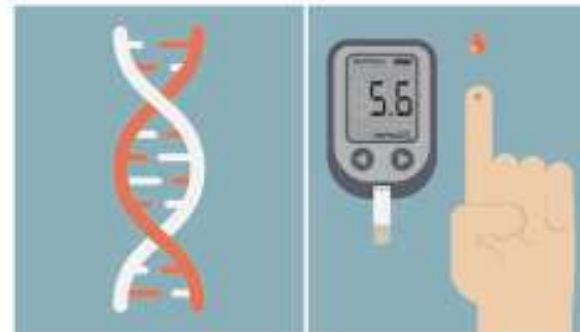
REAL FOODS <i>(Unprocessed or minimally processed foods)</i>	ULTRA-PROCESSED FOODS
8 years and above	
 <p>Meal</p>  <p>Idli Sambhar</p>	 <p>Pizza</p>  <p>Fried Chicken</p>
 <p>Biryani</p>  <p>Omelette</p>  <p>Dahi Bhalle</p>	 <p>Frozen Kabab</p>  <p>Burger</p>  <p>Alcohol</p>

Health Risks of Consuming Ultra-Processed Foods

Cancer



Diabetes



Obesity



Heart Disease



How to reduce consumptions of UPFs

What can you do?

General Recommendations

- Identify if the food is ultra-processed and decide if you wanted to buy
- Be wary of information from industry adverts.
- Trust information from sources like WHO , Government of India or public interest groups like NAPI/BPNI.

Identifying UPFs is crucial

- Usually advertised
- Celebrity endorsed
- Ready to eat and consume
- Convenient
- Pitched as any time anywhere foods
- “Designed to be over consumed”



Kellogg's Chocos

Nutrition Information[#]

○ Typical value for 30 g ○ 30 g serving with 120 ml of skim milk

Energy	111 kcal	146 kcal	
Energy From Fat	7 kcal	8 kcal	
Total Fat	0.8 g	0.9 g	
Saturated Fatty Acids	0.4 g	0.5 g	
Monounsaturated Fatty Acids	0.3 g	0.3 g	
Polyunsaturated Fatty Acids	0.1 g	0.1 g	
Trans Fatty Acids	0.0 g	0.0 g	
Cholesterol	0.0 mg	0.0 mg	
Total Carbohydrates	24.9 g	30.5 g	
of which Sugar (Sucrose)	10.4 g	10.4 g	
Dietary Fibre	1.5 g	1.5 g	
Protein	2.7 g	5.7 g	
Sodium	0.09 g	0.14 g	
		(%RDA)	
Vitamin A	30.0 µg	35.4 µg	6%
Vitamin C	6.0 mg	7.2 mg	18%
Thiamine (Vit B1)	0.3 mg	0.3 mg	30%
Riboflavin (Vit B2)	0.4 mg	0.4 mg	33%
Niacin (Vit B3)	4.0 mg	4.1 mg	35%
Vitamin B6	0.5 mg	0.5 mg	26%
Vitamin B12	0.1 µg	0.7 µg	68%
Folate	25.5 µg	25.5 µg	13%
Iron	4.2 mg	4.4 mg	21%
Calcium	160.0 mg	304.0 mg	51%
Zinc	0.8 mg	0.8 mg	8%
Total Trans fat content not more than 0 percent by weight. Total saturated fat content not more than 1.2 percent by weight.			
[#] Approximate values			

Reading and sharing Pieces like in Guardian : By Bee Wilson Feb.2020



The long read

How ultra-processed food took over your shopping basket

▲ Illustration: Guardian Design

What can you do?

Specific Recommendations

- **Group 1 Foods:** Make these foods the basis of your or your baby's diet.
- **Group 2 Foods:** Use processed culinary ingredients in small amounts for seasoning and cooking foods and to create culinary preparations.
- **Group 3 Foods:** Limit the use of processed foods.
- **Group 4 Foods:** Avoid ultra-processed food products.

Popularise the UNSEEN DANGERS of UPFs

- This is available in English and Hindi and being translated in 14 languages (soon)
- Share anywhere including social media
- Talk
- Write in local media

The Advocacy document

The screenshot shows a web browser window with the URL bpni.org/webinar-on-ultra-processed-foodsupfs/. The page features a webinar registration section on the left and an advocacy document section on the right.

WEBINAR
What you need to know about Ultra-Processed Foods (UPFs)?
The science, policy responses and politics in global context.

Speakers:
- Dr. Anurag Kulkarni, MD, MPH, MSc, FRCGS, FRCR, FRCR (Paediatrics)
- Dr. Anurag Kulkarni, MD, MPH, MSc, FRCGS, FRCR, FRCR (Paediatrics)
- Dr. Anurag Kulkarni, MD, MPH, MSc, FRCGS, FRCR, FRCR (Paediatrics)

Date: 20 July, 2020
Time: 12:30 to 14:30 (GMT) 6:00 to 8:00 (IST)

Advocacy Document:
'The Unseen Dangers of Ultra-Processed Food'

Translations Available:
- English
- Hindi
- Punjabi
- Tamil
- Malayalam
- Odia

To Participate, Please Register [HERE](#)

Date: 20 July 2020
Time: 12:30 GMT (8:00 pm IST) to 14:30 GMT (8:00 pm IST)

Background
The Breastfeeding Promotion Network of India (BPNI) and Nutrition Advocacy in Public Interest (NAPi) organise this Webinar believing that guidance for consumption of UPFs becomes even more important as we continue to face the Covid-19 pandemic.

Tasks for the Government of India

- Fix the food systems from womb to tomb
- Through a legal framework:
 1. Adopt NOVA classification of foods as a policy
 2. Ensure labelling on foods by Traffic Light or by Chilean model
 3. End advertisement and promotion of all UPFs
 4. Launch a new campaign “Junk the ultra-processed foods”
 5. Say no to partnership with food industry as with Tobacco.
 6. Add super taxes to sale of UPFs.

Thank you

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YOU CAN
TRUST**