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

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Breastfeeding Promotion network of India and Convener Nutrition Advocacy In Public Interest (NAPi)
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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: 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
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.

Examples: Sugar, oil and butter from milk, ground spices, salted butter, iodized salt, and vinegar.
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.
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, defoaming etc.*
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

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Ultra-processed Foods by Age Groups
*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

<table>
<thead>
<tr>
<th>REAL FOODS (Unprocessed or minimally processed foods)</th>
<th>ULTRA-PROCESSED FOODS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6 months - 3 years</strong></td>
<td></td>
</tr>
<tr>
<td>Milk and Milk Products</td>
<td>Drinks and Infant Cereals</td>
</tr>
<tr>
<td>Fruits and Vegetables</td>
<td>Chocolates and Ice cream</td>
</tr>
<tr>
<td>Cereals and Pulses</td>
<td>Snacks and Biscuits</td>
</tr>
</tbody>
</table>

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3-8 Years

REAL FOODS (Unprocessed or minimally processed foods)

3 years to 8 years

ULTRA-PROCESSSED FOODS

Homemade Meal

Kheer

Poha

Cheela

Sooji Halwa

Noodles

Top Ramen

Sweetened Beverages (Cold Drinks)

Bread and Cakes

Frozen Snacks

Health Drinks

bpni

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**Above 8 years-Adults**

### REAL FOODS
(Unprocessed or minimally processed foods)

- Meal
- Idli Sambhar
- Dal Bhat
- Omelette
- Dahi Bhalle

### ULTRA-PROCESSED FOODS

- Pizza
- Fried Chicken
- Frozen Kabab
- Burger
- Alcohol

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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

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Typical for 30 g</th>
<th>146 kcal</th>
<th>120 ml of skim milk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy</td>
<td>111 kcal</td>
<td>146 kcal</td>
<td></td>
</tr>
<tr>
<td>Energy From Fat</td>
<td>7 kcal</td>
<td>8 kcal</td>
<td></td>
</tr>
<tr>
<td>Total Fat</td>
<td>0.8 g</td>
<td>0.9 g</td>
<td></td>
</tr>
<tr>
<td>Saturated Fatty Acids</td>
<td>0.4 g</td>
<td>0.5 g</td>
<td></td>
</tr>
<tr>
<td>Monounsaturated Fatty Acids</td>
<td>0.3 g</td>
<td>0.3 g</td>
<td></td>
</tr>
<tr>
<td>Polyunsaturated Fatty Acids</td>
<td>0.1 g</td>
<td>0.1 g</td>
<td></td>
</tr>
<tr>
<td>Trans Fatty Acids</td>
<td>0.0 g</td>
<td>0.0 g</td>
<td></td>
</tr>
<tr>
<td>Cholesterol</td>
<td>0.0 mg</td>
<td>0.0 mg</td>
<td></td>
</tr>
<tr>
<td>Total Carbohydrates</td>
<td>24.9 g</td>
<td>30.5 g</td>
<td></td>
</tr>
<tr>
<td>of which Sugar (Sucrose)</td>
<td>10.4 g</td>
<td>10.4 g</td>
<td></td>
</tr>
<tr>
<td>Dietary Fibre</td>
<td>1.5 g</td>
<td>1.5 g</td>
<td></td>
</tr>
<tr>
<td>Protein</td>
<td>2.7 g</td>
<td>5.7 g</td>
<td></td>
</tr>
<tr>
<td>Sodium</td>
<td>0.09 g</td>
<td>0.14 g</td>
<td>(%RDA)</td>
</tr>
<tr>
<td>Vitamin A</td>
<td>30.0 μg</td>
<td>35.4 μg</td>
<td>6%</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>6.0 mg</td>
<td>7.2 mg</td>
<td>18%</td>
</tr>
<tr>
<td>Thiamine (Vit B1)</td>
<td>0.3 mg</td>
<td>0.3 mg</td>
<td>30%</td>
</tr>
<tr>
<td>Riboflavin (Vit B2)</td>
<td>0.4 mg</td>
<td>0.4 mg</td>
<td>33%</td>
</tr>
<tr>
<td>Niacin (Vit B3)</td>
<td>4.0 mg</td>
<td>4.1 mg</td>
<td>35%</td>
</tr>
<tr>
<td>Vitamin B6</td>
<td>0.5 mg</td>
<td>0.5 mg</td>
<td>26%</td>
</tr>
<tr>
<td>Vitamin B12</td>
<td>0.1 μg</td>
<td>0.7 μg</td>
<td>68%</td>
</tr>
<tr>
<td>Folate</td>
<td>25.5 μg</td>
<td>25.5 μg</td>
<td>13%</td>
</tr>
<tr>
<td>Iron</td>
<td>4.2 mg</td>
<td>4.4 mg</td>
<td>21%</td>
</tr>
<tr>
<td>Calcium</td>
<td>160.0 mg</td>
<td>304.0 mg</td>
<td>51%</td>
</tr>
<tr>
<td>Zinc</td>
<td>0.8 mg</td>
<td>0.8 mg</td>
<td>8%</td>
</tr>
</tbody>
</table>

- **Total Trans Fat content not more than 6 percent by weight.**
- **Total saturated Fat content not more than 1.2 percent by weight.**

#Approximate values
How ultra-processed food took over your shopping basket
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.

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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

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The Advocacy document ....
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 Chillean 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

INFORMATION YOU CAN TRUST

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