

Global Foodscapes

Forecasts from our Global Food
and Nutrition Affairs Team

foodminds

Welcome to Global Foodscapes, news and insights you can use from FoodMinds' global food and nutrition affairs team. Today's issue provides a look at the year ahead, outlining the major trends we expect will shape global food and nutrition policy in 2022.

Is there a particular topic you'd like to see covered in a future Foodscapes? Let us know [here!](#)

– ***Sarah Levy, FoodMinds' Global
Director of Food & Nutrition Affairs***





Four Things You Should Know About...



What's Next for Global Food & Nutrition Policy

1. More active and powerful top-down *and* bottom-up policy drivers will

emerge. Various stakeholders continue to take an active interest in nutrition policy – with both governments (top-down) and consumer advocates (bottom-up) leading the charge. More governments are setting national agendas with food and nutrition at the center (e.g., U.K.'s [Obesity Strategy](#), Saudi Arabia's [Healthy Food Strategy](#)), implementing landmark [policies and regulations](#) that reduce access to and availability of foods and beverages high in sugar, salt and fat. Meanwhile on the consumer advocate side, non-governmental organizations are using sophisticated [mass media campaigns](#) to generate public support and momentum for health-focused policies like front-of-pack labeling (FOPL), to a degree not seen before.

> **These realities indicate that effective policy/regulatory forecasting and engagement will require a broader and deeper understanding of stakeholder motivations and actions.**

2. Latin America and Europe are critical bellwethers. The Latin American and European regions lead the world in creating highly regulated public health environments. Consider recent actions to [ban junk food sales to minors](#) in Mexico, restrict [online food advertising](#) in the U.K., and adopt a regional [strategy for developing a healthy, sustainable food system](#) in Europe. Measures like these inspire other countries to follow suit – [U.S. sodium reduction targets](#) leaned on learnings from the U.K.’s program, France’s Nutri-Score FOPL informed a similar label in [Singapore](#), and warning labels in Latin America have provoked similar proposals in [South Africa](#).

- > **Keeping a pulse on nutrition policy in Latin America and Europe as they push the envelope will provide insight on what’s next in your country/region.**

3. Calls to address “nutrition security” will further restrict the types of foods and beverages offered in food assistance programs. The persistent [double burden of malnutrition](#), paired with hunger rates [exacerbated by the COVID-19 pandemic](#), has led [experts](#) to [recognize](#) that improving access to just *any* foods and beverages isn’t enough. Instead, foods provided by public health programs should support healthy eating patterns. While this development might sound subtle, it signals an important shift from the traditional focus on food security to one of nutrition security – defined as having consistent access, availability, and affordability of foods and beverages that promote well-being and prevent disease. This means more food assistance policies will need to adopt a definition for “healthy” foods and beverages – in the U.S., this could mean new standards in SNAP (as some [states](#) and [cities](#) have already tried to do), WIC and [food donation programs](#). Globally, the recently launched [School Meals Coalition](#) seeks to establish consistent meal standards across countries.

- > **Expect to see nutrition programs more clearly differentiate winners and losers among food and beverage categories where nutrition security conversations are heating up.**

4. “Healthy” foods and diets will be defined by more than just nutritional composition. For decades, nutrition policies have primarily evaluated foods and beverages based on nutrient levels. More recently, global dietary guidelines have embraced eating patterns-based approaches, though these still are largely informed by nutrients that are commonly over- and under-consumed. The next iteration of global dietary guidance will reflect expanding public health expectations around [food processing](#) and food additives, as well as diets that support [personal and planetary health](#). We already see policy language recommending [ultra-processed foods restrictions](#) and offering [sustainable eating guidance](#), as well as warning labels for [caffeine and low-/no-calorie sweeteners](#). Anticipate these topics to change the [nutrient profiling landscape](#), and consequently product innovation and reformulation strategies

- > **Keep an eye on first movers already trying to expand nutrient profiling systems (e.g., [Nutri-Score in France](#)), and prepare for this approach to spread to other policies and locales.**

Interested in learning more? FoodMinds’ global food and nutrition affairs team helps clients navigate and participate in the evolving landscape and prepare for the future. Reply to this email or reach out to [Sarah Levy](#) to start the conversation.



Global Food Views



What is one big trend you expect to impact global food and nutrition policy in 2022?

“One trend in Europe is increased scrutiny on chemical food safety. Recently, the European Food Safety Authority (EFSA) proposed to lower the Tolerable Daily Intake (TDI) for Bisphenol A, indicating a decreased tolerance for any risk.”

- Nico van Belzen, PhD, member of FoodMinds’ Global ExpertBench™ based in the Netherlands

“Significant evolutions regarding front-of-pack labels – both nutrition (e.g., who will be the winner for harmonized FOPL in Europe between the favorite Nutri-Score and its few challengers) and sustainability, as France makes progress around an “Eco-Score”.”

- Véronique Braesco, PhD, member of FoodMinds’ Global ExpertBench™ based in France

“For our region, protein requirement discussions (quantity, quality and timing of consumption), including the use of alternative protein sources to fill the protein intake gap among different population groups, will continue to be a hot topic.”

- *Pauline Chan, MSRD, nutrition consultant and member of FoodMinds' Global ExpertBench™ based in Singapore*



Food for Thought



Reflections and perspectives from the FoodMinds team on emerging food systems topics.

5 in 5: Climatarian Diet, White House Conference, Food Compass, Plastic-Negative Chocolate, Insects as Food

“As eco-labeling on food and beverage packaging continues to proliferate, often without cohesion, consumers will have even more tough choices to make in the grocery aisle, for health and for the environment.”

upwaRD Q&A: Huma Chaudhry, RD, LLDN

“I like to educate individuals on how food choices can be customized to fit their own cultural, personal, and financial needs/preferences. These messages can really encourage a positive relationship with food and help people build sustainable food choices that align with their lifestyle.”



Global food and nutrition affairs is FoodMinds' point of difference. Learn more here.

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