



Stocking healthier choices in remote Indigenous stores and takeaways

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This presentation covers

- Why the Heart Foundation is involved in RIST
- Overview of the project to date
- Heart Foundation Buyer's Guide for managers of remote Indigenous stores and takeaways

Heart Foundation

- Charity with a mission to reduce the suffering and death from heart, stroke and blood vessel disease in Australia
- One priority area is the cardiovascular health of Aboriginal and Torres Strait Islander communities
- Food Supply Strategy
 - Expert on food supply eg. Policies, nutrition profile data
 - Directly influence food supply eg Tick
 - Indirectly influence food supply eg advocating industry to change
 - Increase consumer awareness, knowledge and skills in regards to healthy eating

Heart Foundation Tick

- Tick Mission – to improve the nutritional profile of the food supply
- Voluntary program
- Public Health focus
- Self funding model
- Tick means:
 - a healthier choice
 - independently tested
 - meets strict standards

Food security and the RIST project

- The health of Indigenous communities is a priority for the HF
- Through our Food Supply Strategy Program and the RIST Project we are investigating our ability to improve access to healthier choices in remote Indigenous communities

Stocking healthier choices in remote Indigenous stores and takeaways

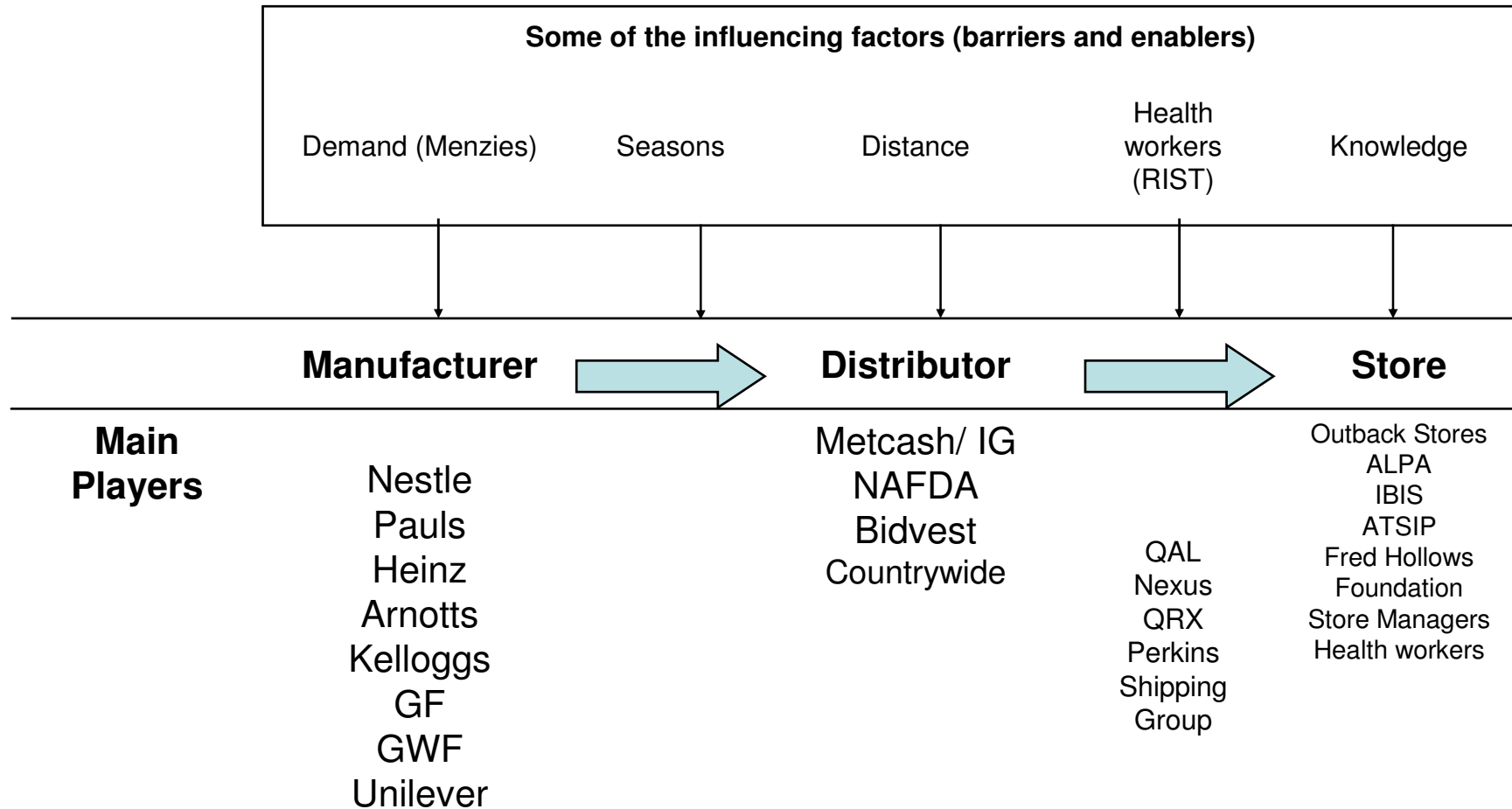
Project Aim:

Map the food supply chain used by managers of remote stores and takeaways servicing Indigenous communities and outline strategies to assist managers in ordering healthier food products

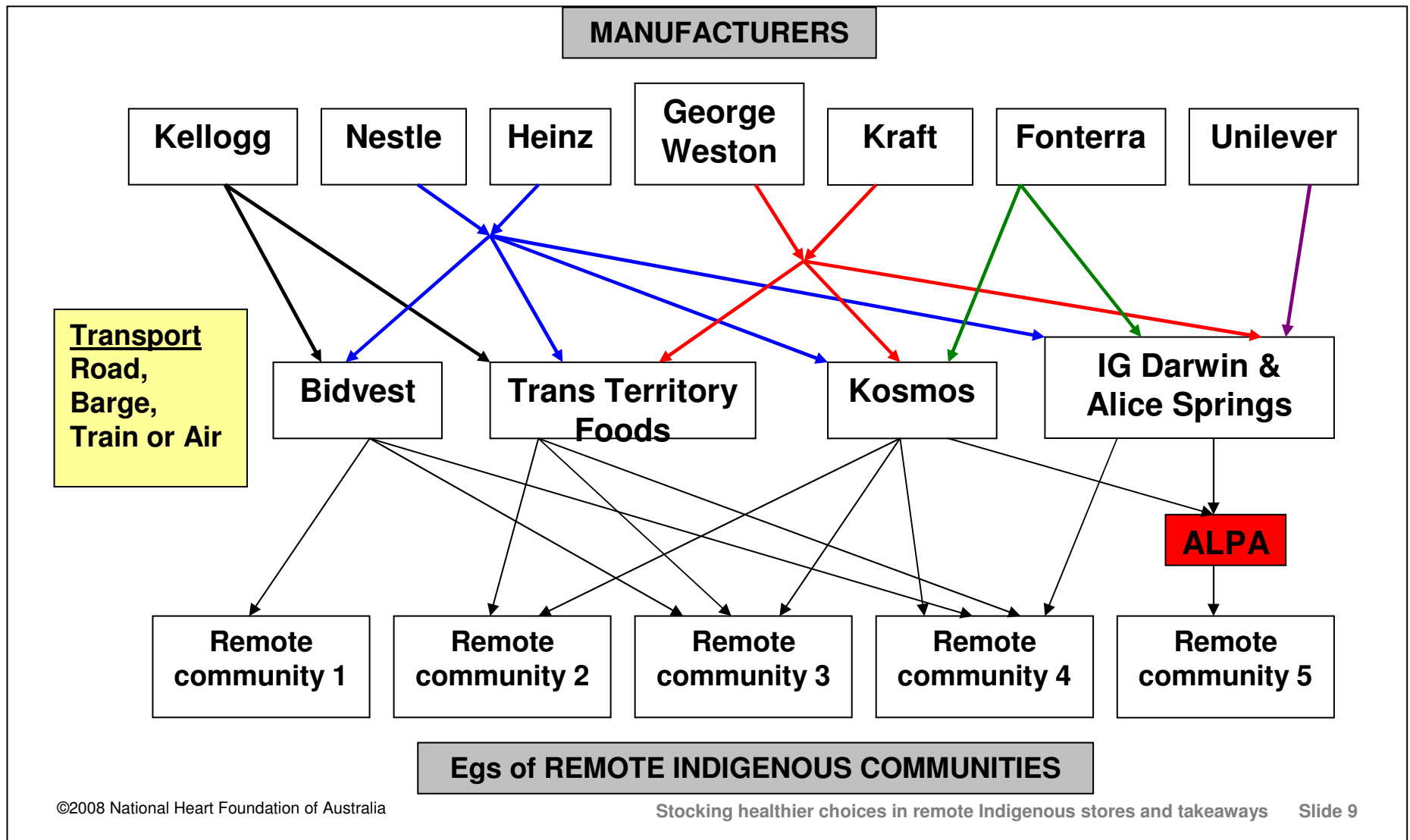
Project Objectives

1. Identify the source of food distribution to remote stores and takeaways servicing ATSI people
2. Determine the purchasing practices of food distributors that influence choice of stock held
3. Recommend, and where possible commence implementation of food supply chain strategies to increase the ability of distributors to source healthier food products and store managers to identify them

Objective 1: Food Supply Chain



The complexity of the NT supply chain



Objective 2: Purchasing practices of distributors

Aim:

Interview distributors and manufacturers to identify the barriers and enablers influencing the supply of healthier products to remote Indigenous stores and takeaways

Enablers

- Communication directly with community
- Improving awareness of the specific needs of these communities
- Communication between distributors and manufacturers
- Working with Outback Stores (buying power)
- Longer shelf-life products
- Demand
- Store Policy
- Education/knowledge
- Promotion
- Access to Nutritionist/Health Worker in community

Barriers

- Costs
- Environment eg. wet season
- Distance
- Small market
- Brand loyalty (packaging and labeling)
- Shelf-life of products
- Benefits for store managers
- Community differences
- Staffing
- Education/knowledge
- Competition

Objective 3: Recommend and commence strategies

Key component

Development of the Heart Foundation Buyer's Guide for managers of remote Indigenous stores and takeaways

Heart Foundation Buyer's Guide for managers of remote Indigenous stores and takeaways

Aim

To provide a branded listing of food and beverages based on the types of foods presented in the RIST “Guidelines for stocking healthy food in remote community stores” resource and most frequently purchased by RIST customers

Heart Foundation Buyer's Guide for managers of remote Indigenous stores and takeaways

Target audience

Primary - managers of remote Indigenous stores and takeaways

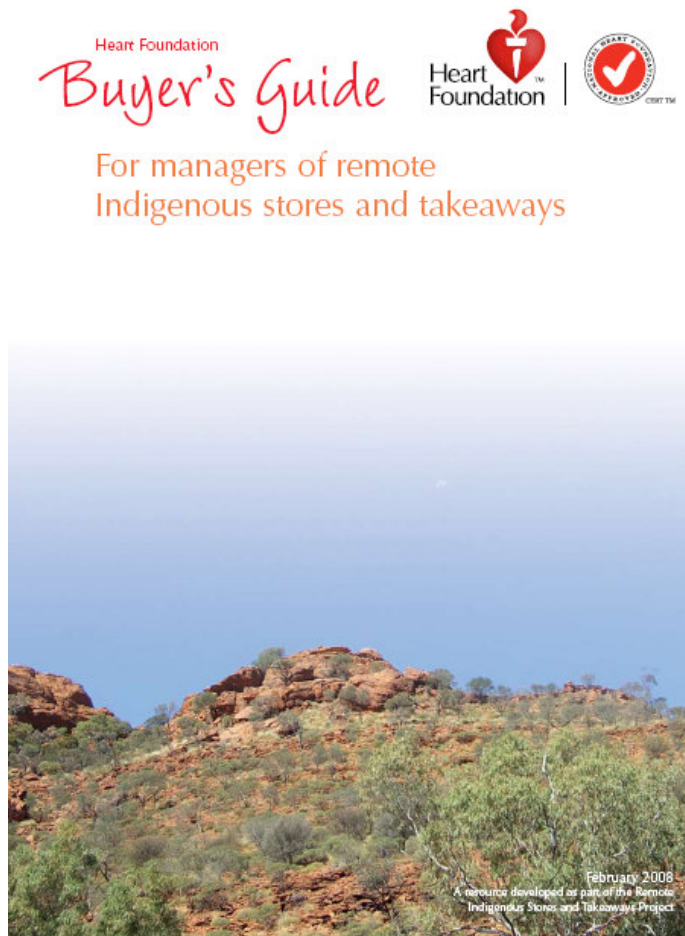
Secondary - health professionals who work in remote communities

Developed specifically for remote setting

Heart Foundation Buyer's Guide for managers of remote Indigenous stores and takeaways



Cover



Introduction

- Theme of cover picture is remote Australia
- Cover picture will be changed annually to reflect different remote environments
- Final format of the Guide will take into account the environment in which it will be used

Selection considerations

Four factors in selecting a product for inclusion:

- Nutrition
 - Tick criteria as the benchmark
- Cost
 - Preference given to generic and more affordable options
- Availability
 - Should be available and distributed nationwide
 - Bread and milk excepted
- Popularity
 - Frequently purchased foods or high sellers
 - Not always healthy or fit into healthy eating guidelines
 - Provisional criteria developed

Provisional Criteria

Set solely for the purpose of the Buyer's Guide for:

- Food categories that included high selling products in remote Indigenous communities for which **no Tick criteria existed**
- Food categories that included products developed specifically for these communities that have been **voluntarily fortified with vitamins and minerals**, such as bread and flour
- Beverages listed in the RIST Guidelines for stocking healthy food in remote community stores for which **no Tick criteria existed**

Categories

- **“Foods to be promoted for everyday consumption”**
 - Food categories listed in the RIST “Guidelines for stocking healthy food in remote community stores”
 - Based on core food groups and the Dietary Guidelines
- **“Foods to be promoted for sometimes consumption”**
 - Food categories that are not part of healthy eating guidelines
 - Frequently purchased or high sellers within remote communities

Contents

- Brands and products listed alphabetically
- State availability specified for bread and milk
- Pack sizes
 - Multiple sizes, if any
 - Multi-packs, if any
- “Tick Approved”
 - “Yes” if product has been Tick-approved
 - “Eligible” if product meets Tick criteria but not in program
 - “No” if product meets Tick provisional criteria
- All products listed meet either Tick or provisional criteria

Buyer's Guide Sample

Foods to be promoted for 'Everyday' consumption

| | Brand | Product | Size | Tick Approved |
|-------------------------------|-------------|---|------|---------------|
| GRAINS AND CEREALS | | | | |
| Biscuits - savoury | Kavli | Crispy Thin Crispbread | 150g | Yes |
| | | Golden Rye Crispbread | 150g | Yes |
| | | Hearty Thick Crispbread | 150g | Yes |
| | Ryvita | Multigrain Wholegrain Rye Crispbread | 250g | Eligible |
| | | Original Wholegrain Rye Crispbread | 250g | Eligible |
| | Sunrice | Thick Sliced Original Rice Cakes | 120g | Yes |
| | | Thin Mixed Grain Rice Cakes | 150g | Yes |
| | | Thin Original Rice Cakes | 150g | Yes |
| | | Thin Rice & Corn Rice Cakes | 150g | Yes |
| | Vive Lites | Wholemeal Crispbread | 220g | Yes |
| Bread Loaves and Rolls | Mighty Soft | Multigrain Sandwich | 650g | Eligible |
| | | Wholemeal Sandwich | 650g | Eligible |
| | Noble Rise | Wholemeal Sandwich | 850g | Eligible |
| | | Wholemeal and Grain Sandwich | 850g | Eligible |
| | Territory | Hi-Fibre Thick White Sandwich (NT only) | 700g | No |
| | Wonder | Performance with Wholegrain Sandwich | 700g | Eligible |
| | | White + 7 Vitamins & Minerals Sandwich | 700g | No |
| | | Wholemeal + Iron Sandwich | 700g | Eligible |

Objective 3: recommend and commence strategies

- Recommendations to the RIST Project:
 - **Buyer's Guide**
 - Monitor and evaluate the Buyer's Guide
 - Continue to cross match Buyer's Guide content with Menzies research and industry
 - Showcase Guide at distributor trade shows
 - **Communication across the Supply Chain**
 - Ongoing dialogue with buying groups such as Outback Stores, ALPA, IBIS, Remote Stores Unit
 - Embed Guide into distributor lists
 - Link manufacturers to distributor trade shows
 - Link manufacturers to community events
 - **Manufacturers**
 - Encourage reformulation of products

Objective 3: recommend and commence strategies

- Proposed advocacy
 - National distribution to remote communities of products specifically developed for this population
 - Support the extension and expansion of Menzies School of Health Research Store Data Monitoring
 - Need to work with the major players in the supply chain to bring about a more supportive environment for store managers and, ultimately, the community

For more information and questions

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 - www.heartfoundation.org.au