

**THE SUGAR REDUCTION SUMMIT**  
 INDUSTRY, REGULATION AND PUBLIC HEALTH  
 London – Thursday 9th November 2017

08.30 - 09.00	<b>REGISTRATION &amp; REFRESHMENTS</b>
	Policy, Progress and Public Health
08.55– 09.00	<p><b>Welcome from the Chair</b>  <i>Prof Jason Halford, Chair in Biological Psychology and Health Behaviour, Head of Department Psychological Sciences, University of Liverpool</i></p>
09.00 – 09.15	<p><b>Improving Health – what’s missing from current Policies on childhood obesity and what issues need to be addressed?</b>          Government has indicated additional legislation will be introduced if insufficient progress is achieved – what does Parliament consider “insufficient progress” and when will this be evaluated?  <i>Rt Hon Keith Vaz, MP</i></p>
09.15 -09.30	<p><b>How are consumer concerns about sugar and the PHE sugar reduction programme impacting on sugar quantities in consumer shopping baskets? Is there an impact on calories and fat purchased?</b>  <i>Cathy Capelin, Strategic Insight Director, Kantar Worldpanel</i></p>
09.30 – 09.45	<p><b>PHE’s Sugar Reduction Programme: Potential for Change and Progress to Date</b>          Euromonitor International have analysed the sugar content and nutrient sales from 9 packaged food categories highlighted in Public Health England’s guidelines on sugar reduction. Sara will discuss legislation and incentives for sugar reduction in food and drink, before closing with a synopsis of innovative reformulation strategies.  <i>Sara Petersson, Nutrition Analyst, Euromonitor International</i></p>
09.45 – 10.00	<p><b>Is PHE’s sugar reduction programme resulting in sufficient calorie reduction?</b>  <i>Graham MacGregor, Chairman, Action on Sugar</i></p>
10.00 – 10.15	<p><b>The most unhealthy sugar policy in the world – and how to fix it</b>          What impact might the lifting of EU sugar quotas have on manufacturing and consumption and what will be the knock-on effect on production of iso-glucose/HFCS?  <i>Prof Jack Winkler, Emeritus Professor of Nutrition Policy, London Metropolitan University</i></p>
10.15 – 10.40	<p><b>Panel Debate: Is PHE’s sugar reduction programme on target and are calorie reductions being achieved?</b></p> <ul style="list-style-type: none"> <li>• 12 months on – is the Childhood Obesity Plan’s key tactic of reducing sugar creating the reductions in calories required to begin to effect change in levels of obesity?</li> <li>• Is the sugar reduction programme blowing in the wind against upselling, promotions, junk food advertising?</li> <li>• Is there any focus on reducing <u>sweetness</u> in the diet, not just sugar?</li> <li>• What substitutions are consumers making – what action is being taken to tackle the rise in “healthy” drinks and snacks which are as high in sugar as confectionery but touted as health products?</li> <li>• With the soft drinks industry levy being hailed a success in driving reformulation – should this programme be extended to additional categories? Will Dairy be next?</li> <li>• What is being achieved in out-of-home?</li> <li>• Government has indicated additional legislation will be introduced if insufficient progress is achieved – what does Parliament consider “insufficient progress” and when will this be evaluated?</li> <li>• How can agricultural policy and health policy be better aligned?</li> </ul> <p><i>Rt Hon Keith Vaz MP, Cathy Capelin, Sara Petersson, Graham MacGregor, Jack Winkler</i></p>
10.40 – 11.00	<b>MORNING REFRESHMENT BREAK</b>
	Science & Evidence: Sweeteners, Sweetness and “Clean labelling”
11.00 – 11.15	<p><b>An overview of recent science and evidence on low calorie sweeteners, and their translation in the media</b>          Despite rigorous safety assessments and comprehensive reviews attesting their safety, news headlines continue to connect sweeteners to a host of health issues including higher risk of stroke, dementia and</p>

	<p>glucose intolerance. Aspartame has long been shadowed by safety controversy and concerns have been raised about the carcinogenicity of stevia -what is the science behind the headlines and what are the challenges, opportunities and new developments for research in this area?  <i>Dr. Caomhan Logue, Lecturer in Dietetics, Ulster University</i></p>
11.15 – 11.30	<p><b>Do sweeteners have an image problem? New evidence on consumer perceptions and consumer behaviours</b>  Dr Hardman will present new evidence on consumer perceptions of sweeteners, which identifies polarized attitudes towards diet beverages and key psychological determinants of consumption. What does this mean for “clean labelling”?  <i>Dr Charlotte Hardman, Lecturer, Psychological Sciences, University of Liverpool</i></p>
11.30 – 11.45	<p><b>New evidence on the impact of sweetness</b>  Sweet taste exposure – does dietary exposure to sweetness impact on intake and preference? Do we need to reduce sweetness in the diet to create healthier nutrient intakes – what does the science and evidence say?  <i>Prof Katherine Appleton, Bournemouth University</i></p>
11.45 – 12.00	<p><b>Do Sweeteners affect the gut microbiome? What does the science and evidence tell us?</b>  <i>Dr. Alexandra Lobach, Scientific and Regulatory Affairs Consultant, Intertek</i></p>
12.00 – 12.15	<p><b>Gut Microbiome – the bitter truth about sweetness</b>  <i>Prof Tim Spector, Kings College London</i></p>
12.15 – 12.45	<p><b>Debate: What role for sweeteners in sugar reduction?</b></p> <ul style="list-style-type: none"> <li>• Scientific evidence attests the safety of sweeteners – but are they healthier?</li> <li>• Should we be reducing exposure to sweetness in the diet, rather than replacing it?</li> <li>• Why do sweeteners have an image problem and what needs to change?</li> <li>• Who is driving the “clean label” agenda – consumers? Retailers? Manufacturers?</li> <li>• What can we learn from soft drinks, where sweeteners are widely accepted?</li> <li>• Should sweeteners be more widely endorsed as a sugar-reduction strategy?</li> <li>• Natural versus synthetic sweeteners –does it matter to consumers?</li> <li>• Does regulation around use of sweeteners in categories need to change, to achieve sugar reduction targets – and is anyone pushing this agenda?</li> </ul> <p>Dr Caomhan Logue, Dr Charlotte Hardman, Prof Katherine Appleton, Dr Alexandra Lobach, Prof Tim Spector</p>
12.45– 13.35	<b>LUNCH</b>
	<b>New innovations in sugar reduction</b>
13.35 – 13.50	<p><b>The Practicalities of sugar reduction and what is achievable</b>  Given the technical challenges of reducing sugar, what can we expect to be achievable and what trends are we seeing develop in replacing or removing sugar in manufacturing? For manufacturers looking to make unobtrusive, incremental changes that consumers won’t notice – what sort of reductions are possible? What is sugar being replaced with and what is the calorie impact? How is reducing sugar changing the nutritional profile of foods –what trends are we seeing?  <i>Jenny Arthur, Leatherhead Food</i></p>
13.50 – 14.05	<p><b>New forms of sugar and new innovations in sweetness: maintaining taste is critical to consumer acceptance and, therefore, commercial viability – what are the options for reducing sugar without compromising on taste, and how do you achieve reduction in a sustainable and commercially viable way? A look at some of the options:</b></p> <ol style="list-style-type: none"> <li>1. <b>Reducing sugar by upto 40% by making it taste sweeter:</b> Advances in technology mean it is possible to allow transport of flavor ingredients to receptors, achieving greater efficiency in tasting sugar. Therefore, enabling the reduction of sugar and calories whilst maintaining taste-without sugar alternatives! Ronit will share details of DouxMatok’s proprietary break-through technology and will discuss implementation in various final applications of reduced sugar content, and compensating for the reduced sugar weight.  <i>Ronit Romm, Head Chemist, Doux Matok</i></li> </ol>
14.05 – 14.20	<ol style="list-style-type: none"> <li>2. <b>The importance of developing a commercially viable sugar reduction solution</b> - Bayn are independent experts in sensory profiling who have specialised in helping their customers create profitable platforms for sugar reduction - what lessons have they learnt about making sugar reduction strategies commercially viable?  <i>Lucy Dahlgren, Managing Director, Bayn Europe</i></li> </ol>

14.20 – 14.35	<p><b>3. Stevia latest developments update:</b> Fermented stevia has been hailed as a game changer for stevia, but what is its significance and what does it change? How will it be labelled and how does Cargill anticipate consumers will react to it, and when will it be available in Europe? <i>Marta Baffigo, Science &amp; Regulatory Affairs, Cargill</i></p>
14.35 – 14.50	<p><b>4. New forms of sugar – allulose</b> At just 5% of the calories of sucrose and 70% as sweet, allulose is an innovative ingredient that could help manufacturers reduce calories – when will it be available in Europe, what are the benefits and challenges? <i>Kavita Karnik, Tate &amp; Lyle</i></p>
14.50 – 15.15	<p><b>Panel Debate: Sugar’s role in foods goes beyond sweetness – how successful are new innovations at replacing the vital secondary characteristics of sugar?</b></p> <ul style="list-style-type: none"> <li>• What are the key technical challenges facing retailers and manufacturers?</li> <li>• How do lower calorie sugars fit into PHE’s sugar reduction programme?</li> <li>• What’s next for stevia - is the arrival of “fermented” stevia going to change anything? Does it undermine its natural credentials and popularity?</li> <li>• How are manufacturers getting sugar out of products? What is it being replaced with and what impact is this having on calories?</li> </ul> <p><i>Jenny Arthur, Ronit Romm, Lucy Dahlgren, Marta Baffigo, Kavita Karnik,</i></p>
15.15 – 15.35	<b>AFTERNOON REFRESHMENT BREAK</b>
	Industry
15.35 – 15.50	<p><b>What is being achieved? Sugar Reduction case studies and best practice</b> IGD are in a unique position to combine data and insight on consumer needs, with industry analysis. As part of their “Healthy Eating” programme, IGD are developing an array of tools and best practice guidance for SME’s and other industry to help them achieve reductions in sugar. Hear about some of the case studies IGD have been collecting, showcasing great examples of how reductions have been achieved <i>Rachel Bradford, Nutrition and Scientific Affairs, IGD</i></p>
15.50 – 16.05	<p><b>What isn’t being achieved? New evidence on the impact of multi-buys, upselling and promotions on HFSS foods</b> What does the data and evidence tell us about the impact of marketing on our diets and what Policy changes are Cancer Research UK campaigning for, to improve health <i>Jyotsna Vohra, Head of Policy Research Centre for Prevention, Cancer Research UK</i></p>
16.05 – 16.20	<p><b>Smart PR for driving reformulation success and a smooth transition</b> Nutrilicious helps brands evaluate and manage their sugar reduction strategies. What lessons have they learnt and how can brands leverage their sugar reduction efforts into positive marketing stories <i>Tanya Haffner, Nutrilicious</i></p>
16.20 – 16.35	<p><b>Marketing to the shopper on auto-pilot</b> Some brands are putting their sugar reduction commitment at the heart of their marketing activities, whilst others are removing sugar unobtrusively. But consumers shop on auto-pilot, using quick mental shortcuts to decide between options – what’s the best way to design your marketing for the shopper on auto-pilot, what are the pitfalls to be avoided and what does all this mean for sugar reduction? <i>Orlando Wood, Chief Innovation Officer, System1</i></p>
16.35 – 17.15	<p><b>Panel Debate: Are PHE’s sugar reduction targets achievable?</b></p> <ul style="list-style-type: none"> <li>• What would help manufacturer’s achieve more – what’s working and what are the challenges?</li> <li>• Is sugar reduction resulting in calorie reduction?</li> <li>• Is there any activity to reduce sweetness, not just sugar?</li> <li>• Are lower sugar choices sufficiently visible and available in Retail and Out of Home?</li> <li>• What needs to be done to restrict unhealthy promotions and prevent upselling?</li> <li>• Has the sugar reduction agenda created a new market – reduced sugar but not diet products?</li> <li>• How much of an issue is “clean” labelling – consumers say they want “clean”, but purchasing data suggests it’s not a major influencer – to what extent is manufacturing and retail influencing or driving “clean” labels?</li> <li>• How are consumers responding to portion size changes?</li> </ul> <p><i>Rachel Bradford, Tanya Haffner, Orlando Wood, Kate Nicholls Association Licenced Multiple Retailers, Tim Rycroft Food and Drink Federation</i></p>
17.15	<b>CLOSING REMARKS</b>