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www.food.gov.uk

To: Interested Parties

12th January 2007

Reference: CPD

Appointment of the Front of Pack Nutrition Signpost Labelling Independent Evaluation Study Project Management Panel and Advisory Group

Dear Interested Party

Further to our letter of 5 October where we provided details of the Nutrition Strategy Steering Group's (NSSG) first meeting, we are now writing to update you on developments with respect to the independent signpost evaluation project.

The membership of the independent panel that will manage the research into front of pack nutrition signpost labelling has recently been agreed.

The work will be managed by a Project Management Panel (PMP) which will be chaired by Sue Duncan, Head of the Government Social Science Research Unit. Other members of the panel will be Ashley Adamson, Senior Lecturer in Public Health Nutrition, Newcastle University; Eric Salama, CEO of Kantar, the Research and Consultancy Group, and Alizon Draper, Senior Lecturer in International Public Health Nutrition, Westminster University.

The panel will be responsible for agreeing the specification for the work to be put to open tender, overseeing the appraisal of research proposals and recommending the preferred bidder for the work. The panel will also monitor the research. This work is expected to be carried out in 2007.

To assist them in this work the PMP will be able to draw directly upon the advice of an Advisory Group made up of representatives from signposting scheme owners and consumer and health organisations.

Draft terms of reference for the PMP, which include the role of the Advisory Group, are given as Appendix 1 at the end of this letter.

Membership of the Advisory Group will include Sainsbury's, Tesco, Waitrose, Asda, Co-op, Kellogg's, Pepsico, Kraft, Nestle, Unilever, McCains, New Covent Garden Soup Company, Food and Drink Federation, Kings Fund, Cancer research UK, Institute of Grocery Distribution, British Nutrition Foundation, Which?, National Consumer Council, British Dietetic Association, National Federation of Women's Institutes, National Heart Forum and Diabetes UK. Any owners of new front of pack signposting schemes that are on product before the evaluation contract is let will also be identified to the PMP.

The PMP will hold it's first meeting in January 2007. Further details of this work and the NSSG can be found at www.food.gov.uk/healthiereating/nutcomms/nutritionstrategy/

Yours faithfully



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Bydd yr amgaeëdig ar gael yn Gymraeg cyn hir, er mwyn eu derbyn cysylltwch â Hilary Neathey, ffôn 029 20678911, ebost Hilary.Neathey@foodstandards.gsi.gov.uk , os gwelwch yn dda.

Appendix 1

Signpost Evaluation Project Management Panel

Terms of reference and conduct of business

1. To independently manage the project to evaluate the various front of pack signposting labelling schemes operating in the UK in terms of the effect they have on consumer knowledge and behaviour.

Role of the project management panel

2. The Project Management Panel (PMP) will be required to:
 - draft and agree a research specification for the project having sought input from the advisory group.
 - oversee the appraisal of research proposals
 - recommend the preferred bidder for the work
 - monitor the project(s) and
 - agree the final research report(s).

Role of the advisory group

3. To provide advice on existing evidence and appropriate methodologies.
4. Members of the advisory group will include those who have generated evidence relevant to the research question, signposting scheme owners and representatives of consumer and health groups. The advisory group will be a source of expertise that the panel will be able to draw upon.
5. Membership of the Advisory Group will include Sainsbury's, Tesco, Waitrose, Asda, Co-op, Kellogg's, Pepsico, Kraft, Nestle, Unilever, McCains, New Covent Garden Soup Company, Food and Drink Federation, Kings Fund, Cancer research UK, Institute of Grocery Distribution, British Nutrition Foundation, Which?, National Consumer Council, British Dietetic Association, National Federation of Women's Institutes, National Heart Foundation and Diabetes UK. Any owners of new front of pack signposting schemes that are on product before the evaluation contract is let will also be identified to the PMP.

Role of the Secretariat

6. The secretariat will provide the interface between the PMP, the advisory group, the NSSG and the wider community and inform interested parties of developments.
7. Queries or material received from interested parties relating to any aspect of the research project will be dealt with by the secretariat.

Role of the Nutrition Strategy Steering Group (NSSG)

8. The NSSG, a high level industry and NGO stakeholder group Chaired jointly by the Dame Deirdre Hutton (Chair of the FSA) and Caroline Flint (Minister of State for Public Health) is charged with encouraging delivery of key strategic health objectives. The NSSG have a keen interest in the Signpost evaluation project and will be consulted on the research specification and final project design.

Membership of the NSSG

Chair: Caroline Flint (Minister of State for Public Health)

Dame Deirdre Hutton (Chair Food Standards Agency)

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| Gavin Neath | Unilever UK |
| Salman Amin | President of Pepsico UK & Ireland |
| David Reid | Chairman of Tesco Plc. |
| Steven D Esom | Managing Director of Waitrose |
| Paul Kelly | Compass and Schools Food Trust |
| Sir Alexander Macara | Chair of National Heart Forum |
| Peter Vicary-Smith | Chief Executive of Which? |
| Justin King | Chief Executive of Sainsbury's |
| Lord Whitty | Chairman National Consumer Council |

The devolved administration Ministers are also invited to attend NSSG meetings.

Transparency

9. The secretariat will draft progress reports for agreement by the PMP to keep the NSSG informed of developments.
10. Meeting papers (other than project proposals and contracts) will be made available on the Agency website
www.food.gov.uk/healthiereating/nutcomms/nutritionstrategy/.
11. Interested party letters will be drafted by the Secretariat to keep stakeholders and the wider community informed of developments at key intervals and will be copied to PMP members for information.