



# Marketing nutrition

Barbara Bray MBE

Perspective on  
health

UK Trends

Innovation in  
sustainability

Conclusion



## Perspective on health



### Public Health Perspectives

Non-communicable disease  
Poverty  
Access to healthy food

### Consumer Perspectives

Plant based foods  
T2D awareness  
Exercise





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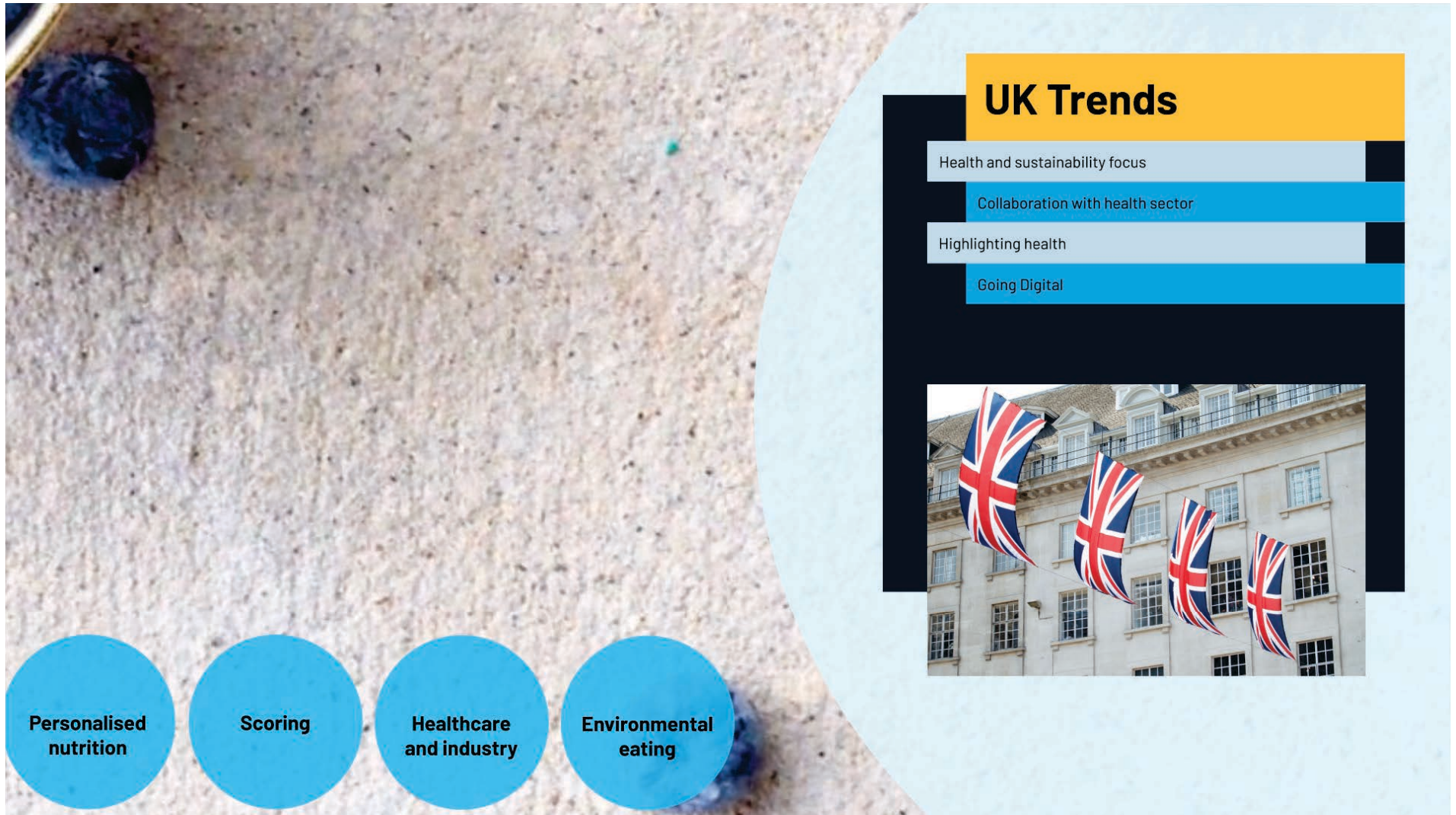
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# Environmental eating

- Planet and health
- Vegan
- Plantbased
- Carbon footprint
- Plastic reduction

**Microalgae**

**Podberry**



# Podberry

- Natural
- Low fat
- High fibre

## SWEET CHILLI PEAS

### TASTY SNACKS TO EXCITE THE TASTE BUDS!

Our all-natural Sweet Chilli pea snacks are made with real peas, freeze-dried to lock in nutrients and then seasoned with a blend of Thai-inspired herbs and spices, with a good kick of chilli heat!

HIGH FIBRE

NATURAL FLAVOUR

LOW FAT





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# Microalgae

Unilever and Algenuity  
collaboration

**Better, not bitter**



ALGENUITY



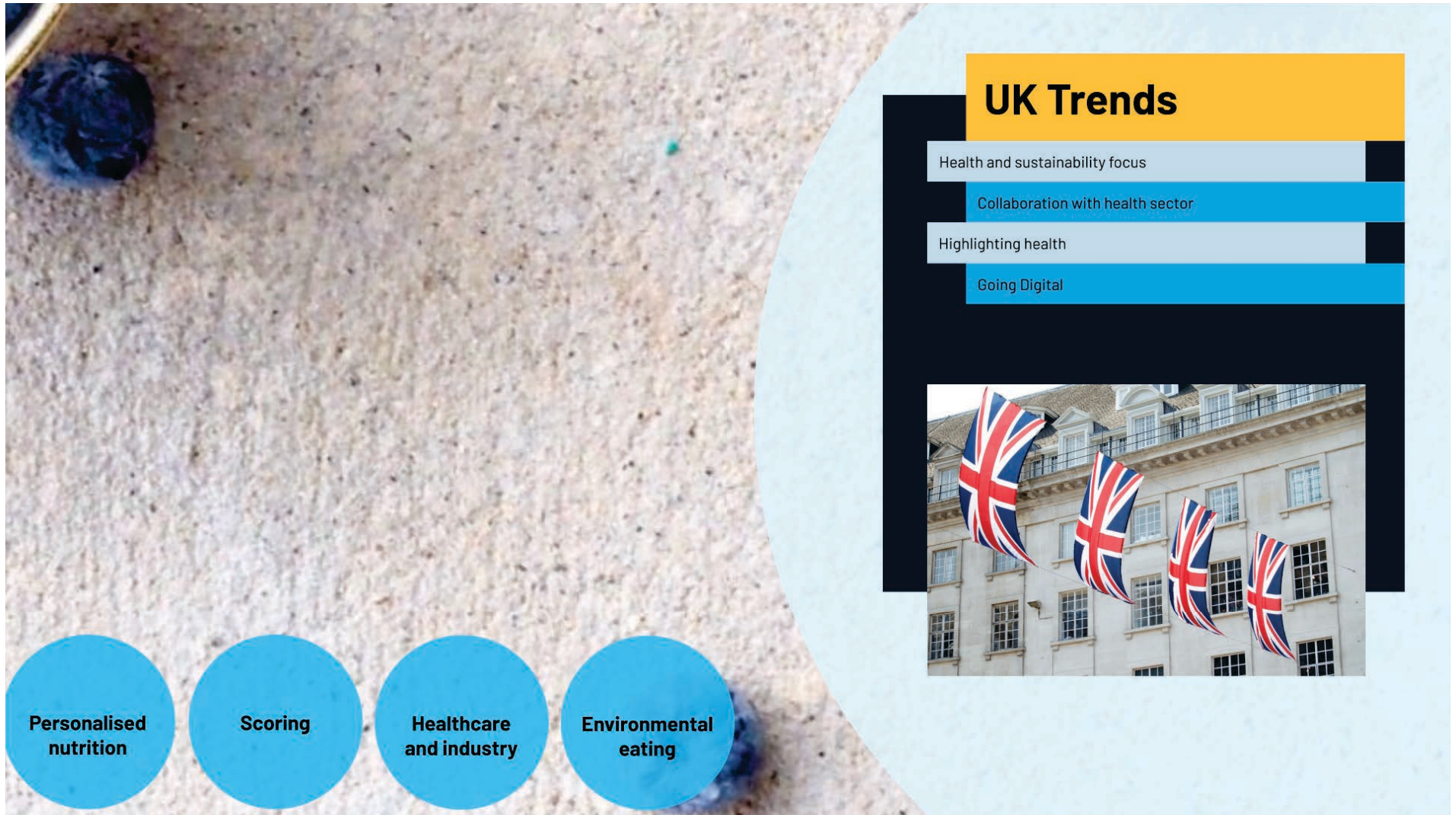


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## Healthcare and industry collaboration

Dr Rupy Aujla MBBS BSc MRCGP

- NHS GP
- Founder of Doctor's Kitchen
- Founding director of culinary Medicine - a non-profit organisation that teaches doctors and medical students about nutrition science

**Tenderstem**

**Pollen + Grace**

**Pikt**

# Pikt

Organic fruit and veggies

Fair price to growers

B Corps

Plastic free





The background of the slide is a close-up photograph of a light-colored, textured surface, possibly concrete or stone, with some dark spots. Overlaid on this are several blue circles of different sizes. A large blue circle on the right contains the title and text. Three smaller blue circles are arranged horizontally at the bottom left, each containing a name.

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# Pollen + Grace



- 100% proceeds going directly to NHS charities and initiatives that are tackling food insecurity in the UK.
- formulated to contain at least 3, if not 4 of your 5-a-day.
- designed to make healthy eating easy, accessible, and delicious - this is a step toward making healthy food accessible to everyone.







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## Brand ambassador Tenderstem

Healthy recipes, low in sat fat  
and a good source of protein  
and fibre







## Healthcare and industry collaboration

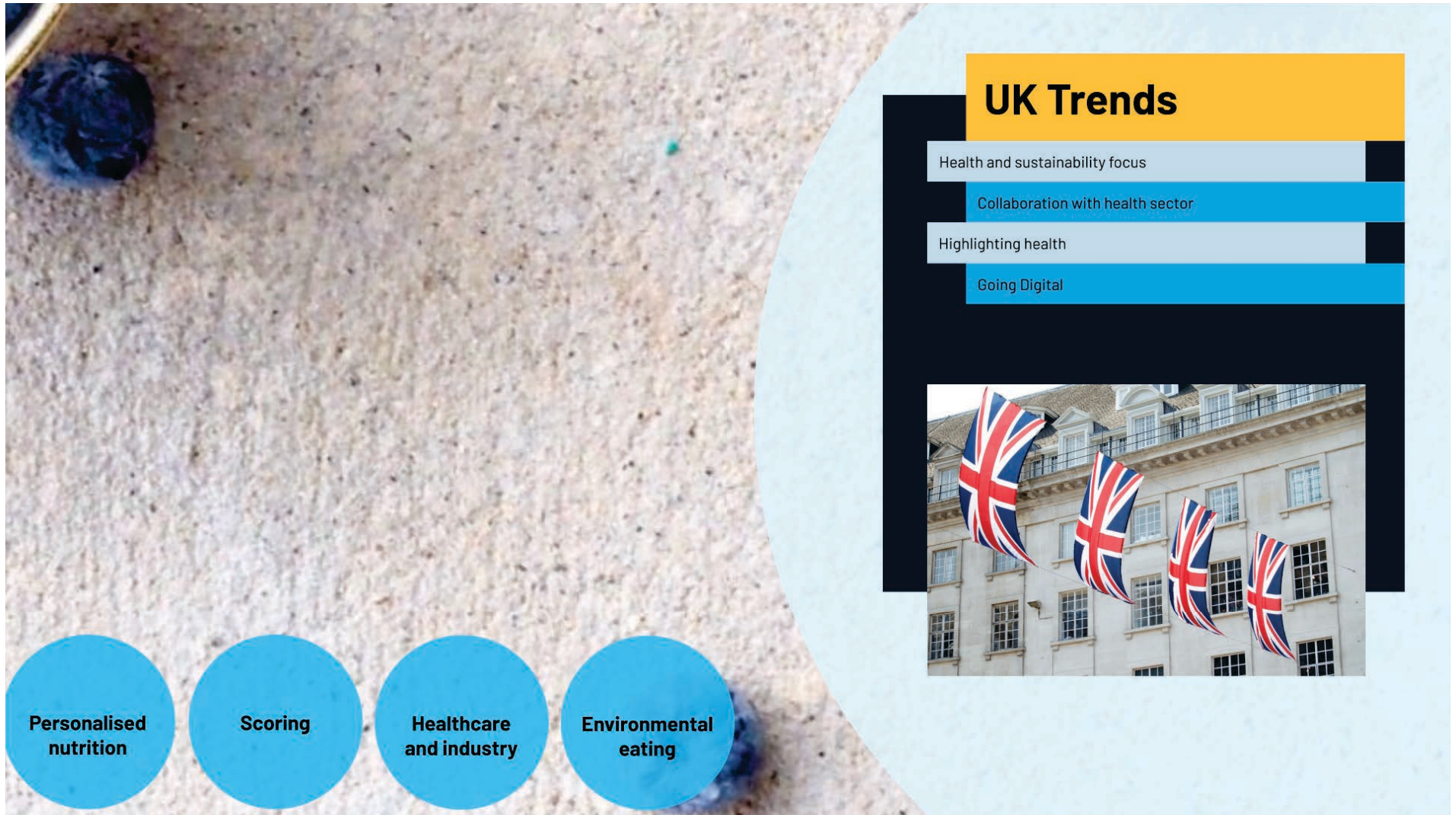
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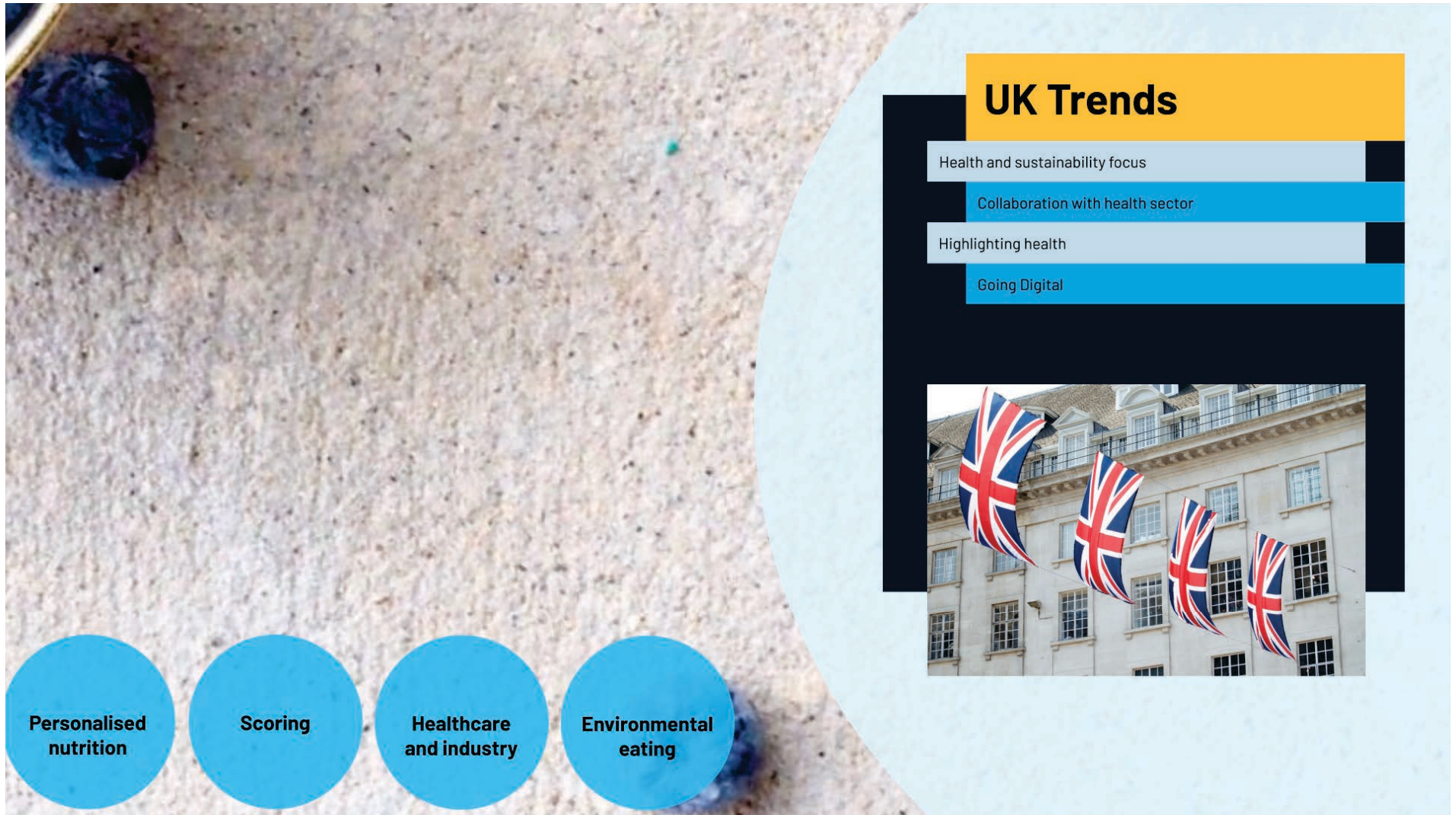




# Scoring

Labelling laws impact how we communicate with the consumer

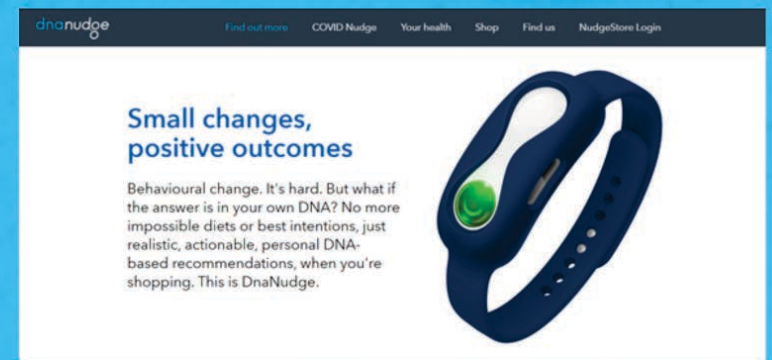




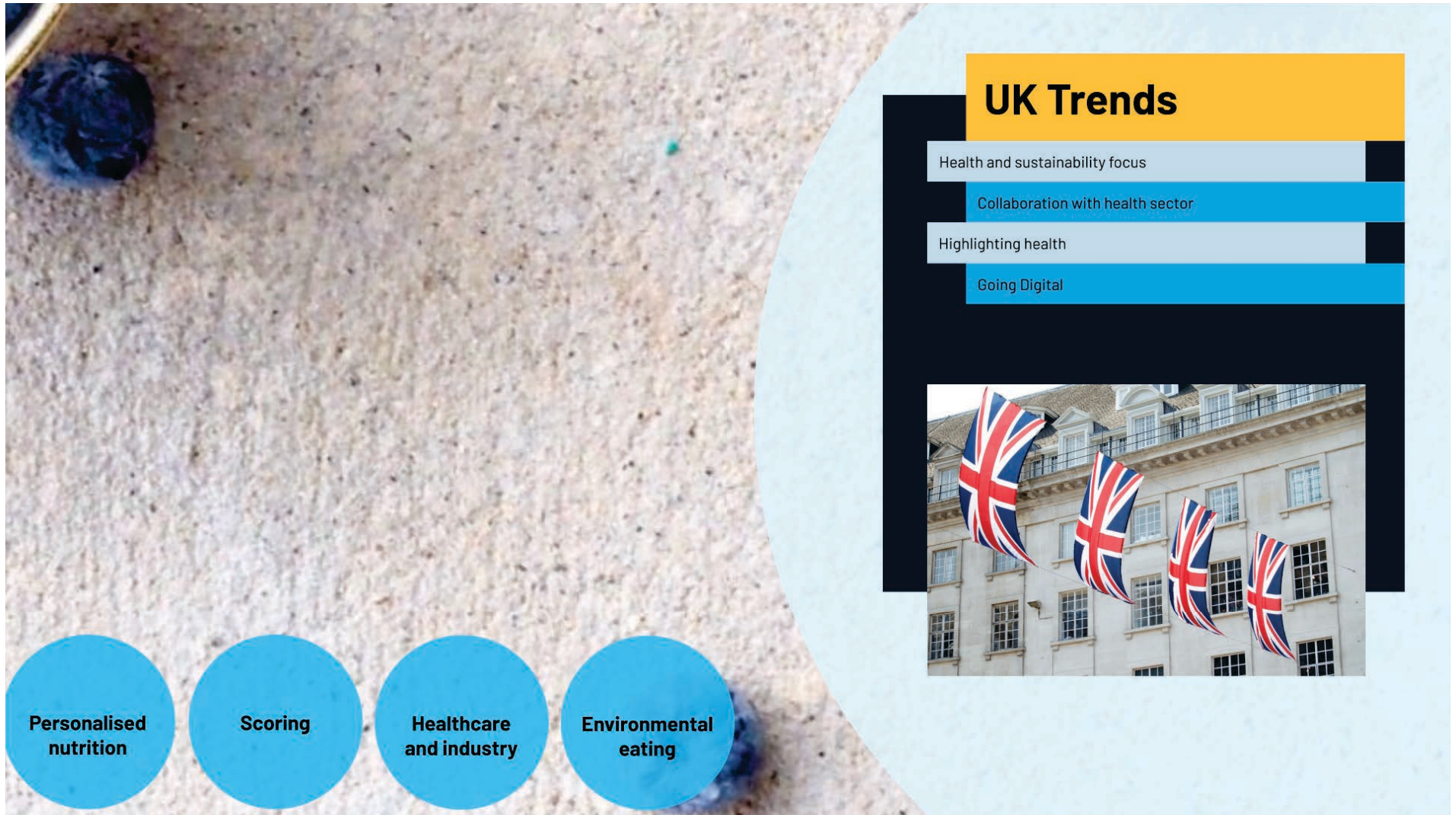


# Personalised nutrition

DNA Nudge



The screenshot shows the DnaNudge website interface. At the top is a dark navigation bar with the 'dnanudge' logo on the left and links for 'Find out more', 'COVID Nudge', 'Your health', 'Shop', 'Find us', and 'NudgeStore Login' on the right. The main content area has a white background. On the left, the text reads: 'Small changes, positive outcomes' in bold, followed by a paragraph: 'Behavioural change. It's hard. But what if the answer is in your own DNA? No more impossible diets or best intentions, just realistic, actionable, personal DNA-based recommendations, when you're shopping. This is DnaNudge.' To the right of the text is a blue smartwatch with a green circular icon on its screen.







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## Innovation in sustainability

Healthy and sustainable food initiatives

### Considerations

Factors	Next Steps
Carbon neutral	UK target net zero by 2040
Plastic neutral	Off-setting plastic or ditching it?
Food waste	Repurposing for charity and food service sector
Improved nutrition	Adding nutrients e.g fibre, vitmai

Key Drivers	Trends
Agriculture Bill	SPL - Carbon accounting
UN SDG 2	TWC - food waste and nutrition
Coronavirus	Plant based eating

### Drivers & Trends

Plantbased  
eating

TWC

SPL



# Producer Organsiation SPL

Healthy and sustainable food -  
communication to the consumer



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# The Watercress Company

Repurposing 'waste'



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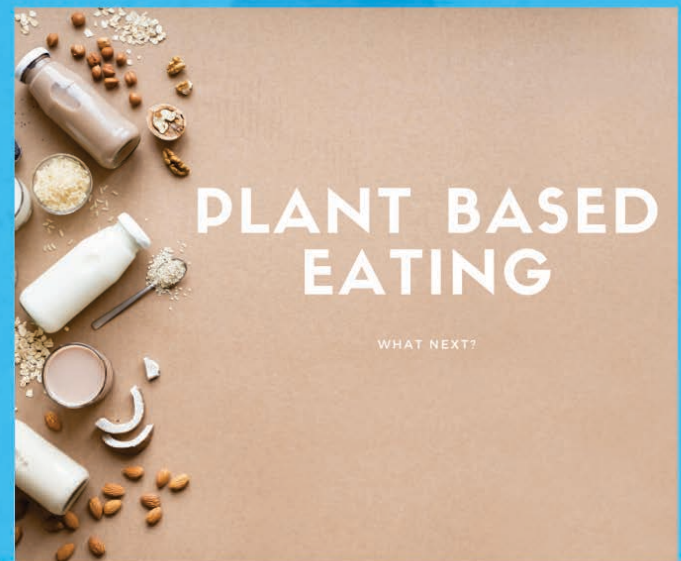
TWC

SPL



## Plantbased eating...

Is health communication enough?



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**Thank you**

## **Conclusion**

- Immune health
- Health sector and food industry collaboration
- Stay true to business values





# Thank you

**Any questions?**

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 [HTTPS://UK.LINKEDIN.COM/IN/BRAYBARBARA](https://uk.linkedin.com/in/braybarbara)

 Bapbray

**Thank you**



## **Conclusion**

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