



Walmart efforts

- 82% of US households do any shopping at Walmart; top 25% buy 50% of foods from Walmart, top 5% buy 85% of foods from Walmart ¹
- Reformulating packaged food items by 2015:
 - reducing sodium 25% and added sugars 10%, removing trans fats
 - work with suppliers to improve the nutritional quality of national food brands and its Great Value private brand
- Reduce or eliminate the price premium on key “better-for-you” items
- Address food deserts: Opening ~300 stores in underserved communities by 2016
- Increasing charitable support for nutrition programs that help educate consumers about healthier food solutions and choices
- Unknown if efforts will be monitored and who will evaluate them besides themselves ²





How about deregulations?

- Schools
 - Implications of No Child Left Behind
- Community
 - zoning regulations (limit food deserts or food swamps)*
 - HOA regulations, community gardens
 - where SNAP, WIC & EBT can be used*
- Farm Bill: Price & income supports*
- Trade policies: Tariffs & quotas*

* other panels may cover these issues in detail





Summary: What we know

- Individuals, communities, food manufacturers, retailers, food service, policy makers all have roles to play
- Possible to use regulation/deregulation to help us make healthier choices
 - Supply
 - Marketing (demand)
 - Direct & indirect prices
 - have to be very careful about unintended consequences, regulation loopholes & response to regulations/deregulations
- It is possible for industry to change (self-regulate) and make profits
- Health disparities (by race/ethnicity, income groups, etc.) exist and might get exacerbated
- M&E is critical: “you can only change what you can measure”
- There is no panacea
 - Multiple-prong (from seed to mouth) approach is necessary
 - Different approaches for different subpopulations are needed





Summary: What we don't yet know

- What taxes or subsidies will help improve diet quality and health the most without sacrificing social welfare (both consumer & supplier welfare)?
 - What kinds of taxes, which kinds of foods/nutrients?
 - How differently do people react to taxes vs. subsidies?
 - How much tax? How much subsidies are needed?
- Will the food industry (manufacture, retail & service) continue to make changes to offerings and marketing (FOP & menu-labeling regulations & calorie, sodium, fat & sugar reductions)? Will consumers respond well?
- Can we affect the choices of the people we are the most concerned about (i.e., obese or at risk of obesity and chronic diseases)?
- What degree or 'dose' of changes are needed to make a health impact?
- What can we learn & apply from other sectors (e.g., environment?)





Thank you!

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