

# How to take on Big Food with information

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# Nigeria at a glance

- Nigeria is an African country on the Gulf of Guinea.
- Nigeria's population was 213.4 million in 2021 making it the largest population of black people in the world.
- Over 70 percent of Nigerians engage in the agriculture sector mainly at a subsistence level.



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# Nigeria's agriculture potentials



- ▶ Nigeria largest producer of cassava globally at 57 million tons in 2021
- ▶ Largest producer of maize in Africa at 33 million tons
- ▶ Nigeria leads in the West African yam belt producing about 94% of yams in the region and 70% of global production

# The Down Side

- Discovery of commercial quantity of oil affected agricultural development
- Massive rural-Urban drift
- Fast life in the cities spurred fast food culture and gave Big Food leverage





# Big Food Companies in Nigeria



# A new food culture



# Fallouts

- ▶ Decline in traditional farming and quality of food
- ▶ Fatalities attributable to trans fats consumption in Nigeria started increasing
- ▶ More Nigerians getting heart attacks and strokes from consumption of imported vegetable oil that have high trans fats content



# ▶ #TRANSFAT FREE NIGERIA CAMPAIGN



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# Countering the industry with the right information

- ▶ Citing the right sources of information- WHO, FMOH, Global researches
- ▶ Identifying and working with policy makers
- ▶ Working with the media to pass the message



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# Zero-ing on Transfats through regulation

Fats and Oils Regulation 2019 and the Pre-Packaged Foods, Water, and Ice Labelling Regulations 2019

## OUR MESSAGE

- ▶ Effects of Industrially Produced TFA
- ▶ Cost of TFA - health burden
- ▶ Need for policy change/implementation

## TARGET

- ▶ Policy Makers
- ▶ Food Producers
- ▶ Consumers



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## Myth

1. Removing trans fat from food will make food more expensive.
2. Removing trans fat from food will affect the taste or quality of food.
3. There are other more urgent health concerns.
4. Trans fat regulation is anti-poor.
5. There are already other regulatory measures in place that can cover trans fat.

## Fact

1. International experience suggests that trans fat elimination will not affect the cost of food.
2. Removing trans fat will not affect the taste of food – only your heart will know the difference.
3. Trans fat regulation will help to reduce the burden from cardiovascular disease, the leading cause of death worldwide.
4. Trans fat regulation will benefit the poor because they disproportionately suffer from the negative effects of unhealthy diets.
5. The Nigerian government has declared trans fat elimination a priority in its multi-sectoral action plan on non-communicable diseases, but no mandatory restrictions exist at this point.





## Myth

6. There are no PHO alternatives in the Nigeria.
7. The Nigerian government is not set up to enforce trans fat limits.
8. People do not need government help to make healthy food choices.

## Fact

6. Trans fat alternatives exist in Nigeria and the market is ready to shift.
7. The Nigerian government has built capacity to test for trans fat in foods and enforce trans fat regulations.
8. People have a right to healthy food.



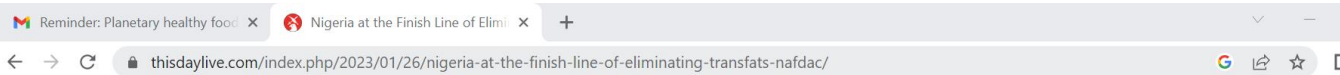


Role of the Media in Campaign  
for Eliminating Trans Fats  
By Philip Jakpor





# Media is Crucial



## Nigeria at the Finish Line of Eliminating Transfats – NAFDAC

NIGERIA | 4 months ago



## Trans Fat Free Nigeria: Now is the time for speed!



### Transfat: Nigeria's Silent Killer Substance

Often called Nigeria's silent killer substance, trans-fat raises "bad" cholesterol and also lowers "good" cholesterol, ANGELA NKWO-AKPOLU writes.

by Angela Nkwo-Akpolu — 10 months ago in Feature. Reading Time: 7 mins read

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MAY 25, 2023



## Why delayed gazette of trans fat regulation is dangerous



## How trans fat fuels rise in chronic diseases, premature deaths in Nigeria, by experts

By Chukwuma Muanya

01 April 2021 | 3:05 am





# Digital media messages



# Outcomes

- ▶ Fats and Oils Regulations 2023 and Pre-packaged (Water and Ice) Food Labelling Regulations 2023 has been passed!



Thank You!