



IV CONGRESO PALMERO CPAL 2023

SANTO DOMINGO DEL CERRO

LA ANTIGUA GUATEMALA - 2023





The iPhonization of Nutrition

How to Overcome Food Ideology?



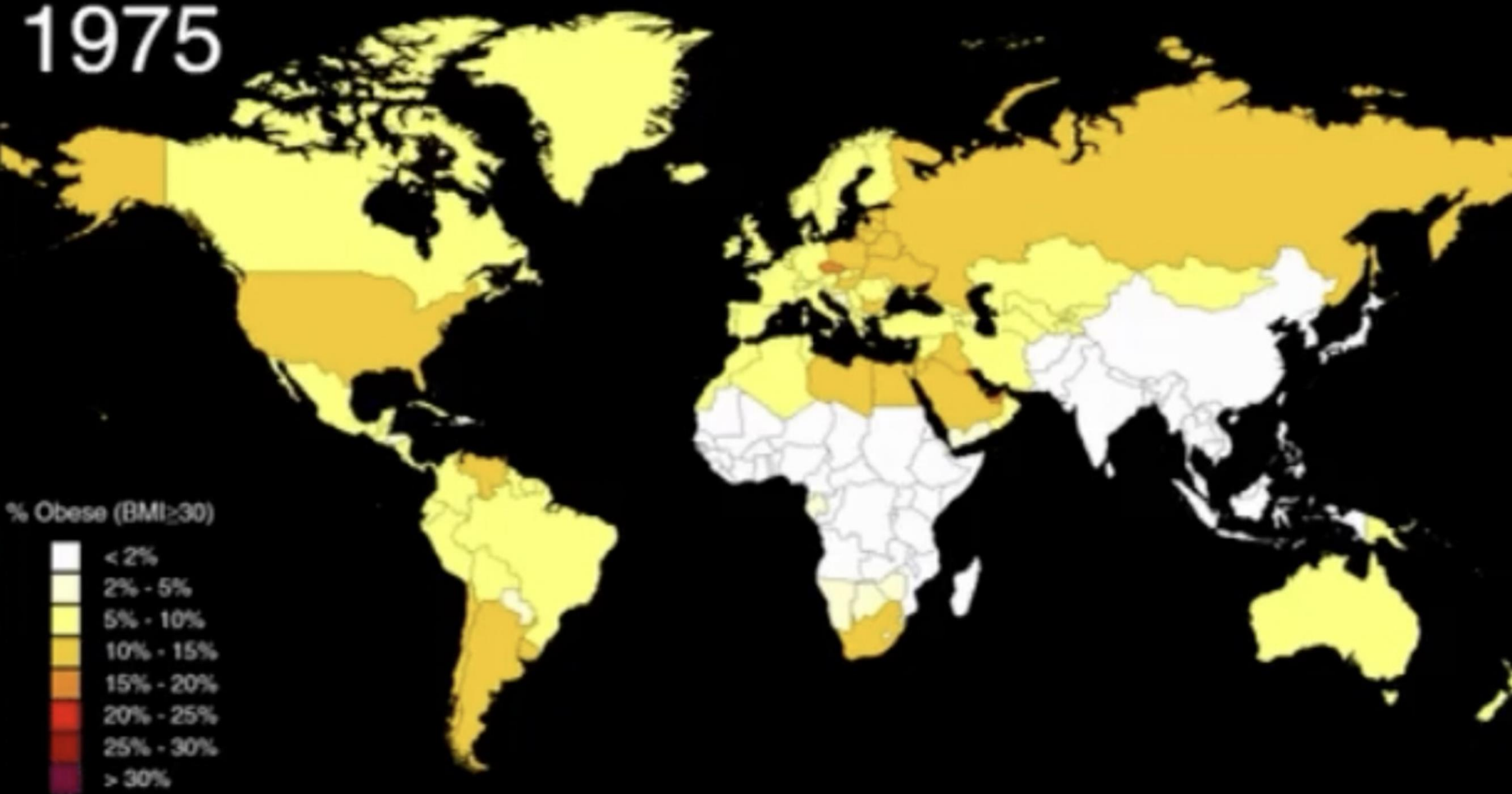
“Iphonization” of food and its potential impact on palm oil consumption



The Silent Epidemic

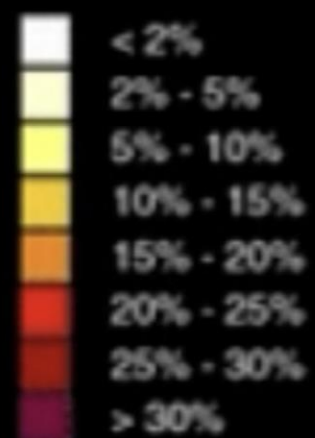


1975



2014

% Obese (BMI ≥ 30)





Obesity Allarm

- **1 Billion Obese:** Including 650 million adults and 380 million children.
- **2 Billion Overweight:** Affecting all ages worldwide.
- **Universal Crisis:** From toddlers to adults, obesity is a pervasive health issue.

2030





Historic Turnaround

- **Global Alert:** 4 billion may be overweight or obese by 2035.
- **Silent Epidemic:** Obesity in 24% of the population.
- **Life Expectancy Drop:** A potential decrease by 2030, a first in history.

Costs





Socioeconomic Toll

- **2025 Forecast:** \$2.47 trillion cost, 2.5% of global GDP.
- **2035 Projection:** Costs to rise to \$4.32 trillion, 2.9% of GDP.
- **Action Needed:** Escalating costs urge global anti-obesity efforts.



The Ideological Cure





Nutritional Culprits

- **Global Risk:** SAFA, salt, sugar overuse poses health threats.
- **Expert Advice:** EU, WHO push for cutting these nutrients.
- **Diet Shift:** Urges eating less of these for better health.



Health Policies




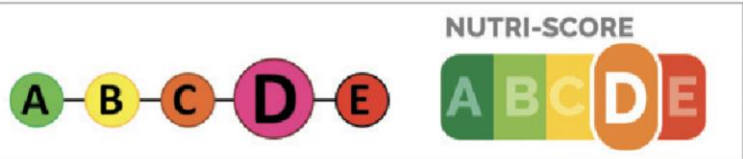




- **FOPL:** Offers easy-to-understand nutrition info, guiding smarter choices.
- **Ultra-Processed Foods:** Targets reduction of these foods to tackle obesity.
- **Purpose Taxes:** Taxes unhealthy ingredients to cut down consumption.



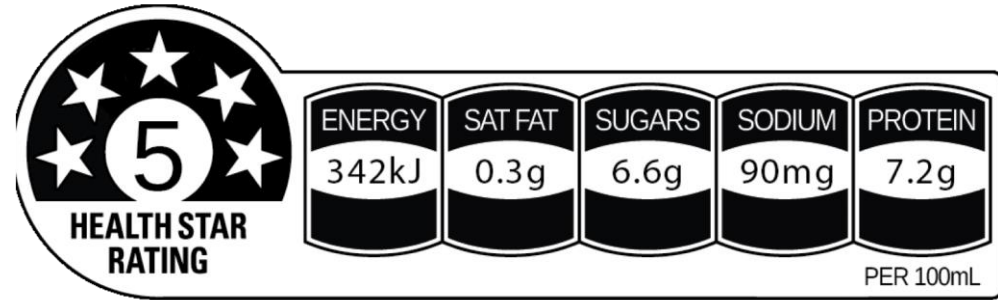
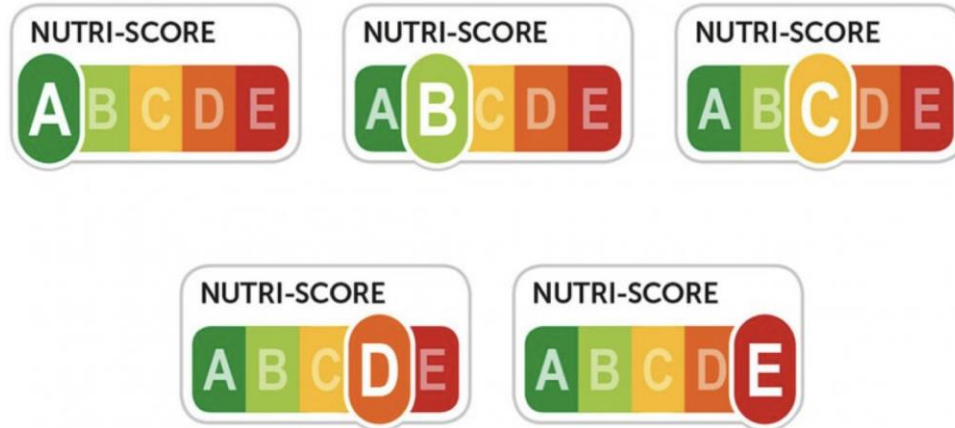
Front of Pack Labels

- **Purpose:** Aims to fight obesity with clear package nutrition info.
- **Visibility:** Makes choosing healthy options easier.
- **Impact:** Boosts public health by guiding better food choices.

EU FoP Labelings Reform

NUTRIENT-SPECIFIC LABELS	SUMMARY LABELS					
<h3>NUMERIC</h3> <p>Guideline Daily Amounts</p> <p>Une portion contient :</p> <table border="1"> <tr> <td>Energie 323 kcal 16 %</td> <td>Sucres 4,9 g 5 %</td> <td>Lipides 7,7 g 11 %</td> <td>Acides gras saturés 12,6 g 63 %</td> <td>Sodium 0,65 g 11 %</td> </tr> </table>	Energie 323 kcal 16 %	Sucres 4,9 g 5 %	Lipides 7,7 g 11 %	Acides gras saturés 12,6 g 63 %	Sodium 0,65 g 11 %	<h3>SIMPLE</h3> <p>Green Tick</p>  <p>Keyhole</p>  <p>Choices</p> 
Energie 323 kcal 16 %	Sucres 4,9 g 5 %	Lipides 7,7 g 11 %	Acides gras saturés 12,6 g 63 %	Sodium 0,65 g 11 %		
<h3>COLOUR-CODED (Traffic lights)</h3> <ul style="list-style-type: none"> Matière grasse Acides gras saturés Sucres ajoutés Sel <p>Each grilled burger (94g) contains</p> <table border="1"> <tr> <td>Energy 924kJ 220kcal 11%</td> <td>Fat 13g 19%</td> <td>Saturates 5.9g 30%</td> <td>Sugars 0.8g <1%</td> <td>Salt 0.7g 12%</td> </tr> </table> <p>of an adult's reference intake Typical values (as sold) per 100g: Energy 966kJ / 230kcal</p>	Energy 924kJ 220kcal 11%	Fat 13g 19%	Saturates 5.9g 30%	Sugars 0.8g <1%	Salt 0.7g 12%	<h3>GRADED</h3> <p>5-colour nutrition label/NutriScore</p>  <p>Logo Nutri-Score/Santé Publique France 2017</p>
Energy 924kJ 220kcal 11%	Fat 13g 19%	Saturates 5.9g 30%	Sugars 0.8g <1%	Salt 0.7g 12%		
<h3>Warning symbols</h3> <p>Chilean system</p> 	<p>NuVal</p>  <p>SENS</p>  <p>Health Star Rating</p> 					

EU FoP Labelings Reform





Simplifies Info

Offers an easy-to-understand, color-coded nutrition rating.

Encourages “Health”

Helps consumers choose “healthier” foods quickly.

Aids Public Health

Supports efforts to reduce diet-related diseases.

Health Policies

Standardized Basis

Rates foods per 100g, missing real serving sizes.

Broad Focus

Skips specific nutrient details. penalizing nutrients like SAFA, salt, sugar.

Generalized Criteria

May miss food's total health impact.

No Knowledge

Falls short in enhancing diet understanding.



Intended Consequences





Obesity Strategy Assessment

- **Unclear Impact:** Strategies like FoPL and taxes show no definitive success.
- **Obesity Escalates:** Increasing rates demand strategy overhaul.
- **Innovate Now:** Urgent need for novel and broader public health approaches.



Unintended Consequences





A Threat to Diversity

- **Freedom of Choice:** Risks limiting personal choice and nutritional learning.
- **Simplified Knowledge:** Reduces depth of nutritional understanding.
- **Dietary Diversity:** May decrease, promoting label dependence.



iPhonization of Nutrition





Global Food Homogenization

- **Strategy:** Producers aim for scale with uniform products for global markets.
- **Tech Model:** Mimicking the iPhone's universal success, targeting a global palate.
- **Impact:** Reduces dietary diversity, affecting local food cultures.



Manipulation to Success

- **iPhone:** Success through demand, innovation, and appeal.
- **iFood:** Growth hinges on favorable laws and interests.
- **Key Contrast:** iPhone thrives on choice; iFood on regulation.



Planetary Diet

These Policy tools are crafting the path to a **universal diet**, setting the stage for a global shift towards planetary health.



A Silent Demonisation





STOP

STOP

USING PALM OIL

NutriScore



Palm Oil Funeral

- **Swift Reformulation:** Producers remove 'unhealthy' nutrients, including palm oil, under pressure.
- **Survival Strategy:** It's a move for survival, aligning with health trends and ideological demands.
- **Risk of Closure:** Companies must adapt or face potential shutdown.



Obesity: A Multifactor Problem



It's not what we eat, it's who we are.





Palm Oil Funeral

Obesity isn't just about food or nutrients. A complex mix of factors influences it:

- Genetics & Metabolism
- Energy Expenditure
- Socio-Economic
- Mental Health
- Lifestyle & Habits
- Life Balance

And anything else.....



Empowering Consumers



Persionmaized diets

empowered by AI and IOT

Tailored Food





Personalized Diet

- Integrated Innovation: Fusion of genetics and technology for health.
- Continuous Monitoring: Real-time dietary insights.
- Custom Diets: AI-driven, genetically personalized nutrition.
- Balanced Choices: Navigating free will and AI guidance.



Empowering Consumers

- Governments and international institutions must examine and govern personalized diet technologies.
- **Data Protection:** Safeguarding personal health information.
- **Empower Consumers:** Enhancing dietary autonomy.
- **Support & Tradition:** Backing EU innovation while honoring heritage.



Be in Touch

Join the Sustainable Nutrition Platform

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CALIFICA A NUESTRO CONFERENCISTA



Pietro Paganini