

# **“Junk Food Generation –**

**Advertising and Marketing of Unhealthy Food  
to Children in Fiji”.**

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**World Consumer Rights Day –  
2008**

**Celebrations in Fiji**

**Organized by**

**Consumer Council of Fiji**

# WCRD CELEBRATION IN FIJI

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For 2008, the CFF marked a day of action on Friday, 14th March to celebrate World Consumer Rights Day by campaigning and raising awareness on this year's theme **Junk Food Generation – Advertising and Marketing of Unhealthy Food to Children in Fiji.**

The theme was slightly localized from the internationally celebrated theme *Junk Food Generation – The CI campaign to stop the marketing of unhealthy food to children.*

# ISSUES RAISED

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There were two issues in particular that Council raised its concerns on:

- ❑ Sale of unhealthy food, snacks and drinks to children from school canteens despite the provision of a ***School Canteen Guideline (2005)*** put in place by the Ministry of Health; and
- ❑ Absence of a standard on advertising in Fiji to prohibit TV advertising of 'unhealthy' food to children.

# ADVERTISING IN SCHOOLS

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- ❑ **Schools in Fiji represent a growing marketing avenue for food advertisers in Fiji.**
- ❑ **Advertising and marketing strategies include sponsoring sporting events like Coca-Cola games annually and linking food product purchasing to the provision of educational or sporting equipment such as purchase of noodles and ice-cream.**
- ❑ **There is also special reduced prices for certain renowned products like Coke for school children, which are directly sold in the school premises or nearby shops.**
- ❑ **Most significantly, large billboard are placed directly within school premises displaying adverts but notable feature is that school names are downplayed by the entire advertisement.**

# Methods of Advertising in Schools of Fiji

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# Special school prices for fizzy drinks in Fiji

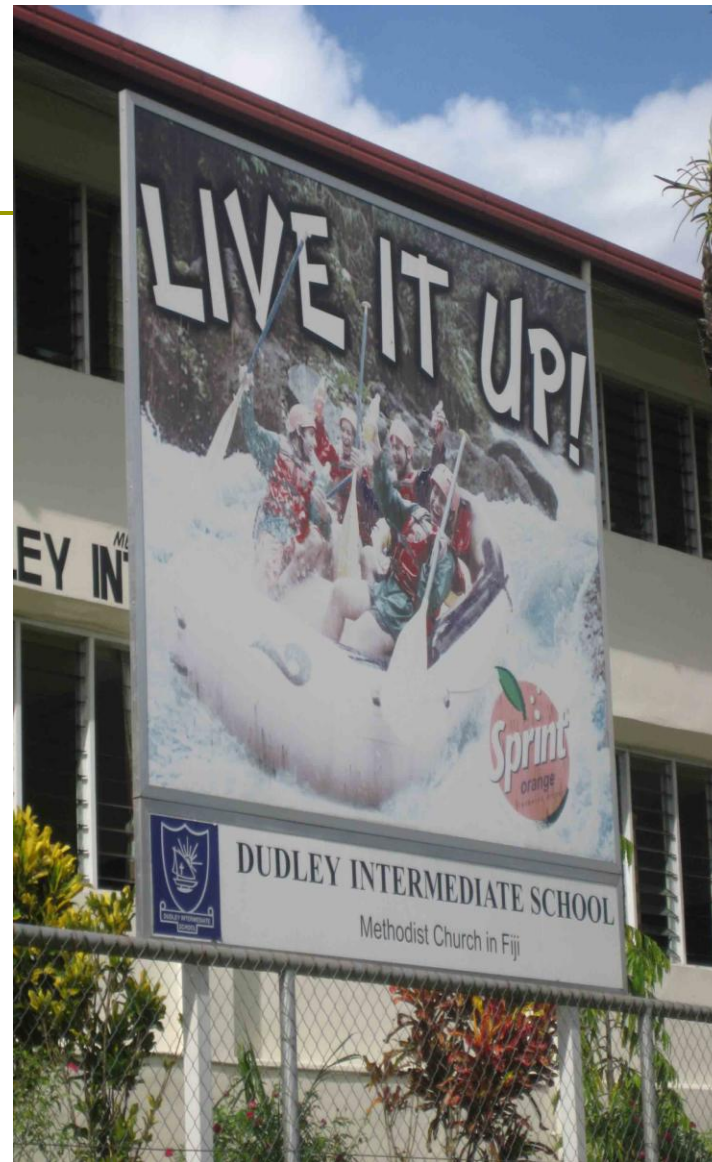
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## Promotional Adverts in Schools

**NB. Advert  
overwhelms the  
name of the  
School.**



# School Canteens

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Canteen caterers in Fiji schools prioritize profit making over sale of healthy products for the enhancement of child welfare and development in the very institution which teaches children about healthy food consumption.

# School Canteen Guidelines

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- ❑ The School Canteen Guidelines is not strictly followed despite its inception in 2005 by National Food and Nutrition Centre at the Ministry Of Health
- ❑ Mainly because it is not endorsed by the Minister of Education to date
- ❑ The Guideless are similar to those found in NZ and Australia

# What the Guidelines Say!

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The Canteen Guidelines appears to provide a good basis for ensuring that the majority of food sold to children through school canteens is healthy high-nutrient food. The Guidelines specifically recommend that certain foods such as crisps, chips, sweet biscuits, confectionary and drinks like cordials, soft drinks and ice blocks not to be sold in school canteens.

# No Regulation or Enforcement

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There is very little done to enforce these guidelines, and as such, the food made available to children through school canteens is predominantly junk food as this generates greater profits for the school canteens. Children are resorting to eat whatever is in the market and the latest hype is Chinese product - mango skin dry powder and dry noodles which is readily available in school canteens.

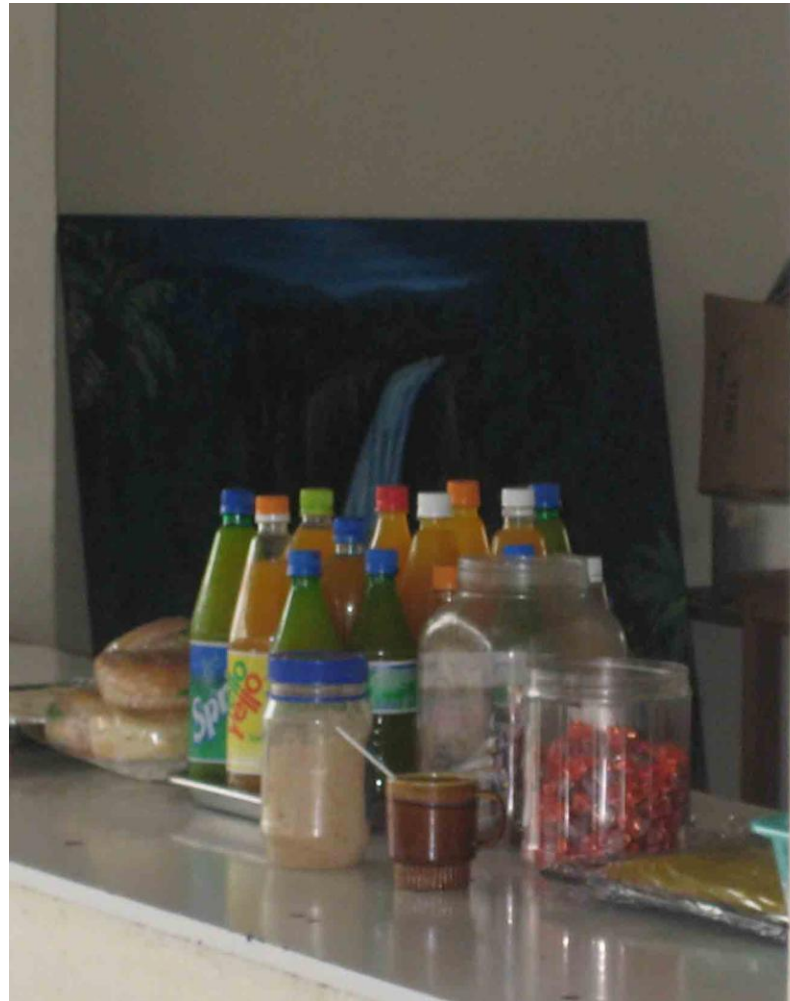
# CCF's Survey at the Canteens

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- ❑ Junk Food dominate the Canteen from sweet savories, lollies, fizzy drinks, ice-blocks to Chinese lollies in different varieties.
- ❑ School teachers and head-masters say that they have very little control as to what the canteens sell because the School management makes the decision and they need to sell these items to make profit and raise funds to resource day to day running of the schools.
- ❑ However, some schools were independent from such pressures and sold healthy products exclusive of fizzy drinks and other junk food.

# A Suva school canteen sells fresh home-made fruit juice instead of fizzy drinks!

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**Fresh fruit juice and fun flavors are some of the food stuff that canteen operators are encouraged to sell**

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**Photos Say It All!!!!**

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**Advertising Strategies!!**

**How School Bulletin  
Boards are exploited By  
Our Advertising  
Industry**

Notice!!  
 Telecards - \$3.00  
 Recharge Cards - \$15.00

**vodafone**  
**Prepay**  
**Recharge**  
**HERE**

Twisties  
 Yumos  
 UFOS  
 \$0.40each

**Coca-Cola SCHOOL PRICE**

6 Bottles \$1.20  
 6 Cans \$1.00  
 2.60 \$1.80 \$1.00  
 \$1.00  
**WE GO HONG**

Sale Sale Sale  
**SCHOOL CALENDAR**  
 \$1.00 While Stock Last!!  
 SOLD HERE

Tuck Shop Opening Hours  
 8.00am - 9.00am  
 10.45am - 11.30am  
 1.00pm - 1.45pm

STAMMAY

**SUVA GRAMMAR SCHOOL**

Month	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Days	1	2	3	4	5	6	7	8	9	10	11	12
Days	13	14	15	16	17	18	19	20	21	22	23	24
Days	25	26	27	28	29	30	31	1	2	3	4	5
Days	6	7	8	9	10	11	12	13	14	15	16	17
Days	18	19	20	21	22	23	24	25	26	27	28	29
Days	30	31	1	2	3	4	5	6	7	8	9	10
Days	11	12	13	14	15	16	17	18	19	20	21	22
Days	23	24	25	26	27	28	29	30	31	1	2	3
Days	4	5	6	7	8	9	10	11	12	13	14	15
Days	16	17	18	19	20	21	22	23	24	25	26	27
Days	28	29	30	31	1	2	3	4	5	6	7	8
Days	9	10	11	12	13	14	15	16	17	18	19	20
Days	21	22	23	24	25	26	27	28	29	30	31	1
Days	2	3	4	5	6	7	8	9	10	11	12	13
Days	14	15	16	17	18	19	20	21	22	23	24	25
Days	26	27	28	29	30	31	1	2	3	4	5	6
Days	7	8	9	10	11	12	13	14	15	16	17	18
Days	19	20	21	22	23	24	25	26	27	28	29	30
Days	31	1	2	3	4	5	6	7	8	9	10	11
Days	12	13	14	15	16	17	18	19	20	21	22	23
Days	24	25	26	27	28	29	30	31	1	2	3	4
Days	5	6	7	8	9	10	11	12	13	14	15	16
Days	17	18	19	20	21	22	23	24	25	26	27	28
Days	29	30	31	1	2	3	4	5	6	7	8	9
Days	10	11	12	13	14	15	16	17	18	19	20	21
Days	22	23	24	25	26	27	28	29	30	31	1	2
Days	3	4	5	6	7	8	9	10	11	12	13	14
Days	15	16	17	18	19	20	21	22	23	24	25	26
Days	27	28	29	30	31	1	2	3	4	5	6	7
Days	8	9	10	11	12	13	14	15	16	17	18	19
Days	20	21	22	23	24	25	26	27	28	29	30	31

**Coca-Cola SCHOOL PRICE**

6 Bottles \$1.20  
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# LUNCH BOX CHALLENGE

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CCF also organized LBC to mark WCRD.

## Main Objectives:

- ❑ To highlight the issues of food marketing to children and healthy eating on WCRD;
- ❑ To provide an opportunity for media to speak to children and CCF about the issues of food marketing and healthy eating; and
- ❑ To invite WHO to put in place a standard code of advertising involving children.

# Lunch Box Challenge in Suva organized by Consumer Council of Fiji

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# Students involved from age 5-17



# More junk food typically sold in Fiji was displayed at LBC

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# Display of Food Items at LBC



Small text at the bottom right corner of the image, possibly a watermark or credit: "Small text at the bottom right corner of the image, possibly a watermark or credit: ... Cocoa powder."

# Media Also Involved

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Media engaging with children at LBC



# Interesting Findings - what the kid Had to say!

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- Yummm...I like MacDonalds.
- Why?
- Because it is ...just yummm...?
- Do you think it is healthy or unhealthy food?
- Can you put down 50/50!

A happy-smiling child picking his lunch – Only Because it was wrapped in MacDonaldis Package !!!!



# FACTS & FIGURES

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**FIJI had a population of 846, 085 people in 2005 with a gross domestic product (GDP) of FJD \$4296.7 million (US\$ 2542.4 million).**

- GDP per capita was FJD \$5,085 (US\$3008.9).**
- The per capita GDP growth rate was 6.6%.**
- These figures have declined drastically due to the recent political upheaval in the country.**

# STATISTICS

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- **By 2005, around 70% of deaths in Fiji were due to non-communicable diseases (NCDs), 15% to communicable diseases and another 15% to other causes.**
- **Over the past 10 years the leading causes of adult morbidity and mortality have been non-communicable diseases, with cardiovascular disease being the leading cause of death.**

# States Involvement

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**In Fiji, in order to eradicate childhood obesity, the government absorbs 39% (approx. \$US13.6 million) of the health budget.**

# ***THE END***

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## **Presented By:**

**Ms Joshika Samujh (LLB, PDLF)**

***Manager - Alternative Dispute Resolution &  
Consumer Advisory***

***Consumer Council of Fiji***

***Ph: 3300792/3305478***

***Fax: 3300115***

***Email: [joshika@consumersfiji.org](mailto:joshika@consumersfiji.org)***

***Website: [www.cosnumersfiji.org](http://www.cosnumersfiji.org)***