Good Food, Good Money

20 OCTOBER 2014
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Agenda

- CCLA
- Public Health
  - Media
  - Global
  - EU
  - UK
- CCLA Nutrition engagement program
About CCLA

- CCLA is a leading manager of charity assets in the UK
- We allocate all our resources to the needs of the sector
- We are owned by our clients
- We offer segregated and pooled management to our clients
- Ethical and responsible investment is at the heart of what we do
- Client led engagement programs – Public Health
Obesity – costs 10% of NHS budget and rising

"Obesity accounts for 21% of US Medical spending or $190bn/yr"  BoAML
Nutrition — linking products and Public Health

Domino’s profits bloated by its 1,600-calorie pizza deal

Evening Standard, 2 April 2014

How diet drinks could make you put on weight

The Daily Telegraph, 18 Sept 2014

Falling salt consumption has seen fewer heart disease deaths

The Sunday Telegraph, 20 April 2014

Bloomberg

Soft-Drink Thirst Quenched by Pena Nieto Tax; Corporate Mexico

27 Mar 2014

Mail Online

A 1,800 calorie bag of popcorn: Cinemas urged to warn film lovers about fat-filled snacks

The Mail Online, 2 March 2010

BBC

Mexico restricts soft drink TV ads to fight obesity

Mexico is restricting television advertising for high-calorie food and soft drinks, as part of its campaign against obesity, the government says.

16 July 2014

The Telegraph

Fruit juices and smoothies contain 'horrifying' sugar levels

5 April 2014
NCD’s – a global issue that impacts productivity

NCDs COST 36 MILLION LIVES
- total deaths (millions) by broad cause groups 2008

- COMMUNICABLE, MATERNAL, PERINATAL and NUTRITIONAL CONDITIONS
- NON-COMMUNICABLE DISEASES
- INJURIES

Source: http://www.globalopportunitynetwork.org/resources/risks/chronic_rise_in.ncds.pdf - Internet Explorer
WHO EU Member States signed July 2013

Vienna Declaration on Nutrition and Noncommunicable Diseases in the Context of Health 2020
“Windfall taxes are designed to ensure that society has the correct reflection of its values in the way that tax is raised. It is a feature of tobacco as well as fizzy drinks and fast food.”

James Bevan, CIO CCLA 24/9/14 Radio 4
Public Health Engagement – Nutrition

Aim to improve access to healthier diets (obesity/malnutrition)

- Investor Supporters of ATNI
- Support PHRD Food Pledges
- 2015 minimum ATNI/PHRD requirements developed
- Focused on investment holdings
- 2014 involves prioritised engagement with laggard companies – 4 food outlets

Future – marketing: digital/social media/geolocation marketing; marketing to children,
  – nutrient profiling
  – portion sizes
  – reformulation (health by stealth)

1 ATNI – Access to Nutrition Index
We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten.

Bill Gates

Gates Foundation – core funder of ATNI
Past performance is not an indication of future performance. The value of investments, and any income derived from them, may fall as well as rise and you may not get back the full amount invested. Exchange rate changes may have an adverse effect on the value, price or income of investments. The levels and basis of, and relief from, taxation may change. You should obtain tax advice where appropriate, before proceeding with any investment. Investments in higher yielding bonds issued by borrowers with lower credit rating may result in a greater risk of default and have a negative impact on income and capital value. Income payments may constitute a return of capital in whole, or in part. Income may be achieved by foregoing future capital growth. There may be additional risks associated with investment in emerging and developing markets.

As the Funds are unregulated they are not covered by the Financial Services Compensation Scheme. However, some of activities undertaken by the firms are covered and should the firms be unable to meet all their liabilities to investors, compensation may be available to eligible investors. Further information is available on request from the firms on request or via www.fscs.org.uk.

Any forward-looking statements are based upon our current opinions, expectations and projections. We undertake no obligation to update or revise these. Actual results could differ materially from those anticipated.

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