

# Food Environments in Indonesia: Current Status and Future Directions

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SEA-PHN Webinar “Improving Food Environments in Southeast Asia Countries: Where Are We Heading?”



*“I usually drink packaged sugary drinks.  
It is always available at home.”*

(Boy, urban areas)

Agung, F. H., Sekartini, R., Sudarsono, N. C., Hendarto, A., Dhamayanti, M., Werdhani, R. A., & Sawyer, S. M. (2022). The barriers of home environments for obesity prevention in Indonesian adolescents. *BMC Public Health*, 22(1), 2348.

*“...I visit the traditional market only once in a while because I rarely cook at home. I spend almost IDR 85000 (USD 6) a day if I cook, but I spend only IDR 50000 (USD 3) if I purchase foods”*

(obese women, 32 years old, urban slum Jakarta)

Sufyan, D., Februhartanty, J., Bardosono, S., Khusun, H., Ermayani, E., Rachman, P. H., & Worsley, A. (2019). Food purchasing behaviour among urban slum women in East Jakarta: A qualitative study. *Malaysian Journal of Nutrition*, 25, S33-S46.

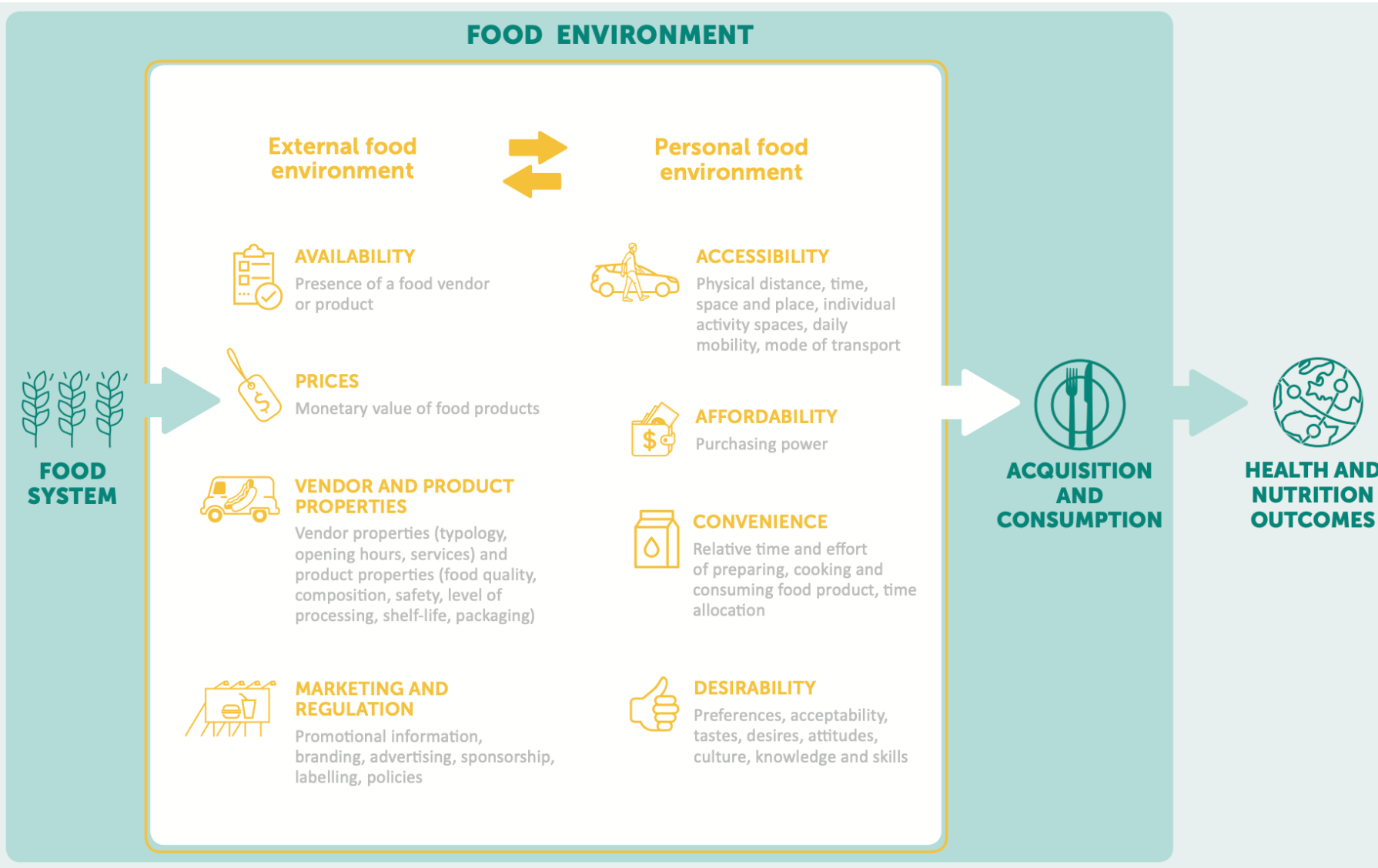
# Today's Agenda



# 1. Definition and Framework



# Food environment is the context in which people access foods and make decision about what to eat



“The food environment is the interface that mediates one’s food acquisition and consumption within the wider food system. It encompasses multiple **dimensions** such as the **availability, accessibility, affordability, desirability, convenience, marketing, and properties of food sources and products**”

## The ANH-FEWG Working Definition

Turner, C., Kadiyala, S., Aggarwal, A., Coates, J., Drewnowski, A., Hawkes, C., Herforth, A., Kalamatianou, S., Walls, H. (2017). Concepts and methods for food environment research in low and middle income countries. *Agriculture, Nutrition and Health Academy Food Environments Working Group (ANH-FEWG). Innovative Methods and Metrics for Agriculture and Nutrition Actions (IMMANA) programme.* London, UK.

## 2. Contextualizing Indonesia



# Indonesia Population

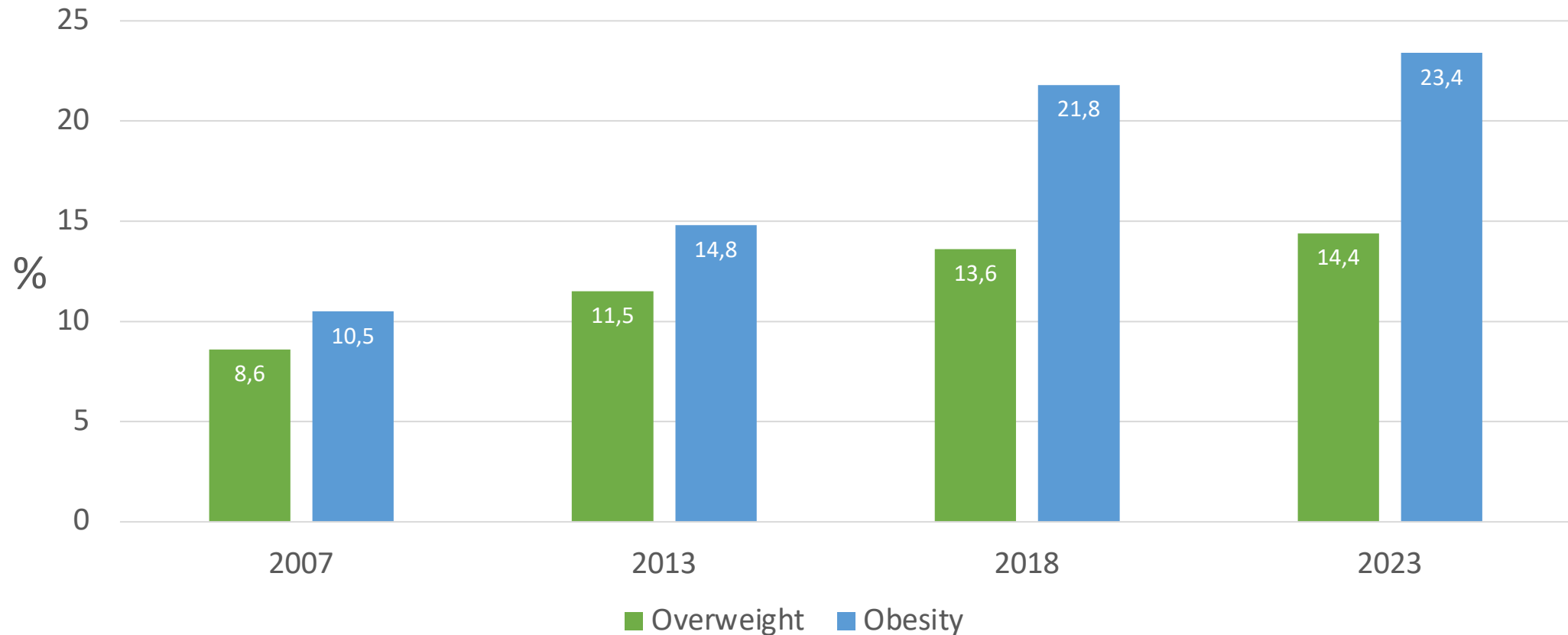


Life Expectancy at birth increase from 69.8 in 2010 to 71.2 in 2018

Urban Population: 55%,  
projected to be 63% by 2030



## Proportion of Overweight and Obesity among adult >18 yrs 2007-2023



The Prevalence of Overweight/Obesity *rose doubled* in less than two decade

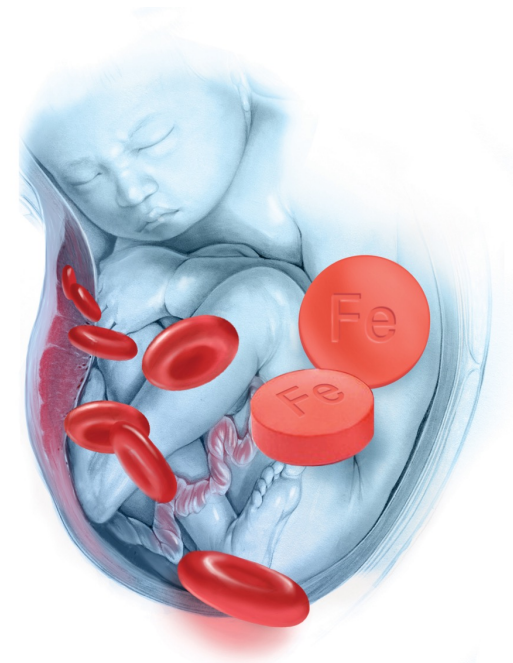
Note: Overweight: BMI  $\geq 25$  and  $< 27$  kg/m<sup>2</sup> ; Obesity: BMI  $\geq 27$  kg/m<sup>2</sup>  
Source: Basic Health Research 2007, 2013 and 2018; Indonesia Health Survey 2023

## But .....

- Undernutrition, including **micronutrient Deficiency**, was also still widespread



Stunting among  
Underfive children:  
21.5%



Anemia among  
Pregnant women:  
27.7%

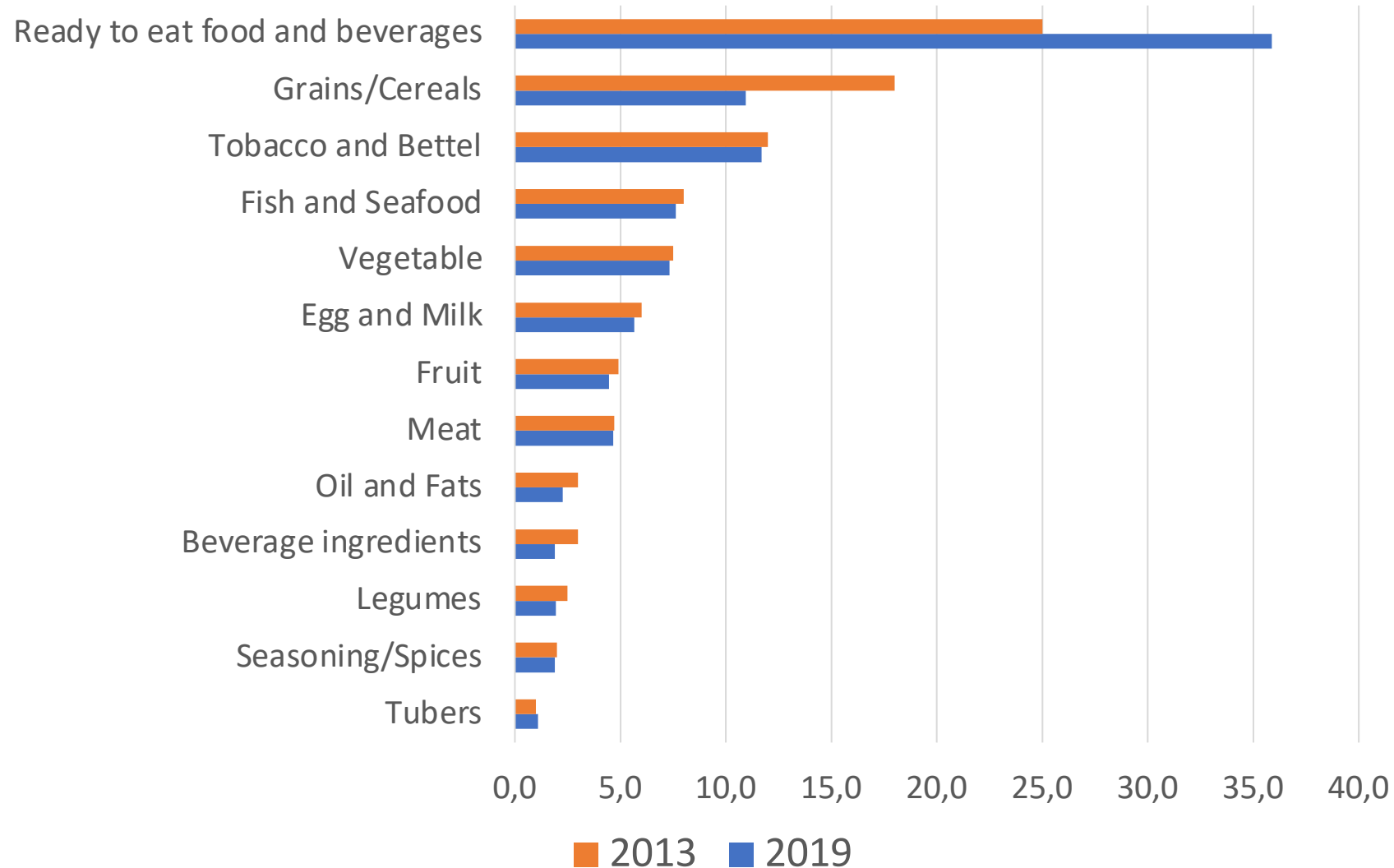




# 3. Eating Behavior and Food Choice in Indonesia



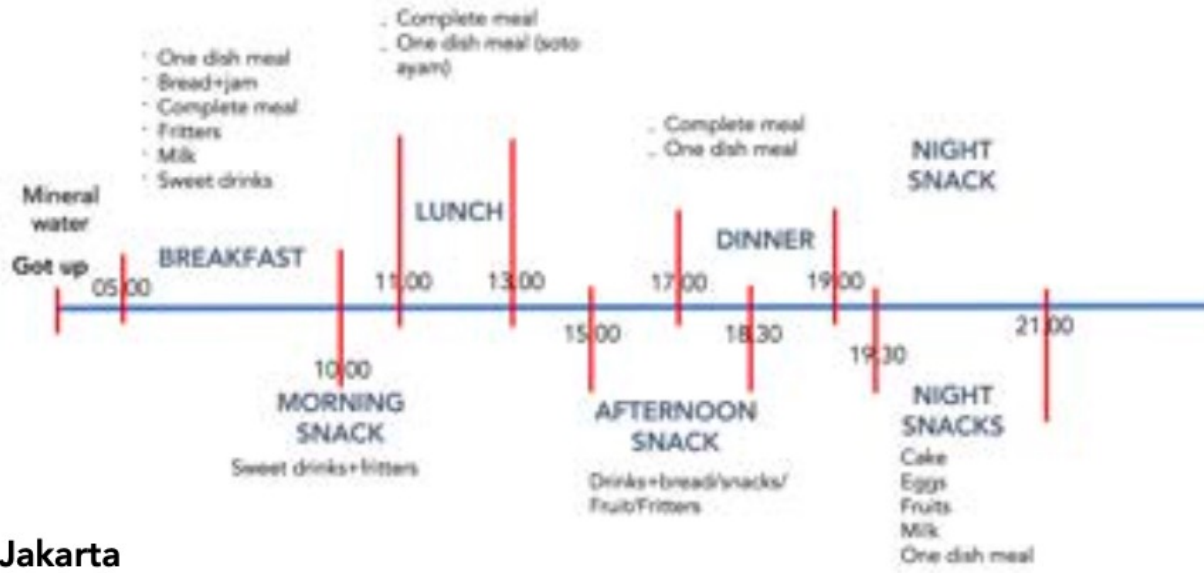
# Allocation of Expenditure among Indonesian, 2013 and 2019



- Percentage of expenditure for processed/ready to eat food **INCREASE**
- Percentage of expenditure for grains/cereal **DECREASE**

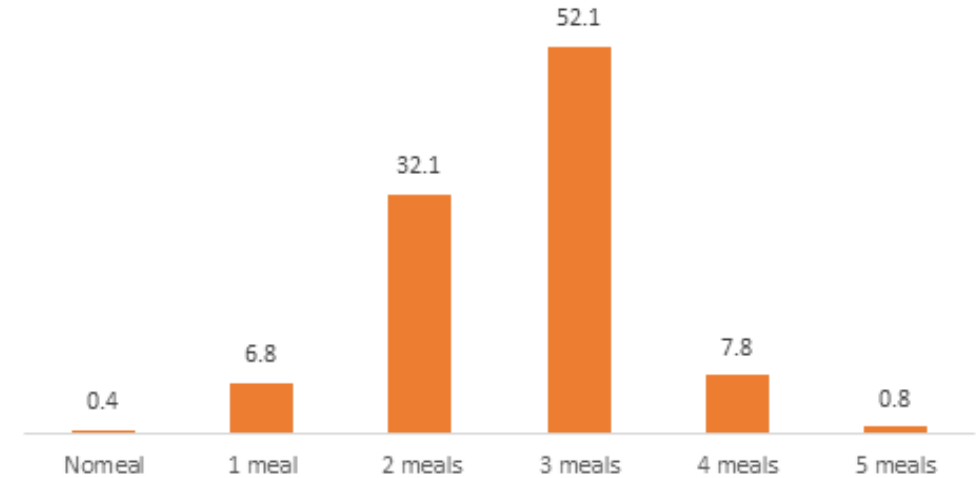
Source: Pus data dan sistem informasi pertanian Kementerian Pertanian. 2013. Bulletin konsumsi pangan Vol 4: 1; and Pengeluaran untuk konsumsi Penduduk Indonesia per Propinsi, Susenas September 2019

# Eating Occasion, adult $\geq 18$ yrs

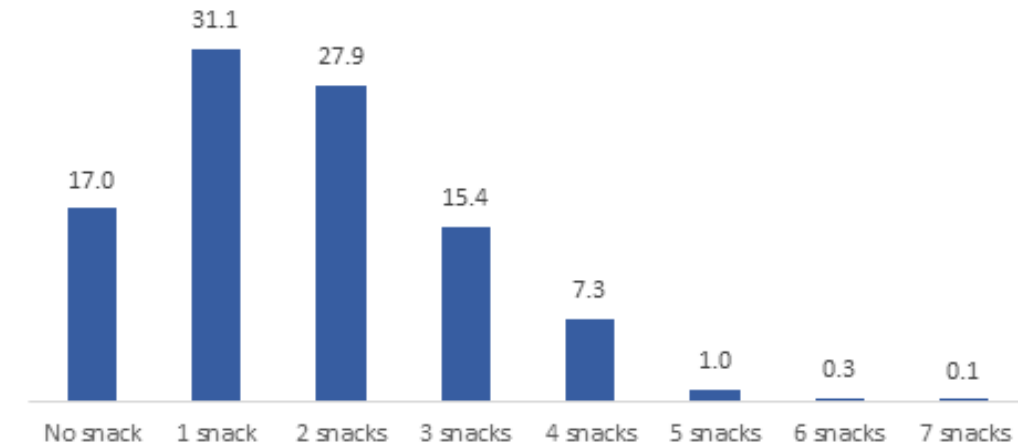


- Majority of respondents have 2-3 meals and 1-2 snacks → totalling to around 3-5 meals per day
- Maximal eating occasion per day 10 times

Practices in Number of Meals per Day (%)



Practices in Number of Snacks/in between Food per Day (%)



Khusun, H., Februhartanty, J., Mognard, E., Anggraini, R., Hapsari, P. W., & Poulain, J. P. (2022). Indonesian Food Barometer: Food, cultures and health. Jakarta: SEAMEO RECFON

# Proportion of meals eaten out (1)

Table 3.14. Distribution pattern of eating out by province, ethnicity, and religion

Socio-demographic variables	Indonesia		Eating in, cook	Eating in, purchased out	Eating out, cook	Eating out, purchased out	Eating in, partly <sup>1</sup>
	Count	%	Mean ± SEM (%)	Mean ± SEM (%)	Mean ± SEM (%)	Mean ± SEM (%)	Mean ± SEM (%)
All	1665	100	53.9	26.3	3.2	11.3	5.4
<b>Province</b>							
West Sumatera	92	5.5	59.15 ± 2.85	23.73 ± 2.33	1.51 ± 0.79	13.54 ± 2.40	2.08 ± 0.72
Jakarta	158	9.5	32.81 ± 2.47	36.35 ± 2.26	2.57 ± 0.85	19.60 ± 2.18	8.67 ± 1.27
West Java	683	41.0	48.10 ± 1.15	28.18 ± 0.96	4.17 ± 0.46	11.72 ± 0.80	7.83 ± 0.60
East Java	533	32.0	64.26 ± 1.39	22.66 ± 1.10	2.34 ± 0.42	9.21 ± 0.86	1.53 ± 0.29
Bali	72	4.3	51.47 ± 3.79	30.80 ± 3.16	1.40 ± 0.83	10.55 ± 2.33	5.78 ± 1.57
South Sulawesi	127	7.6	64.98 ± 2.69	17.76 ± 2.20	4.36 ± 1.22	6.70 ± 1.51	6.19 ± 1.27
<i>p value</i>			<0.001**	<0.001**	0.012*	<0.001*	<0.001**

In a typical day ...

- **54%** of meals were eaten and cooked at home
- **26%** of meals were eaten at home, but purchased out
- **11%** of meals purchased out and eaten out

Proportion of eating out from the highest:

- Jakarta
- West Sumatera
- West Java
- Bali
- East Java
- South Sulawesi





# Proportion of meals eaten out (2)

Socio-demographic variables	Indonesia		Eating in, cook	Eating in, purchased out	Eating out, cook	Eating out, purchased out	Eating in, partly <sup>1</sup>
	Count	%	Mean ± SEM (%)	Mean ± SEM (%)	Mean ± SEM (%)	Mean ± SEM (%)	Mean ± SEM (%)
All	1665	100	53.9	26.3	3.2	11.3	5.4
<b>Urbanization</b>							
Urban	1124	67.5	46.77 ± 0.95	29.95 ± 0.80	3.38 ± 0.34	13.50 ± 0.68	6.40 ± 0.42
Rural	541	32.5	68.57 ± 1.21	18.61 ± 0.91	2.77 ± 0.43	6.83 ± 0.72	3.21 ± 0.47
<i>p value</i>			<b>&lt;0.001**</b>	<b>&lt;0.001**</b>	0.288	<b>&lt;0.001**</b>	<b>&lt;0.001**</b>
<b>Wealth index</b>							
T1 (Low)	554	33.3	61.80 ± 1.41	20.63 ± 1.04	3.28 ± 0.48	9.38 ± 0.83	4.91 ± 0.53
T2 (Medium)	559	33.5	50.67 ± 1.32	27.61 ± 1.09	3.71 ± 0.51	11.70 ± 0.93	6.31 ± 0.62
T3 (High)	553	33.2	49.12 ± 1.34	30.54 ± 1.11	2.55 ± 0.39	12.93 ± 0.95	4.86 ± 0.51
<i>p value</i>			<b>&lt;0.001**</b>	<b>&lt;0.001**</b>	0.208	<b>0.019*</b>	0.114

Urban versus Rural

- meals eaten at home:  
47% vs 68.5%
- Meals eaten out:  
13.5% vs 6.8%

Wealth index from lowest to highest:

- Reducing meals eaten at home
- Increasing meals eaten out

# More on proportion of meals eaten out (3)



## By Age group:

- 18-25
- 26-35
- 36-45
- 46+

## By Education Level:

- College/University
- Senior high school
- Junior high school
- Primary school

## By Occupation:

- White Collar
- Professional
- Blue Collar
- Housewife

Higher eating out proportion indicates more access to food environment outside of home

# Buy Location for different food occasion

## Food Occasion 1:

- Breakfast: 64.7%
- Morning Snack: 29.2%

## Food Occasion 2:

- Breakfast: 21.1%
- Morning Snack: 22%
- Lunch: 39.2%

## Food Occasion 3:

- Lunch: 29.1%
- Dinner: 22.6%
- Evening Snack: 16.5%

## Buy Location:

- Home: 66.5%
- Tavern: 11.4%
- Street Food Hawkers: 7.8%
- Convenience store: 6.6%
- Traditional market: 4.1%
- Food Court/Canteen: 1.2%

## Buy Location:

- Home: 63.1%
- Tavern: 13.0%
- Street Food Hawkers: 8.2%
- Convenience store: 7.2%
- Traditional market: 4.4%
- Food Court/Canteen: 1.6%

## Buy Location:

- Home: 62.2%
- Tavern: 11.8%
- Street Food Hawkers: 9.0%
- Convenience store: 6.7%
- Traditional market: 5.6%
- Food Court/Canteen: 1.4%

# Example: Taverns



# Example: Street Food Hawkers



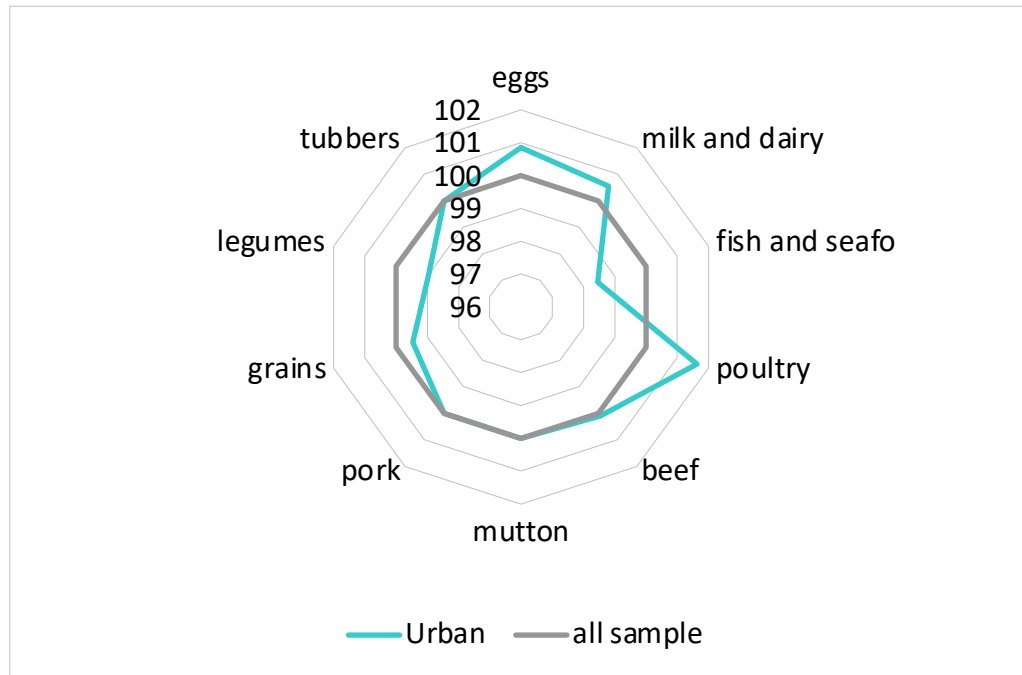
# Example: Street Food Hawkers



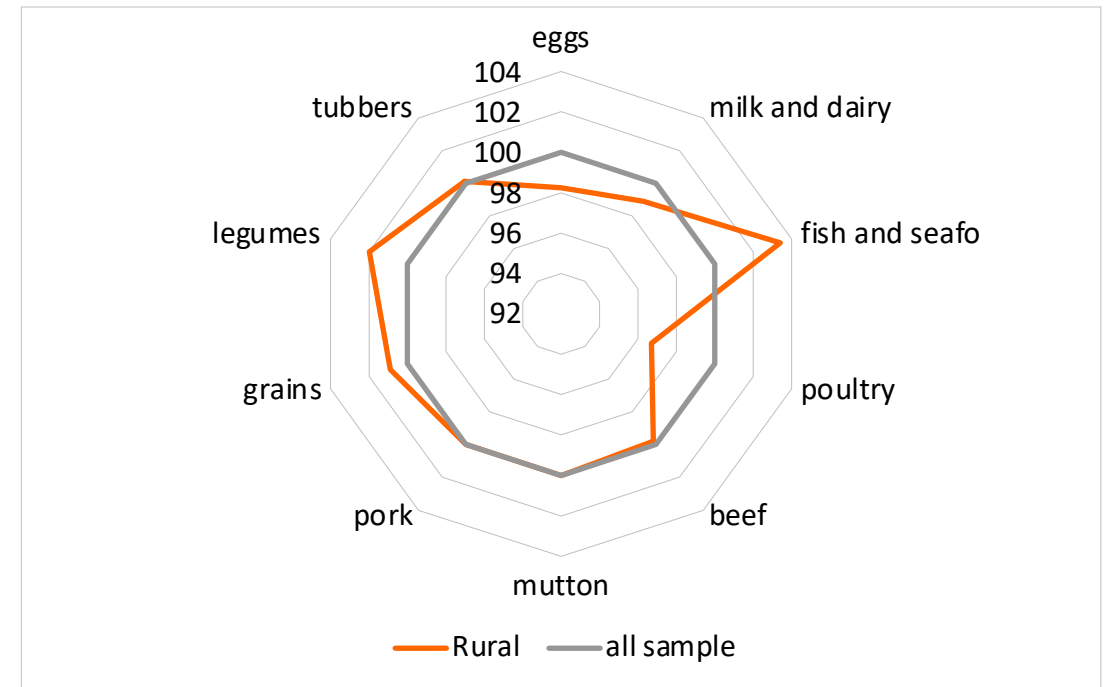
# Differences in protein sources in urban and rural areas may indicate differences in physical and economic access



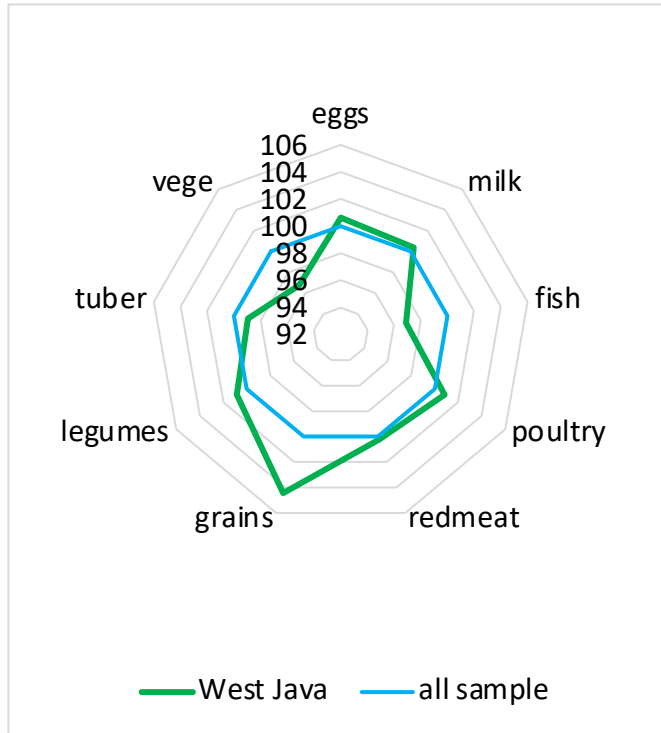
Urban (n = 1124): **poultry, eggs, milk/dairy**



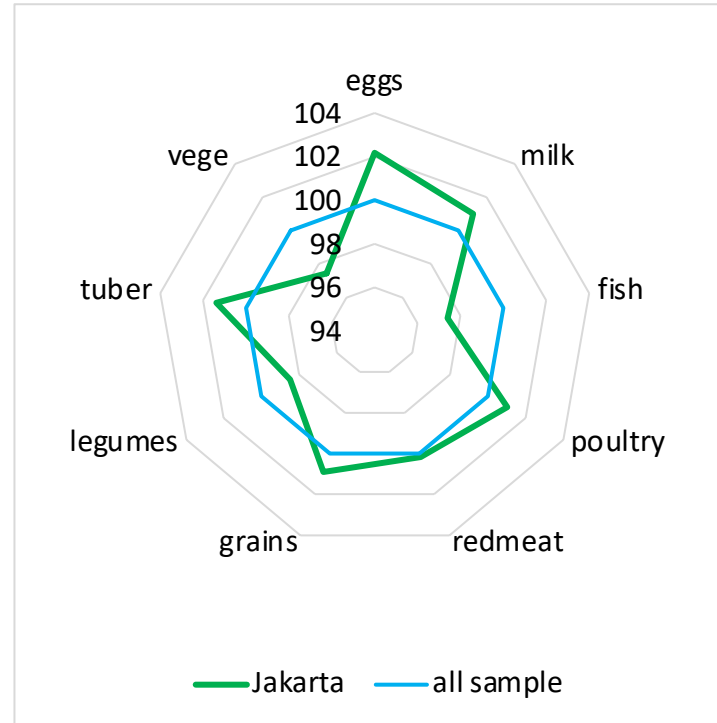
Rural (n = 541): **legumes and fish**



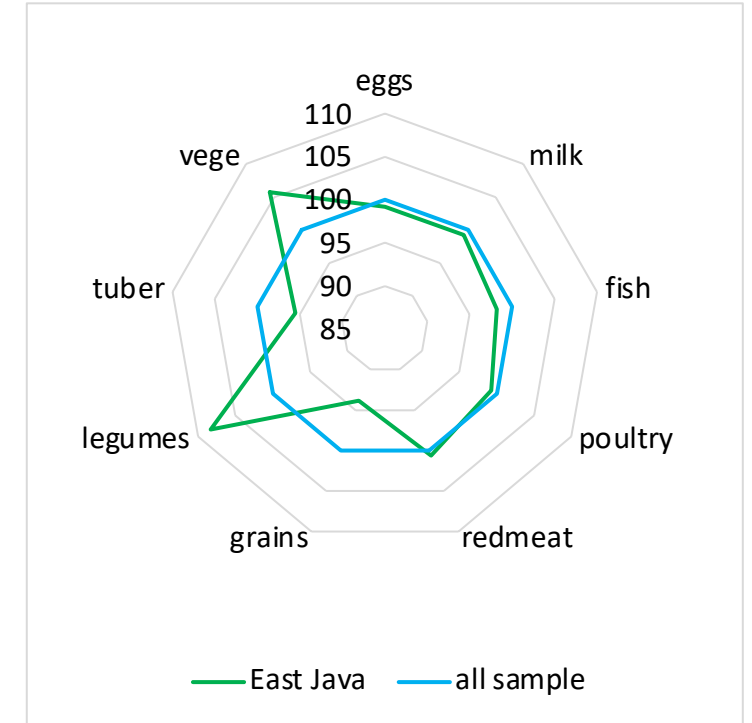
# Sources of protein in 10 categories and Province



West Java (n=683): **grains**



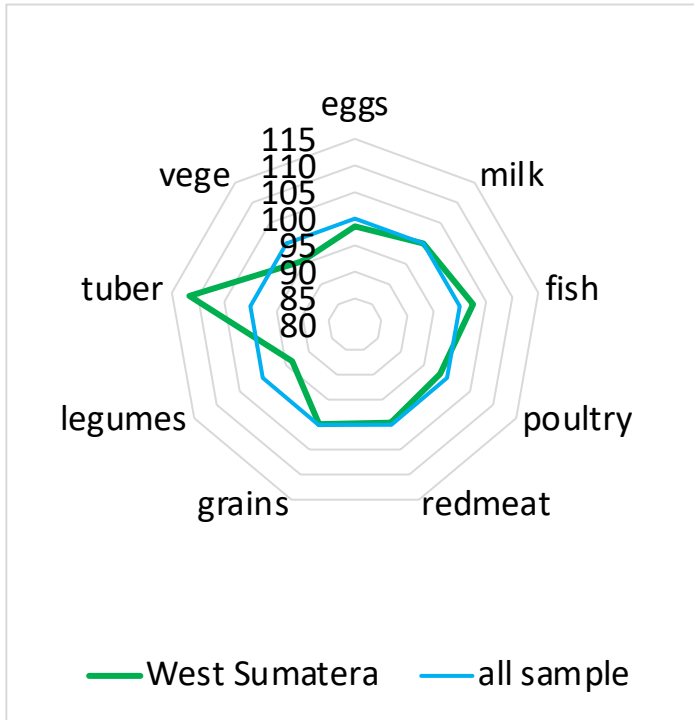
Jakarta (n=158): **eggs, milk**



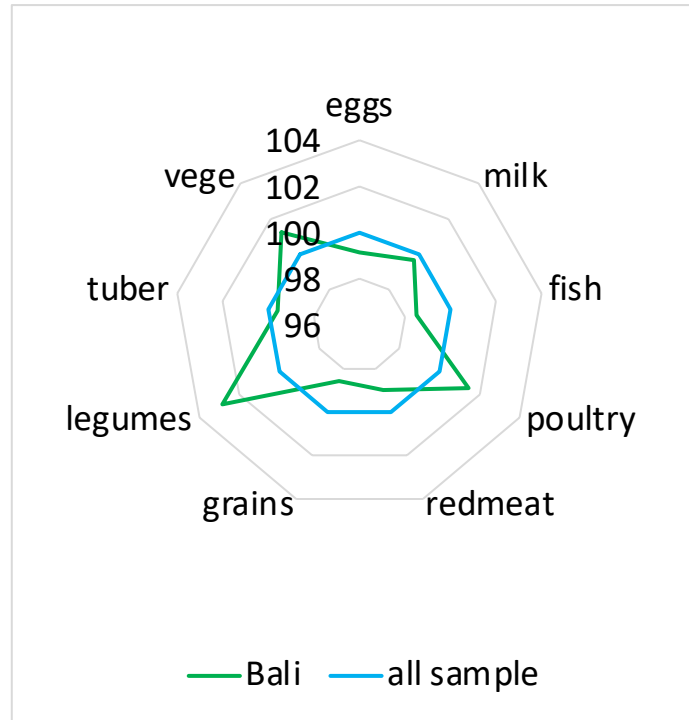
East Java (n=683): **Legumes, Vegetables**



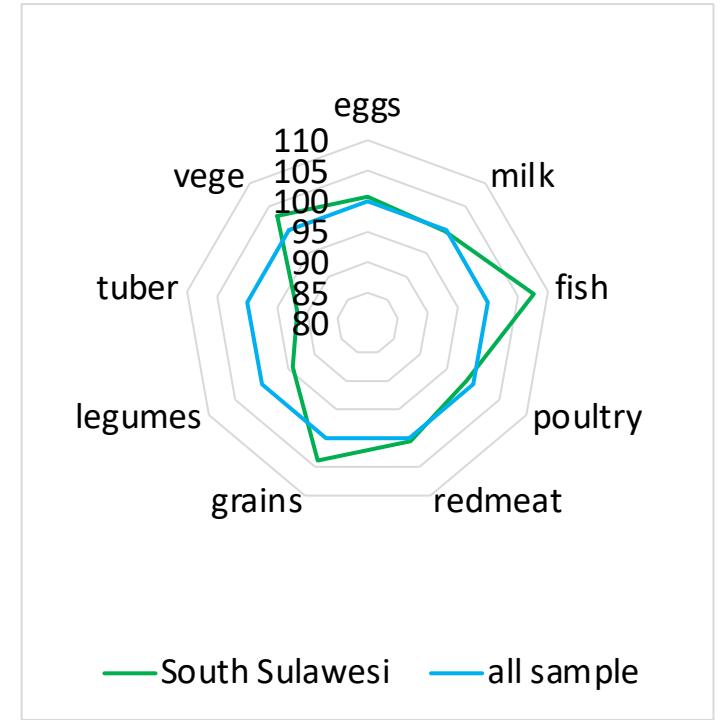
# Sources of protein in 10 categories and Province



West Sumatera (n=92): **tubers, fish**



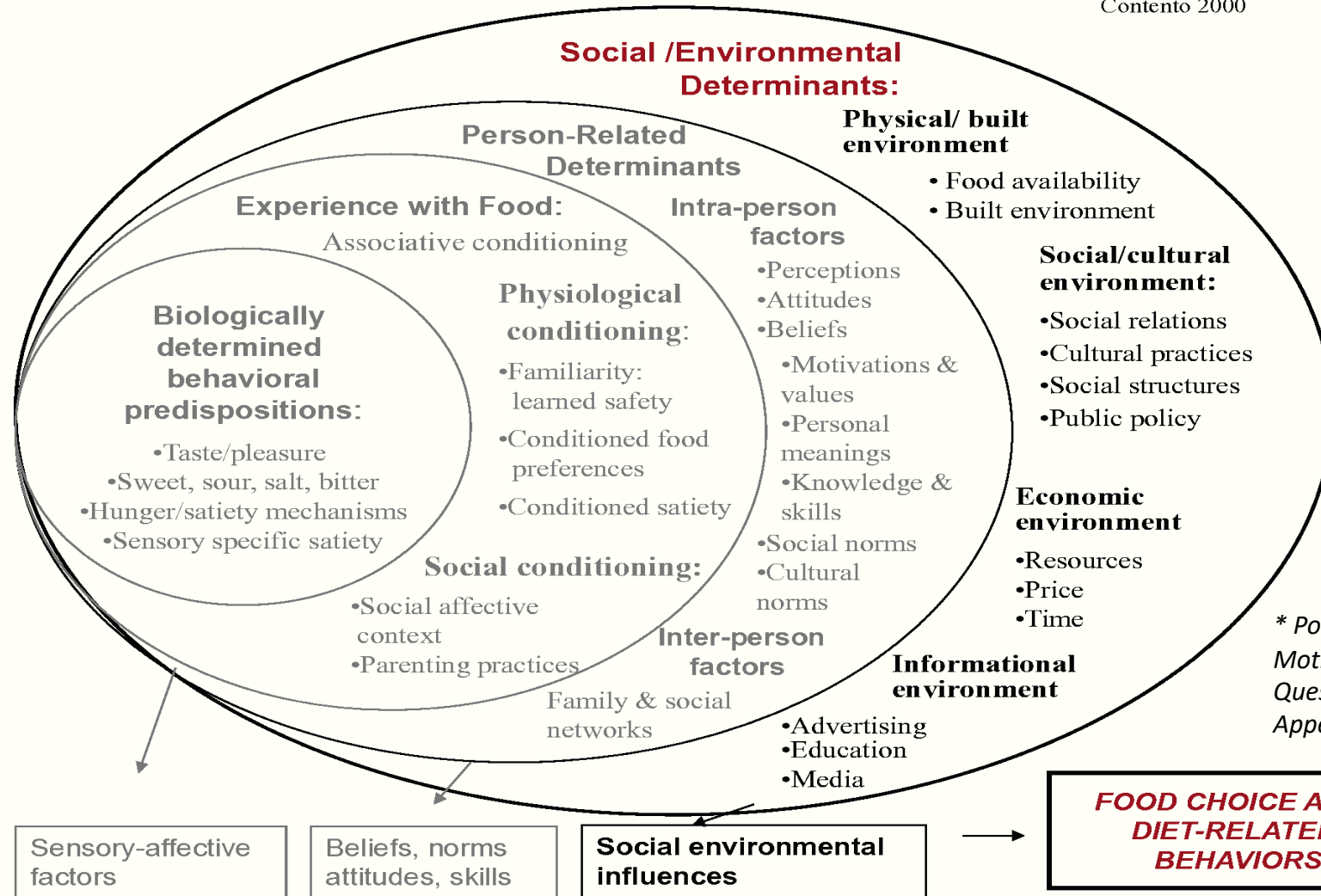
Bali(n=72): **Legumes, Poultry, Vegetables**



South Sulawesi (n=127): **grains, fish**

# Why People eat what they eat

Contento 2000



## Food Choice: Is it really up to us?

\* Pollard T, Steptoe A, Pollard TM. Development of a Measure of the Motives Underlying the Selection of Food : the Food Choice Questionnaire Selection of Food : the Food Choice Questionnaire. *Appetite*. 1995;25(January):267-84.

## Food Choice Motives for fruit and vegetable consumption

- Convenience and Comfort
- Sensory Appeal
- Weight Control
- Familiarity
- Price

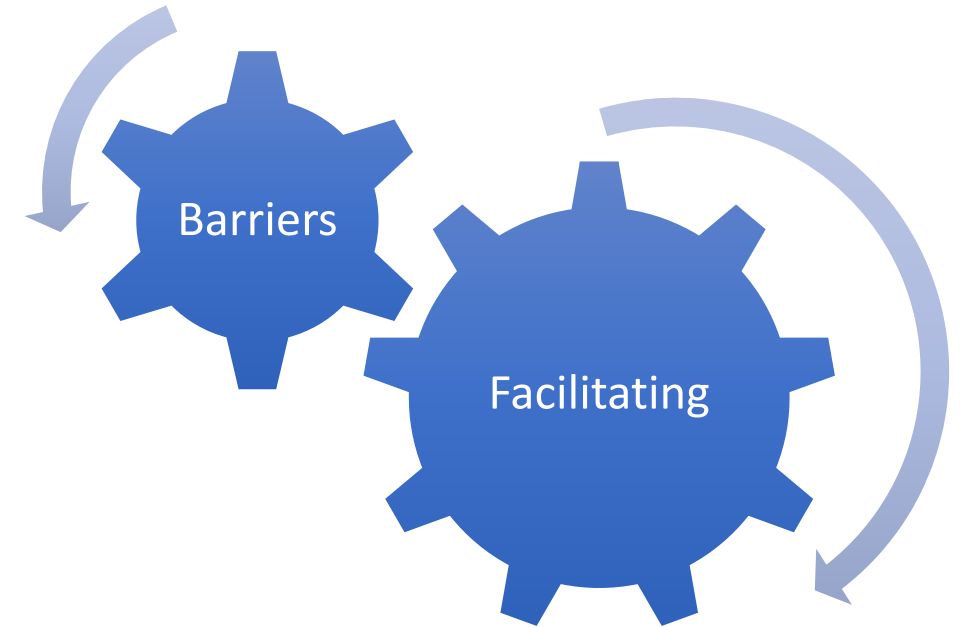
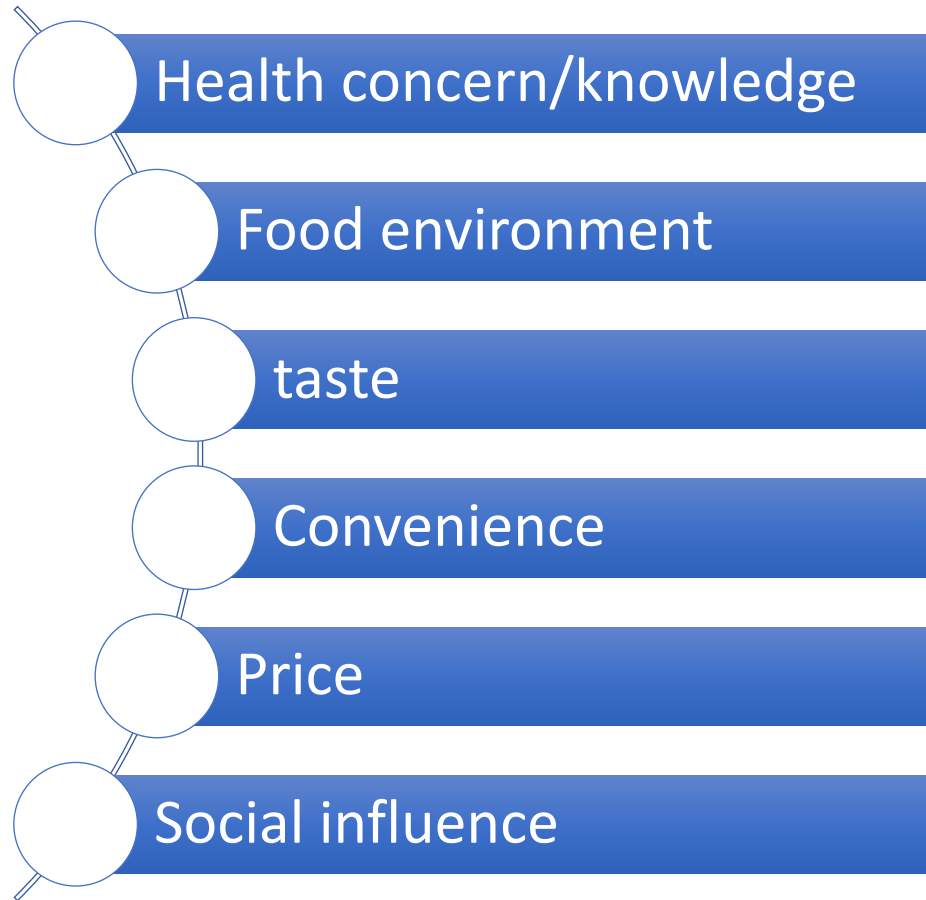
*Source: Wanda Lasepa. 2018. Association between food choice motives with fruits and vegetables consumption among adult with different nutritional status in urban and rural area of west java. Thesis, FMUI*

## Food Choice Motives among workers during pandemi

- Convenience
- Health/Safety
- Organic
- Weight Control
- Access

*Source: Rahmasari et al. 2021. Food Choice Motives among workers during Covid-19 pandemic. Unpublished manuscript*

# Adolescent food choice motives



Most Indonesian Adolescent, did not based purchasing decision on information from food label

## 4. Food Environment: Gap in Data Availability



# Existing National Data

## National Basic Health Research/Indonesia Health Survey (RISKESDAS/SKI)

- largest and most comprehensive national health survey
- conducted every five years
- collects data on dietary intake (only 2007), nutritional status, and health outcomes across the country.

## Total Diet Study (SDT/SKMI)

- This data provides valuable insights into food consumption patterns, including nutrient intake
- Initially conducted in 2014; next round: 2025

## Nasional Socio-Economic Survey (SUSENAS)

- includes data on household food consumption expenditures
- helps to track changes in food purchasing behavior, offering insights into how economic factors affect food choices

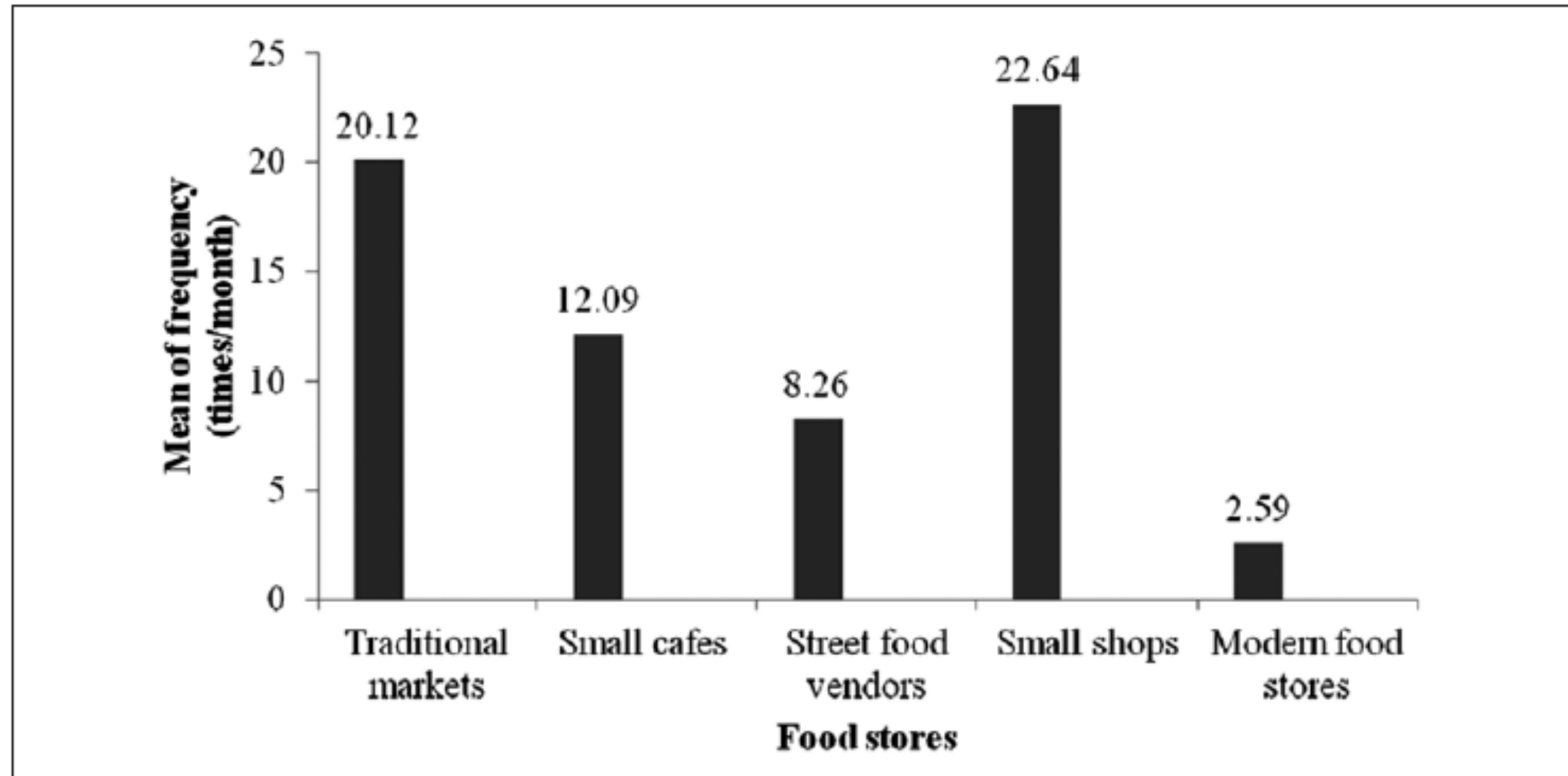
These surveys are useful for *understanding broad trends in nutritional status and food consumption* for policymaking, but are **lacking** in data to understand the **food environment**, specifically the influence of retail settings (e.g., supermarkets, street vendors) on food choices and nutrition

Anggraini, R., Februhartanty, J., Bardosono, S., Khusun, H., & Worsley, A. (2016). **Food store choice among urban slum women is associated with consumption of energy-dense food.** *Asia Pacific Journal of Public Health*, 28(5), 458-468.

Sufyan, D., Februhartanty, J., Bardosono, S., Khusun, H., Ermayani, E., Rachman, P. H., & Worsley, A. (2019). **Food purchasing behaviour among urban slum women in East Jakarta: A qualitative study.** *Malaysian Journal of Nutrition*, 25, S33-S46.

Study by Anggraini (2016)  (QUANTITATIVE)
<ul style="list-style-type: none"><li>• Freq. of visiting particular food store</li><li>• Type of food group consumption</li></ul>

Study by Sufyan (2019)  (QUALITATIVE)
<ul style="list-style-type: none"><li>• Reasons behind food choice</li></ul>



**Figure 1.** Frequency of buying food from each food store in a month.



# Definition

Small shop

“Permanent or semi permanent stands provide manufactured and non manufactured food”

Example



**Snack store**



**Groceries store**



**taverns**

# Association with food group consumption

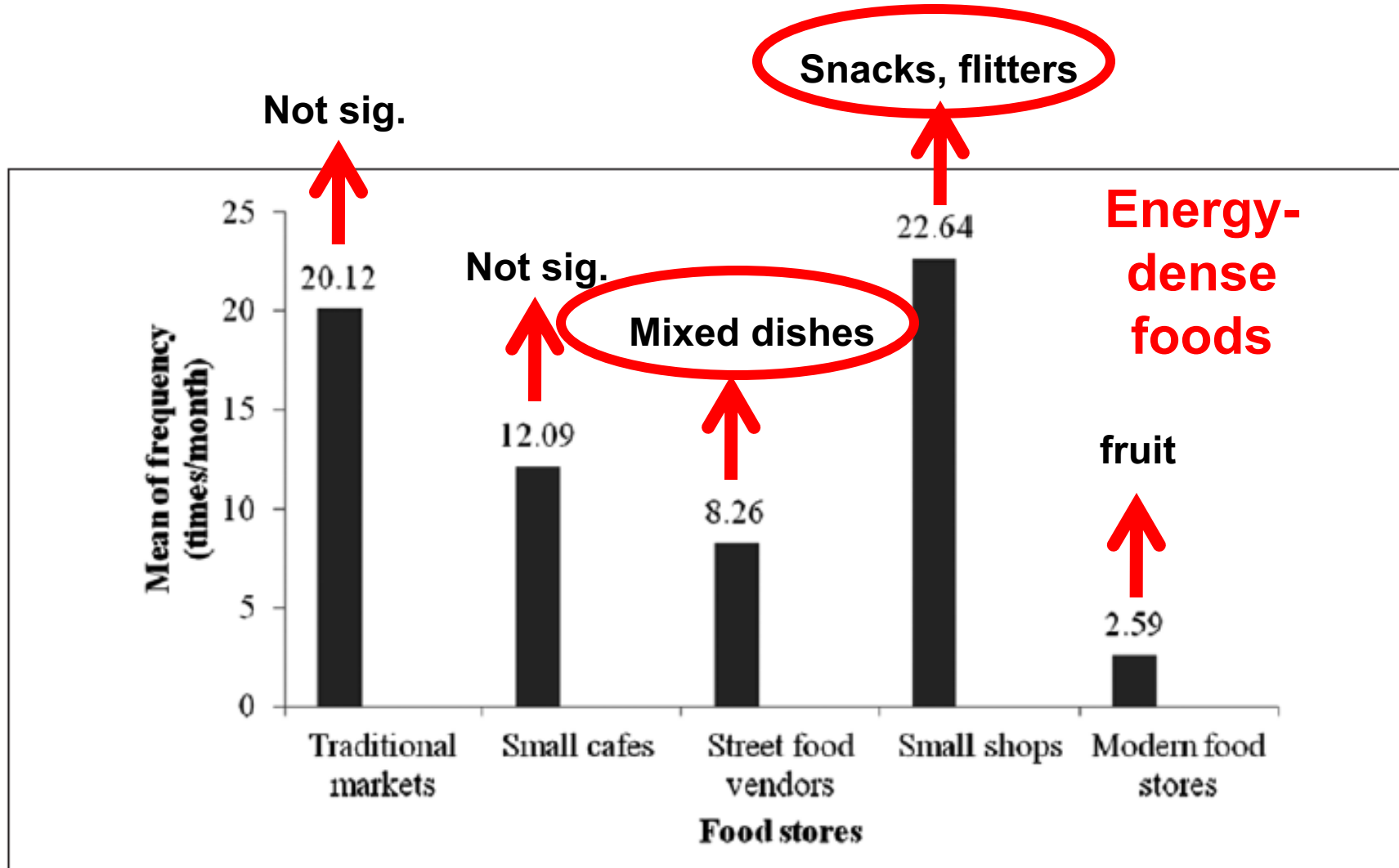


Figure 1. Frequency of buying food from each food store in a month.

# SUPPLY

Residents in the study area were massively surrounded by food stores that sold unhealthy affordable foods

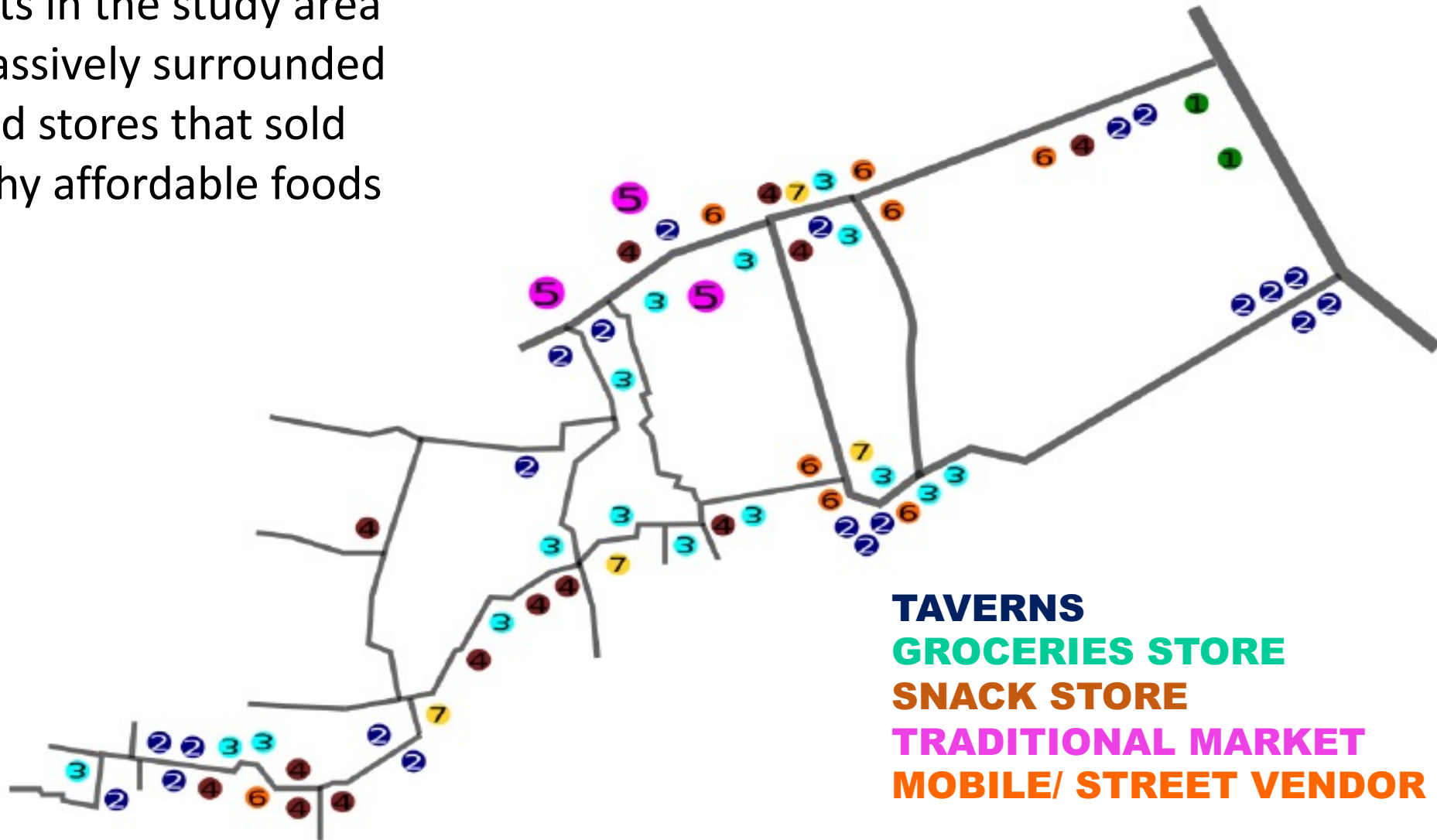


Figure 4.5 Map of food availability in Kampung Melayu

# DEMAND

Only 2 out of 30 women performed “cooking at home”

Mostly preferred buying ready to eat foods

## **Reasons**

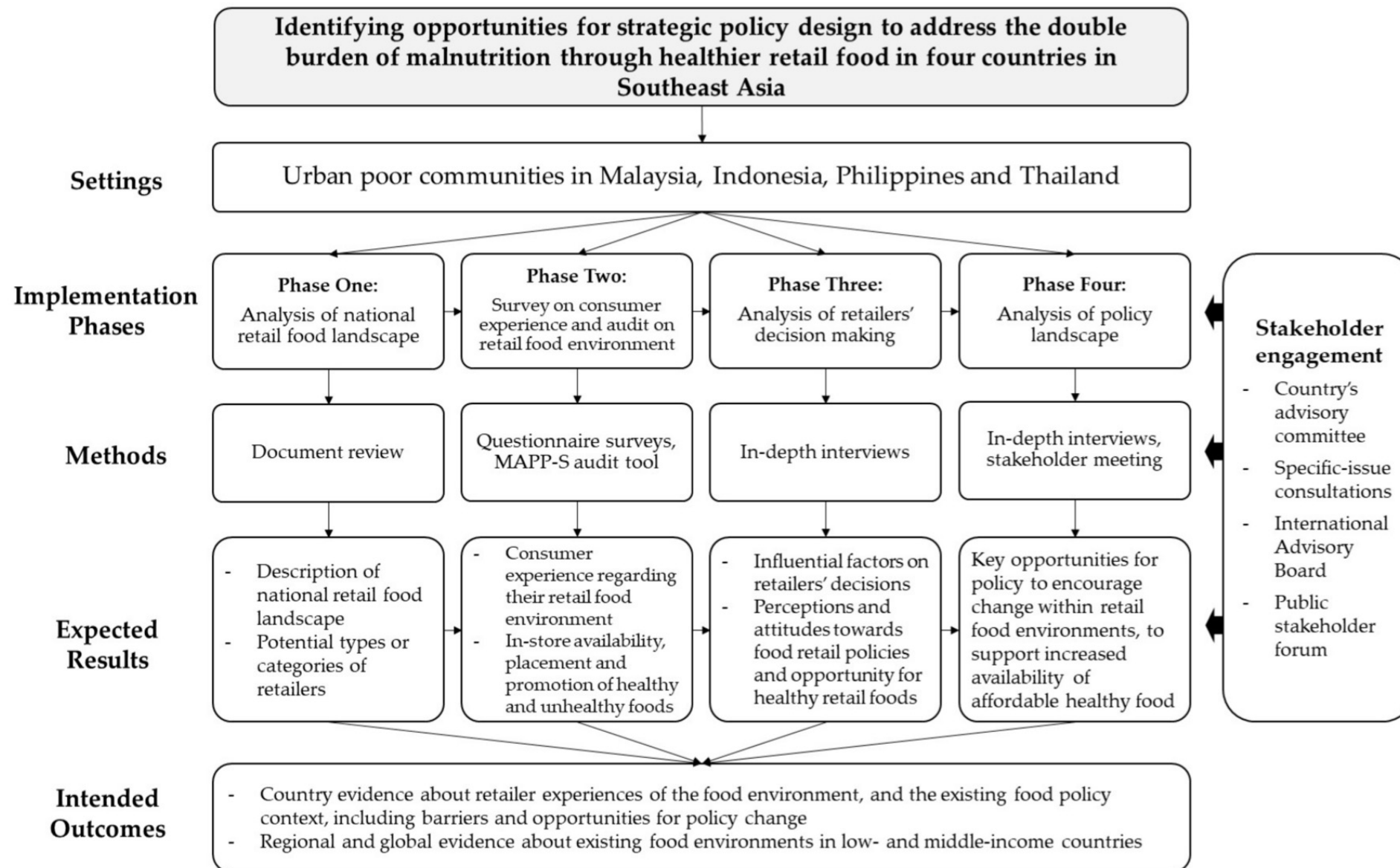
- easier, less effort
- Get more varied foods

# Increasing number of modern retail store

## Convenience Store:

- 2017: 31,488
- 2021: 38.323

- Supermarket: 1,411
- Gas Station retail: 358
- Hypermarket: 285



**Figure 1.** Schematic presentation of the SEAOFE study Protocol.

# Using a global food environment framework to understand relationships with food choice in diverse low- and middle-income countries

Shilpa V. Constantinides<sup>a,1,\*</sup>, Christopher Turner<sup>b,1</sup>, Edward A. Frongillo<sup>a</sup>, Shiva Bhandari<sup>a</sup>, Ligia I. Reyes<sup>a</sup>, Christine E. Blake<sup>a</sup>

<sup>a</sup> Department of Health Promotion, Education, and Behavior, Arnold School of Public Health, University of South Carolina, Columbia, SC, USA

<sup>b</sup> Food and Markets Department, Natural Resources Institute, University of Greenwich, London, UK

## Domain of Food Environments affecting Food Choice:

- Price and Affordability
- Availability
- Vendor and Product Properties
- Accessibility
- Desirability
- Marketing and Regulation

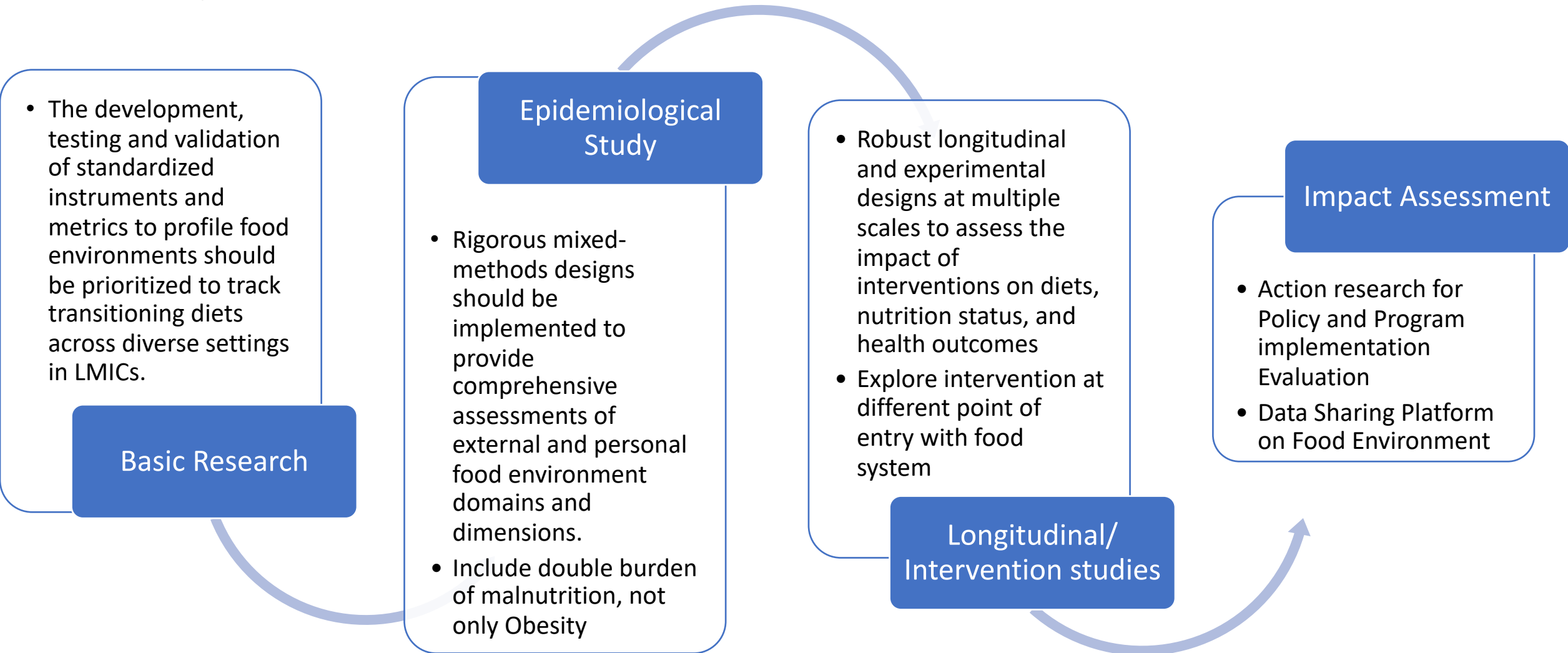
**Table 2**

Emergent constructs representing characteristics of the food environment inadequately addressed in existing subdomains of the framework.

Characteristic	Description
Perspectives on food safety (n = 7)	<ul style="list-style-type: none"> <li>• Concerns about agrochemicals, adulteration, poor food hygiene or environmental sanitation, sickly livestock due to climate change impact on resources, and spreading of rumours increased perceptions of lack of safety.</li> <li>• Trust in vendors from existing relationships and visible cleanliness decreased concerns about safety.</li> <li>• Perspectives about safety strongly influenced food choice. In some cases, safe foods were conflated with healthy foods.</li> </ul>
Social forces (n = 7)	<ul style="list-style-type: none"> <li>• Spousal, children's, peers', and parental preferences and habits; morbidities (individuals' and families' knowledge and perceptions about infectious and non-communicable diseases); cultural sharing via migration; and creative agency influenced decision-making about food purchasing, preparation, and consumption.</li> <li>• Vendor properties such as reputations for safety, friendliness, and existing relationships increased consumers' choices to purchase food from them.</li> </ul>
Gender dynamics (n = 6)	<ul style="list-style-type: none"> <li>• Women's time use and livelihoods outside of the home may impact time available for food acquisition and consumption, altering food choices for the whole family.</li> <li>• Women's empowerment or freedom to make choices around acquisition, production, and consumption may affect dietary diversity.</li> <li>• Women were seen to have better knowledge and bargaining power than men with respect to food purchasing for the family</li> <li>• Women's preferences regarding food purchasing and spending could be countered by male heads of household.</li> </ul>
Stability (n = 6)	<ul style="list-style-type: none"> <li>• Seasonal fluctuations in production and price of foods limited reliable availability and affordability of fruits and vegetables</li> <li>• Variations in climate, seed quality and availability, and pests can harm crop production.</li> <li>• Income variability affected choices about food purchasing due to unreliable affordability of foods.</li> </ul>
Wider food system drivers (n = 4)	<ul style="list-style-type: none"> <li>• Land use and tenure systems, climate change impact on crops and resources available for livestock, and agrobiodiversity all influence the food environment.</li> </ul>

Note: n = the number of DFC principal investigators reporting a characteristic of the food environment that can be classified into the five emergent constructs.

# Gap in Food Environment Research



<sup>1</sup>Carducci, B., Oh, C., Roth, D. E., Neufeld, L. M., Frongillo, E. A., L'Abbe, M. R., ... & Bhutta, Z. A. (2021). Gaps and priorities in assessment of food environments for children and adolescents in low-and middle-income countries. *Nature Food*, 2(6), 396-403

<sup>2</sup>Turner, C., Kalamatianou, S., Drewnowski, A., Kulkarni, B., Kinra, S., & Kadiyala, S. (2020). Food environment research in low-and middle-income countries: a systematic scoping review. *Advances in Nutrition*, 11(2), 387-397.



## 5. Policy and program to improve Food environment



# Policies and Programs have to address all domains of Food Environment

## FOOD ENVIRONMENT



Modification of food environment aims to:

- Increase the availability of healthier options
- Reduce economic access to unhealthy foods by tax
- Regulate aggressive food marketing
- Regulate nutrition labelling
- Create consumers awareness

# Unhealthy Food Tax is an alternative Policy

**Table 4. Estimated percent changes in SSB categories' demand when prices are increased by 20%.**

Beverages	Income levels				Regions		Age of head of household		Years of schooling of head of household	
	All	25%	50%	75%	Urban	Rural	< = 50	>50	≤12	>12
Manufactured liquid milk	-14.32	-15.78	-15.40	-15.04	-12.72	-15.24	-13.86	-15.04	-14.42	-4.36
Sweetened condensed milk	-17.88	-18.10	-18.04	-17.96	-17.82	-17.92	-17.84	-17.94	-17.86	-17.72
Instant coffee	-18.30	-18.50	-18.46	-18.38	-18.30	-18.36	-18.30	-18.36	-18.34	-18.12
Tea drinks, fizzy drinks with CO <sub>2</sub>	-18.30	-18.42	-18.40	-18.36	-18.20	-18.40	-18.32	-18.32	-18.28	-18.06
Fruit juice, “health” drinks, energy drinks	-18.64	-18.72	-18.72	-18.70	-18.56	-18.74	-18.64	-18.66	-18.64	-18.58
Average changes in demand	-17.50	-17.90	-17.80	-17.69	-17.12	-17.73	-17.39	-17.66	-17.51	-15.37

Source: Authors' calculation

**Increasing SSB prices by 20%** would *reduce the demand for SSBs on average by 17.5%* (14.3%- 18.6% for each SSB group) and generate additional state revenue up to IDR 3,628.3 billion per year (approximately US\$ 238.5 million or 0.2% of total tax revenue in 2022)

# Exposure and approval of food marketing strategies in Jakarta

- Approximately one-third of respondents reported having exposure to active marketing 1-2 times in the past month
- Most of the respondents disapproved the marketing of fast foods and sugar-sweetened foods.
- Respondents who were **exposed to active marketing at least once in the previous month** were 2 times more likely (AOR; 95% CI: 1.07-3.7) to **approve the marketing of unhealthy foods**.
- Exposure to food marketing promotion appeared to influence approval of marketing strategies among household food providers in Jakarta.

# US\$ 994 Billion

- Market Share of 10 Trans-Nasional F&B Company
- Contribute to 1/3 of all advertisement expenditure
- Contribute to 50% Not permitted Foods Ads

(Kelly, 2019)

Country	Not-permitted Food Ads Ads/h/Channel (SD)
	Peak Viewing Times
Canada	13.4 (5.6)
Australia	4.9 (2.7)
Spain	4.5 (3.0)
New Zealand	4.0 (2.9)
Colombia	4.0 (3.6)
Slovenia	3.6 (4.1)
Malaysia	3.5 (3.4)
South Africa	3.1 (2.4)
Costa Rica	3.0 (2.3)
Guatemala	2.5 (2.5)
Chile	2.4 (2.4)
Malta	1.7 (2.6)
Overall	3.1 (3.4)

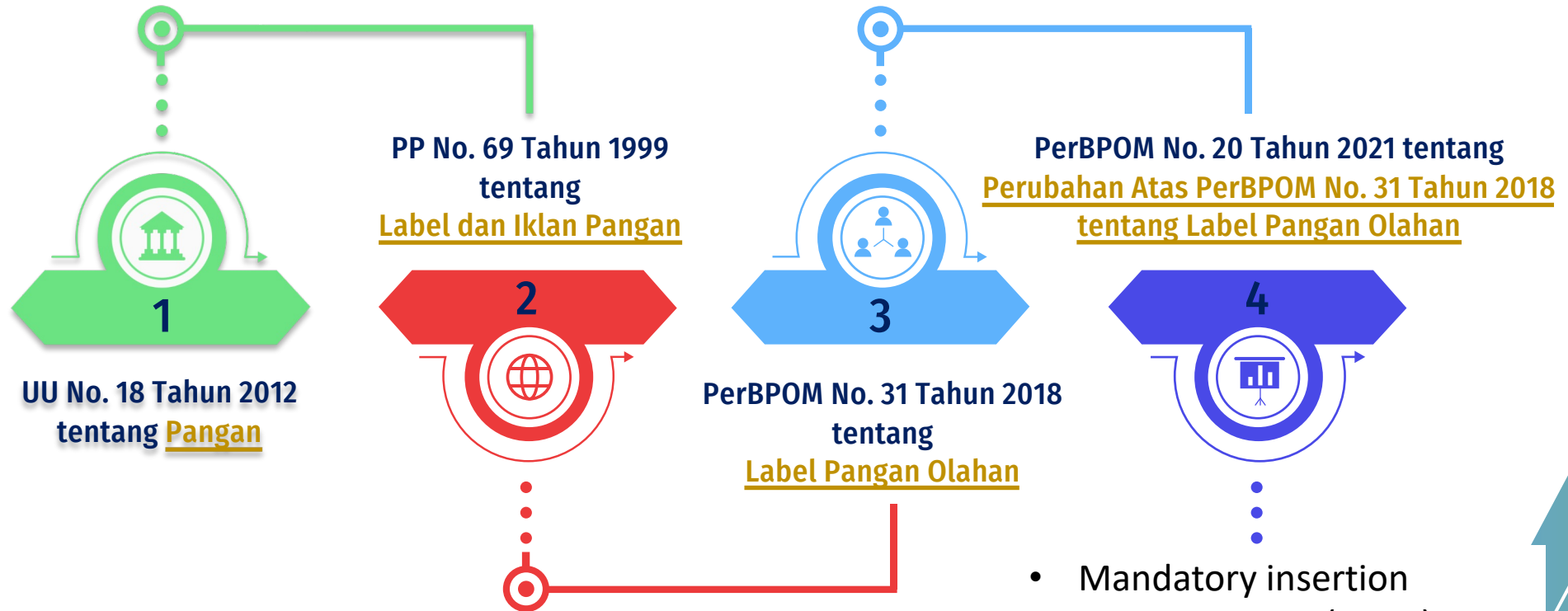
# Social media's influence on adolescents' food choices: A mixed studies systematic literature review

Adam J Kucharczuk <sup>1</sup>, Tracy L Oliver <sup>2</sup>, Elizabeth B Dowdell <sup>2</sup>



- food and beverage companies use social media for marketing their products by targeting the adolescent population.
- adolescents were more likely to recall unhealthy food
- Celebrity influence was a common component of the advertisements
- The use of celebrities and influencers and the promotion of "unhealthy" products appear to be commonly used tactics.

# Food Labelling Regulations



- Mandatory insertion Nutrition Facts (BOPL)
- Voluntary insertion of Healthier Choice in FOPL

# Healthier Choice Logo/Symbol di Indonesia

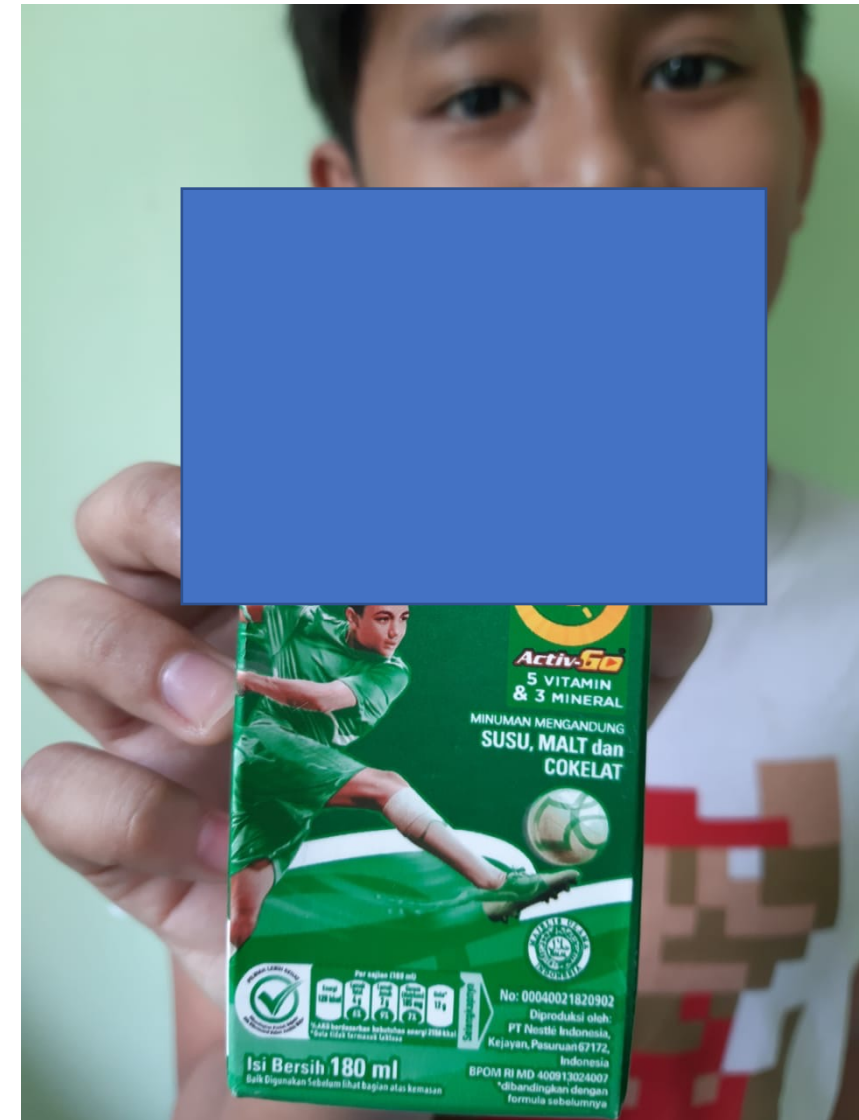


## Peraturan Badan POM No 26 Tahun 2021

- Pangan Olahan yang mencantumkan tabel ING **dapat mencantumkan logo dengan tulisan “pilihan lebih sehat”** pada bagian Label yang paling mudah dilihat dan dibaca
- Pangan Olahan yang akan mencantumkan logo “pilihan lebih sehat” harus **memenuhi kriteria profil gizi (nutrient profile)** yang ditetapkan untuk setiap jenis Pangan Olahan.
- Meliputi 20 jenis kategori pangan

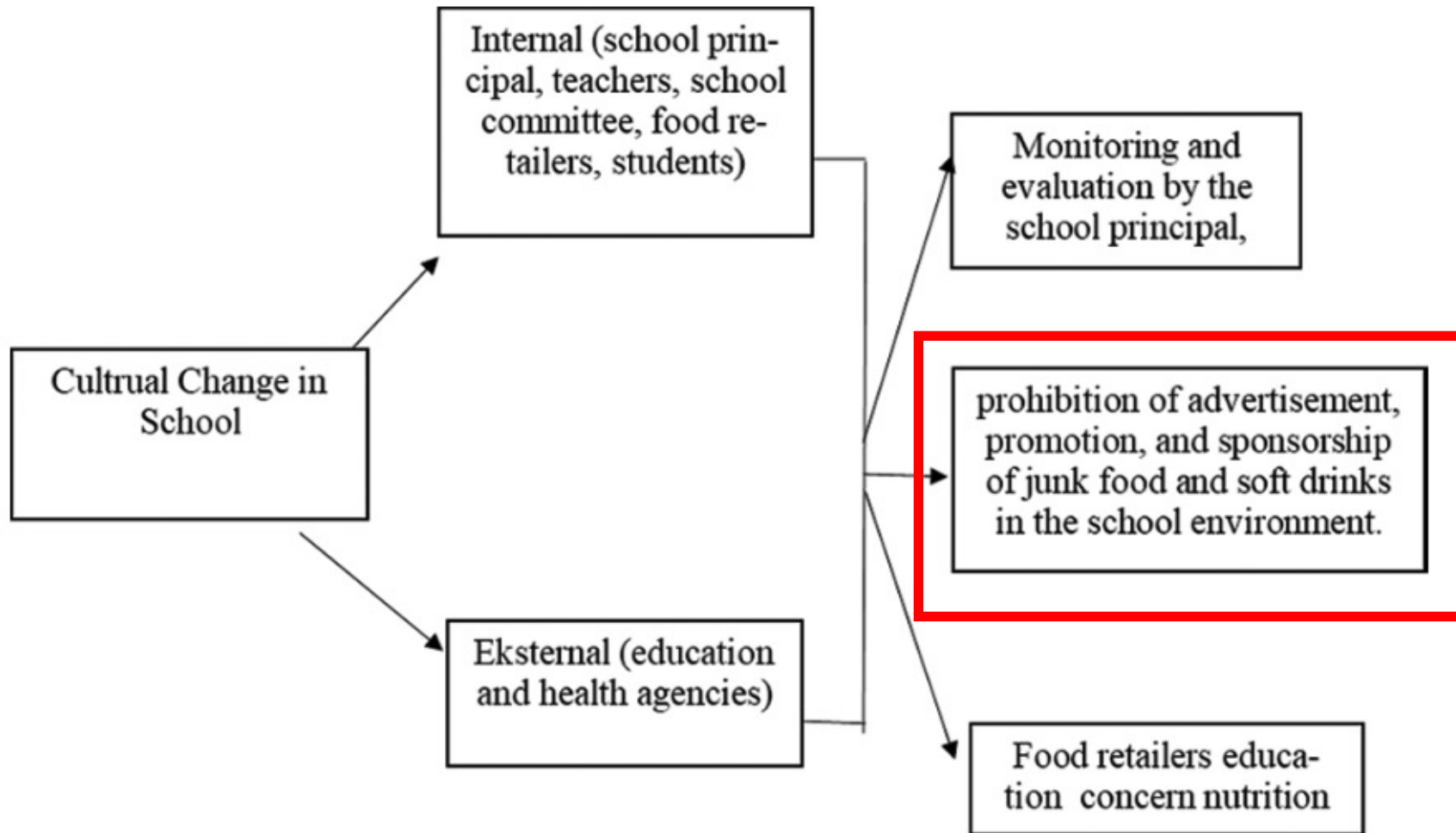


# Seberapa sehat?



# Store Initiative to provide guidelines for sugar level in food



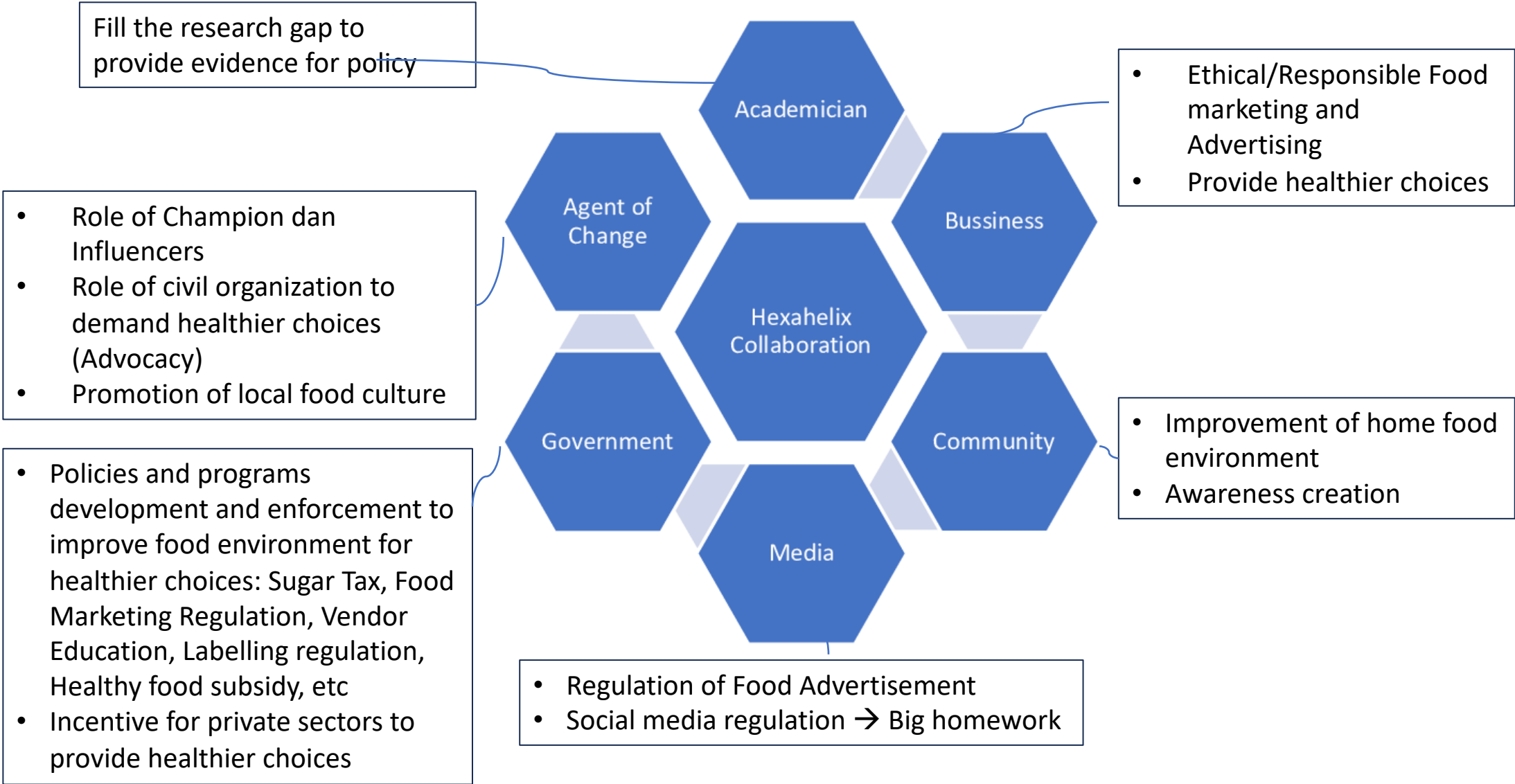


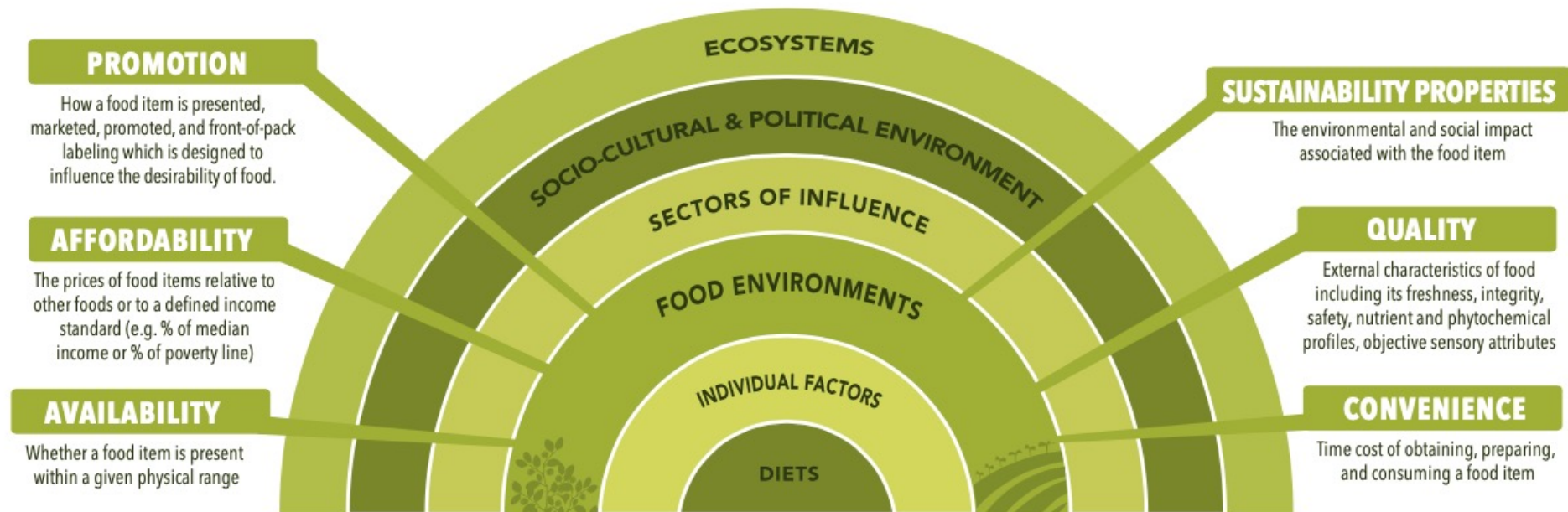
*Figure 1: Propose concept and solution to initiate a healthy school food environment*

## **6. Multistakeholder Involvement for improvement of Food Environment**



# HEXAHELIX STRATEGY TO IMPROVE FOOD ENVIRONMENT





**Figure 2.** Descriptions of the food environment key elements. The key elements of the food environment within the food system include the availability, affordability, convenience, promotion and quality, and sustainability of foods and beverages in wild, cultivated, and built spaces.

“An expanded definition that includes the parameter of sustainability properties of foods and beverages, in order to integrate linkages between food environments and sustainable diets”

# Take Home Messages

- Food environments covers different domains, not all have been comprehensively explored in Indonesia
- The vast diverse areas in Indonesia may have different characteristics of food environment
- There was increasing proportions of meals eaten outside of home, more prominent in urban and more metropolises areas, as well as among younger highly educated generations

# Take Home Messages

- Studies on Food environment in Indonesia is limited; and thus limited data on food environment are available
- Research focus should be directed to standardizing method of food environment assessment and assessment of impact of food environment on health
- Policies and Programs to improve food environment needs to be strengthened
- Multiple stakeholders collaboration are needed to improve food environment



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**“Challenges faced to shape Food Environments are significant, A healthier, more equitable food environment which supports both individual well-being and sustainable food systems should be *everybody’s concern*”**

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