



WEBINAR SERIES 1/2024
**Improving Food Environments in Southeast Asia Countries:
Where Are We Heading?**

25 September 2024 | Zoom Online Platform

The Philippine Food Environment: A Closer Look

Trends, Gaps, and Opportunities for Healthier Choices

LEILA SACDALAN-AFRICA, RND, PhD

Professor

Institute of Human Nutrition and Food

College of Human Ecology

University of the Philippines Los Baños

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The Philippine Food Environment

Overview

Trends
and Gaps

Policies



2

Overview: The Philippine Food Environment (PFE)



Photo credit to Dungug Kinaray-A.

3

Overview: How do Filipinos eat?



Coffee & Pan de Sal

TAPSILOG



PANSIT

PUTO



RICE WITH ADOBO

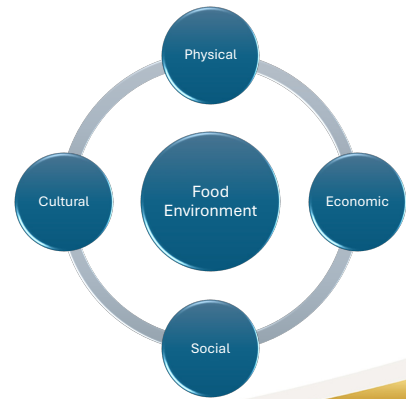


BANANA QUE

4

Overview: What is the Food Environment?

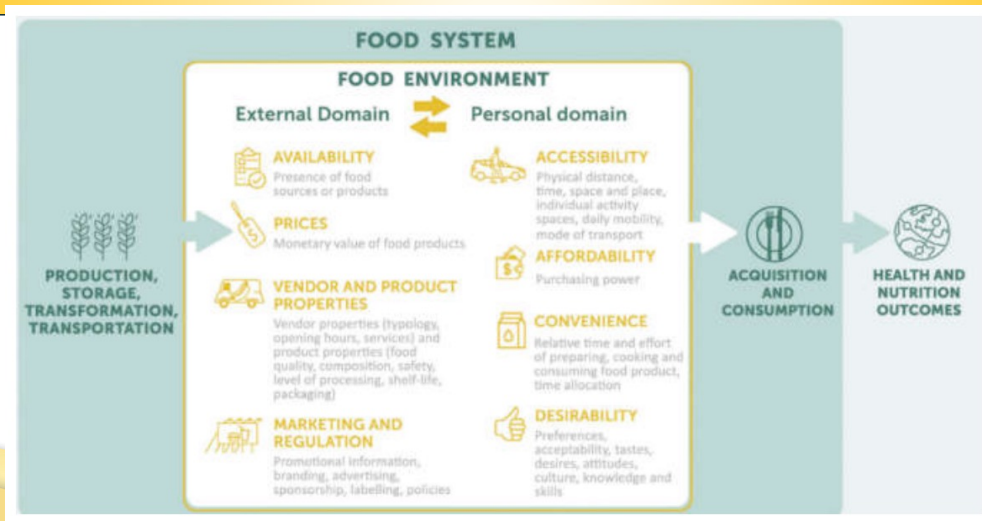
"The complex physical, economic, social, and cultural factors that influence people's food choices and dietary patterns."



Swinburn, B. A., Kraak, V. I., Allender, S., *et al.* (2019)

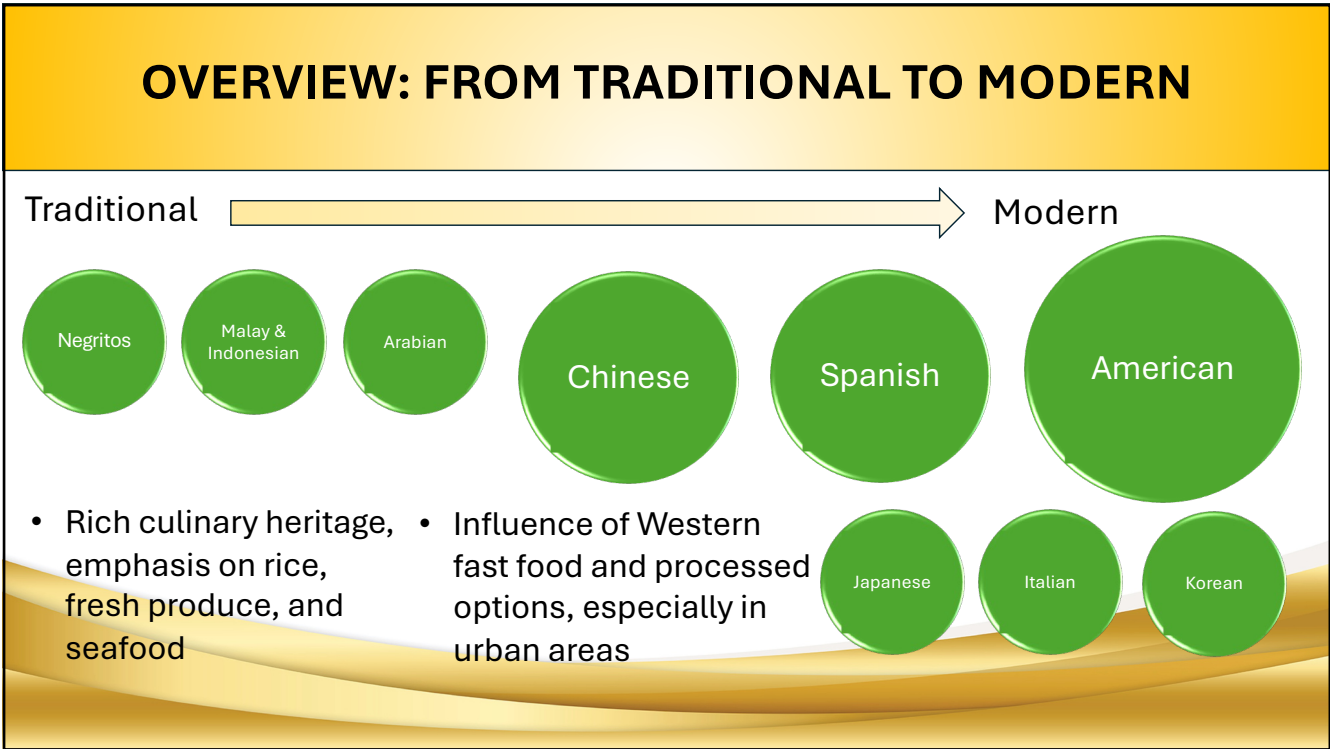
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Overview: What is the Food Environment?



Turner, C.; Aggarwal, A.; Walls, H.; *et al.* (2018)

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Philippine Food Environment: PHYSICAL FACTOR

- availability, accessibility, and affordability of different types of food within a given area

Market-based	Own production	Wild Harvested Food	Transfers (including gifts)
 		 <ul style="list-style-type: none"> • Monitor Lizard • Wild pigs • Insects 	

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Philippine Food Environment: PHYSICAL FACTOR

1. Traditional Markets & Grocery Stores
2. Food Vendors & Eateries
3. Specialized Food Sources
4. Modern Food Delivery Services
5. Other Food Sources

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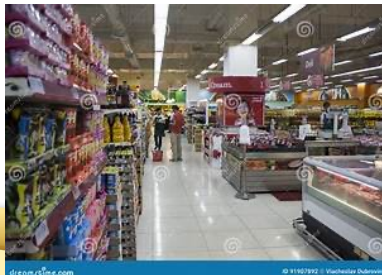
Philippine Food Environment: PHYSICAL FACTOR

1. Traditional Markets & Grocery Stores

Palengkes
(Wet Markets)



Supermarkets &
Grocery Stores



Convenient
Stores



10

Philippine Food Environment: PHYSICAL FACTOR

2. Food Vendors & Eateries

Carinderia

Hawker stalls/
centers

Street food

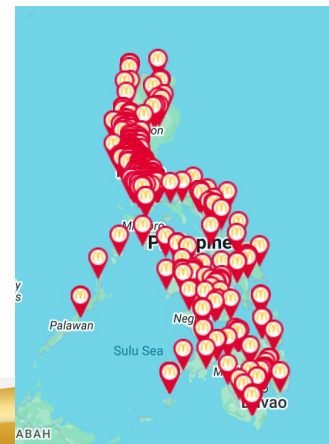
Cafes and
restaurants



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Philippine Food Environment: PHYSICAL FACTOR

3. Food Vendors & Eateries



<https://staycations.ph/the-best-fast-food-chains-in-the-philippines/>

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Philippine Food Environment: PHYSICAL FACTOR

4. Specialized Food Sources

Bakeries



Sari-sari Store



Specialty Stores



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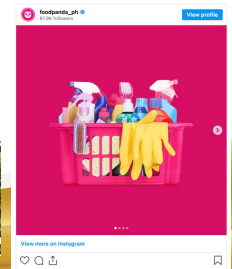
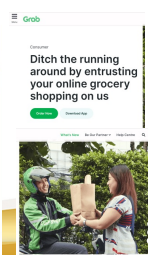
Philippine Food Environment: PHYSICAL FACTOR

4. Modern Food Delivery Services

Food Delivery Apps



Online Grocery Stores



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Philippine Food Environment: PHYSICAL FACTOR

5. Other Food Sources

Home Vegetables Gardens



Community-Supported Agriculture



Food Banks and Community Kitchens



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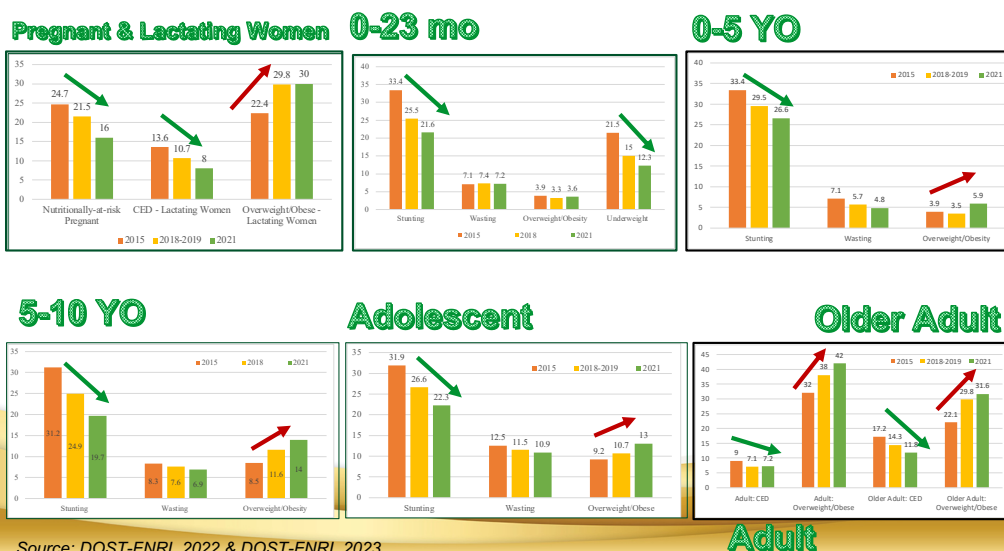
TOP 20 COMMONLY CONSUMED FOOD PRODUCTS AMONG FILIPINO HOUSEHOLD

- | | |
|-----------------|---------------------|
| 1. RICE | 11. PORK MEAT |
| 2. SALT | 12. VINEGAR |
| 3. COOKING OIL | 13. VETSIN |
| 4. COFFEE | 14. INSTANT NOODLES |
| 5. SUGAR | 15. CHICKEN |
| 6. BREAD | 16. BISCUITS |
| 7. ONION | 17. TOMATOES |
| 8. GARLIC | 18. EGGPLANT |
| 9. EGG, CHICKEN | 19. POWDERED MILK |
| 10. SOY SAUCE | 20. BANANA |

SOURCE: 2013 FOOD CONSUMPTION SURVEY BY THE FOOD AND NUTRITION RESEARCH INSTITUTE OF THE DEPARTMENT OF SCIENCE AND TECHNOLOGY (FNRI-DOST)

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Prevalence of Malnutrition by Life Stages: Philippines, 2015, 2018-2019, 2021



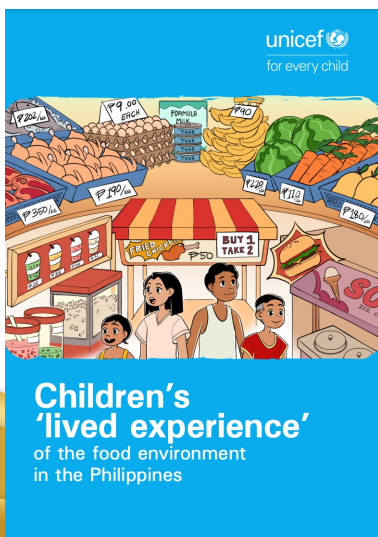
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Philippine Food Environment: TRENDS and GAPS

TREND	GAPS
<ul style="list-style-type: none"> Rising Consumption of Processed and Ultra-Processed Foods Growing Popularity of Food Delivery (Online) Services Government Initiatives to Promote Healthy Food Environments 	<ul style="list-style-type: none"> Limited Access to Affordable and Nutritious Foods Widespread Marketing and Promotion of Processed & Fast-Food Availability of Credible Philippine Nutrition Education & promotion Platform Lack of Comprehensive Food Environment Policies

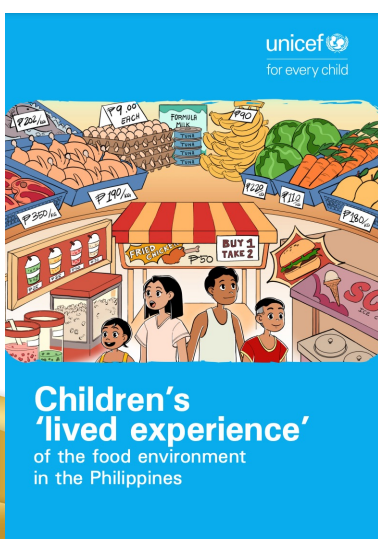
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TRENDS & GAPS



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TRENDS & GAPS



- Strengthen and enforce the Milk Code to restrict the marketing of breast milk
- Introduce mandatory legislation to restrict the marketing of unhealthy food to children
- Introduce mandatory front-of-pack nutrition labeling on packaged foods
- Introduce menu labeling on fast-food chains to indicate nutritional content of dishes
- Engage and support carinderias and street vendors to sell healthier food

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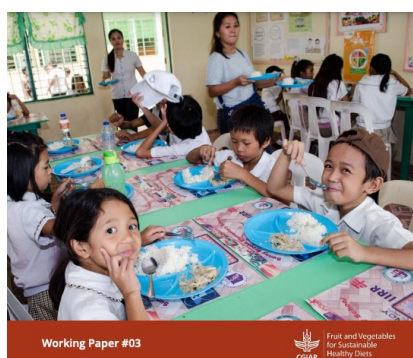
TRENDS & GAPS



- While school-based feeding, school gardening, and nutrition education initiatives have been established, evidence of their effectiveness is limited
- Develop policies that help institutionalize integrated school-based interventions & guidelines including monitoring & evaluation

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TRENDS & GAPS



Desk review of school food environment literature, policy and guidelines in the Philippines

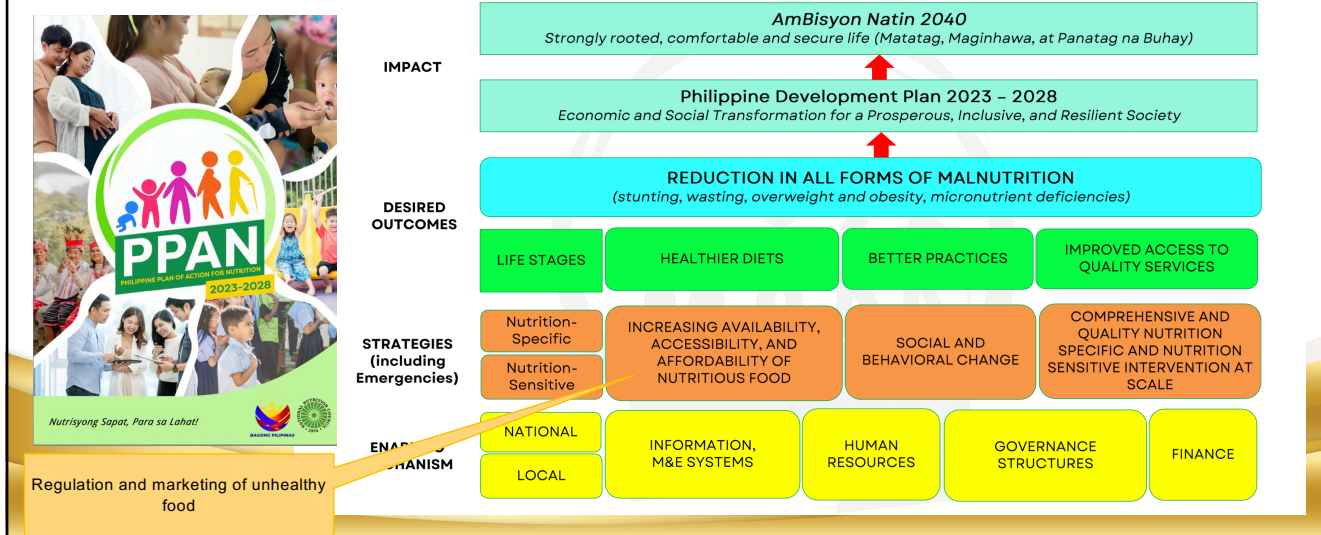
Umali, D.J., Itliong, K., Anunciado, M.S., Monville-Oro, E., Gonsalves, J., Hunter, D., Borelli, T., Mendonça, S.
May, 2023

- policies and interventions on school canteen management, the school-based feeding program, food safety, and nutrition education and promotion to promote the consumption of fruits and vegetables by school children
- limited information on food safety aspects such as agro-chemical residues in fruits and vegetables, marketing regulations and food prices- all of which have an impact on a child's nutritional status

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Philippine Food Environment: POLICY

PPAN STRATEGIC FRAMEWORK



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Sugar-sweetened beverage tax

- signed into law 19 December 2017
- Taxable products: (i) sweetened **juice drinks**; (ii) sweetened **tea**; (iii) **all carbonated beverages**; (iv) flavored water; (v) **energy and sports drinks**; (vi) powdered drinks not classified as milk, juice, tea or coffee; (v) cereal and grain beverages; and (vi) other non-alcoholic beverages that contain added sugar
- PhP6.00 Philippine pesos/liter for beverages sweetened with caloric or non-caloric sweeteners
- PhP12.00/liter for beverages sweetened with high-fructose corn syrup

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Philippine Food Environment: NGF

Giya sa Marhay na Nutrisyon para sa Pilipino

Ten Nutritional Guidelines for Filipinos

1. Magkakan nin iba-ibang klase nin pagkakan aro-aldaw tanganing makua an tamang nutrisyon na kinakalpuhan kan lawas.
2. Padudu-on solamente sa ina an aki poon na ini mamundag sagkod anom na bulan dangan tawan nin nagkakaning complementary foods mantang ipinagpapadagos an pagpapadudo sagkod sa duwang taon o lampas pa para maseguro an pagtalubo asin pagdakuha kaini.
3. Magkakan nin dakol na gulay asin mga prutas aro-aldaw tanganing makakuha nin kinakalpuhan na bitamina, mineral asin fiber para sa tamang regulasyon kan lawas.
4. Pirming magkakan nin sira, laman nin karne, manok, bonyar, mga pina-alang na pisog o dited beans o nuts para sa pagtalubo asin pagpakatay kan body tissues.
5. Ugallon na mag - inom nin gatas, iba pang milk products asin mga pagkakan na mayaman sa calcium siring kan saradit na sira asin shellfish kada-aldaw para magkaigwa nin makusog na tulang asin ngipon.
6. Mga pagkaon na seguradong ligtas kakanon asin tubig na siertong malinig an solamenteng inumon para malikayan an diarhea asin iba pang kahalangan dara kan maating tubig asin pagkakan.
7. Mag-gamit nin iodized salt para malikayan an iodine deficiency disorders.
8. Limitaran o bawasan an pagkakan nin mga maaskad, malalana, mafataba asin sobrang hamis nganing malikayan an helang sa puso.
9. Mantinero an tamang timbang kan lawas sa paagi nin tama asin balanseng pagkakan asin katamtamang aktibidad kun lawas para sa marhay na salud asin malikayan an sobrang pagtaba.
10. Nganing malikayan ang pagka - kaigwa nin non - communicable diseases, hinguhaon na pirming maging aktibo an lawas, magpill nin mga masustansiyang pagkakan, makaukod kun papano manuharon ang pagiging kiid o pirming hadit, likayan an pag - inom nin alak asin paninigarilyo.

Approved by NNC Governing Board on 31 October 2012.
Developed by the Food and Nutrition Research Institute of the Department of Science and Technology.
Presented in Road Show during the Planning Workshop on the Promotion of NGF held on 30 October 2013 at Legaspi City.




10
KUMAINMENTS
Sigla at lakas ng buhay

- I. Kumain ng iba't-ibang pagkain.
- II. Sa unang 6 months ni baby, breastfeeding lamang; mula 6 months, bigyan din siya ng ibang angkop na pagkain.
- III. Kumain ng gulay at prutas araw-araw.
- IV. Kumain ng isda, karne, at ibang pagkaing may protina.
- V. Uminom ng gatas; kumain ng pagkaing mayaman sa calcium.
- VI. Tiyaking malinis at ligtas ang ating pagkain at tubig.
- VII. Gumamit ng iodized salt.
- VIII. Hinay-hinay sa maalat, mamantika at matatamis.
- IX. Panatilihin ang tamang timbang.
- X. Maging aktibo. Iwasan ang alak, huwag manigarilyo.

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Nutrition & Front of Pack Labelling



Republic of the Philippines
Department of Health
OFFICE OF THE SECRETARY


SEP 0 8 2014

ADMINISTRATIVE ORDER
NO. 2014 - 0030

SUBJECT: Revised Rules And Regulations Governing The Labeling Of Prepackaged Food Products Further Amending Certain Provisions of Administrative Order No. 88-B s. 1984 or the "Rules and Regulations Governing the Labeling of Prepackaged Food Products Distributed in the Philippines," and For Other Purposes

I. RATIONALE

Administrative Order No. 88-B series of 1984 was promulgated governing the Rules and Regulations for the Labeling of Pre-packaged Food Products Distributed in the Philippines to establish standards and quality measures for food; to implement the policy of the State to ensure safe and good quality supply of food; and to regulate the production, sale and traffic of the same to protect the health of the people.



Republic of the Philippines
Department of Health
FOOD AND DRUG ADMINISTRATION

13 December 2012

FDA Circular
No. 2012-015

Subject: Guidelines on Voluntary Declaration of the Front of Pack Labeling (Energy or Calorie Content) on the Labels of Processed Food Products

Front-of-pack (FOP) labeling or sign posting aims to improve renewed interest and heighten awareness of consumers on energy content of the products. The Food and Drug Administration shall allow the use of fact-based labeling to provide a simple and immediate way for consumers to make healthier food choices. The FOP labeling shall be based on the following:

1. Format of Energy Declaration on Front-of-Pack or Principal Display Panel:
 - a. The declaration shall be at the lower right hand portion of the principal display panel in a cylindrical shaped with a white color background.
 - b. The border line of the cylindrical shapes and lines and fonts appearing inside the cylindrical shape shall be legible and the color of which shall be in good contrast with the background.
2. Presentation of Information inside the Cylindrical Format. The following are the only information that shall appear inside each of the cylindrical shape:
 - The statement "Energy or Calorie" in the cylindrical shape.

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POLICY (DRAFT) ON THE PROMOTION OF HEALTHY DIET



Republic of the Philippines
DEPARTMENT OF HEALTH
Office of the Secretary



1 ADMINISTRATIVE ORDER

2 No. 2024 - _____

3

4

5 **SUBJECT:** National Policy on the Promotion of Healthy Diets

6

7 I. RATIONALE

8

9 Non-communicable diseases (NCDs) such as cardiovascular diseases, chronic respiratory
10 disease, diabetes, and cancer remain to be the leading cause of death in the Philippines (PSA,
11 2022). In 2019, 5 million Filipinos were reported to suffer from cardiovascular diseases,
12 while 3 million suffer from the health and lifestyle consequences of diabetes (DOH
13 Epidemiology Bureau, 2019). NCDs cause significant impact in health care costs, as well as
14 social care and welfare support needs for typical Filipino families.

15
16 Among the top modifiable risk factors of NCDs is unhealthy diets, characterized by high
17 intake of food high in sodium, sugar, and fat. High intake of such nutrients have been linked
18 to adverse health consequences such as elevated blood pressure, abnormal blood lipid levels,

B. Food environment interventions

1. *Measures to increase availability, accessibility, and affordability of food necessary for a healthy diet.* Food necessary for a healthy diet shall be physically available, easily accessible, and generally affordable to shift consumption away from food high in sodium, sugar, and fat. As such, measures that aim to address this shall be intensified to ensure Filipinos meet recommended energy and nutrient intakes (RENI) and attain healthy diets. Such measures shall include but are not limited to:
 - a. Improved storage facilities and transport infrastructures; and
 - b. Increased linkage of farmers and smallholders to community markets.
2. *Procurement of food using public funds.* No public funds shall be utilized to procure food that is not in accordance to set nutritional quality standards, and/or contain high amounts of sodium, sugar, and fat. For this purpose, standards on the procurement, provision, and service of food products in government-administered institutions and government-funded and/or organized activities shall be developed. The standards shall include procurement and service of food during emergencies, food in community-based feeding activities, food in public hospitals and government offices, among others.
3. *Price and fiscal measures.* Novel strategies to influence consumer preference and demand for food necessary for a healthy diet shall be developed. Price and fiscal measures in the form of taxes and subsidies shall be pursued, as applicable. RA No. 10963 or the "TRAIN Law", which imposed taxes on sweetened beverages shall likewise be raised, sustained, and reviewed to account for inflation and per capita income growth.
4. *Regulations on marketing.* Marketing of food high in sodium, sugar, and fat has shown to significantly influence and shape consumer behaviors toward its consumption. As such, regulatory mechanisms to restrict and/or limit the marketing of these foods across all modes, platforms, and settings shall be developed and implemented.

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CONCLUSION

- **Key takeaways:**
 - The Philippine food environment is complex, diverse, and dynamic
 - Addressing food environment gaps requires a multi-faceted approach
 - Opportunities exist to promote healthier food choices and improve public health
- **Call to action:**
 - Encourage collaboration and advocacy for a healthier food environment
 - Empower individuals to make informed food choices
 - Invest in sustainable food systems and behavior change communication initiatives & research collaboration among SEA members

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The Philippine Food Environment: A Closer Look *Trends, Gaps, and Opportunities for Healthier Choices*

MARAMING SALAMAT PO!



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