

Role of Consumers in ensuring Urban Food and Nutrition Security

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Workshop on “Ensuring Resilient Food Systems in Asian Cities”
FAO Regional Office for Asia and the Pacific
Bangkok, 17-18 November 2011



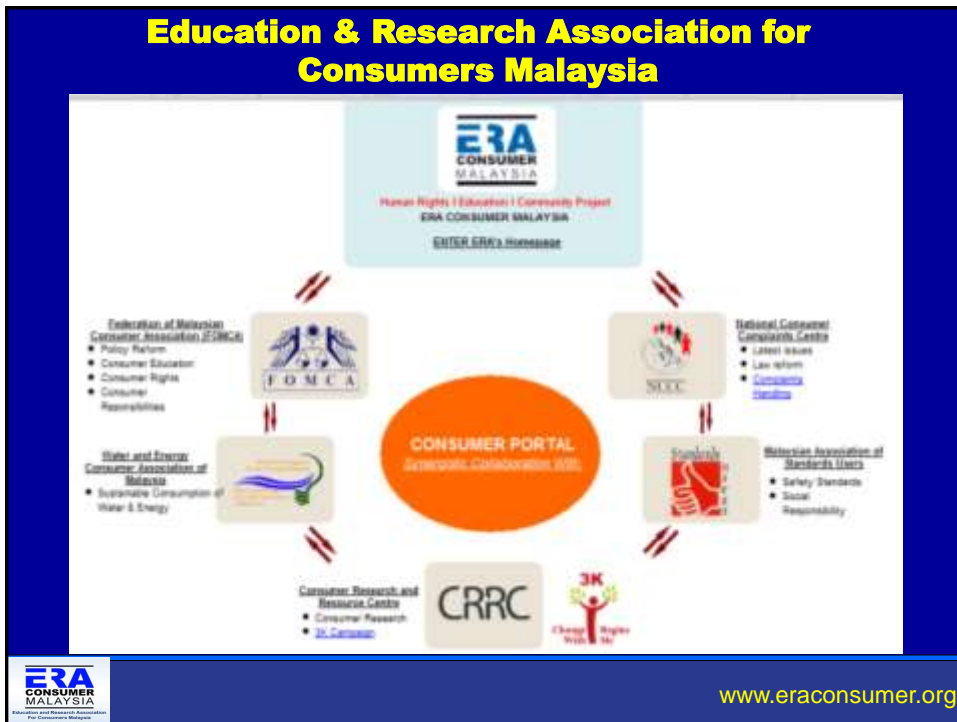
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- Organizational Background
- Asian consumers and consumption trends
- Impact of food crises on consumers
- Food security challenges and best practices
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ERA through Consumers International (CI)

Food as one of priority areas:

- Working on food issues in various ways over the past 35 years
- **Projects supported:**
 - Bangladesh Food Safety Network (BFSN)
 - Global Street Food Project
 - Food marketing to children(FMC)
 - Improving Nutrition for Schoolchildren
 - Consumer-friendly Nutrition Labelling

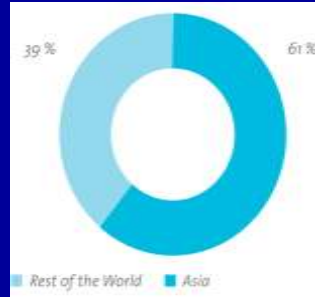
July 2011- CI involved in deliberation process of the Codex Committee on Food Labeling (CCFL)- a Codex guidance on the voluntary labeling of GMOs.

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The consumers in Asia



- ~4.3 billion people
- 43% of worldwide consumption by 2030 (~\$ 32 trillion private consumption)



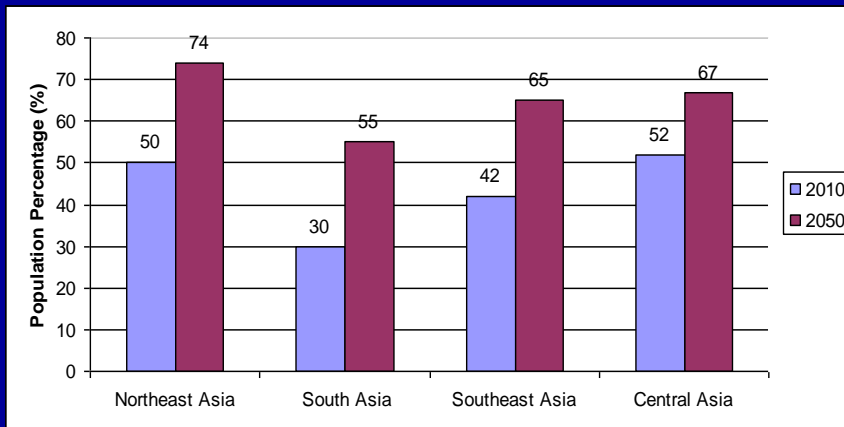
Population of Asia and the rest of the World
 (Source: PRB, 2011 and Ross, 2011)

Asian consumers are key to global consumption
 (ADB, Aug 2010)



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Asian Urbanization



Source: UN World Urbanization Prospects, 2007 Revision; ADB, 2011.

2/3 of Asian population will be in urban areas



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Major Consumption Trends in Asia

- **An increasing hunger for resources**
- **An increasing Middle Class and global Consumer Class**
- **Unmet expectations of low-income Consumers**



Access to water is a major aspect for rural consumers in Lao PDR.

(Source: Federal Ministry for Economic Cooperation and Development –BMZ Germany, 2007)

Sustainable Consumption – a forgotten tradition in Asia?



FOOD CRISIS- Consumer perspectives

- ✿ **SHORTAGE OF SUPPLY**
- ✿ **INCREASE PRICES, INFLATION**
- ✿ **LIMITED CHOICES**
- ✿ **SUBSIDIES (absence, presence, reduction)**
- ✿ **RATIONING / CONTROLLED FOOD ITEMS**

Consumers' Constraints and Rising Food Prices



Grocery spending:
 2003- whole month = RM300
 2008 - whole month = RM600
 barely enough

A TYPICAL BUDGET OF AN AVERAGE FAMILY

A survey conducted by Fomca concluded that a household monthly income of RM3,000 was inadequate to sustain a family comprising two adults and four children in the city.

Family size: Parents with four children Location of survey: Shah Alam

Expenditures	Cost per month (RM)	%
Housing loan instalment	600	20
Car loan instalment	500	16.67
Food expenditure	500	16.67
Transportation	600	20
Education, tuition and reading materials	500	16.67
Other expenditures (e.g. clothes and household items)	300	10
Total	3,000	100

ERA GRAPHICS © 2008

Food Security - Consumers Perspective

4A's: Affordability, Accessibility, Availability and Acceptability of food

- **S**table food prices
- **E**ffective food Supply and distribution systems
- **T**ransparency and access to accurate information on food and agricultural products





Rights as a consumer:



1. THE RIGHT TO BASIC NEEDS
2. THE RIGHT TO SAFETY
3. THE RIGHT TO INFORMATION
4. THE RIGHT TO CHOOSE
5. THE RIGHT TO REPRESENTATION
6. THE RIGHT TO REDRESS
7. THE RIGHT TO CONSUMER EDUCATION
8. THE RIGHT TO A HEALTHY ENVIRONMENT

UNITED NATIONS GUIDELINES FOR CONSUMER PROTECTION (UNCTAD, 2001)

Urbanization & Food procurement



Where?

- Supermarkets, hypermarkets
- Specialty shops, sundry shops, cooperatives
- Open markets (night, farmers')
- Restaurants, take-outs, delivery,
- Street foods / vendors



(Source: Standards Asia, 2010)

What/how?

- Fresh, processed, frozen (TV-dinners), instant food, ready-to-eat meals
- Fast food, gourmet
- Home-cooked, Health diets



Affordability

Challenges:

- Low Incomes
- High Food Prices
- Illicit price fixing
- Food waste



Best Practices:

- Price Control Programs, National price councils (China, Malaysia, Philippines etc.)
- Rice vouchers or food stamps
- People's Shops in Malaysia (Kedai Rakyat 1Malaysia)
- 1klik- MDTCC Malaysia
- Mobile food distribution centers in Bangladesh



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Food- Waste Not, Want Not?

Restaurant PJ-- between 10-30% of food is wasted on an average day, and that most customers are quite oblivious to the amount of food they waste.

Agamuthu (UM) - almost 50% of the 31,000 tons of waste produced daily by Malaysians comprised organic kitchen waste such as leftover food. (up to 930 tons of unconsumed food are thrown away daily. -13 June 2011)



Wasteful habit: In Malaysia, where food is plentiful and eating out highly affordable, wasting food is turning into a habit which many rarely give a second thought to. -
GABRIEL CHUAH / The Star

(The Star 26 June 2011)

FOMCA- suggests that hotels and eateries penalize consumers who don't finish the food on their plates.

Accessibility



Challenges:

- Physical, economic and nutritional access to food
- Unable to Procure Food from Local Markets
- Significant Distance to Access Food

Best Practices:

- Effective management of street foods in Singapore
- Public Distribution System (PDS) in India
- Fair price shops in Singapore
- School feeding programs



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Availability

Challenges:

- Hoarding
- Monopolistic market behavior
- Limited choices
- Over-consumption and under-consumption

Best Practices:

- National stockpile
- Control of supplies legislation
- Food security policies (permanent food parks, national food terminals)



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Acceptability





Challenges:

- Safe and nutritious
- Access to information on foods
- Culturally or ethically appropriate (Halal, GMO or others)
- Changing consumption patterns

Best Practices:

- Labeling (Nutrition, calorie, GMO, Halal, etc)
- Food miles and sustainability
- Complying with International Standards
- FAMA 3P Regulations




“Responsibility Deal”

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Role of consumers in ensuring Food and Nutrition Security

- vigilant of market mechanisms and driving choices, create healthy market demand.
- proactive in reading labels and accessing information.
- able to practice sustainable consumption through informed decisions on:
 - what to purchase
 - how to use
 - how to discard
- be assertive on their rights, consumer protection mechanisms, lodging consumer complaints and follow-ups
- be socially responsible in reducing food waste
- adopt sustainable lifestyles, through prudent management of household incomes, mindful & responsible consumption.





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Consumers can create demand for healthier or preferred choices.



(Source: The Star)

Sunday August 29, 2009

Kampung chicken is gaining popularity among consumers

By JAYAGANDI JAYARAJ

ETP: First Anniversary

Take a look at the progress achieved in its first year.

AdChickin B

FREE range chicken or kampung chicken are often sought after as a healthier option to battery chicken.

These chicken are free to run in the countryside and feed on natural vegetation, and are not administered hormone injections. Hence, kampung chicken are said to have less fat and more lean meat with a better texture, and fetch a higher price. As a result, more farmers are rearing free-range poultry.

One such company is Lipis Dimensi, which produces special kampung chicken under the label Sunshine Chicken. The company, which started operations a year ago, has its farm in Kuala Lipis, Pahang.

It is claimed that the poultry marketed under the brand name has a unique texture, colour and flavour, compared with the others in the market.



Delicious: The array of food at the Sunday brunch ranges from appetisers and main courses to desserts.



Consumers can boycott high price food products or reduce consumption



FOMCA's Recommendations to ease the impact of food crisis (2008)

- **The establishment of the National Price Council (MHN)**
 - a prelude to the creation of the Price Commission.
- **The National Stockpile**
- **National Call Centre**
- **Expert Advisory Committee.**
- **Review:**
 - the Price Control Act 1946,
 - Consumer Protection Act 1999 and
 - Control of Supplies Act 1961
 - CPI and Basic Food Basket for Malaysia
- **Full Utilization of the existing mechanism under the Ministry of Domestic Trade, Co-operatives and Consumerism (MDTCC)**
- **Families earning up to a maximum of RM3,000 in monthly incomes should enjoy interest-free housing loans, free healthcare and education.**

CONSUMERS

CONSUMERS PLAY a part in “home production” – grow your own vegetables, easy-to-grow herbs and spices commonly use in local cooking such as lemon grass, chili, turmeric, curry leaves, etc.

Households control and manage their own food supply (healthier and affordable)



SUSTAINABLE CONSUMPTION

- ▣ **Reduce wastage**
- ▣ **Shop only for what is needed (vs hoarding)**
- ▣ **Go for cheaper but reliable and safe alternatives**
- ▣ **Be a “smart consumer” – know what to buy and value for money.**



Way Forward

ALL Chip in for sustainable consumption:
Changing consumer behaviour is a shared Mission



“ **The responsible choice should be the easy choice** ”

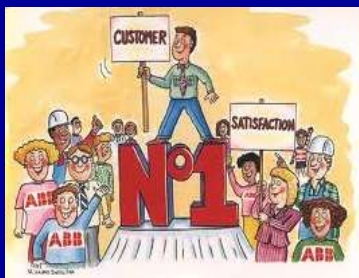
Policy Options to Manage Urban Food & Nutrition Security

- Improved urban management and governance on food and nutrition security
- Effective procurement strategies
- Control of food prices and goods
- Consumer protection mechanisms
- Improvement of information flow and networking among stakeholders.
- Strengthen monitoring and surveillance system to ensure conformity with safe food production guidelines
- Promote safe handling, preservation, value-adding and storage techniques.



What assures consumers

Consumers increasingly want information



reliable,
consistent, and
more accessible
information (*who,
what, where, when,
why, how*)

Thank You....



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