HE ROUROU
WHAI PAINGA

NATIONAL SCIENCE CHALLENGE

9/11/21
The High-Value Nutrition National Science Challenge builds the science excellence and knowledge New Zealand needs to create and deliver foods to the world that people choose to stay healthy and well.
GOALS

- Increase export revenue of high-value foods with validated health benefits
- Support the development of new high-value foods
- Increase business investment in Research and Development
- Increase NZ’s reputation as a producer of high-value foods and as a science leader in food-health relationships
- Support businesses with the evidence required for health claim applications
HEALTH THEMES

High-Value Nutrition has four Health Themes:
- Metabolic,
- Immune,
- Infant, and
- Digestive Health.

Consumer Insights and Science of Food are supporting programmes.

Our research shares a Systems Nutrition approach and is guided by the Vision Mātauranga framework.
TE AO MĀORI STRATEGY

- Ngā uara: a focus on values
- Industry Engagement
- Capacity/ Capability Building
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INDUSTRY WORKSHOP
21/11/21
NON-COMMUNICABLE DISEASE

Major Cause of Premature Mortality
Nāku te rourou, nāu te rourou, ka ora ai te iwi
With my contribution and yours, the people will thrive.

An ambitious, long-term, multi-centre, dietary intervention study that will explore whether consumption of a New Zealand whole diet that includes high quality New Zealand F&B products improves metabolic, cardiovascular, and wellbeing profiles in people at risk of cardiometabolic disease and their families.
DIETARY PATTERN

- Increased intake of plant-based foods (vegetables, legumes, fruits, whole grains and cereals, nuts and seeds etc)
- High quality oil
- Moderate intake of seafood
- Smaller amounts of high quality meat and dairy products
UNIQUE ASPECTS OF 

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- Consumer Science integrated into the study
- Creating effective narrative and collateral for industry to support the translation of this research into market
- Multi-centre, long-term
- Underpinned by Vision Mātauranga
- Study population enriched for Māori
- Kaupapa Māori wellbeing assessment
- Māori research capability building
- Māori F&B partners and narrative aligned with Te Ao Māori principles (co-design)
**Figure 1. Study design overview**

**ELIGIBILITY SCREENING**
- n = 200 Indigenous individuals (1-2 per family)
- MetS2 >0.35, aged 25-70y
- Exclude pregnancy/lactating, certain chronic disease
- >1 person in household to take part
- Include family/household
- Enroll Maori/Pacific

**SCREENING**
- Phone questionnaire
- In-person for MetS2 (bloods and measured)

**DATA COLLECTION (TEC)**
- MetS2 score parameters (primary outcome)
- Dietary: FFQ, 24hr individual diet,
- Physical activity, HPA
- QoL, physical activity, 
- Anthropometry

**SUPPORT**
- Whānau individualized dietary change support will be provided during the intervention phase
- Whānau will be randomised to receive continued intervention level support or limited support following intervention phase
- Support framework will be informed by piloting
- Benefit for whānau by defining self-select foods and helping to differentiate effect of diet on weight loss

**CONSUMER INSIGHTS**
- Online interviews at wks 12, 24, 36, 48
- (n = 45) * 4 timeframes = 160 to collect a range of emotional and
- Psychological perspectives of participants at pre-, during, and
- Post-intervention stages
- Interviews to include at least n = 15
- Maori participants to gain bi-cultural insights
- Food intervention survey at wks 48/56
- (n = 200)
- Final design will be informed by piloting
HRWP PILOT STUDIES

Pilot 1 (MetS score)
There are several metabolic syndrome severity (MetS) scores that have been developed that associate with metabolic disease outcomes. None have been validated in New Zealand. Here we will apply different MetS to already collected NZ cohort data to determine which one performs best for New Zealand population groups.

Pilot 2 (Dietary Patterns)
A secondary outcome for the main study will be to assess, through the administration of FFQs / food preference questionnaires: i) how habitual dietary patterns affect response to a high-quality, nutritious NZ diet and ii) dietary patterns that emerge when allowed to self-select foods within an Aotearoa New Zealand diet framework.

Pilot 3 (The Brand)
Co-development with industry of a ‘Brand’ and/or narrative.

Pilot 4 (The Feasibility)
Assess feasibility of diet provision method, recruitment, retention and ability to change MetS score over 12 weeks.
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Assess feasibility of diet provision method, recruitment, retention and ability to change MetS score over 12 weeks.

**ELIGIBILITY**
- n=30 invited individuals
- MetS ≥ X (tbc)
- Include pregnant/lactating, certain chronic disease
- Include family/household

**DIET & IMPLEMENTATION**
- Asteran NZ high-quality diet (select from options within each food category) for entire duration
- Either diet and collect/deliver
- Support: Recipes, Dietary advice, Other (monthly contact with dietitian)

**DATA COLLECTION**
- Dietary: FFQ, 24h food recalls
- Questionnaires re: assessing food, food preferences, quality of support, consumer insights, etc.
- Wellness, physical activity, eating behaviour questionnaires etc.
- Fasted blood samples (lipids, glucose, BP, anthropometry including DXA)
HRWP PROPOSED TIMELINE

Pilot 1: MetS score
Pilot 2: Dietary pattern
Pilot 3 / 4: Feasibility
Main study:
- Planning
- Ethics approval
- Recruitment
- Trial*
- Analysis*

*Maintenance phase and analysis continue into 2024.
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STORY POTENTIAL
09/11/21
DISCLAIMER

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All imagery and mockups in this document are for concept and pitch purposes only and are not to be distributed beyond the working group.
People want to buy safe, delicious, healthy food. Food they can trust to be good for them, to have caused no harm, and where their money is supporting good people making good decisions for the long term prosperity of everyone.
Good food they are prepared to pay a premium for.

A greater premium created via source and now further proven via nutritional science.
HE ROUROU
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A food story and health outcomes inspired by Aotearoa’s nature, proven by science and amplified by the spirit and wisdom of Mātauranga Māori.
THE PROJECT

Proving the valuable potential of our premium food to change lives.

A world leading ‘whole of diet’ study designed by us and for us here in Aotearoa, with many positive food stories, positive health benefits and positive outcomes we can proudly on share with the world.

An ambitious collective tangibly measuring the quality and impact of New Zealand food as it applies to eating well and living well.
This place that inspires our people to make amazing food

Quality proven by science

An aspiration that all participants have a Mātauranga Māori perspective
Nāku te rourou, nāu te rourou, ka ora ai te iwi

With my food basket and your food basket, the people will thrive.

This whakatauki talks to community, to collaboration and a Strengths-based approach. It acknowledges that everybody has something to offer, a piece of the puzzle, and by working together we can all flourish.
Core Principles: Kaupapa

Holistic Growth Mindset:
A collective of food people excited to come together and use our science and innovation system to unlock new food potential. Potential found in both the knowledge and natural resources of Aotearoa New Zealand. Collectively promoting the benefits of our food and ensuring we are looking at improving outcomes across all capitals in the process of making and exporting our food.

Te Ao Māori Perspective:
A collective that can only exist in true partnership with Māori as intergenerational guardians of the natural resources here in Aotearoa.
A collective inspired by indigenous knowledge, how we can improve and how we take our unique stories to the world. Both today and for those generations to come.

True Connection & Partnership:
A collective committed to growing the connection and capability of a special group of food people as we engage and evolve together.
Redefining the possibilities of an 'Aotearoa New Zealand Standard' long term by fusing unique indigenous wisdoms with the stunning quality of our place, produce and the exciting potential of our science and innovation.
The wider angle for participants:

**MAKE:**
New networks, new connections and uncover new learning and growth opportunities as a cohort of like-minded food people.

**DISCOVER:**
New perspectives and relationships to the potential of this place, Aotearoa New Zealand. Expertly guided via nutritional scientists Matauranga Maori and Te Ao Maori experts.

**CREATE:**
New and unique stories to tell, of the power of our food and better share the potential of our people and place. Stories and solutions crafted with the support of master storytellers and subject matter experts in a wide range of areas. *(Food Science and Nutrition, Sustainable / Regenerative Production, Te Ao Māori Connection, Consumer Insights and wider Brand Storytelling)*
COMMUNICATION ASSETS

1. CORE STORY ASSETS HUB

The universal ‘hero’ communication assets that promote our food story in a unique way. Film and photography covering place, people, perspective & proof. A private online platform to access unique information and ongoing story assets as a participant.

2. BESPOKE CONTENT GENERATION

Bespoke film and photography to capture you and your story. Content will be used for the overarching story assets but also customised with you for your own purposes as well.

3. SCIENTIFIC TRIAL COMMUNICATIONS

Specific details of the study itself and the key findings wrapped up into clear and engaging messaging and communications.

4. KAI HUI SUMMIT

An innovative and inspiring 3 day event to come together, learn together and grow together with exclusive access to experts, seminars and working sessions to engage and continue momentum.
FILM

THE BESPOKE TELLING OF YOUR STORY AND YOUR PART IN THE HE ROUROU WHAI PAINGA

- WHO YOU ARE
- YOUR CONTRIBUTION
- WHAT YOU STAND FOR
- YOUR HOPES FOR AOTEAROA AND THE WORLD
PHOTOGRAPHY

OUR PLACE

UNIQUE AND OWNABLE
STORYTELLING ASSETS
THAT SPEAK TO THE
SPECIAL AND PRECIOUS
PRODUCE OF
AOTEAROA

HIGH-VALUE NUTRITION - HE ROUROU WHAI PAINGA
KAI BASKET
TOUCH POINT
CONCEPTS

SUSTAINABLE PRINTED MEDIA
RECIPES AND BRAND STORIES

INTEGRATED SOCIAL MEDIA AND CONTENT PLATFORM

HIGH-VALUE NUTRITION - HE ROUROU WHAI PAINGA

LIKEMINDS
Make New Impact, Shape New Futures, Feel New Connections. Here, together, with us.

Join a collective of like-minded food people working together, sharing skills and learnings, to do better for Aotearoa and for all of our tomorrows.
Ngā Mihi Nui