

**Top 10 Recommendations from attendees of the  
“Making the Shift to Healthy and Sustainable Diets” Webinar, jointly held by  
the University of the West Indies Faculty of Food & Agriculture and FaN Project**

### **FOOD CHOICES**

1. Take foods that people like to eat and make them healthy using minimally processed local fresh foods (e.g.: Cassava pasta). Potential foods include breadfruit, pumpkin flour, plant based or sausages (gluten free, MSG- free, salt free).
2. Improve promotion of easy-access, child-friendly healthy and delicious recipes using local foods.
  - a. (e.g.: *Balanced Bits with Gabs* can be found on YouTube and Instagram)
  - b. Increase the promotion and popularity of healthy food outlets.

### **FOOD PRODUCTION AND PROCESSING**

3. Foster sustainable procurement models that give preference to healthy, local, organic food.
  - a. Community-level initiatives are needed (host community-based food preparation classes using tasty and healthy local products)
  - b. Reconnect communities to indigenous produce by supporting local farmers markets.
  - c. Encourage growing your own food in backyard gardens.
4. Enhance collaboration among actors across the entire food value chain - consumers, farmers, entrepreneurs, chefs, restaurants, food outlets, supermarkets, governments -by building relationships of trust.
5. Establish a regional think tank for data and information sharing among academics, agro-processors, and young people (include nutrition and food science majors) to support creativity in the development and reformulation of innovative healthy local foods.

### **EDUCATION AND PROMOTION**

6. For healthy eating messaging to be effective, all messages must be:
  - a. Constant – we must keep efforts raised at all times.
  - b. Consistent – inconsistency breeds doubt and reduces motivation.
  - c. Targeted – it cannot be a one message for all.
7. Improve education of various groups of people who regularly interface with the public on nutrition (e.g.: medical doctors); they are key to our constant/consistent/targeted messaging efforts.
8. Improve marketing and messaging to children and their parents by exposing them more to healthy, local produce in as many settings and as possible, along with enough information to allow them to understand why they make healthy choices.

### **FOOD POLICY**

9. Subsidize costs of local unprocessed or minimally processed foods to be more competitive with similar imported foods. A local fruit should not be more expensive than an imported one.
  - a. Removal of VAT on locally made non-wheat flour (example cassava flour).
  - b. Reduce the costs of packaging, as this often hikes the retail price of local foods.
10. Health levy tax should be implemented on the sale of unhealthy fast foods to curb obesity; consuming ultra-processed foods like fast food positioned as, “paying down on your heart attack”.