



CONFLICT OF INTEREST

in Public Health Nutrition and Food, Nutrition and Health Policy Making

How to report a case

To report a case it is necessary to fill in an online form. The form includes a section to disclose the name and/or institution of the person reporting, and their contact details. This information will only be available and disclosed to the COI Committee for internal use and correspondence, but will not be disclosed to the public (unless you choose to by ticking the box on the corresponding section).

The steps of reporting COI cases are as follow:

1. **Fill in the online form** and provide a contact name and email.
2. Submit the online form in this website adding any documentary evidence compiled (reports, webpage screenshots, or other documentation supporting the case, if available).
3. Once your report has been submitted, you will receive a confirmation.
4. The submitted case will be reviewed confidentially by an appointed expert Committee on Conflict of Interest, which will provide feedback.
5. After the case has been discussed and if it is approved, the case will be available in this section for consultation and public discussion.

[REPORT A CASE](#)

✓ Jamie Oliver & Sadia in Schools

Your info: Alliance for Adequate and Healthy Eating (Brazil)

Context of the conflict situation: It is a media campaign with Sadia associated with educational actions in schools. The project "Saber Alimenta" (Knowledge feeds") provides for so-called "educational activities" in schools, while we know that children should be protected against abusive practices of marketing communication such as merchandising actions within the school. Under this partnership, there is a high-risk of children being exposed to marketing, programs, and products of Sadia branding. Sadia products are mainly ultraprocessed and frozen ready-to-eat foods. Actors involved included Jamie Oliver, Sadia and education managers from São Paulo of private schools and the public education network of the state of Santa Catarina.

Report the conflict situation: The human right to Adequate and Healthy Food (AHF) consists of two interrelated dimensions: being free from hunger and having access to adequate food. Promoting and providing ultraprocessed foods and products while implementing "educational activities" in schools to promote healthy eating is a contradiction, as a basic healthy eating advice is to eat a variety of raw and minimally processed foods such as fruits, vegetable, grains, beans, etc. In parallel, a greenwashing of the brand was made, valuing organic and sustainable chicken production, with a strong marketing campaign, and the launch of a Sadia healthier product line "ready to cook" both of them using Jamie's image linked

wphna.org/conflict-of-interest/list