

FOOD LABELLING FOR HEALTHY EATING

UNDERSTANDING WHAT'S INSIDE

1. WHAT MAKES A HEALTHY DIET?

- Base your meals on starchy foods e.g. potatoes and rice
- Eat plenty of fruit and veg throughout the day, at least five portions
- Eat at least two portions of fish per week, one of which should be oily
- Limit intake of saturates and sugars
- Try to eat less salt
- Get active and try to be a healthy weight
- Drink plenty of water
- Don't skip breakfast



3. CHECK, COMPARE, CHOOSE

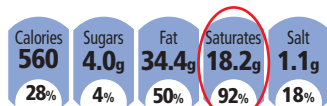
The *What's Inside Guide* allows you to:

- **Check** your food to find out what it contains
- **Compare** foods you buy with other similar foods
- **Choose** the foods that best suit your needs

Steak and Kidney pie



Each 200g serving contains:

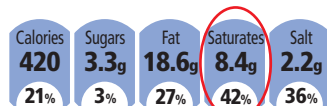


of an adult's guideline daily amount

Beef Casserole



Each 300g serving contains:



of an adult's guideline daily amount

5. NUTRITION LABELLING AND OTHER INFORMATION ON PACK

Although the *What's Inside Guide* is often on the front of packs, if you don't see it then look at the nutrient information on back of pack. This often shows:

- A full ingredients list
- Nutrition information per portion and per 100g
- GDAs – sometimes values for men and women will be displayed

Vegetable Chilli

Ingredients... Potato Wedges (30%) (Potato, Sunflower Oil, Dextrose), Water, Tomato, Onion (6%), Yellow Pepper (6%), Red Pepper (6%), Kidney Beans (5%) (Red Kidney Beans, Salt), Courgettes (4%), Sweetcorn (3%), Tomato Purée, Garlic Purée, Maize Starch, White Sugar, Red Chillies, Ground Chilli, Ground Cumin, Ground Coriander.

Nutrition Information
(typical values)

	Per 100g as sold	Per Meal as sold	GDA*
Energy	257 kJ/61 kcal	1029 kJ/244 kcal	2000 kcal
Protein	1.9 g	7.2 g	45 g
Carbohydrate	10.5 g	42.0 g	230 g
(of which sugars)	3.2 g	13.0 g	90 g
Fat	1.3 g	5.2 g	70 g
(of which saturates)	0.6 g	2.4 g	20 g
Fibre	2.4 g	8.6 g	24 g
Sodium	0.1 g	0.4 g	2.4 g
Salt	0.2 g	0.9 g	6 g

*GDA Requirements will vary dependent on age, gender, weight and activity level.

Allergy Advice *CONTAINS GARLIC. **MADE IN A PRODUCTION AREA THAT USES COCONUT AND SESAME.

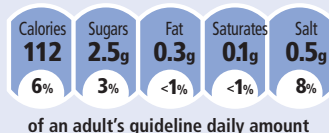
Vegetarian Friendly

2. KNOW WHAT'S INSIDE – GUIDELINE DAILY AMOUNTS EXPLAINED

	Calories	Sugars	Fat	Saturates	Salt
Adults	2000	90g	70g	20g	6g
Children 5–10	1800	85g	70g	20g	4g

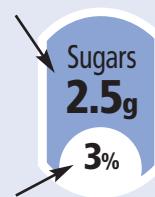
What it all means

Each 30g serving contains:



This figure tells you how many calories/grams there are in one portion of your food

This is the percentage of your overall Guideline Daily Amount that you are about to eat



4. KEEPING A BALANCE

A healthy way of spreading your meals and snacks throughout the day is to roughly divide your daily calories like this:

For adults – Energy GDA = 2000 calories/day

- Breakfast – 400 calories
- Lunch and dinner – 600 calories for each
- Snacks – 400 calories



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6. USING THE *WHAT'S INSIDE GUIDE* PERSONALISED ACTION PLAN

The *What's Inside Guide* helps you to:

- Check, compare, choose
- Keep an eye on portion sizes
- Focus on the nutrients that are important to you

Visit www.whatsinsideguide.com for more information.



FOOD LABELLING FOR HEALTHY EATING

UNDERSTANDING WHAT'S INSIDE

1. WHAT MAKES A HEALTHY DIET?

Key points for the consumer:

- There is no such thing as a good or bad food – only a good or bad diet
- Healthy eating can improve the way your consumer looks and feels

Top tips – explain the importance of these:

- Base meals on starchy foods (give examples)
- Eat plenty of fruit and veg throughout the day, at least five portions
- Eat at least two portions of fish per week, one of which should be oily
- Cut down on saturates and sugars
- Try to eat less salt
- Get active and try to be a healthy weight
- Drink plenty of water
- Don't skip breakfast

2. KNOW WHAT'S INSIDE –

GUIDELINE DAILY AMOUNTS EXPLAINED

Guideline daily amounts (GDAs) are a guide to how much energy and certain key nutrients are required for a healthy diet. Emphasise that these are **upper** limits.

	Calories	Sugars	Fat	Saturates	Salt
Adults	2000	90g	70g	20g	6g
Children 5–10	1800	85g	70g	20g	4g

The *What's Inside Guide* is a labelling scheme based on guideline daily amounts (GDAs).

This figure tells you how many calories/grams there are in one portion of your food

Sugars
2.5g

This is the percentage of your overall Guideline Daily Amount that you are about to eat

3%

GDAs are based on dietary recommendations

for an average adult of healthy weight and average activity level with no special dietary needs. Consumers should not be too concerned with what their precise personal GDA is but rather use them as a guide.

3. CHECK, COMPARE, CHOOSE

The *What's Inside Guide* allows consumers to:

- **Check** their food to find out what it contains
- **Compare** foods they buy with other similar foods
- **Choose** the foods that best suit their needs

Suggest comparing foods and encourage the consumer to stay within their GDA limits. Use the saturates content in these meals as an example.

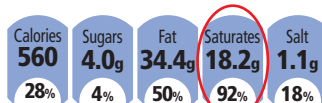
Steak and Kidney pie



Beef Casserole

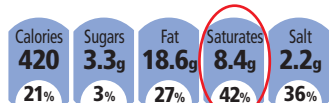


Each 200g serving contains:



of an adult's guideline daily amount

Each 300g serving contains:



of an adult's guideline daily amount

4. KEEPING A BALANCE

Many experts suggest a healthy way of spreading meals and snacks throughout the day is to roughly divide daily calories like this:

For adults – Energy GDA = 2000 calories/day

- Breakfast – 400 calories
- Lunch and dinner – 600 calories for each
- Snacks – 400 calories

The *What's Inside Guide* can help consumers keep an eye on all nutrients – i.e. if lunch was salty, compensate by eating a less salty dinner.

Also, your consumer may wish to focus on a particular nutrient, i.e., salt for high blood pressure, calories for weight maintenance, etc.

5. NUTRITION LABELLING AND OTHER INFORMATION ON PACK

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Nutrition Information

Typical values	Per 100g as sold	Per Meal as sold	GDA*
Energy	257 kJ/61 kcal	1029 kJ/244 kcal	2000 kcal
Protein	1.9 g	12.0 g	46 g
Carbohydrate	10.5 g	42.0 g	280 g
of which sugars	3.2 g	12.0 g	90 g
Fat	1.3 g	5.2 g	70 g
of which saturates	0.9 g	2.4 g	20 g
Fibre	2.4 g	9.6 g	24 g
Sodium	0.1 g	0.4 g	2.4 g
Salt	0.2 g	0.9 g	6 g

*GDA Requirements will vary dependent on age, gender, weight and activity level.

6. USING THE WHAT'S INSIDE GUIDE PERSONALISED ACTION PLAN

The *What's Inside Guide* helps consumers to:

- Check, compare, choose and roughly count what is in their meals
- Keep an eye on portion sizes
- Focus on the nutrients that are important to them
- See how individual foods fit into a balanced diet

Key messages/next steps:

- Try to spread calories evenly throughout the day
- What changes do they need to make?
- Which nutrients do they need to focus on?

Visit www.whatsinsideguide.com for more information.