

OurAmbition

Industry is responding to the health debate

FDF members are making a real difference

Members of the Food and Drink Federation share society's concerns about the health of the nation, particularly in relation to rising obesity levels, and are absolutely committed to playing a positive role in responding to this vital debate.

Our commitment is long-standing: we published our first health and wellbeing action plan way back in 2004. And in 2007 we established a Health and Wellbeing Steering Group to work constructively with Government, regulators and others to help find solutions to the complex issues at the heart of the diet and health challenge here in the UK.

The Group comprises senior executives from across our membership and is chaired by Salman Amin, President of PepsiCo UK and Ireland.

One of the key aims of the Group is driving forward the commitments contained in the industry's 2004 action plan. Much progress has been made in delivering on these commitments, particularly in areas such as front-of-pack nutrition labelling and product reformulation, where the UK is widely acknowledged to be leading the world.

Our members have also been developing workplace wellbeing schemes that go way beyond the traditional health and safety agenda to focus on the health of employees.

However, the debate has moved on apace since 2004. This Ambition articulates how companies will continue to show leadership

in this debate in five key health and wellbeing policy areas, building on our 2004 action plan to make a real difference for consumers. Our sector is also keen to forge genuine partnerships with Government on new initiatives that will deliver long-term consumer benefits and behaviour changes – such as through the Change4Life programme.

For its part, FDF pledges to work with our members to publish annual updates of the work our members are doing in these five key health and wellbeing areas, disseminate best practice through publicly available case studies and, where relevant, showcase the work we are doing through our Community Partnership Awards.

Nutrition labelling

We recognise the importance of providing clear nutrition information and support the use of Guideline Daily Amount labelling on the front of our packs, believing that this is an important tool in helping boost the food literacy of consumers.

Reformulation

One of industry's priorities is finding new ways to lower the salt, fat or sugar content of our products to help consumers make healthier choices – so reformulation is right at the heart of our members' innovation and development work.

Healthier choices

Sometimes reformulation is not enough – or technically difficult to achieve. In that case, members are also looking to develop 'better for you' alternatives to popular brands, or develop a range of appropriate portion sizes, as another way of helping consumers choose the products best suited to their consumption needs.

Responsible marketing

As well as our sector's commitment to meeting both the spirit and the letter of the existing regulations and self-regulatory codes here in the UK, leading members have pledged to go one step further through the development of company initiatives that restrict marketing to young children.

Workplace wellbeing

When it comes to promoting the importance of healthy lifestyles, we have long believed it is vital to act as an exemplar in the workplace. That's why our members have been developing schemes that go beyond the traditional health and safety agenda to focus on initiatives that will help employees lead healthier lives.



“The food and drink manufacturing industry has long shown real leadership in many areas of the debate about the health of the nation. We know that FDF members – some of whom are listed below – are committed to helping consumers lead healthier lives by focusing on those areas where they know their work will make a real difference”

Salman Amin

President, PepsiCo UK and Ireland
Chairman of FDF's Health and Wellbeing Steering Group

AB World Foods	Charnwood Bakeries	G Costa and Co	Kraft Foods UK	Orkney Herring Company	Tan Y Castell
Accord Tea Services	Cherry Valley Farms	Gala Coffee and Tea	Kwoks	Parripak	Tate & Lyle Plc
Ahmad Tea	Chivers Hartley	GB Ingredients	Lavazza Coffee UK	PepsiCo UK and Ireland	Taylor's of Harrogate
AL Simpkin & Co	Clarke Willmott	Gb Plange	Le Pain Croustillant	Pillsbury	The Enjoy Organic Co
Alara Wholefoods	Coca-Cola Great Britain	General Food Drinks	Lipton Tea Supply	Pinguin Foods UK	The Seafood Company
Allied Bakeries	Cognis UK	General Mills UK	Lyons Seafoods	Pinneys	The Tetley Group
Allied Milling & Baking Group	Coldwater Seafood (UK)	Givaudan UK	Macphie at Oakwoods	Premier Foods Plc	Thomas Tunnock
Almarr Seafoods	Colgate-Palmolive	GlaxoSmithKline	Macphie of Glenbervie	Princes	Thompson Lloyd & Ewart
Alpro UK	Dailycer	Global Tea & Commodities	Macrae Food Group	Pritchitt & Co	Thorntons
Antonelli Bros	Dairy Crest	Gold Crown Foods	Macsween of Edinburgh	Procter and Gamble UK	Three Cooks
Apetito	Dalziel Ingredients	Golden Wonder	Manor Bakeries	Quaker Oats	Tivall
Associated British Foods	Danisco (UK)	Goodlife Foods	Marlow Foods	Quest International UK	Tropicana
Avana Bakeries	Danone UK	Gordon Rhodes and Son	Mars Snackfood	R & R Ice Cream	Tryton Foods
Barentz	Danone Waters	Gordons Fine Foods	Mars UK	R D Blackwood	TW Laycock
Bart Spices	Dawnfresh Seafoods	Grampian Oat Products	Matthew Algie and Company	Rachel's Organic	Twining and Co
Baxters Food Group	DCL Yeast	Greencore Group	Matthews Foods	Rakusen's	Typhoo Tea
Bel UK	Deans of Huntly	Hamlyns of Scotland	Mauri Products	Rannoch Smokery	Uin Foods
Bendicks (Mayfair)	Devro (Scotland)	Haribo UK	Maxons	Red Mill Snack Foods	Unifine
Bennett Opie	Diamond Seafoods (UK)	Hayden's Bakeries	MBM	RF Brookes	Unilever UK
Big Oz Industries	Direct Tea Supplies	Hazeldene Foods	McCain Foods (GB)	RGB Coffee	Uniq
Birds Eye Iglo Group	Dorset Cereals	HO Short and Sons	McCormick UK	Ringtons	United Biscuits
Blendex Food Ingredients	Dr. Oetker	Holgran	McDougalls Foods	Ripon Select Foods	Verstegen Spices & Sauces UK
Blueprint Foods	Duchy Originals	Imporient UK	McNeil Nutritionals	Robertson's Ledbury Preserves	Vimto
Bonbon Buddies	East Anglian Food Ingredients	Innovate Foods	McVitie's UK	Rockall Seafoods	Virani Food Products
Border Biscuits	East End Foods plc	International Fish Canners	Middleton Seafoods	Roquette UK	W Jordans (Cereals)
Bowman Ingredients	Elizabeth Shaw	Jackson Bakery	Moray Seafoods	Ryvita	Walkers Nonsuch
Boynes	European Oat Millers	James Ross & Son (Edinburgh)	Morning Foods	Sara Lee Coffee and Tea UK	Walkers Shortbread
Britannia Tea Co	F Duerr and Sons	Jelly Belly Candy Company	Muller Dairy (UK)	Sco-Fro Group	Walkers Snack Foods
British Bakeries	F Smales & Son	John Hill Foods	Nairns Oatcakes	Sea Products International	Warburtons
British Pepper and Spice Co	FAGE	John Hogarth	Nairobi Coffee & Tea	SFH Tea	WD Irwin and Sons
British Sugar	Fane Valley Co-op Society	Kalle UK	Napier Brown	Sharp and Nickless	Weetabix
Britvic	Farmhouse Biscuits	Kavli	National Food Ingredients	Silver Spoon Co	Westmill Foods
Burtens Foods	Fastnet Fish	Kealth Foods	National Starch and Chemical	Silvery Tweed Cereals	White's Speedicook
Cadbury	Ferrero UK	Keddies Saucemaster	Nespresso UK	Small Planet Foods	Whiteheads (1858)
Cafédirect	Findus	Keith Spicer	Nestlé UK	So Good International	Wicken Fen Wholesome Foods
Cargill	Fine Foods International	Kellogg's	New England Seafoods	Solae Company	Wilkin and Sons
Cauldron Foods	Fine Lady Bakeries	Kerry Foods	New English Teas	Speedibake	William Jackson
Cereal Foods	Finlay Tea Solutions UK	Kettle Foods	Newby Teas	Spicemanns	Witwood Food Products
Cereal Partners UK	Foodmaker	Kildorough	Newly Weds Foods	Summerdown Farms	Wrigley Company
Cereform	Frank Roberts and Sons	Klinge Foods	Northcoast Seafoods	Syral UK	Yakult UK
Champagne Foods	Fribo Foods		Northern Tea Merchants		Young's Seafood

www.fdf.org.uk

If you want information about anything in this newsletter, please call Abigail Cross 020 7420 7127

Food and Drink Federation

Making a real difference