

# FDF'S RESPONSIBILITY DEAL ANNUAL UPDATE



**Richard Evans**

Chair, FDF Health and Wellbeing Steering Group  
President of PepsiCo UK & Ireland



## FOREWORD

Today the second annual updates from Public Health Responsibility Deal partners have been published by the Department of Health. These updates include those from the 32 Food and Drink Federation (FDF) members who are currently cutting salt, reducing calories in their products and encouraging physical activity in the community and workplace under this voluntary framework.

To mark this important milestone, FDF has produced 'FDF's Responsibility Deal Annual Update' which provides a snapshot of what members have been doing to deliver their Responsibility Deal commitments.

### Read new member case studies showing:

- how Premier Foods has boosted the healthiness of its Hovis brand, and;
- why Seabrook Crisps has put health at the heart of its growth plans.

The food and drink industry is vital to good public health, providing people with ready access to nutritious, affordable and safe food. Through a voluntary approach which enables companies to be flexible in their response, the Responsibility Deal has allowed government to set a common direction on public health issues faster than a

legislative approach would have done.

Companies such as those listed within our new circular have the reach, resources and expertise to make a profound difference. The challenge is to amplify this by broadening the reach of the Responsibility Deal and encourage more and more businesses to get involved. The recent launch of Public Health England is a great opportunity to localise the Responsibility Deal and broaden engagement in every community – by business and many other partners.

In the meantime, I encourage you to join Responsibility Deal partners in making the third year of this long-term partnership even more successful than the first two.

[This link will take you](#) to the Department of Health's Responsibility Deal website.

## FDF MEMBER SIGNATORIES

(Click the logos to view some of our members' activity under the Responsibility Deal)

apetito Ltd	Dunhills	Nestle UK
Associated British Foods	Ferrero UK Ltd	PepsiCo UK
Association of Cereal Food Manufacturers	Fine Lady Bakeries Ltd	Premier Foods
Aunt Bessie's Ltd	General Mills UK Ltd	Seabrook Crisps
British Sugar	GSK	Silvery Tweed Cereals
Britvic	Kelloggs	Typhoo
Burton's Biscuit Company	Kettle Foods	Unilever UK Ltd
Coca-Cola Great Britain	KP Snacks	United Biscuits
Coldwater Seafood	Mondeléz International	Warburtons Ltd
Danone	Mars UK	Weetabix
	McCain Foods Ltd	Young's Seafood Ltd



## ACTIVITY SNAPSHOT

(Click each tab to view)

Artificial TFAs



Calorie Reduction



Salt Reduction



Health at Work



## PARTNER CASE STUDIES

(Click to view)

What it is like to be in the Responsibility Deal...

SEABROOK CRISPS  
Why this small business joined the Responsibility Deal...

## Artificial Trans Fat Removal

### Pledge

(A) We do not use ingredients that contain artificial trans fats.

(B) We are working to remove artificial trans fats from our products within the next 12 months.

**100% OF FDF MEMBER PLEDGE SIGNATORIES HAVE REMOVED ARTIFICIAL TFAS FROM PRODUCTS (OR NEVER USED THEM)**

MORE ON THE PLEDGE

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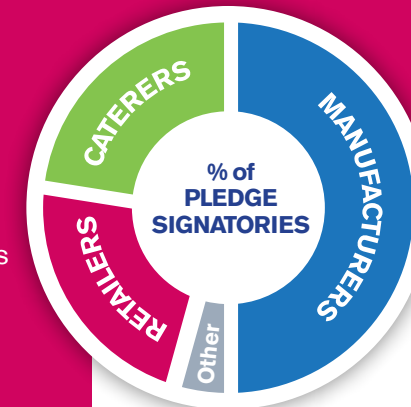
Why this small business joined the Responsibility Deal...

## Calorie Reduction

Food and drink manufacturers are supporting the Department of Health's ambition to cut the UK population's calorie consumption by 5 billion calories (kcal) per day, that's 100 calories per person.

As part of this, over the past 12 months FDF members have reduced the energy content of many products and created new healthier options or packaging innovations to help consumers manage their calorie consumption. They have also invested in initiatives to encourage physical activity in the workplace and wider community.

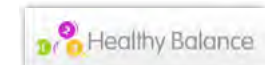
Manufacturers have also invested heavily in consumer education to reinforce government health messaging and help people understand how consumption of foods can fit into a healthy diet.



[MORE ON THE PLEDGE](#)

Click on the images to see a few examples of FDF member activity over the last 12 months

### CONSUMER EDUCATION



### REFORMULATING FAVOURITES



### LAUNCHING HEALTHIER OPTIONS



### CHANGING PORTION SIZES & PACKS



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| British Sugar                            | GSK                    | Silvery Tweed Cereals |
| Britvic                                  | Kelloggs               | Typhoo                |
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| Coca-Cola Great Britain                  | KP Snacks              | United Biscuits       |
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## Salt Reduction

FDF members have been voluntarily reformulating their products for many years to reduce salt levels. Recent Kantar data show that FDF members have reduced salt in their products since 2008, building on work undertaken prior to this date.

[MORE ON THE PLEDGE](#) →

# FDF MEMBERS HAVE REDUCED SALT IN PRODUCTS BY 10% SINCE 2008

In 2012 FDF, together with BRC and Leatherhead Food Research, **published a research report** aimed at helping food businesses identify available technological solutions to salt reduction.



SINCE PUBLICATION THIS HAS BEEN DOWNLOADED MORE THAN **1,800** TIMES

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## Health at Work

### FDF signatories benefit from initiatives around the health at work pledges



In 2012 FDF launched a Workplace Wellbeing toolkit with members to promote the Chief Medical Officer's physical activity guidelines and to assist other sectors to enhance their workplace health offering.



TO DATE **4,000** BUSINESS OWNERS AND HEALTHCARE WORKERS HAVE USED THIS REPORT

WARBURTONS CASE STUDY



BRITVIC CASE STUDY



MORE ON THE PLEDGE