

FDF'S RESPONSIBILITY DEAL ANNUAL UPDATE

SPOTLIGHT ON CALORIE REDUCTION

FOREWORD

Britain's food and drink producers recognise the health burden of obesity and diet-related disease and remain committed to playing their part in improved public health alongside other partners.

Experts agree, tackling obesity requires a wide range of interventions which encourage and enable people to achieve balanced diets and healthy lifestyles. In recent months we have seen reductionist approaches blaming individual nutrients, such as sugar, for obesity. Not only does this mask the complexity and scale of interventions required, it also confuses the simple consumer message that calories taken in via the diet, including alcohol, need to be balanced with calories expended during physical activity.

Responding to the Department of Health policy, many producers and FDF members are working to reduce calories in their products and support other initiatives to contribute towards reduced calorie intakes. Delivering on these and other commitments will require considerable research and investment as well as consumer acceptance of new recipes that can result in changes in taste, texture and ingredients.



Terry Jones
FDF Director of Communications

Food and Drink Federation **FDF**
Delivering Sustainable Growth

Marking the publication of the Responsibility Deal's annual updates of action, FDF has sought to bring to life the varied approaches that our members are taking to help reduce calorie intakes.

To find out how individual organisations are playing their part to improve public health [visit the Department of Health's Responsibility Deal website](#), or to see examples of some of our members' activity, click on the company logos below.

These are just some of the tools that individual companies are using to help reduce calorie intakes.

Activity to inform and educate	Reformulation	Portion sizes	Development of lower calorie options	Encouraging consumers to choose healthier options										
<p>Consumer friendly website & phone apps promoting healthy lifestyles</p>	<p>Recipe changes to reduce calories while maintaining product quality & appeal</p>	<p>New smaller pack sizes & formats</p>	<p>New lower calorie options added to product ranges</p>	<p>ADVERTISING SPEND</p> <p>Low calorie products Vs Regular products</p>										
<p>Energy balance awareness raising adverts</p>	<p>Meeting demand for very low calorie products</p>	<p>Increased application of resealable packaging in ranges</p>	<p>Voluntary calorie caps i.e. a maximum level of calories permitted per serving</p>	<p>Clear nutritional labelling voluntarily provided on-pack</p> <table border="1"> <tr> <td>Energy 1931kJ 461 kcal</td> <td>Fat 19g</td> <td>Saturates 5g</td> <td>Sugars 2.1g</td> <td>Salt 1.2g</td> </tr> <tr> <td>23%</td> <td>27%</td> <td>25%</td> <td>2%</td> <td>19%</td> </tr> </table>	Energy 1931kJ 461 kcal	Fat 19g	Saturates 5g	Sugars 2.1g	Salt 1.2g	23%	27%	25%	2%	19%
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CLICK on the logos to see how FDF members are delivering their calorie reduction pledge commitments.

