

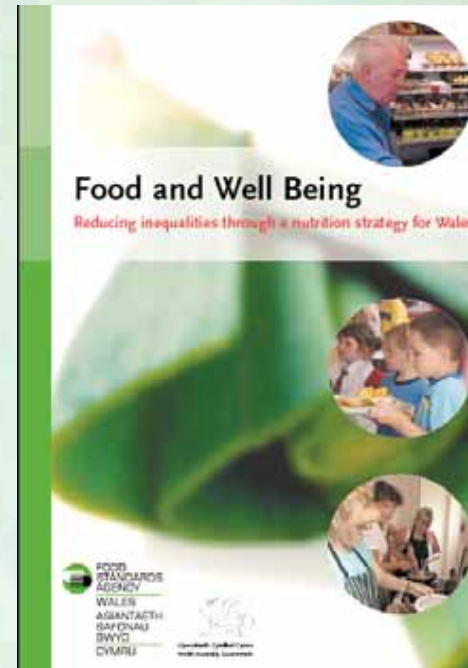
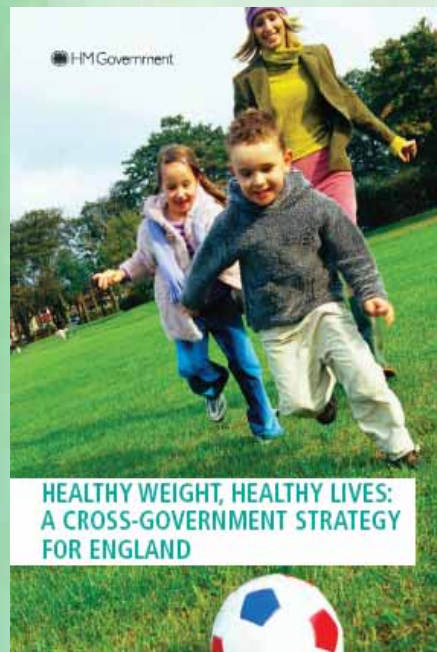
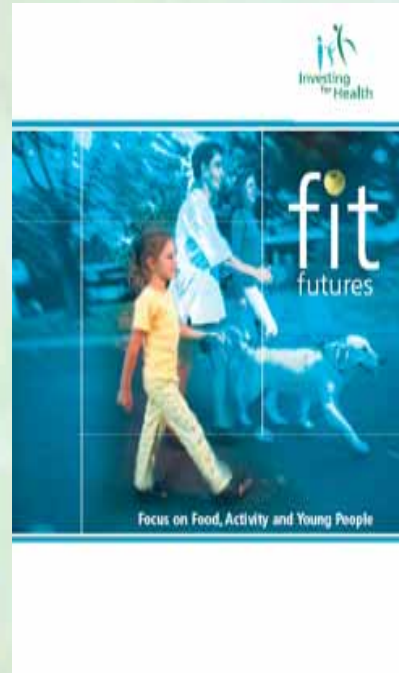
FSA Priorities and Positioning of Industry Challenges

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Head of Nutrition
(BCCC Sector Group Technology Conference
26 March 2009)



Government Activity

www.food.gov.uk



Enable consumers to choose a healthier diet and help to reduce diet related diseases



Healthy Food Code of Good Practice

- Single, simple, effective FoP - based on FSA recommendations..
- Smaller portion sizes for energy dense and salty foods
- Rebalance marketing, promotion, advertising, point of sale placement exposure of children – for HFSS foods and increase exposure to healthy options
- Reductions in consumption – sat fat, sugar in food
- Increase consumption of healthy foods, F&V
- Single set of key healthy eating messages
- Nutritional information on foods in a wide range of catering settings



Objectives

- Tackling calorie balance
- Reduce saturated fat intake to maximum recommended
- Reduce salt intakes to maximum recommended



What

Improve UK Diet and Health

How

Making healthier eating easier

Influencing products

Influencing people

Influencing the environment

Providing healthier choices

Making healthier choices easier

Remove barriers to healthier choices

Activity

Reformulation

Portion size

Folate

Skills/ Knowledge

Campaigns

Labelling

Promotion of food to kids

(DH lead)

Activity in schools

(Ed deps lead)

Research

Surveys

Evaluation

Expert Advice

Salt: intakes & targets

Intake
8.1g/day

Intake
11g/day

Intake
6.1g/day

Around 75% of the salt we eat is already in the foods we buy

What have we learnt ? Industry Progress

- Breakfast Cereals - 43%
- Prepacked sliced bread - over 30%
- Cook - in pasta and pasta sauces over 30%; Soups over 25%
- Cakes and Biscuit - 16 -50% - some top selling cakes and biscuits (2006 - 2007)
- 13% standard crisps; 32% extruded; 27% pelleted snacks in 2007 alone.



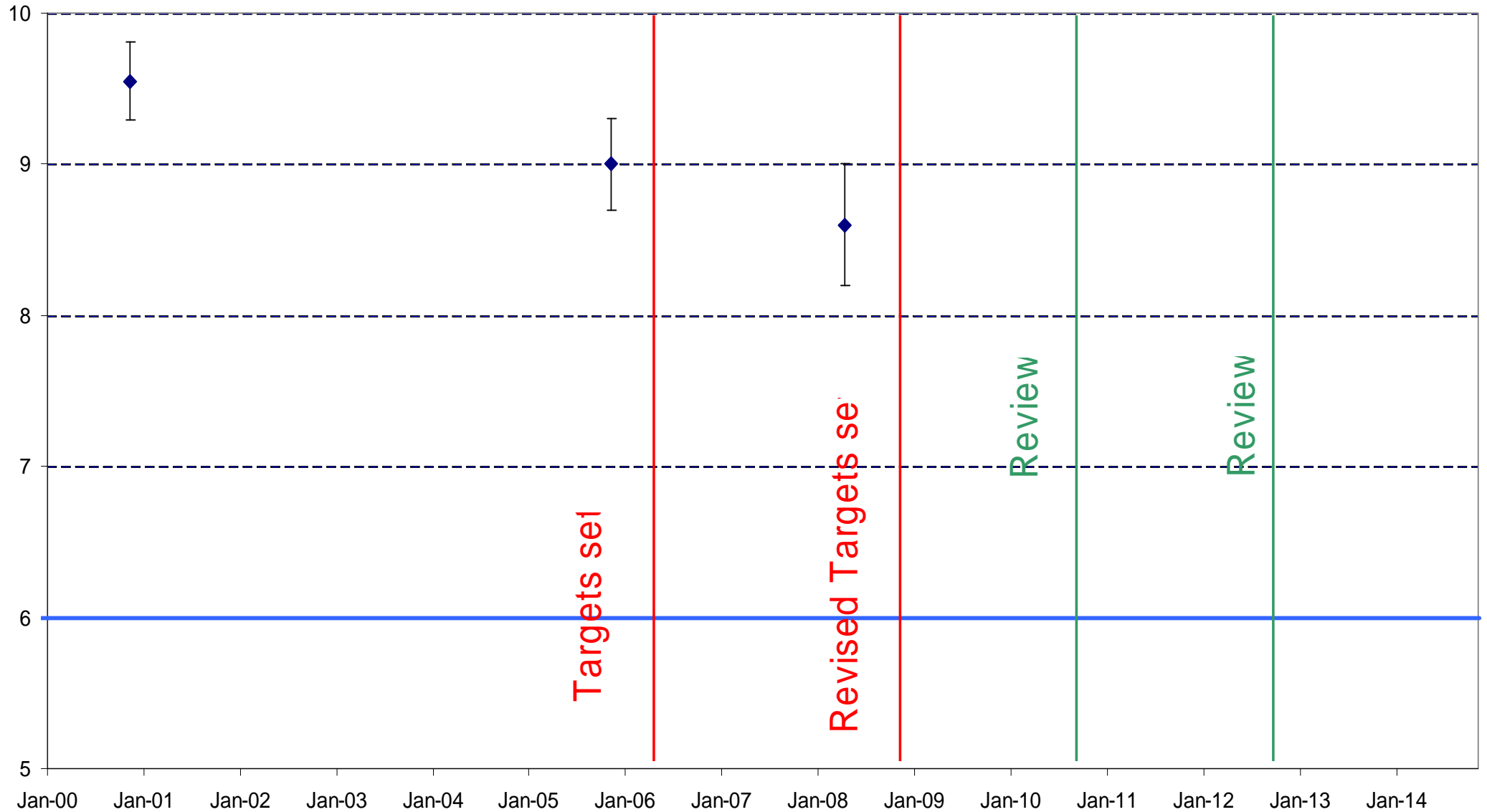
What have we learnt?

- Company progress

- Unilever have reduced sodium in their “Pot Noodle” snack by 50% across the range.
- Pepsico have taken 40% of the sodium out of Sensations range and 25% – 55% in its range of pelleted snacks
- Macphie of Glenverbie – 20% across range of cakes.
- Vion Food Group (dutch bacon = 25% UK bacon sales) met target for bacon from Jan 2008.
- Arla foods 50% reduction in soft cheese; 15% in butter.
- Premier is reformulating many Batchelors products to meet the 2010 targets. Specifically the Batchelor’s range of savoury rice; sodium levels will reduce by up to 70%.



Time Line of Salt Intake



Target Consultation

- We have proposed changes to 18 targets for 2010 – largely where 2010 target already met by significant proportions of the market.
- We have proposed challenging revised targets for 2012 for nearly all the targets.
- We have refined some of the descriptions of the targets where it was clear there was some confusion.
- We have proposed a biennial review of progress alongside revised proposals for data collection.

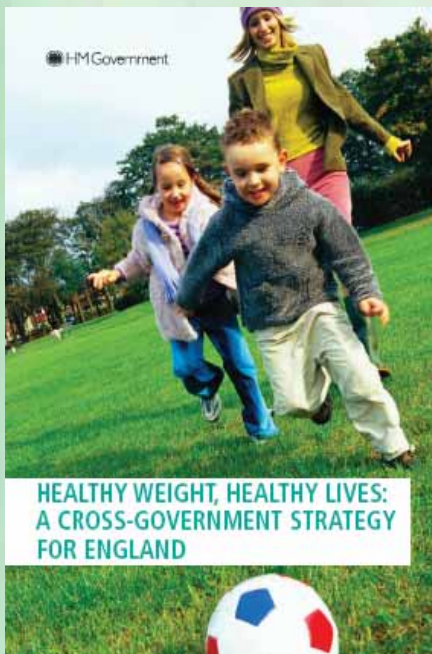


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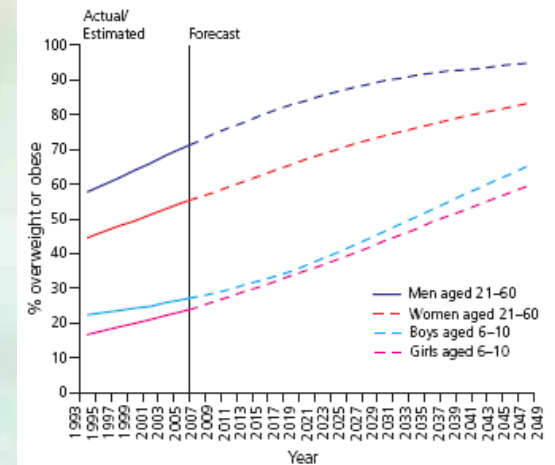


Reduce the average intake of saturated fat (from age 5 years) from the level of 13.3% to 11% of food energy

Develop and implement a strategy for calorie intakes, which contributes to achieving energy balance



Forecast trend in the proportion of adults and children who are overweight and obese, to 2050



Source: Foresight Tackling Obesity: Future Choices – Modelling Future Trends in Obesity and Their Impact on Health

Why focus on saturated fat?

- We are eating 20% too much (13.3% energy compared to recommended less than 11% of total energy)
- Risk factor heart disease
- Heart disease biggest killer in the UK
 - ~ 200,000 premature deaths/yr
 - diet is a key risk factor
- 3,500 premature deaths averted each year if public health recommendations are met



Saturated Fat and Energy Intake Programme

- **consumer awareness**
 - **greater availability of healthy options**
 - **smaller portion sizes**
 - **mainstream product reformulation**
-



Working with the food industry

- Working with sectors that contribute the most saturated fat to diet
 - Dairy
 - Biscuits, cakes & pastry
 - Meat & meat products
 - Snacks
 - Chocolate & confectionery
 - + Retail
 - + Soft drinks
- Combination of industry stakeholder groups & 1:1 meetings with large companies



Industry work - aims

- Identify technical possibilities & barriers, legislative constraints, consumer acceptability
- Promote reformulation of mainstream products, development of healthier options
- Discuss portion sizes and energy density
- Develop and consult on voluntary targets:
 - Public consultation – Spring 09
 - Develop a commitments & achievements table for Agency web site
 - Recognising and building on progress already made by the food industry



Bus stops advertising



NGO Partners

www.food.gov.uk



Industry partners – supermarkets

	In-store radio	In-store communications	Staff communications	Customer magazine	Web support	Use of campaign materials
	√		√	√		
	√	√	√		√	√
			√	√	√	
			√	√	√	√
		√	√	√	√	
		√	√			√



Eating Out of Home - Impact

- 1 in 6 meals is eaten out of home
 - Men derive a quarter of their energy; women a fifth
 - 32% of household food expenditure
 - A meal out typically contributes more energy, fat and salt than meals consumed in the home
-
- No longer a rare treat - part of our everyday diet
 - Essential that the Agency engages with the full breadth of the food industry



Catering Industry - Our Approach

- Learning from experience with retail & manufacturers - voluntary commitments, made in public
- Flexible Framework recognises the diversity of the industry:
 - procurement → buying lower salt, sat fat ingredients
 - kitchen practice → reducing salt, fat used in cooking
 - menu planning → increasing range of healthier options
 - consumer information → to enable healthier choices
- No “one size fits all” – we want to see appropriate progress right across the sector.
- Coherent with wider industry work – e.g., Salt targets, recommendations on SF&E



Nutrition Information in catering settings

Objective

- Clear, simple and effective nutrition information to consumers
 - Voluntary
 - Practical
 - Enforceable

Approach

- Working in partnership with stakeholders
- Consumer research to establish evidence base

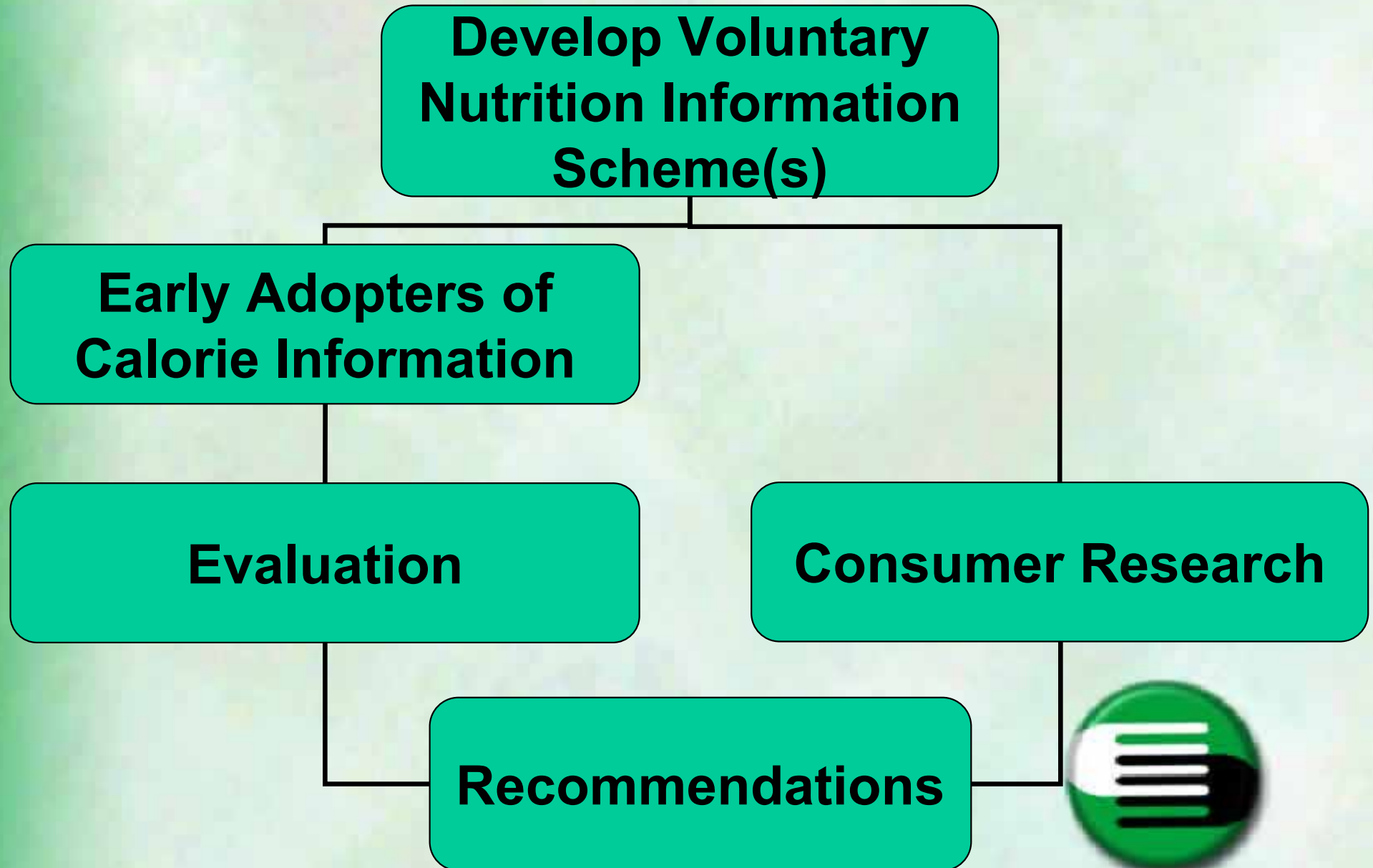


New York Approach

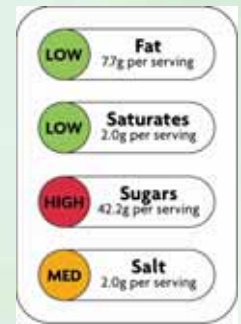
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Early adoption of Calorie labelling



Objectives

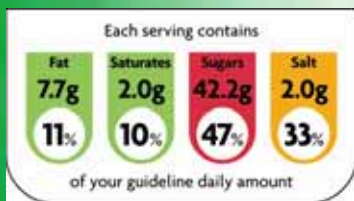


- a clear, straightforward coding system
- that helps busy people understand at a glance which foods can make a positive contribution to a healthy diet, and which are recommended to be eaten only in moderation or sparingly”

Source: Choosing Health, making healthier choices easier.

Public Health White Paper; Nov 2004





Agency Front of Pack Recommendations

On 9 March 2006 the Agency Board recommended voluntary front of pack labelling based on four core principles:

1. Provide separate information on **fat, saturated fat, sugars** and **salt**. Information on calories and/or GDAs can also be given as an optional extra.
2. Use **red, amber** or **green** colour coding to indicate whether levels of these nutrients are **high, medium** or **low**.
3. Use nutritional criteria developed by the FSA to determine the colour code.
4. **Give information on the levels of nutrients in a portion of the product.**

On recommended food categories



The 3 Main Types Of Signposting Schemes Being Used In The UK – 30,000 products

Traffic Lights

Calories 160	Low Fat 3.7g	Low Saturates 1.5g	Low Sugars 0.9g	Med Salt 0.7g
approx. per 1/2 pack				

Colour Coded GDA

SERVES 1 - THIS PACK PROVIDES				
CALS 360	SUGAR 10.8g	FAT 13.2g	SAT FAT 8g	SALT 2g
18%	12%	19%	40%	33%
OF YOUR GUIDELINE DAILY AMOUNT				

Monochrome GDA

Each portion contains:

Calories 139	Sugars 6.0g	Fat 3.6g	Saturates 1.0g	Salt 0.2g
7%	7%	5%	5%	3%
of an adult's guideline daily amount				



Independent signpost evaluation

- To 'evaluate the impact of front-of-pack signpost labelling schemes on purchasing behaviour and consumer knowledge'.
- Aim: to establish which scheme(s), or elements of the scheme(s) best enable consumers to make informed choices about the foods they purchase.
- Led by an independent Project Management Panel.



Food Information Regulation

- The FIR proposal combines general labelling and nutrition labelling into a single regulatory measure.
- **The key nutrition labelling elements of the proposal are:**
 - the introduction of mandatory nutrition labelling on front of pack (energy, fat, saturates, carbohydrates with specific reference to sugars and salt);
 - introduction of a mandatory declaration of a percentage reference intake value (similar to GDA declaration) for mandatory nutrients. The proposal is silent on where on pack this should be;
 - information on other nutrients, including trans fats, can be provided on a voluntary basis;
 - arrangements for voluntary national schemes to provide additional forms of expression of the mandatory nutrition declaration; and
 - mandatory nutrition labelling for alcoholic drinks other than wines, beers and spirits.



Next steps

- Salt targets publication
- Evaluate saturated fat campaign
- Consultation on sat fat and calorie targets
- Catering commitments continue
- Calories in restaurants
- Continuing negotiations on FIR
- Publication of independent evaluation



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