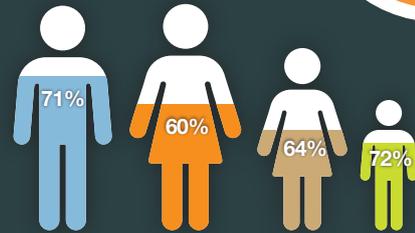




# Action on Fibre

## Background

In the UK, only 9% of adults<sup>1</sup> meet the recommended amount of fibre. Average consumption is 19.7g – only 66% of the recommendation<sup>1</sup> and lower income households consume even less fibre<sup>2</sup>. In 2015 the dietary recommendation for fibre increased from 24g to 30g per day, but since then, there has been no supporting policies to increase intakes and fibre intakes have not changed. As such, FDF and our members have developed Action on Fibre to help bridge this fibre gap.



On average men and women consume **71%** and **60%** of the recommended amount of fibre, respectively. Children consume **only 64%** (11 - 18 years) **and 72%** (4 - 10 years) of the recommended amount.

## FDF Members - Action on Fibre

FDF members signed up to this initiative are helping to 'bridge the gap' between fibre intakes and the dietary recommendation. This will be achieved by making higher fibre diets more appealing, normal and easy for the population.

## Pledge Framework



## Benefits to consumers<sup>3</sup>

- ✓ Bridge the gap in fibre intakes and the dietary recommendation
- ✓ Improve digestive health and heart health
- ✓ Reduce the risk of cardiovascular disease, type 2 diabetes and colorectal cancer

## Who is involved?



## Additional Resources

- IGD Consumer Research on the awareness and understanding of Fibre in the UK (2018)
- IGD Reformulation: Focus on Fibre
- BNF - Fun way to Fibre & Fibre up your life
- NHS Choices - Government guidelines for fibre

## For more information:

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1 - NDNS: results from years 9 to 11 (2016 to 2017 and 2018 to 2019)

2 - NDNS: time trend and income analyses for Years 1 to 9

3 - BNF - Dietary Fibre, Benefits of a high fibre diet. Please note these are the benefits of a high fibre diet not approved health and nutrition claims. Please see the Great Britain nutrition and health claims (NHC) register for approved claims that can be used. Note that column H shows whether the claim is approved for use in the UK.