

Healthy Weight Healthy Wales Consultations June 22

Overview for food and drink manufacturers

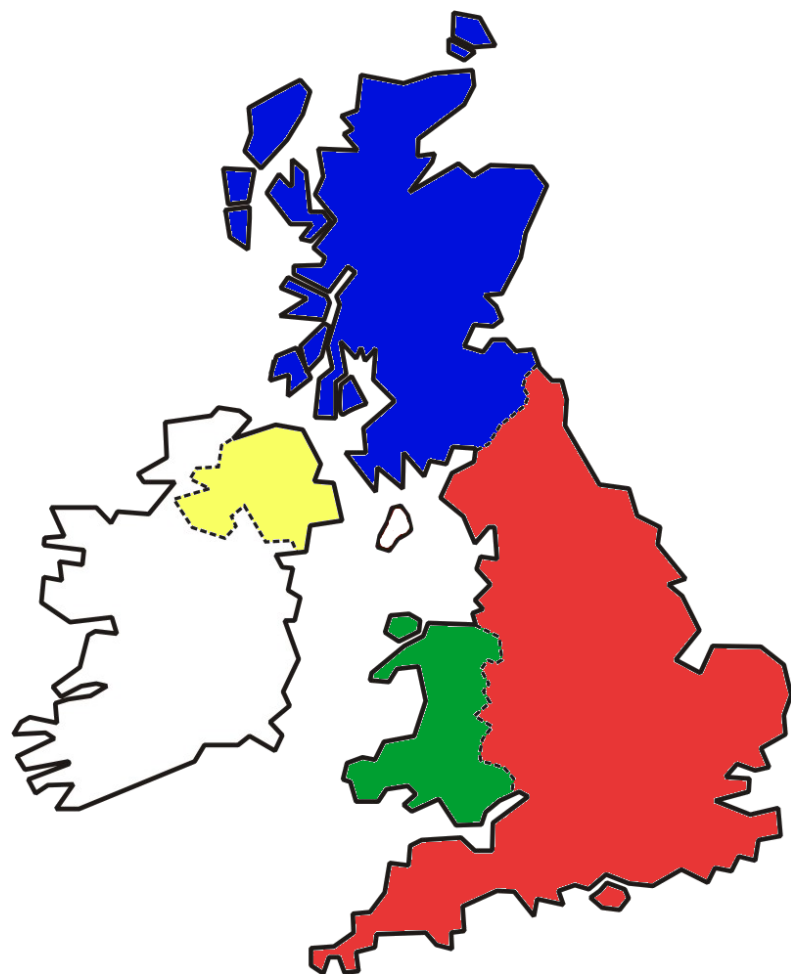
15 July 2022



Purpose

- **Context**
- **Focus in on Wales**
- **Explain HFSS and Scope**
- **Watch outs for the industry**
- **Help available**





Devolved government policy means differing proposals and timeframes across the UK

Scotland

- [Consultation](#) announced in June 2022

England

- Measures commence October 2022

Wales

- Consultations announced in June 2022

Wales Announced in June 2022



Timing	Action
19 July	Welsh Government stakeholder event (FDF attending)
1 September	Consultation deadline
Autumn 2022	Consultation outcome to be published
Winter 22/23	Enforcement consultation to be launched

- **Welsh Government consultations follow on from Healthy Weight Healthy Wales Delivery Plan**
- **Healthy food environment**
 - Limits to price promotions and location of HFSS products in store and online.
 - OOH Calorie labelling at point of sale.
 - OOH Limits on portion size of sugary drinks and bans on their unlimited refills.
- **Sale of energy drinks to children –**
 - Ban the sale of energy drinks to under 16's
 - Ban could be extended to other high caffeine drinks.

Compare Proposals England and Wales

Mechanisms in scope

- Multibuys (BOGOF)
- Volume offers (**free products or meal deals**)
- **Temporary price reductions**

Locations in scope

- Store entrances
- End of aisle
- At the till
- **Free standing display units**

Exemptions

- Retail businesses < 50 employees
- Non pre-packed foods and **close to use-by-date price reductions**
- Specialist retailers and stores under 185.8 square metres are exempt from location restrictions.

UK Nutrient Profiling Model (NPM) applied to:

Categories of concern to childhood obesity

- Soft drinks
- Chocolate confectionery
- Sugar confectionery
- Cakes
- Ice cream
- Morning goods
- Puddings and dairy desserts
- Sweet biscuits
- Breakfast cereals
- Yogurts
- Milk-based and juice-based drinks with added sugar
- Pizza
- Crisps and savory snacks
- Ready meals and meal centres, incl breaded and battered products
- Chips and potato products

Wales is considering using a stricter nutrient profiling model (consulted on in 2018) which has not yet been published.

UK Nutrient Profiling Model applied to:

Extra categories

- Garlic bread
- Pies and quiches
- Bread with additions
- Savoury biscuits and crispbreads
- Cooking sauces and pastes
- Table sauces and dressings
- Processed meat products
- Pasta/rice/noodles with added ingredients and flavours,
- Prepared dips and composite salads as meal accompaniments
- Egg products
- Sweet spreads

RED Indicates Wales additional proposals

***to note Scotland has a different set of proposals**

High Fat Salt and Sugar (HFSS) Explained

- Every food and drink product is scored based on ingredients and if it hits a specific threshold then is considered HFSS
 - Use tables to identify the score for each nutrient
 - ‘A’ Points less ‘C’ Points = High Fat Salt and Sugar (HFSS) Score
 - HFSS food is score is 4 or above
 - HFSS drink if score is 1 or above
 - If you score 11 or more ‘A’ points you have to apply a further rule which means you cant score for protein.

‘A’ points Table

Points	Energy (kJ)	Sat Fat (g)	Total Sugar (g)	Sodium (mg)
0	≤ 335	≤ 1	≤ 4.5	≤ 90
1	>335	>1	>4.5	>90
2	>670	>2	>9	>180
3	>1005	>3	>13.5	>270
4	>1340	>4	>18	>360
5	>1675	>5	>22.5	>450
6	>2010	>6	>27	>540
7	>2345	>7	>31	>630
8	>2680	>8	>36	>720
9	>3015	>9	>40	>810
10	>3350	>10	>45	>900

‘C’ points Table

Points	Fruit, Veg & Nuts (%)	NSP Fibre ' (g)	Or AOAC Fibre ' (g)	Protein (g)
0	≤ 40	≤ 0.7	≤ 0.9	≤ 1.6
1	>40	>0.7	>0.9	>1.6
2	>60	>1.4	>1.9	>3.2
3	-	>2.1	>2.8	>4.8
4	-	>2.8	>3.7	>6.4
5*	>80	>3.5	>4.7	>8.0

NB: Wales is considering using a stricter nutrient profiling model (consulted on in 2018) which has not yet been published.

- The NPM was originally developed to restrict advertising to children.
- UK Government guidance was developed in 2011, and will be revised.
- FDF has submitted feedback to UK Department of Health and Social Care (DHSC) to help make the guidance better for business.
- FDF proposes an **accredited universal nutrient profiling model calculator** to support implementation.



**Guidance on how to
calculate HFSS score**

Measures business can take



- Calculate your products HFSS status – Are they in scope?
- Explore NPD or reformulation options.
- Investigate the effect on selling directly to the consumer as this is in scope.
- Expect Welsh retailers to start asking for nutrition information including off pack data.
- Respond to the consultation!

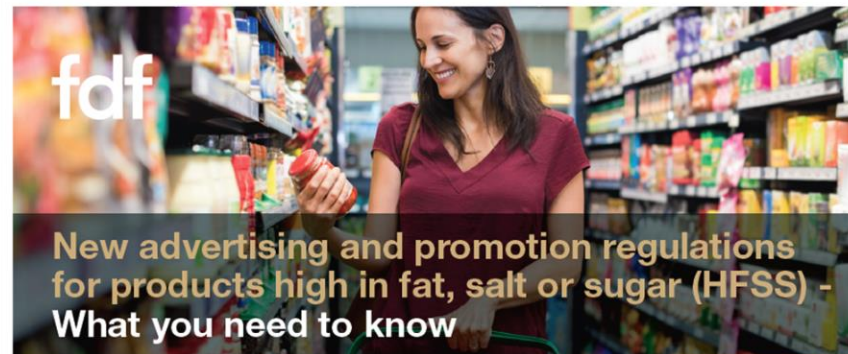
Other Resources

Support for FDF Members

The Food and Drink Federation (FDF) represents and protect the interests of food and drink companies of all sizes, across all sectors of the industry. We are working hard to help our members understand these new rules and FDF members can access a range of resources to help them prepare including:

- ✓ Q&A resources
- ✓ HFSS / Nutrient Profiling Model calculator
- ✓ Webinars and podcasts
- ✓ Access to our FDF experts

If you would like to learn more about how we can help you and your business please [contact us](#) for an informal chat.



New advertising and promotion regulations for products high in fat, salt or sugar (HFSS) - What you need to know

What restrictions are coming into force?

From 1 October 2022, there will be [new rules](#) which restrict what products you can sell on volume promotion, as well as where you can place them in a retail store in England. There are also equivalent rules online. In 2022, there will be consultation on introducing similar measures in Scotland and Wales.

From 1 January 2023, there will be [new rules](#) on what advertisements you can place on the internet and on TV before 9pm across the UK. The rules will exist in tandem with current advertising rules which limit what products can be advertised to children.

What does this mean?

If your product is HFSS it won't be allowed to use volume promotions like 'buy 1 get 1 free', or '3 for 2'. It will also be banned from being placed at key locations such as store entrances, aisle ends, checkouts (and their online equivalents). You may receive

Do the new rules impact your business?

The restrictions only apply to certain categories of products – those which national dietary surveys show contribute the most to sugar and calorie intakes.

If your products fall within one of these categories, you need to apply the [UK nutrient profiling model](#), to determine whether it is a HFSS product (i.e. high in fat, salt or sugar). If your product is HFSS then promotion and advertising restrictions will apply.

Certain exemptions apply for small and medium sized businesses.

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Categories impacted

1. Soft drinks with added sugar
2. Savoury snacks
3. Breakfast cereals
4. Confectionery, including chocolate and sweets
5. Ice cream, ice lollies, frozen yoghurt, water ices and similar frozen products
6. Cakes and cupcakes
7. Sweet biscuits and bars based on nuts, seeds or cereal
8. Morning goods
9. Desserts and puddings
10. Sweetened yoghurt and fromage fraise
11. Pizzas



Promotions



Advertising



Diolch

Questions?

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