



TALKING NUTRITION

TO LAUNCH NEW SHARWOOD'S
AND HOMEPRIDE SAUCES

WHAT PARENTS
AND CHILDREN
REALLY THINK





INTRODUCTION

School meals have been transformed in the last 15 years since many high-profile campaigns, including LACA and Jamie Oliver, called for food to be of a high standard across all schools. Governments have overhauled nutritional guidelines, and schools are doing a fantastic job, creating tasty well-balanced meals for school children.

In the current cost-of-living crisis, school meals have become more vital than ever, representing a crucial source of nutrition for school children. So, it's important that as a sector, we make sure the food that is served is as nutritious as possible - giving pupils the right balance of nutrients so they're set for life.

The consensus among experts points to the fact that many children are now deficient in certain key nutrients. By adding those that are particularly difficult to incorporate into tasty school meals - such as fibre and vitamin D - our aim is to help caterers serve school children daily nutrients in an easy, consistent, tasty way. We also want to make it easier for them to reassure parents that their child is getting a healthy balanced meal at school.

To coincide with the launch of our new range of Sharwood's and Homepride sauces, which contain a source of vitamins C, D and fibre, we've taken a closer look at nutrition in school aged children and the views of their parents.

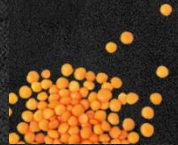
We've undertaken this research alongside the launch of our new fortified sauces, to support the industry in continuing the all-important work of nurturing the mental and physical development and well-being of future generations.



Sarah Robb MCIM



**Foodservice Marketing Manager
Premier Foods**



Talking Nutrition is the output of nationwide research into the understanding of vitamins and their importance among primary school aged pupils, and their parents. We surveyed 1,000 parents and 500 children via research company 3 Gem.

MEET THE EXPERTS



Juliette Kellow RD

Juliette is a registered dietitian with a passion for food, diet, nutrition and health. A member of the British Dietetic Association and The Health and Care Professions Council, she's worked in the NHS, for the food industry and has years of experience in consumer publishing as the former editor of Top Santé magazine, and former editorial director of Healthy Food Guide. Juliette regularly writes for magazines and newspapers and works as a nutrition consultant. She has provided nutrition insights - especially on fibre and vitamins.



Louise Wagstaffe Culinary Advisor

Culinary entrepreneur and experienced chef, Louise has worked in the food industry for more than three decades and is currently Chef-Director at Delicious By Design. A firm believer that good food habits start early, by educating children about food, Louise worked with the Craft Guild to audit, review, and improve the Universal Infant Free School Meals programme. She also works with Premier Foods to help schools address changing regulations on sugar and salt content. In 2021, Louise was named one of 44 Culinary Heroes by the Craft Guild of Chefs for her extraordinary work during the covid-19 pandemic.



As well-known brands and longstanding foodservice staples, our new Sharwood's and Homepride sauces fit within school nutritional guidelines and are loved by kids. On top of providing delicious products that meet caterer needs when it comes to flavour, consistency and ease of use, here at Premier Foods, we're passionate about making a positive impact on health.



EXECUTIVE SUMMARY

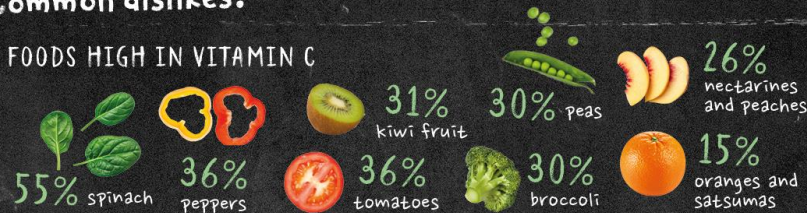
Despite government and schools ramping up communication on nutrition over the last decade, research reveals a disconnect between what people of all ages understand about nutrition and the facts.¹

This confusion is causing concern among parents, and with free school meals providing a vital source of nutrition for almost a quarter of school children², it's unsurprising this concern stretches to what their children are served at school.

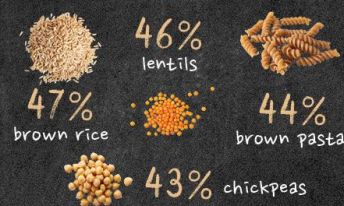
BUT CHILDREN DON'T ALWAYS LOVE ALL OF THE FOODS THAT CONTAIN VITAMINS C AND D, AND FIBRE...

Common dislikes:

FOODS HIGH IN VITAMIN C



HIGH FIBRE FOODS



FOODS HIGH IN VITAMIN D



TALKING NUTRITION

86% OF 4-10 YEAR OLDS DON'T HAVE ENOUGH FIBRE³

"IT'S LIKE AN UPHILL BATTLE, GETTING THEM TO EAT THE RIGHT FOODS."

PARENTS THOUGHTS

40%

of parents believe their children aren't getting enough vitamin C

45%

of parents believe their children aren't getting enough vitamin D

AND PARENTS ARE WORRIED...

76%

worry their child's diet isn't healthy enough

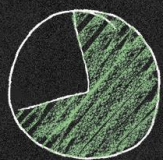
OR LACK THE KNOWLEDGE

70%

of parents don't know fibre helps to fill children up

CHILDREN KNOW

vitamins ARE IMPORTANT



73%

think vitamins help keep them healthy

over half (56%) agree vitamins help them grow



WE KNOW IT'S TOUGH MAKING SURE CHILDREN GET THE RIGHT AMOUNT OF NUTRIENTS, INCLUDING VITAMINS, IN THEIR FOOD.

IT'S A YES FROM PARENTS TOO...

"I HATE IT WHEN THEY SERVE FISH AT SCHOOL - IT MAKES ME FEEL SICK."

So, our new range of Sharwood's and Homepride sauces have added vitamins C and D and fibre to help caterers. Easy to use, suitable for gluten free and vegan* diets and delicious too. All to help you easily prepare nutritious dishes and give them that extra boost of vitamins C and D, and fibre every mealtime.

28%

think more foods should be fortified with vitamins

32%

often look for foods with added vitamins



* Excluding Sharwood's Tikka Masala and Korma

¹ LACA The School Food People (2022) BNF survey reveals confusion about healthy eating. <http://www.laca.co.uk/news/bnf-survey-reveals-confusion-about-healthy-eating>

² Gov.UK (2022) Schools, pupils and their characteristics. <https://explore-education-statistics.service.gov.uk/find-statistics/school-pupils-and-their-characteristics>


³ PHE/FSA (2020) National Diet and Nutrition Survey: Rolling Programme Years 9 to 11 (2016/2017 to 2018/2019). <https://www.gov.uk/government/statistics/ndns-results-from-years-9-to-11-2016-to-2017-and-2018-to-2019/ndns-results-from-years-9-to-11-combined-statistical-summary>


VITAL VITAMINS: ARE CHILDREN GETTING ENOUGH?

53% Our research has shown more than half (53%) of parents surveyed aren't confident their child gets enough vitamins.

The vitamins parents think are most likely to be lacking in their child's diet are:

Vitamin D	45%
Vitamin C	40%
Vitamin A	33%
B group vitamins	33%

 **31%** of parents supplement their child's diet with vitamin C

 **27%** of parents supplement their child's diet with vitamin D

RESEARCH HIGHLIGHT!

IN OUR RESEARCH, ALMOST SIX OUT OF 10 CHILDREN (58%) RECOGNISED THAT EATING FOODS WITH PLENTY OF VITAMINS IS IMPORTANT FOR A HEALTHY DIET

 **DIETITIAN
JULIETTE SAYS:**

"The Government recommends all children aged six months to five years are given supplements containing vitamins A, C and D every day⁴. This advice is typically passed on to parents in healthcare settings, for example, by health visitors. It means when starting primary school, many parents are already familiar with the idea their child may need a helping hand to ensure they get enough of certain vitamins in their diet."

A SPOTLIGHT ON: VITAMIN C

VITAMIN C: WHY IT MATTERS

Vitamin C has many functions in the body⁵. These include...

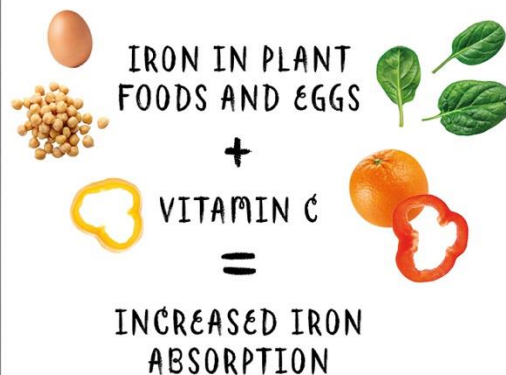
- Reducing tiredness and fatigue
- Supporting the normal function of the immune system
- Helping the nervous system to function normally
- Contributing to normal psychological functions
- Protecting cells from oxidative stress
- Contributing to the normal formation of collagen so that bones, cartilage, skin, teeth, gums, and blood vessels function normally

VITAMIN C: THE PERFECT PARTNER FOR IRON-RICH FOODS

There are two forms of iron in food:

- Haem iron in animal foods like red meat and oily fish, which our body finds easy to absorb
- Non-haem iron in eggs and plant foods, which our body absorbs less easily

When vitamin C is eaten with iron-containing eggs and plant foods such as beans, lentils, chickpeas, nuts, seeds, fortified breakfast cereals and green, leafy veg, it helps boost the amount of iron absorbed from them.



⁴ NHS. Vitamins for children. <https://www.nhs.uk/conditions/baby/weaning-and-feeding/vitamins-for-children/>

IRONING OUT DEFICIENCIES

While only 2% of 4-10 year olds have very low intakes of dietary iron and iron-deficiency anaemia is uncommon, this changes when children, and especially girls, reach puberty. Amongst 11-to-18 year olds, 11% of boys and 49% of girls have iron intakes below the minimum amount needed for most people and so are at risk of a deficiency. Indeed, there's evidence of iron-deficiency anaemia in 9% of 11-to-18 year old girls.³

 **DIETITIAN
JULIETTE SAYS:**

"While poor iron status is a bigger issue for older children, maximising the uptake of iron from plant foods by ensuring they are eaten together with a source of vitamin C is a good practice to get into from an early age. Plus, getting enough vitamin C is particularly important for children following a vegetarian or vegan diet as this will help boost the amount of iron they absorb from plants."

HOW MUCH VITAMIN C

The Nutrient Reference Value (NRV) for vitamin C – a one-size-fits-all benchmark that is used on food packaging and forms the basis for making nutrition claims – is 80mg a day⁶. But there are more detailed guidelines in the UK for vitamin C needs at specific ages and stages in life⁷.

UK recommendations:

- 4-10-year-olds – 30mg/day
- 11-14-year-olds – 35mg/day
- 15-18-year-olds – 40mg/day

⁵ Gov.UK (2020) Great Britain nutrition and health claims (NHC) register. <https://www.gov.uk/government/publications/great-britain-nutrition-and-health-claims-nhc-register>

⁶ Eur-Lex (2008) Commission Directive 2008/100/EC of 28 October 2008 amending Council Directive 90/496/EEC on nutrition labelling for foodstuffs as regards recommended daily allowances, energy conversion factors and definitions (Text with EEA relevance). <https://eur-lex.europa.eu/legal-content/en/ALL/?uri=CELEX%3A32008L0100>

⁷ Department of Health (1991) Report on Health and Social Subjects 41. Dietary Reference Values for Food Energy and Nutrients for the United Kingdom.

 **DIETITIAN
JULIETTE SAYS:**

"Fruit and vegetables are the main sources of vitamin C in the diet, so if children eat their 5-a-day, chances are they'll get enough of this nutrient. But we know from our research that getting children to eat enough fruit and veg is a struggle for many parents – in fact, 72% say sometimes they struggle or find it virtually impossible. Foods fortified with vitamin C can help ensure children who are low consumers of fruit and veg get enough."

TOP TIP

"I believe we should look to encourage children to try new foods and experience different fruit and vegetables. But, the sauces are a great way to boost and top up fibre and vitamins in a dish."

Louise, Culinary Advisor



All the new sauces from Sharwood's and Homepride are fortified with vitamin C and are a source of this nutrient. Each sauce provides 12mg vitamin C per 100g. That's 15% of the Nutrient Reference Value (NRV) for vitamin C and 40% of the daily requirement for 4-10 year olds, based on UK recommendations.

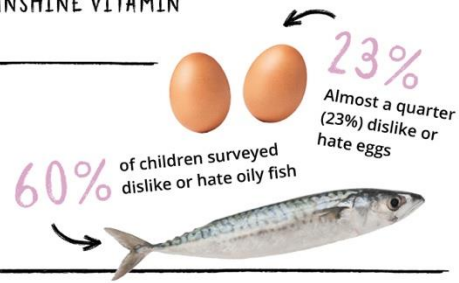


VITAMIN D

A SPOTLIGHT ON: VITAMIN D – THE SUNSHINE VITAMIN

PUTTING THE D INTO DIET

Only a few foods are naturally rich in vitamin D. These include eggs and oily fish such as sardines, mackerel, pilchards and salmon. However, our research shows these foods are disliked by many children...



VITAMIN D: WHY IT MATTERS

Vitamin D has many functions in the body⁸. These include:

- Helping bones grow and develop normally in children and to maintain normal bones throughout life
- Helping to maintain normal teeth
- Keeping the immune system functioning normally
- Contributing to normal muscle function

HOW MUCH VITAMIN D

The Nutrient Reference Value for vitamin D – which is seen on food labels – is 5mcg⁶. But UK guidelines recommend 10mcg of vitamin D for anyone over the age of one year⁸

D IS FOR DEFICIENCY...

According to a report from the Scientific Advisory Committee on Nutrition, amongst 4–10 year olds, 14% have low blood levels of vitamin D so are at risk of being deficient in this nutrient.⁹ That's equivalent to 652,000 pupils in state-funded primary schools with low vitamin D status⁹. It's a problem that worsens as children enter the teenage years, 20% of boys and 24% of girls aged 11 to 18 years are at risk of a deficiency.⁸



DIETITIAN JULIETTE SAYS:

"In April 2022, the Government's Office for Health Improvement and Disparities (OHID) published a consultation document seeking views on how to improve the vitamin D status of people living in England. One of the areas being looked at is improving vitamin D status through diet, including fortified foods and biofortification. The consultation period has now ended and we are currently waiting for the outcome to be published."¹¹

"Vitamin D helps to maintain normal immune function and has been in the nutrition spotlight for the past few years, particularly looking at whether supplements could have a role in helping to protect against or treat covid-19 and other acute respiratory tract infections."¹²

"A lack of vitamin D in babies and children can cause rickets, where bones become painful, soft and weak, leading to deformities of the skeleton such as bowed legs. The condition mostly disappeared during the early 20th century, but according to the NHS, there's been an increase in cases in the UK in recent years."¹⁰

TOP TIP

"Schools need to serve oily fish at least every three weeks according to the food guidelines. A fortified sauce can be a helpful way to add some vitamin D to children's diets if you know they're not keen on oily fish or eggs – which we know 60% and 23% respectively aren't."

Louise, Culinary Advisor



DIETITIAN JULIETTE SAYS:

"There are two forms of vitamin D – vitamin D₂ (ergocalciferol) and vitamin D₃ (cholecalciferol). Vitamin D₂ is found in plants such as mushrooms. Vitamin D₃ occurs naturally in animal foods such as oily fish and eggs, and is the type made when skin is exposed to sunlight. Studies show vitamin D₃ is more effective at improving blood levels of vitamin D and therefore vitamin D status¹⁰. This makes vitamin D₃ the more valuable form to use for fortification."



RESEARCH HIGHLIGHT!



30% OF CHILDREN KNOW VITAMIN D HELPS THEIR BONES GROW PROPERLY

⁸ Scientific Advisory Committee on Nutrition (2016) Vitamin D and Health. https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/537616/SACN_Vitamin_D_and_Health_report.pdf

⁹ Gov.UK (2022) Academic Gov.UK (2022) Academic Year 2021/22: Schools, pupils and their characteristics.

<http://explore-education-statistics.service.gov.uk/find-statistics/school-pupils-and-their-characteristics> Number of children with low vitamin D status based on 4.66 million children in state-funded primary schools for Health Improvement and Disparities (2022) Vitamin D: call for evidence.

¹⁰ NHS. Vitamin D. <https://www.nhs.uk/conditions/vitamins-and-minerals/vitamin-d/>

¹¹ Gov.UK Office for Health Improvement and Disparities (2022) Vitamin D: call for evidence. https://www.gov.uk/government/consultations/vitamin-d-call-for-evidence?utm_medium=email&utm_campaign=govuk-notifications-topic&utm_source=7190d8ec-9fc2-4a45-9db4-f1e091533769&utm_content=daily

¹² NICE (2020) Covid-19 rapid guideline: vitamin D. NICE guideline [NG187]. Published 17 Dec 2020. <https://www.nice.org.uk/guidance/ng187>



FIBRE

FUL-FILLING FIBRE

RESEARCH HIGHLIGHTS:

29% Less than one third of parents recognise that fibre helps to boost good bacteria in the gut

70% of parents don't know fibre helps fill their children up

76% of children don't recognise that eating high-fibre foods is an important part of eating healthily

FIBRE: WHY IT MATTERS

Fibre is found in plants and is essential for our digestive system to work properly. Unlike other nutrients, it doesn't get digested in the small intestine and instead, passes to the large intestine where bacteria get to work on it and break it down. This helps to increase the number of beneficial bacteria in the gut, which in turn benefits our immune system.

Fibre has many functions in the body¹³. These include:

- Helping digestion
- Preventing constipation
- Making us feel fuller

HOW MUCH FIBRE

Guidelines in the UK recommend 5-to-11-year-olds should have around 20g of fibre a day¹³, but 86% are falling short of this³.



DIETITIAN JULIETTE SAYS:

"Primary school children should have around 20g of fibre a day, but figures from the National Diet and Nutrition Survey show, on average, primary aged children have just 14g a day³ - a big shortfall. Our research showed less knowledge around fibre from both parents and children, compared to understanding of vitamins."

PLANT-BASED

RESEARCH HIGHLIGHTS:

49% Almost half of parents are concerned their child doesn't eat enough fruit and veg

72% of parents agree it can sometimes be a struggle to get children eating fruit and veg

THIS IS AT ODDS WITH WHAT CHILDREN THINK...

86% of children know eating lots of fruit and veg is important to help them eat healthily

94% like or love fruit

80% like or love veg

BUT IT COMES DOWN TO THE VARIETY...

Children's least favourite vegetables are:

Brussels sprouts 62%

Spinach 55%

Cabbage 52%

On the other hand, berries and orange juice get the thumbs up

HOW MUCH FRUIT & VEG?

UK health guidelines recommend we all eat five portions of fruit and vegetables a day. For teenagers and adults, a portion is 80g of fresh, frozen or canned produce (30g for dried and 150ml for pure juices)¹⁴. There are no set amounts for younger children - the NHS advises as a rough guide, one portion is the amount they can fit in the palm of their hand.

TOP TIP

"If children are brought up eating wholemeal bread and other high-fibre foods, they're more likely to enjoy them. So, it can be hard for school caterers to get children to eat high-fibre foods if they don't eat them at home. This is where foods with added fibre are valuable."

Louise, Culinary Advisor

RESEARCH HIGHLIGHT!

82%

OUR RESEARCH FOUND 82% OF CHILDREN DON'T KNOW THAT HIGH-FIBRE FOODS CAN HELP FILL THEM UP



All the new sauces from Sharwood's and Homepride are a source of fibre. This means they contain at least 1.5g fibre per 100kcal.

	Total fibre per 100g	Total fibre per 100kcal
SHARWOOD'S		
Korma	2.2g	1.9g
Tikka Masala	1.8g	2.2g
Sweet & Sour	1.6g	1.6g
HOMEPRIDE		
Tomato & Basil	2.0g	3.9g
Bolognese	1.3g	2.7g
Chargrilled vegetables	1.4g	3.0g



DIETITIAN JULIETTE SAYS:

"We often think children dislike fruit and veg, but our research shows the opposite - most children, in fact, like both. Nonetheless, intakes do seem on the low side and similar to the diets of 11-18 year olds who eat just three of the recommended 5-a-day.³ Plus, many parents worry their children aren't eating enough. Fruit and veg don't have to be eaten alone to count. Those added to dishes like pasta sauces, stir fries, soups, pizzas and desserts count. That means the canned tomatoes in a curry, the onions and peppers in a chilli, and the apples in a crumble, all contribute to 5-a-day. Even the fruit and veg in ready-made sauces count towards this."

TOP TIP

"The new sauces are so easy to use, you can just heat and serve or build into a recipe. Why not try Sharwood's Korma Butternut Squash wrap as a grab and go option or Homepride Tomato and Vegetable Mac Gratin?"

Louise, Culinary advisor



The new Homepride Sauces - Tomato & Basil, Bolognese, and Chargrilled Vegetables - all provide one of 5-a-day in a 100g serving.



¹³ NHS. How to get more fibre into your diet. <https://www.nhs.uk/live-well/eat-well/digestive-health/how-to-get-more-fibre-into-your-diet/>
¹⁴ NHS. 5 A Day portion sizes. <https://www.nhs.uk/live-well/eat-well/5-a-day/portion-sizes/>

A CLOSER LOOK AT THE PRODUCTS

We've relaunched our six classic products with NEW recipes - three each in the Sharwood's and Homepride ranges:

Sharwood's Korma, Tikka Masala and Sweet & Sour; and Homepride Tomato & Basil, Bolognese, and Chargrilled Vegetables.

All products are available to the education sector and are the first to market to be fortified with vitamins C and D.



All products are available now in 2.25kg fully recyclable bottles and lids.

All sauces are...

- ✓ A SOURCE OF VITAMIN C
- ✓ A SOURCE OF VITAMIN D
- ✓ A SOURCE OF FIBRE
- ✓ SUITABLE FOR A GLUTEN FREE DIET
- ✓ SUITABLE FOR VEGETARIAN DIETS
- ✓ NO ARTIFICIAL COLOURS OR PRESERVATIVES
- ✓ NO MSG

To find out more, or receive a free sample,
email: foodserviceteam@premierfoods.co.uk



- @Premierfood_FS
- @Premierfoodsfoodservice
- @Premierfood_FS

www.premierfoodservice.co.uk
Foodserviceteam@premierfoods.co.uk