

Eating for Health

Progress Report

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Key areas

- UK Government activities in all 4 countries
- Salt & saturated fat
- Catering sector
- Front of Pack Nutrition labelling
- Nutrition research & surveys
- Resources



Strategic Plan Objectives

- To reduce average salt intake from the current 9.5g to 6g per day.
- To reduce average saturated fat intake from the current level of 13.4% to below 11% of food energy.
- Develop and implement a strategy for calorie intakes which contributes to achieving a balance between calorie intake and energy output.
- Complete the independent evaluation of the impacts of front of pack labelling on consumer purchasing behaviour and knowledge and begin discussions on future approaches with stakeholders.



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

Labelling

Skills/ Knowledge

Campaigns

Signposting

Access to information

Nutrient profiling

Legislation
Access to products

Promotion of food to kids

(DH lead)

Activity in schools

(Ed deps lead)

Evidence base

Key Achievements

- FSA contribution to cross Government activities
- Salt intake reduction
- Publication of Saturated Fat and Energy Intake programme
- Established a strategic approach to catering work
- Commitments received from workplace catering
- Independent front of pack labelling evaluation under way
- National Diet & Nutrition Survey started in April 2008



Next steps

- Delivery of cross government activities
- Salt :Review of salt targets
- Saturated fat :Awareness campaign ; Consultation on reformulation and portion size proposals
- Implementation of catering strategy
- Front of Pack : Publish the independent research ;work with stakeholders to develop policy advice to Ministers
- Research :Prioritisation of nutrition research programme; Dietary Survey on Infants and Young Children



Summary

- Increasing FSA involvement across a range of government activities
- Maintaining progress on salt reduction as part of the wider reformulation activities
- Increased involvement with the catering sector
- Greater degree of collaborative working
- Mindful of Resource implications for FSA & Stakeholders

