

Eating for health

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Eating for Health

Making Healthy Choices Easier

evidence base

people

products

environment



people

products

environment

evidence base

TDS

NHC & AoN

Signposting

Folate

Sat fat / energy balance

Eatwell

LIDNS

Review of diet & b'hour

R&D

Media

interventions

SACN

Salt reductions

PARNUTS

TNS

Local initiatives

Salt campaign

NDNS

WSA

Nut. Analysis prgmme

Promos to children

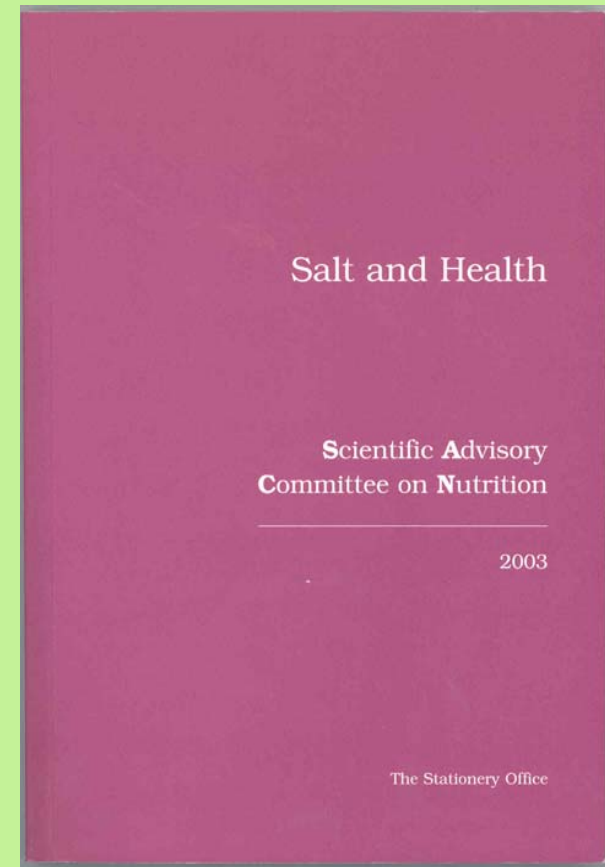
Nut. Lblg



Reducing Salt Intakes

The Scientific Advisory Committee on Nutrition has concluded that:

- There is increased evidence for a direct association between salt intake and blood pressure.
- People with high blood pressure have a three times higher risk of heart disease and stroke, and are twice as likely to die as result



Salt: intakes & targets

Intake
6.1g/day

Target
3g/day

Intake
11g/day

Target
6g/day

Intake
8.1g/day

Target
6g/day

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

Salt Reductions in Processed Foods

SACN *Salt and Health* Report

May 03

Salt Model Published

Oct 03

UK Minister Challenges Industry

Feb 04

UK Govt White Paper Published

Nov 04

Industry Commitments

Feb - Apr 05

FSA Strategic Plan 2005-2010

Mar 05

Public Stakeholder Meeting

Jun 05

Salt targets Consultation

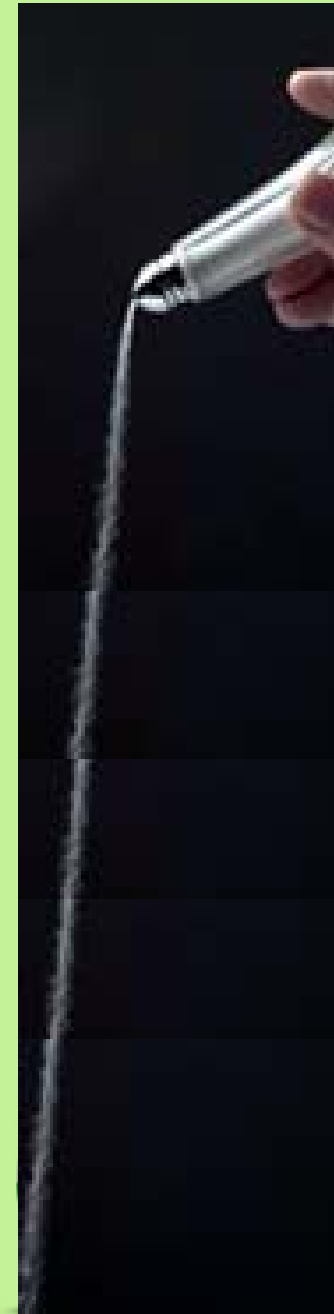
Aug 05

Final Salt Reduction Targets Published

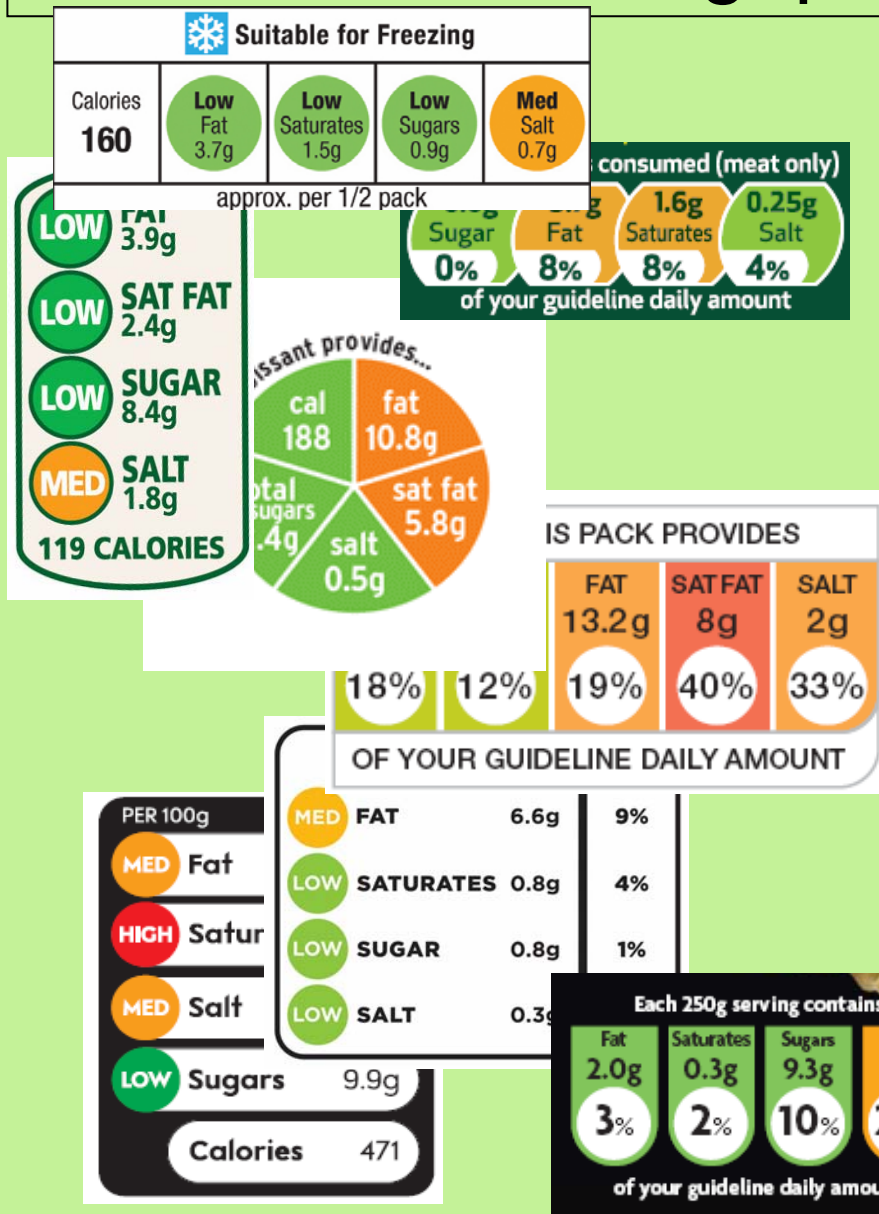
Mar 06

Salt Work – looking ahead

- Publication of Self Reporting Framework
- Phase III of salt campaign – starting in March
- Monitoring activity - product based and intake based.
- Review of targets in 2008



Front of Pack Signposting – core principles



- Information on fat, sat fat, sugar and salt content
- Red, amber and green to indicate **high**, **medium** and **low**
- Amount of each nutrient per portion
- Use nutritional criteria developed by FSA



Signposting – looking ahead

- Agency will continue working with companies to encourage uptake
- Promotion of signposting schemes through TV advertising and other media activity
- Independent research to “evaluate the impact of ‘front of pack’ signpost labelling schemes on purchasing behaviour and consumer knowledge”



EatWell
Your guide to healthy eating

Feeding your growing child

Healthy eating

giving your child a healthy balanced diet

8 tips for making healthier choices

FOOD STANDARDS AGENCY

Feeding you while you are pregnant

Healthy eating

choosing food to keep you and your baby healthy

FOOD STANDARDS AGENCY

FOOD

than **6g** of salt a day

Always check the label

www.salt.gov.uk

CHECK OUT MY SALT LEVEL!

Heinz

ESTD 1869 ESTD

Cream of
Tomato
Soup



57

VARIETIES

CHECK OUT MY SALT LEVEL!

Heinz

ESTD 1869 ESTD

BAKED
BEANZ

in tomato sauce

57

VARIETIES

CHECK OUT MY SALT LEVEL!

Heinz

ESTD 1869 ESTD

HOO

in tomato sauce

57

VARIETIES

A coherent approach

evidence base

people

products

environment

reformulation

salt campaign

**Marketing
(nutrient profiling)**

signposting

eatwell.gov.uk



Impact and Progress

- Published commitments from 70 companies and trade associations for **salt reductions**.
- **Signposting** in store in Sainsbury's, Waitrose, and Co-op – covering an estimated 40,000 products by the end of January 07
- 20 million more **people** say they are cutting down on salt, Half of all consumers say they are now checking food labels for salt; and 10 fold increase in awareness of the 'no more than 6g a day message'



Common factors

- Informed by science and evidence
- Clear and realistic objectives
- Openness and consultation
- Co-ordinated Government stimulus
- Building trust with industry
- Work with the grain of the market – but seek to influence consumer demand
- Monitoring



Saturated Fat and Energy Balance

Sources of energy in the diet (excluding alcohol)

	Men	Women	Recommendation
Fat	35.8%	34.9%	35%
Sat fat	13.4%	13.2%	11%
NMES	13.6%	11.9%	11%

- Reduce percentages of energy coming from saturated fat,
- Help consumers achieve energy balance (NMES reduction)



Saturated Fat and Energy Balance

consumer awareness

product reformulation

greater availability of healthy options

portion size

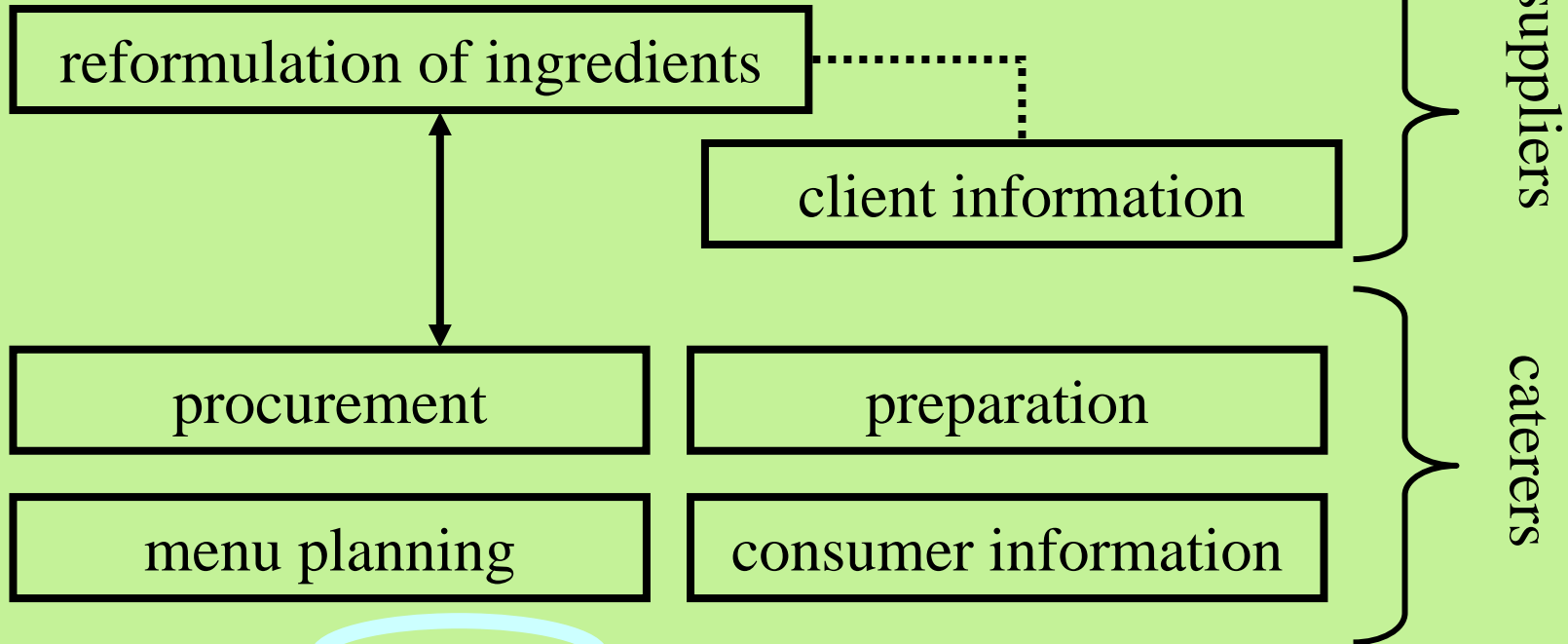
Working with Catering Businesses

- 34% of expenditure on food and drink (excl. alcohol) is spent on food eaten out¹
- Meals and snacks eaten out tend to be higher in fat¹
- Consumers generally have little or no information about nutritional content when eating out and cannot make informed choices
- 96% of people have eaten out at least once in the last 12 months, more than 20% of people eat out about once a week² - everyone who is capable of eating out does so

¹Expenditure & Food Survey 2004; ²Mintel Eating Out, 2006



What can we influence?



What role for Enforcement Officers?



