

FOOD STANDARDS AGENCY

Energy In

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Food Standards Agency Scotland

Obesity in Scotland: Moving the agenda forward
BMA 14 Queen St, Edinburgh 21 October 2009

Putting Consumers First



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Saturated Fat and Energy Intake Programme

Persuading industry to:

- Reduce sat fat and sugar in products
- Remove rather than replace where possible
- Reduce sizes of individual servings of discretionary foods

Raising Public awareness by:

- Media campaigns
- Distribution of written materials
- eatwell.gov.uk

Programme actions:

- greater availability of healthy options
- smaller portion sizes
- mainstream product reformulation

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Saturated fat and energy consultations

- Draft recommendations for biscuits, cakes, pastries, buns, chocolate confectionery and soft drinks :

Deadline 3 November 2009. Please let us have your views!

<http://www.food.gov.uk/consultations/consultscot/2009/satfatsugarscot>

- A consultation on draft recommendations on meat, dairy products and savoury snacks will be issued by end of year.

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RAISING AWARENESS ABOUT SATURATED FAT (Feb 09)

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2009 Saturated Fat Television advertisement

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Front of Pack Labelling

MAKING IT EASIER TO CHOOSE HEALTHIER OPTIONS

HEALTHY CHOICE (Green)

OK CHOICE (Yellow)

LESS HEALTHY CHOICE (Red)

	per 100g	per 100kcal
FAT	22g	7%
SATURATES	2.0g	20%
SUGAR	42.4g	40%
SALT	2.0g	6%

LOW FAT, LOW SATURATES, HIGH SUGAR, MED SALT

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Front-of-Pack Examples of labels using current FSA traffic Light Scheme

New Covent Garden Soup Company

Each 20g serving contains:

Fat	2.0g	3%
Saturates	0.3g	2%
Sugar	9.3g	10%
Salt	1.5g	25%

per 100g serving contains:

Fat	21.0g	40%
Saturates	11.8g	23%
Sugar	2.9g	6%
Salt	9.9g	19%

Calories 471

Sainsbury's

per 135g serving oven cooked

FAT	6.6g	9%
SATURATES	0.8g	4%
SUGAR	0.8g	1%
SALT	0.3g	5%

McCain

Choosing products low in fats and sugars compared with those that are high will reduce calorie intake

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Front of Pack Labelling Consultation

After extensive and independent consumer research the Agency now wishes views on:

- scope of FOP labelling (extending for an initial 7 categories)
- the use of portion size
- understanding of the term saturated fat
- salt thresholds
- improving legibility
- public awareness

Each portion contains:

Calories	272	Kcal	
Fat	HIGH	22.1g	32%
Saturates	HIGH	5.5g	28%
Sugars	MED	6.1g	7%
Salt	LOW	0.2g	3%

of your guideline daily amount

Deadline for responses: 5 November. Please let us have your views!

<http://www.food.gov.uk/consultations/consultscot/2009/foplabelescot>

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Eating Out

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Catering Commitments

towards healthier catering practice

Pizza-Hut, Domino's Pizza, Starbucks Coffee, Pret, Sodexo

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CALORIE LABELLING

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Working in Partnership

with:

- **Scottish Government**
- **NHS Health Scotland**
- **Consumer Focus Scotland**
- **Local Authorities**



Further Information

- eatwell.gov.uk healthy eating advice for public and health professionals
- food.gov.uk covers all FSA work – **specifically see consultations and take the opportunity to send us your views please**
- sacn.gov.uk expert scientific reviews and position statements regarding nutrition and health



Thank you



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SCOTLAND
Buidheann Inbhe-Bidhe an Alba

