

.....

The Eatwell Guide

.....

BDA NI BRANCH

.....

Scientific Advisory Committee on Nutrition SACN

Carbohydrate and Health Report July 2015

- **New sugar recommendation**
 - DRV for free sugars 5% dietary energy for those aged 2 years upwards
- **New ‘free sugars’ definition**
- **Sugar sweetened beverages**
 - Consumption of sugars-sweetened beverages should be minimised
 - PHE/ Government: “Sugary drinks have no place in a child’s daily diet”
- **New fibre recommendation**
 - New definition for fibre adopted – AOAC fibre
 - New DRV for dietary fibre for adults is 30g per day

Refresh of the eatwell plate

- **Linear Programming**
 - to inform sizes of the food group segments
 - uses current intakes of the most commonly consumed foods as per NDNS
 - applies dietary recommendations
 - models changes required from the current diet to achieve these set goals
- **Consumer Research**
- **Sustainability Assessment**

High performing elements informed the refresh

- ✓ Larger/more prominent Eatwell Guide header
- ✓ Overall border with daily calorie limit information
- ✓ Both category labels and additional healthier choice messaging
- ✓ Example packaged food label/traffic light system
- ✓ Treats removed from purple segment
- ✓ Water message
- ✓ Strong colour contrast for vibrancy and readability

What's changed?

- Renamed the 'Eatwell Guide'
- Knife and fork removed
- Drawn images
- Purple segment now only contains 'Oils and spreads'
- Foods high fat, salt and sugar have been moved outside of the main
- 'foods to eat less often and in small amounts'
- Resized segments in line with latest government advice
- Inclusion of energy requirements
- Inclusion of a front of pack nutrition label
- Inclusion of hydration message
- Extra messaging for further guidance
- Updated segment names to reflect sustainable choices

Eatwell Guide

Check the label on packaged foods

Each serving (150g) contains

Energy	Fat	Saturates	Sugars	Salt
1046kJ 250kcal	3.0g	1.3g	34g	0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/ 167kcal

Choose foods lower in fat, salt and sugars

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.



Water, lower fat milk, sugar-free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.

Eat at least 5 portions of a variety of fruit and vegetables every day

Fruit and vegetables

Frozen peas

Raisins

Chopped tomatoes

Potatoes

Whole grain cereal

Cous Cous

Porridge

Whole wheat pasta

Bagels

Rice

Spaghetti

Lentils

Beans lower salt and sugar

Tuna

Plain nuts

Chick peas

Lean mince

Low fat soft cheese

Semi skimmed milk

Soya drink

Plain Low fat Yogurt

Veg Oil

Lower fat spread

Oil & spreads

Beans, pulses, fish, eggs, meat and other proteins
Eat more beans and pulses, 2 portions of sustainably sourced fish per week, one of which is oily. Eat less red and processed meat

Dairy and alternatives
Choose lower fat and lower sugar options

Choose unsaturated oils and use in small amounts



Eat less often and in small amounts

Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS

.....

SECTIONS

.....

Fruit and Vegetables

Eat at least 5 portions of a variety of fruit and vegetables every day.

Fruit and vegetables should make up just over a third of the food we eat each day.

Choose from fresh, frozen, canned, dried or juiced.

A portion is 80g or any of these:

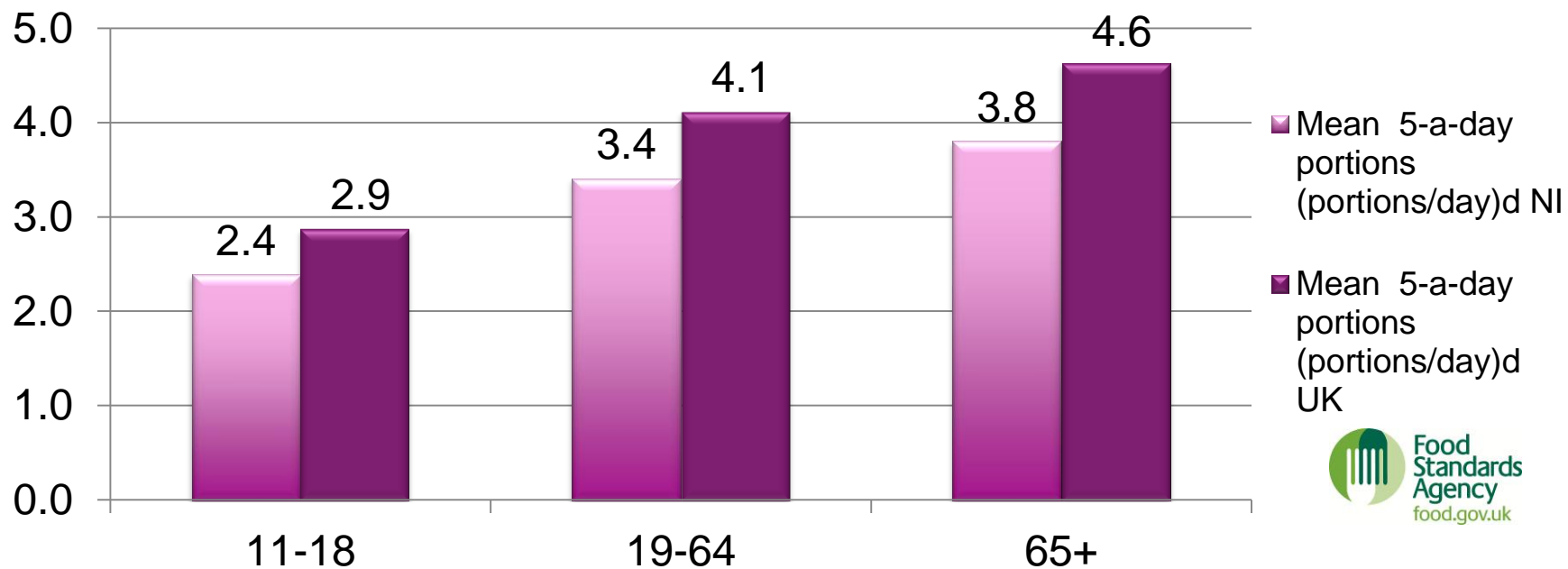
- 1 apple, banana, pear, orange or other similar-size fruit,
- 3 heaped tablespoons of vegetables,
- a dessert bowl of salad,
- 30g of dried fruit (counts as a maximum of one portion a day)
- **a 150ml glass of fruit juice or smoothie - counts as a maximum of one portion a day**



Fruit and Vegetables NI NDNS

4% of NI
11-15 yr
achieve
5-A-DAY

18% Adults in NI
achieve 5-
A-Day



Potatoes, bread, rice, pasta and other starchy carbohydrates

Base meals on potatoes, bread, rice, pasta or other starchy carbohydrates;

Just over a third of the food we eat

Choose higher-fibre, wholegrain varieties

- Wholegrain cereals, wholemeal / granary/ brown / seeded breads, wholewheat pasta, brown rice, or skin on potatoes

Why choose wholegrain?

- Contains more fibre than white or refined starchy food
- Digest wholegrain food more slowly so feel full for longer



Cereal and Cereal Products

NI NDNS

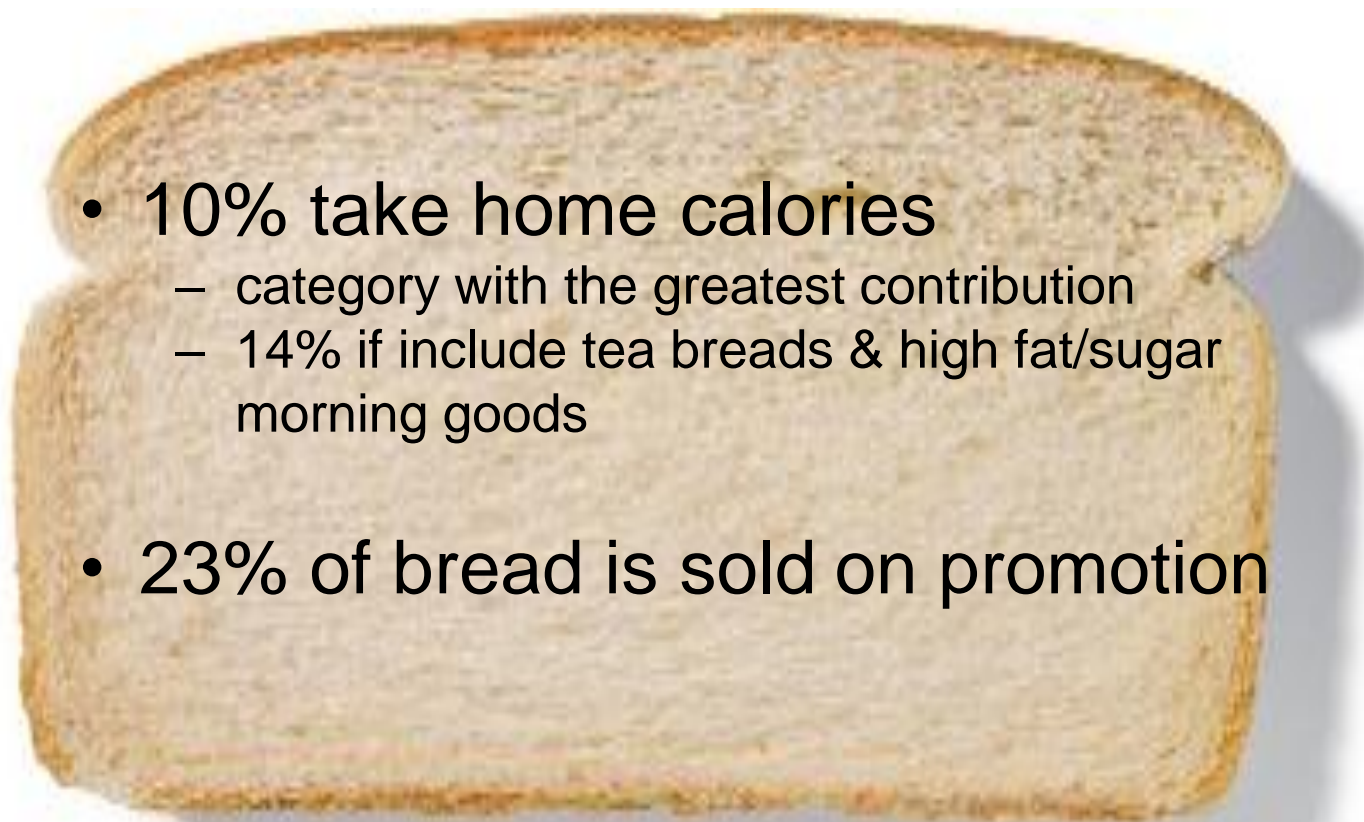
Pasta, rice, pizza and other miscellaneous cereals, White bread, Wholemeal bread, Brown, granary and wheatgerm bread, Other breads, High fibre breakfast cereals, Other breakfast cereals, Biscuits, Buns, cakes, pastries and fruit pies, Puddings

Provides:

- 41-45% children's **thiamine** intake
- 36-37% children's **folate** intake
- 50-56% children's **iron** intake
- 28-36% children's **calcium** intake
- 31-41% **sodium** intake for all ages in NI

Bread

NI Kantar Worldpanel (NI consumer purchasing)



- 10% take home calories
 - category with the greatest contribution
 - 14% if include tea breads & high fat/sugar morning goods
- 23% of bread is sold on promotion

Bread

NI Kantar Worldpanel (NI consumer purchasing)

Plain breads:

- 4% spend
- 9% nutritional volume
- 16% salt

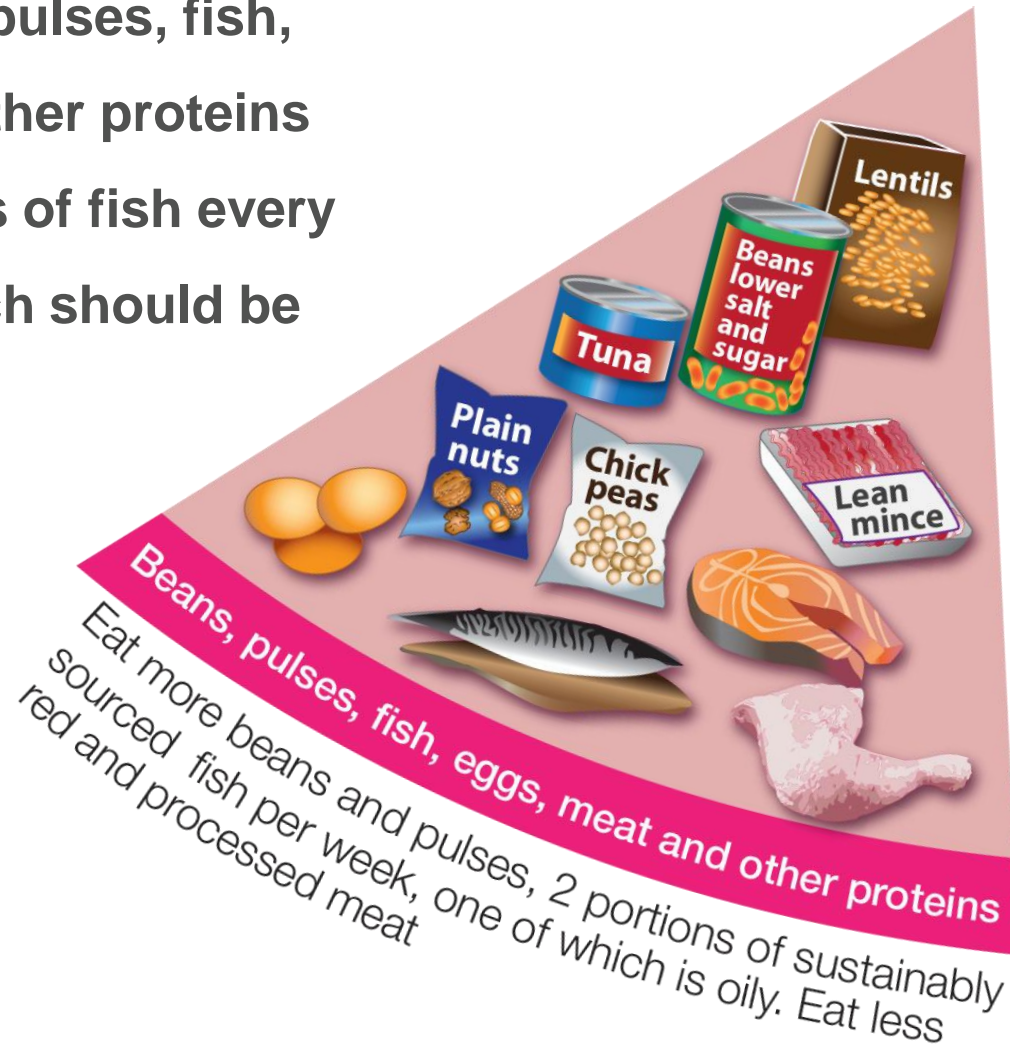
Tea breads:

- 1% spend
- 9% nutritional volume
- additional 2% of salt



Beans, pulses, fish, eggs, meat & other proteins

Eat some beans, pulses, fish,
eggs, meat and other proteins
Include 2 portions of fish every
week, one of which should be
oily



Beans, pulses, fish, eggs, meat and other proteins

- Sources of protein, vitamins and minerals
- Beans, peas and lentils are good alternatives to meat
 - very low in fat, high in fibre, protein, and vitamins and minerals.
- Aim for at least two portions (2 x 140g) of fish a week
- include a portion of oily fish

Beans, pulses, fish, eggs, meat and other proteins

If you eat more than 90g of red or processed meat per day, try to cut down to no more than 70g per day (processed meat includes sausages, bacon, cured meats and reformed meat products.)

Some types of meat are high in fat, particularly saturated fat

- choose lean cuts of meat and go for leaner mince,
- cut the fat off of meat and the skin off of chicken,
- grill meat and fish instead of frying

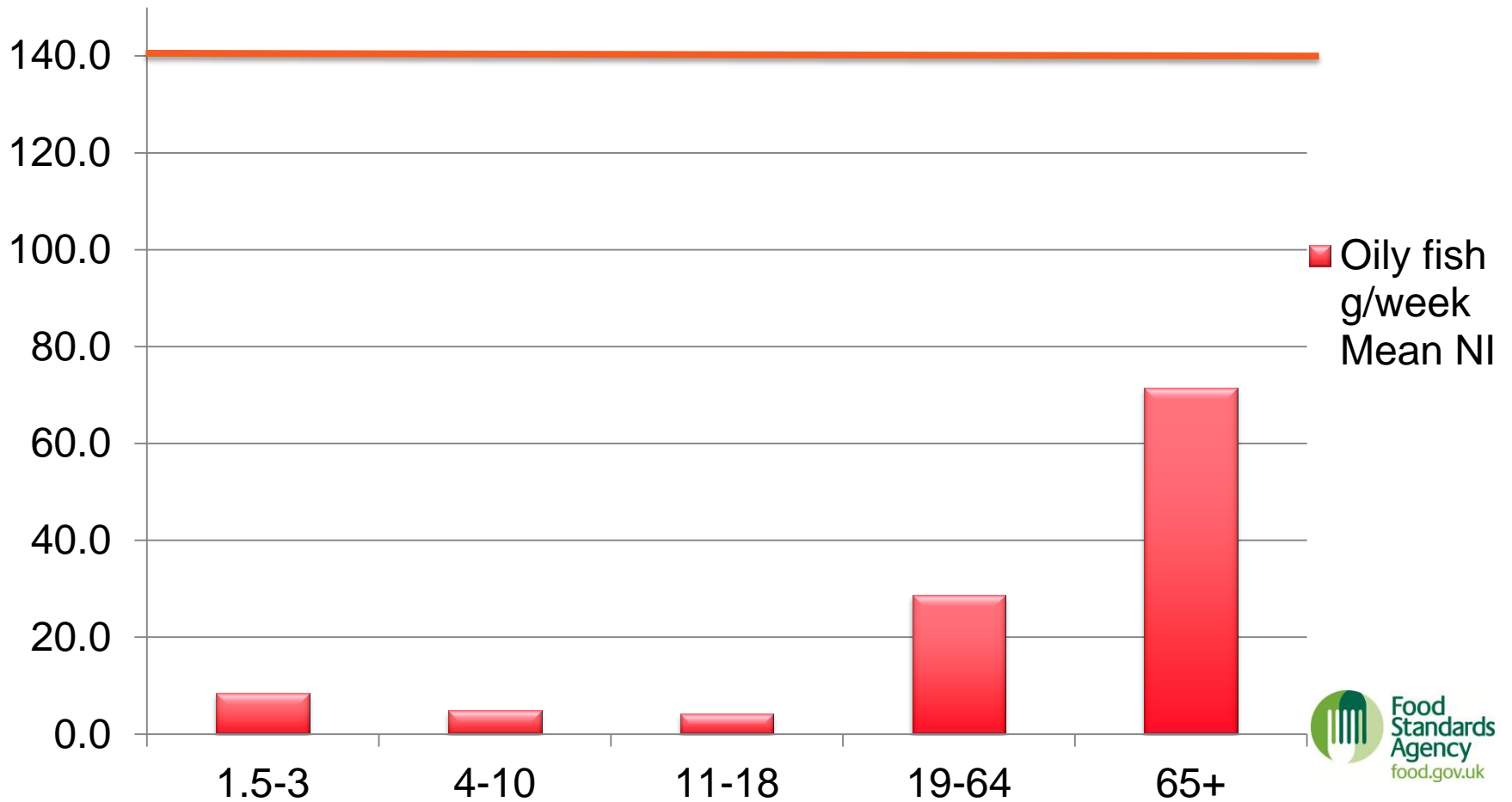
NI intakes of red meat (g)

NI NDNS



Oily Fish
NI NDNS

Oily fish g/week Mean NI



Dairy and alternative

Have some dairy or dairy alternatives (such as soya drinks); choosing lower fat and lower sugar options

Source of protein and calcium

Choose lower fat and lower sugar products where possible

1% fat milk

Semi-skimmed milk

Reduced fat cheese

Unsweetened, calcium-fortified dairy alternatives



Choose lower fat and lower sugar options

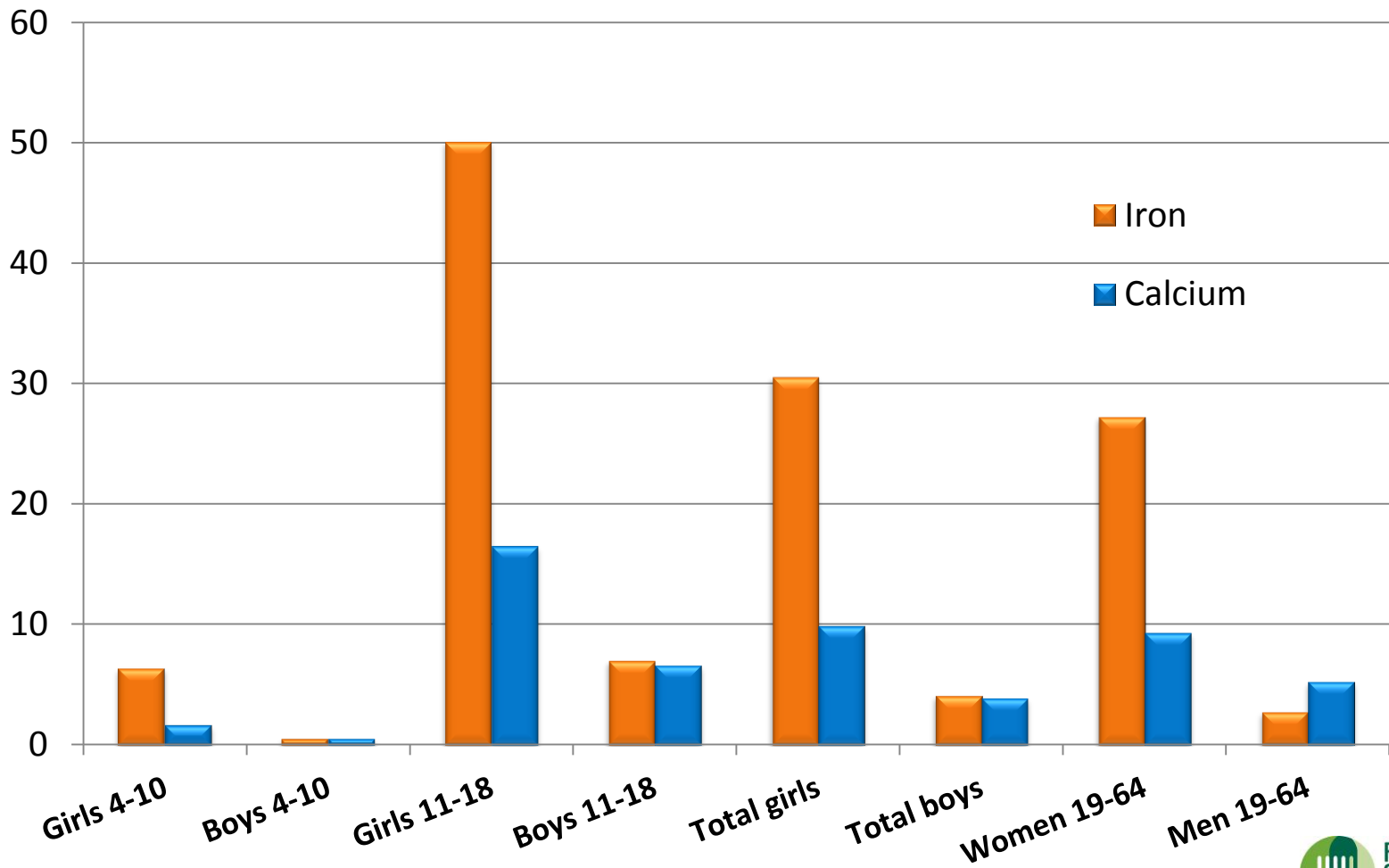
Dairy and Calcium NI NDNS

Dairy provides **more than half** (56%) of calcium intake for children aged 1.5 to 3 years in NI

Dairy provides **more than a third** (37%) of calcium intake for children aged 11 to 18 years and adults aged 19 to 64 years.

.....

% intakes below the LRNI NI NDNS



Oils and spreads

All types of fat are high in energy and should be limited in the diet.

Generally we are eating too much saturated fat and need to reduce.

Choose lower fat spreads, as opposed to butter, to reduce saturated fat.

Unsaturated fats are healthier fats for example vegetable oil, rapeseed oil and olive oil.

Choose unsaturated oils and spreads and eat in small amounts



Choose unsaturated oils and use in small amounts

NI NDNS Saturated fat

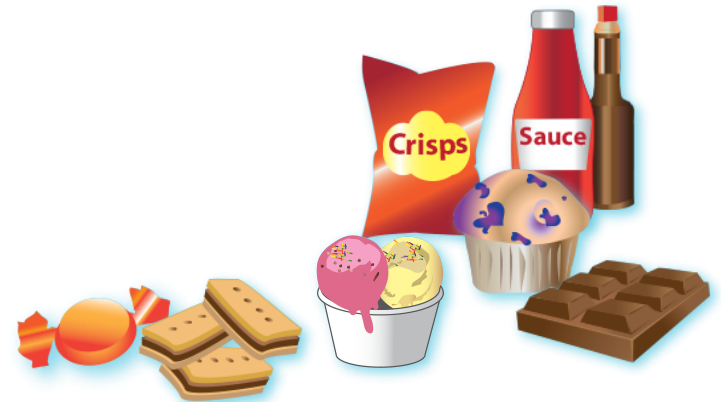
For all age/sex groups in Northern Ireland intake of saturated fat was above the recommendation

- no more than 11% of food energy from saturated fat

Foods and drinks high in fat, salt or sugar

If consuming foods and drinks high in fat, salt or sugar have these less often and in small amounts

Chocolate, cakes, biscuits,
full-sugar soft drinks and ice-cream



Check the label and avoid foods which are high in fat, salt and sugar

Take Home Confectionery NI

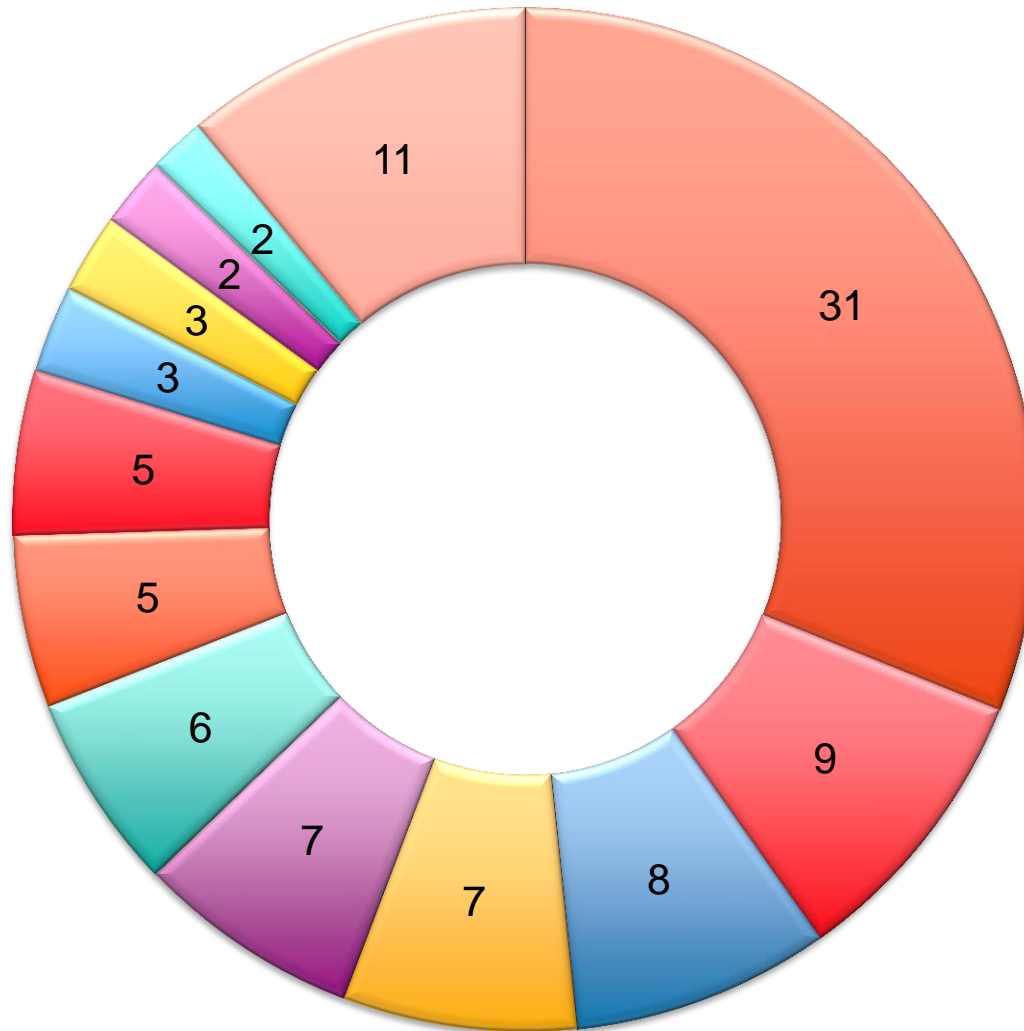
Kantar Worldpanel

Since 2006 sugar ↑, fat ↑ and saturated fat ↑ from confectionery
(either remained steady, or decreased for other foods)

From 2006 to 2014

- Take home spend ↑ from 3% (£75,247,859) of total spend to 5% (£137,789,900)
- Take home volume ↑ from 7% of total volume to 13% (Largest category increase)
- Energy ↑ from 4% to 6% of total take home food and drink energy
- Sugar ↑ from 7% to 12%
- Saturated fat ↑ from 7% to 12%
- **36% confectionery bought on promotion**

Sources of added sugar for children in NI aged 11-18 yrs



- Soft drinks
- Chocolate confectionery
- Fruit juice
- Sugars, including table sugar, preserves and sweet spreads
- Biscuits
- Sugar confectionery
- Buns, cakes, pastries and fruit pies
- Other breakfast cereals
- Ice cream
- High fibre breakfast cereals
- Yoghurt, fromage frais and other dairy desserts
- Other milk and cream
- Other

Soft drinks NI NDNS

Sugary soft drinks are the largest single source of sugar for adults and children in NI

1/3

of daily sugar intake
from soft drinks for
children aged 11-18
years in NI



Sugary, fizzy drinks and squashes

- higher in NI than in the UK for boys aged 11 to 15 years
 - (310g per day compared with 277g in the UK)
- slightly lower in NI than in the UK for girls aged 11 to 15 years
 - (192g per day compared with 203g in the UK)

Take Home Fizzy drinks & Squashes

Kantar Worldpanel NI

	Fizzy drinks & squashes %		Regular	Diet
	2006	2014		
%Total spend £	4	4	3 (3)	1 (1)
%Total volume Kg	9	8 (↓)	5 (6)	3 (3)
%Sugar (kg)	8	6 (↓)	6 (8)	0 (0)

Actual volume sales of regular drinks decreased by 9.5% and diet drinks increased by 19%

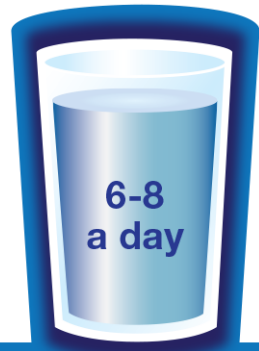
In 2014 52% of diet drinks and 46% of regular drinks were bought on promotion



Eatwell: Sugary drinks

Swap sugary soft drinks for diet, sugar-free or no added sugar varieties to reduce sugar intake

Hydration



Water, lower fat milk, sugar-free drinks including tea and coffee all count.

Limit fruit juice and/or smoothies to a total of 150ml a day.

Drink 6-8 glasses of fluid every day

- Choose water, lower fat milk and sugar-free drinks including tea and coffee
- Fruit juice and smoothies also count towards your fluid consumption, and will count towards 1 of 5 A Day
 - Source of free sugars
 - Limit consumption to no more than a combined total of 150ml per day.

.....

Front of pack labelling

Check the label on packaged foods

Each serving (150g) contains

Energy 1046kJ 250kcal	Fat 3.0g LOW	Saturates 1.3g LOW	Sugars 34g HIGH	Salt 0.9g MED
13%	4%	7%	38%	15%

of an adult's reference intake

Typical values (as sold) per 100g: 697kJ/ 167kcal

Choose foods lower in fat, salt and sugars

High, medium or low

Fat, saturated fat, sugars and salt

For a healthier choice, choose more greens and ambers and fewer reds

Daily energy requirements for adults

Per day  2000kcal  2500kcal = ALL FOOD + ALL DRINKS

.....

KEY RECOMMENDATIONS

.....

Key Recommendations

1. Base meals on starchy carbohydrate foods, higher fibre versions
2. Eat lots of fruit and vegetables, at least 5 portions daily
3. Eat more fish – including a portion of oily fish each week
4. Cut down on saturated fat and sugar
5. Eat less salt
6. Get active and be a healthy weight
7. Drink plenty of water
8. Don't skip breakfast

Eatwell Guide

Check the label on packaged foods

Each serving (150g) contains

Energy 1046kJ 250kcal	Fat 3.0g LOW	Saturates 1.3g LOW	Sugars 34g HIGH	Salt 0.9g MED
13%	4%	7%	38%	15%

of an adult's reference intake
Typical values (as sold) per 100g: 697kJ/167kcal

Choose foods lower in fat, salt and sugars

Use the Eatwell Guide to help you get a balance of healthier and more sustainable food. It shows how much of what you eat overall should come from each food group.



Water, lower fat milk, sugar-free drinks including tea and coffee all count.
Limit fruit juice and/or smoothies to a total of 150ml a day.



Eat less often and in small amounts

Per day 2000kcal 2500kcal = ALL FOOD + ALL DRINKS

Source: Public Health England in association with the Welsh government, Food Standards Scotland and the Food Standards Agency in Northern Ireland

© Crown copyright 2016