

Nutrient Profiling

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February 2006

Background

- Aim is to contribute to improving children's diets
- Children eat too much salt, fat and sugar and not enough fruit and vegetables
- Unbalanced promotional environment contributes to lack of balance in children's diets
- Hastings review of evidence

Public Health White Paper, 2004

“develop criteria that take account of fat, salt and sugar levels to indicate the contribution a food makes to a healthy balanced diet. By mid-2005 we aim to have introduced a system that could be used to identify which foods can be promoted to children.”

Nutrient profiling approaches

- **At their most simple, a set of criteria by which we can classify or categorise foods, meals, diets.**
- **Must be objective, repeatable and not subject to “case by case” judgements**
- **Important that the profile is developed to fit the application**

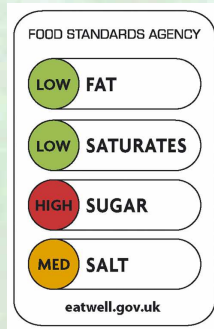
What nutrient profiling is

- It is widely used in industry to define 'healthy option' ranges
- It is also used in industry in product development, e.g, to identify foods for 'functional' development
- It is proposed in draft EU rules as the way to prevent misleading health claims on foods high in fat, salt or sugar
- FSA model is a tool for a specific policy use

What FSA nutrient profiling model is not

- It is not a consumer communication tool
- It is not the same thing as signposting or the so-called "traffic lights"
- It is not a means of mapping out the whole diet for all individuals

Multiple Traffic Lights



Colour coded GDA

FOOD STANDARDS AGENCY

	Per serving	GDA
FAT	7.7g	70g
SATURATES	2.0g	20g
SUGAR	42.4g	90g
SALT	2.0g	6g

■ HIGH ■ MEDIUM ■ LOW

eatwell.gov.uk

Development of a nutrient profiling model

- Led by a team of outside experts from the British Heart Foundation Health Promotion Group
- Overseen by an expert working group
 - Nutrition professionals, representing industry, consumers, and independents
- Took a systematic approach to developing models
- Subject to full public consultation process (Nov 2004 - Feb 2005 and July - Sept 2005)

A systematic four-stage process

Choice of Nutrients

- Energy, saturated fat, salt, sugar
- fibre, protein, fruit and vegetables

Choice of Base

- Per 100g

Choice of Model Type

- scoring

Choice of Numbers

- based on expert advice

Technical scrutiny

- Supported by SACN in February and September 2005
- Supported by academic workshop in February 2005

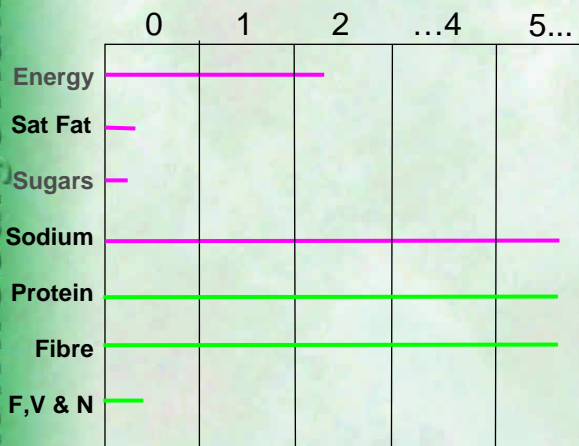
The preferred model

Add points	0	1	2	10
Energy (kj)	=335	>335	>670	>3350
Sat fat (g)	=1	> 1	>2	>10
Total sugar (g)	=4.5	>4.5	>9	>45
Sodium (mg)	=90	>90	>180	>900

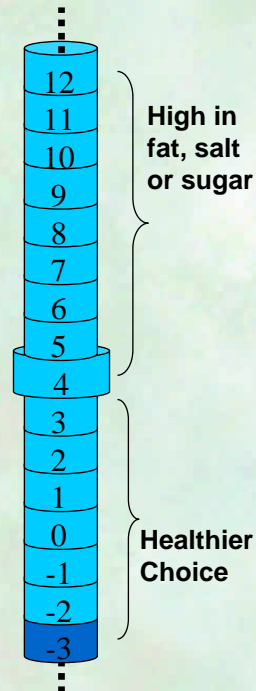
Subtract Points	0	1	2	5
Protein (g)	=1.6	>1.6	>3.2	>8.0
Fibre (g)	=0.7	>0.7	>1.4	>3.5
Fruit, veg & nuts (%)	=40	>40	>60	>80

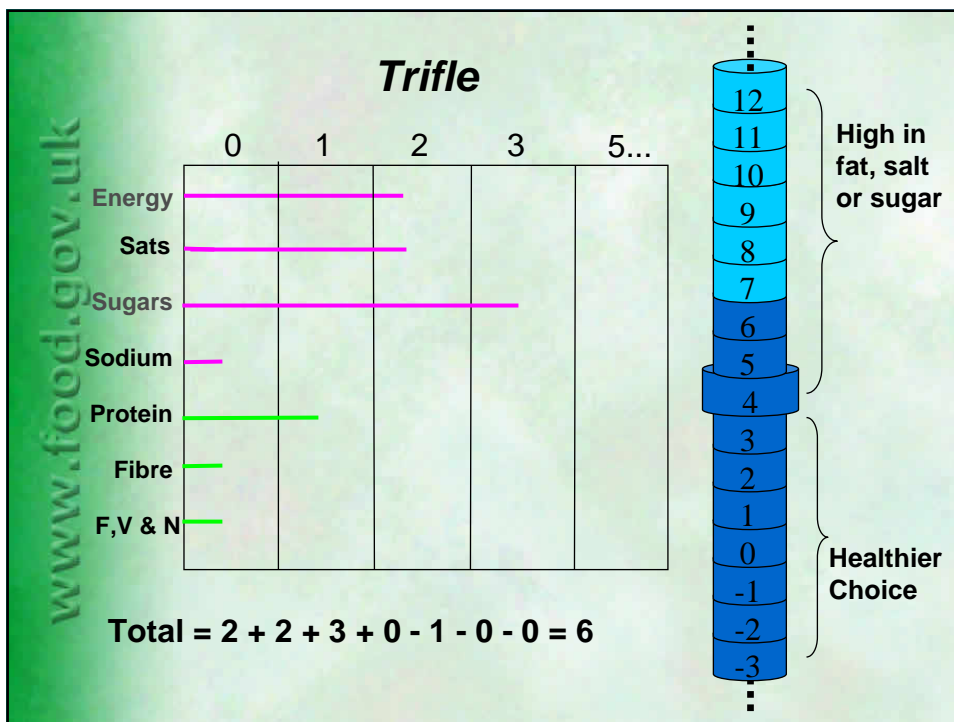
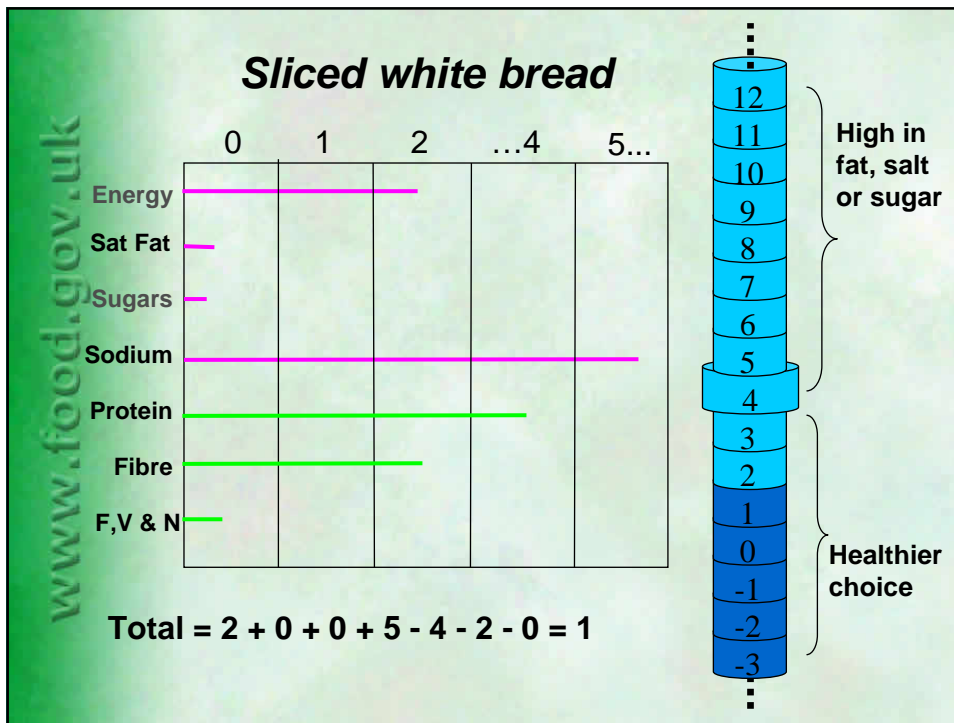
HFSS food = 4 or more	HFSS drink = 1 or more
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Wholemeal bread



Total = 2 + 0 + 0 + 5 - 5 - 5 - 0 = -3





FSA model - tested on 300 foods

Not classified as 'High in fat, salt or sugar'

High in fat, salt or sugar

fromage frais
weetabix
chicken breast
wholemeal bread
avocado

crème fraiche
sugar puffs
sausages
chocolate bar
cola

FSA model

- Is practical to apply
- Is recipe dependent and therefore encourages innovation
- Classifies foods in a way that is consistent with:
 - opinion of nutrition professionals and experts
 - existing healthy eating advice
 - existing DH/FSA consumer messages (e.g. 5 a day, salt campaign, advice on oily fish)