

Food and Drink
Federation **FDf**
Making a real difference

Industry in action on public health

Stepping up to the plate





Foreword



Andrew Lansley, Secretary of State for Health

“Public health is everyone’s business. As this report shows, business is a powerful influence on the lives of all of us, whether as employers, through their commercial actions, or community action. I am delighted that the FDF and its members are already taking action and making clear their ongoing commitment to engage fully, positively, and proactively with initiatives to benefit public health, and in particular with the Responsibility Deal. The Responsibility Deal is about achieving more, more quickly, in improving the public’s health, through sustained action and agreement through joint voluntary action. FDF members that have already signed up are in the vanguard. I encourage FDF members that have not yet done so to sign up, and to contribute to the design of further pledges to improve public health. If the full strength of business expertise is directed towards activities to encourage and enable people to make healthier choices, as many FDF members do already, the benefits could be great.”

“As Chair of the FDF’s Health and Wellbeing Steering Group I am delighted to contribute to this report. The Coalition Government’s Responsibility Deal brings with it many challenges for the food industry and is demanding in its expectations of us all. This report provides a snapshot of the ways in which FDF Members are doing our part - from reformulating recipes to reduce salt and saturated fat levels in some of the nation’s favourite products, to helping our employees to lead healthier, more active lives, and sharing this expertise with a range of other businesses.

The challenges we face are not new, indeed many of the case studies contained in this report have been years in the making, but the Responsibility Deal is groundbreaking in its approach. I am proud of the ways in which FDF Members are stepping up to the plate.”



Dr. Susan Jebb, Head of Nutrition and Health MRC

“Poor diet is a major contributor to ill-health. Personal food choices are strongly influenced by the actions of the food industry through the products provided and promoted to the public. Accordingly, reformulation is a key component in a portfolio of work to enable consumers to achieve dietary goals.

The UK food industry is recognised as a world leader in salt reduction, but there is more to be done. There are isolated examples of reductions in saturated fat but this is not yet widespread. Further work is also needed to reduce the energy density of food, not just in niche products, but across the product range.

This report celebrates the achievements so far and I congratulate those companies who have invested in making these changes. But, by omission, it highlights the scale of the task yet to be done. The FDF must continue to champion the reformulation agenda if the food industry is to ‘step-up’ its contribution to improvements in public health.”



Fiona Dawson, President Mars Chocolate UK

Stepping up to the plate

FDF is pleased to be a signatory of the Public Health Responsibility Deal and to work in partnership with the Secretary of State and other stakeholders. As this report highlights, members of the Food and Drink Federation have long been 'stepping up to the plate' when it comes to the many different ways in which they have taken bold action in response to growing societal concerns about complex public health issues such as obesity.

Our members take their responsibilities seriously. They are well aware of the complex diet, lifestyle and health challenges facing society, and understand the high expectations that policy makers, regulators and campaigners have of the entire food industry.

In fact, FDF first launched a sector-wide health and wellbeing manifesto as far back as 2004 – setting out a clear action plan for food and drink manufacturers. And in 2006 FDF established a Steering Group specifically to help drive forward our sector's work on health and wellbeing.

One of the areas in which the UK is now recognised as leading the world is reformulation, product renovation and new product development.

In 2009 FDF published 'Recipe for Change' showcasing the work of our members to reformulate their products, and the considerable challenges faced by companies in reformulating their brands without making any compromises on taste, quality or price. Importantly, this report also correctly predicted that there would be no 'health crunch' – companies would not stop focusing on the importance of developing healthier products, despite the recession and hugely competitive market conditions that prevailed through 2009 and 2010.

To try and better understand the impact of our members' ongoing work around reformulation, renovation and product innovation, we asked Kantar Worldwide to look at nutrition information for approximately 28,000 branded products made by FDF members.

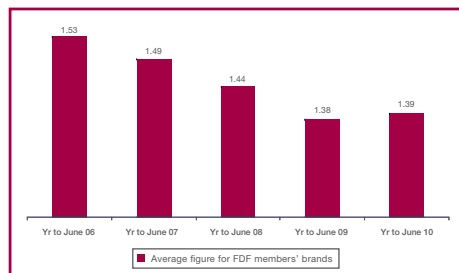
The data shows that on salt, for instance, members have collectively reduced the amount in their foods by 9% across the board to an average of 0.31g per 100g of product in the past five years. The amount of saturated fat in our products has similarly declined by 9% over that period. These achievements of course stand on top of the progress made by industry before 2006 – and many individual categories of food have made even more progress than this average figure.

But at an overall industry level, this new data shows that the progress made in the last five years is genuinely impressive. That 9% average reduction on saturated fat – for instance – equates to around 3,000 tonnes less saturated fat being put in shoppers' trolleys today compared with five years ago, despite significantly higher volumes sold through the major retailers.

Our sector has also shown real leadership on public health in other areas.

Clearer on-pack nutrition labelling will not, by itself, tackle issues such as obesity. But it is an important tool in helping improve the food literacy of consumers so that they can make better informed choices – which is why FDF and its members support the use of Guideline Daily Amounts as the best way of presenting factual information to consumers.

Grams of saturated fat per 100g of product



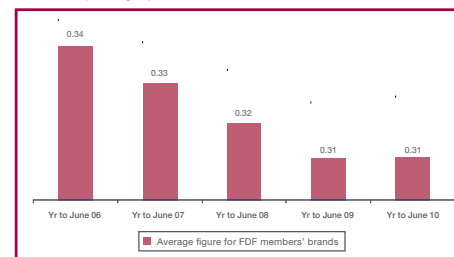
Source: Kantar Worldpanel research for FDF (Jan 2011)

Stepping up to the plate

The UK is way ahead of most other European countries in terms of the quality of information given to consumers on both the front and back of packs. The key thing for industry now is what happens next in Europe, where the EU institutions are still negotiating the Food Information Regulation that sets the legal framework for what we can – and cannot do – in respect of nutrition information in future.

In the meantime, two issues remain: how do we get more UK consumers to use the labelling that is out there? And how do we improve the quality of nutrition information available in catering settings – something that FDF supports, while recognising that it is not without difficulties.

Grams of salt per 100g of product



Source: Kantar Worldpanel research for FDF (Jan 2011)

One of the areas that we are pleased to see race up the policy agenda is the importance of companies and Government taking more responsibility for the health and wellbeing of their employees. Companies in our sector have been developing workplace wellbeing schemes that go way beyond the traditional health and safety agenda. We are delighted that our calls for this to be an integral part of any public health strategy have been heeded – and FDF members are already helping Government to bring that ambition to life as part of its Responsibility Deal for Public Health.

The development of this Responsibility Deal is an exciting development – one that signals some important changes in how Government plans to approach the complex public health challenges

it faces and how it engages with a wide range of interested stakeholders, including industry.

FDF and its members are keen to play a full part in the development of the Responsibility Deal and indeed our sector clearly has a key role to play – and a responsibility to respond – across a number of the areas outlined in the Responsibility Deal.

But it is not going to be easy: we are being challenged hard to show that the Government is right in its belief that the Responsibility Deal process can deliver more than was achieved through the quasi-regulatory processes put in place by the previous administration. And on many issues much has already been achieved – as this report demonstrates – so we are seeking to build further progress on top of that.

It's a new way of working for all of us. The process itself is very different. But the issues are clearly not going away. So the principle of everyone working together in partnership to deliver a range of solutions and initiatives that will help our consumers to lead healthier lives has got to be a better way of operating than the sometimes adversarial relationships of old.

That's why FDF and its members are committed to engaging fully, positively and proactively in the discussions with the Government.



Case Studies

AB World Foods	Mars Chocolate UK
apetito	Mars Food UK
Britvic	McCain Foods (GB)
Burton's Foods	Nairn's
Coca-Cola GB	Nestlé
Dairy Crest	PepsiCo UK & Ireland
General Mills UK and Ireland	Scobie & Junor
Kingsmill	Unilever UK & Ireland
Kraft Foods	United Biscuits

Enhancing offer for increased choice

apetito

- 50% reduction of salt in meals for hospitals and care homes
- Removal of artificial colours and flavours
- Continually enhancing the product offering to provide increased consumer choice for healthy eating
- On-going improvement of point of sale information and on-line nutritional information
- Team of award winning chefs and technologists delivering great tasting, nutritious food using quality ingredients

"Malnutrition amongst elderly people is a critical issue for our society and actually creates more cost in our health care system than obesity. At apetito, we are proud to produce food for some of the most vulnerable people in society that enhances quality of life and well being."

Paul Freeston, Chief Executive

apetito is a market leader in providing nutritious, tasty and healthy food for people in hospitals, care homes and the elderly in their own homes.

Since 2005 apetito has committed to a continual product reformulation and improvement programme to increase healthy options and provide customers with nutritional information to enable them to make informed choices.

The company have significantly reduced the use of salt in their products with all individual main meals now complying with the 2012 Responsibility deal targets for sodium. This was achieved whilst ensuring meals continued to smell and taste great and thus stimulate consumer appetite.

Hydrogenated vegetable fats and monosodium glutamate have been removed from all products and more recently artificial colours and flavours have been removed from all of the individual meals manufactured.

apetito has continued to increase their selection of dietary choices offering over 22% more gluten free options, 11% lower fat meals and 11% lower sugar products, compared with their 2008 individual meals range.

They are also passionately focused on addressing the issue of malnutrition, increasing energy dense products by 24% in the Wiltshire Farm Foods range since 2005.

The company recently introduced a world leading range of soft and puréed meals that not only meet the physical needs of people with swallowing difficulties, but also deliver excellent nutrient density including high energy, and high protein with controlled levels of saturated fats and salt.

apetito will continue to review food, systems and services to meet the needs and expectations of their consumers, to promote informed healthy lifestyle choices and strive to address the issue of malnutrition in the UK.



Bringing food to life

Encouraging active lifestyles

Britvic

- Extending its portfolio with healthy new products
- Supporting Change4Life through the Business4Life coalition
- Encouraging consumers to switch from full sugar to no added sugar
- Encouraging active lifestyles through its brands
- New employee wellbeing programme 'Wellness@Work'

"At Britvic, we recognise that our drinks are enjoyed by millions of people and that we have a role to play in encouraging healthier lifestyles. I am proud of the progress we have made in the past year and remain committed to working in partnership with Government and other organisations to help address this issue."

Paul Moody, Chief Executive Officer

Health and wellbeing remains a significant public issue and Britvic is committed to helping the people it interacts with most directly – consumers and employees - to lead healthy, balanced lifestyles.

In the past year, the company extended its portfolio with the launch of Fruit Shoot My 5, specifically for children, which combines 80% juice and 20% spring water and counts as one of a child's five a day. Britvic also launched its no added sugar carbonates range in a new 600ml pack, sold at the same price as the 500ml full sugar version – to offer greater value for money and encourage consumers to make the switch from full sugar to diet.

Britvic continues to encourage active lifestyles through brand initiatives such as the Fruit Shoot Skills programme and Gatorade's link to British Cycling.

The company is committed to Change4Life through the Business4Life coalition of which Chief Executive, Paul Moody is now Chair. In the past year, the company has supported Walk4Life through its Drench brand, and Play4Life via its Fruit Shoot My 5 brand. Britvic has also recently supported The Great Swapathon, with a voucher scheme designed to encourage consumers to make healthy lifestyle changes.

In addition, the company has launched a brand new employee wellbeing programme called Wellness@Work which supports the principles of Change4Life – eat less, move more, live longer.

Britvic will continue to harness the power of its brands to help address this issue and will introduce additional low sugar products to its portfolio, continue to promote healthier behaviours and support Change4Life initiatives.



Britvic sponsors Ockenden Beaver Play4Life Event

Reformulation cuts 200 tonnes of salt

Burton's Foods

- Provides GDA labelling since 2006
- Removed all artificial colourings in 2007 and has never used any artificial preservatives, sweeteners or GM ingredients
- Removed all hydrogenated vegetable oils from products by end of 2006, eliminating associated artificial trans fat from its entire product range
- Reformulated to remove over 200 tonnes of salt equivalent from its portfolio since 2005
- Since 2000, a reduction of 25% salt equivalent in Jammie Dodgers

"Managing the nation's health is complex. Unfortunately, there is no simple answer and finding the right solution will require everyone to get involved. Here at Burton's, we are committed to doing our bit and are actively working with all the major stakeholders to ensure real health benefits are achieved."

Ben Clarke, Chief Executive Officer

Burton's Foods is committed to helping address health and wellness issues in everything it does. The company has taken practical initiatives like detailing nutritional information and GDAs on its packs; reformulating where technically possible; adopting a responsible approach to marketing, and encouraging sensible consumption. Its overall driver is to enable the consumer to make more informed food choices.

Furthermore, Burton's Foods has continually been reviewing and reformulating to reduce the sodium content (salt equivalent) from its products by reducing the amount of added salt or altering the levels of raising agents used in its traditional baking processes.

Burton's Foods removed artificial trans fats by the end of 2006 and carried out reformulation activity to reduce artificial flavourings and eliminate all artificial colourings in 2007.

Burton's Foods commits to reducing further the salt, saturated fat and artificial flavourings in its products as far as possible, and as quickly as it can, provided this can be achieved without effecting consumer quality and within practical commercial and technical constraints.



Jammie Dodgers has seen its salt equivalent level reduced by 25%

A helping hand

Coca-Cola Great Britain

- Coca-Cola produces more than 100 different drinks for every occasion – these include sparkling soft drinks, juice and juice drinks, bottled waters, sports and energy drinks
- Low and no sugar drinks now make up one third of its UK sales
- Diet Coke was the first no-sugar cola on the market
- Coca-Cola is committed to expanding choice in its drinks portfolio and pack sizes; continuing to give consumers easy to understand information on the ingredients its drinks contain; marketing responsibly and encouraging active, healthy lifestyles

- Coca-Cola is committed to work with Government, consumers and industry to improve health and wellness

“Public health challenges like obesity are so complex that all of us – individuals, communities, businesses and Government – must work together. As the makers of the world’s favourite soft drink, we recognise we have to continue to set the lead. We are absolutely committed to living up to this responsibility”

Jon Woods – Country Manager, Great Britain and Ireland Coca-Cola

Coca-Cola is determined to play its full role in helping improve health and wellbeing. It is proud of setting a lead including producing the world’s first no-sugar cola – Diet Coke. By expanding choice, offering consumers information and encouraging active lifestyles, it is determined to make a difference.

Coca-Cola prides itself on meeting the changing needs of consumers and has led the way in producing low and no-sugar varieties of its drinks. Where it is possible to reduce the sugar content without changing taste, Coca-Cola is stepping up to the challenge. The sugar content of Fanta has been cut by over 30% and Lilt by 60%.

Where consumers have made clear they like the taste of their drinks just as they are – as with Coca-Cola - it offers no-sugar varieties alongside. In fact, no and low-sugar drinks now make up over one third of the company’s volume sales in the UK.

But for consumers to exercise choice, they need clear, accurate and useful nutritional information. Coca-Cola was at the forefront of developing the Guideline Daily Amounts labelling which helps people make sense of calories and sugar content. It is now the industry standard.

Coca-Cola has a longstanding commitment to responsible marketing and does not target the marketing of any of its drinks to under 12s. Coca-Cola’s Responsible Marketing Charter sets out its principles.

Coca-Cola also knows that calorie intake is just part of the equation. So it is constantly challenging itself as a company to support innovative schemes to encourage people to get active. By using Coca-Cola’s marketing expertise, the company is encouraging hard to reach groups to make healthy choices. Coca-Cola’s partnership with StreetGames, for example, gives young people the chance to take part in enjoyable exercise on their doorstep.

Diet Coke, Fanta and Lilt are registered trade marks of The Coca-Cola Company



Hugh Robertson MP in action at Coca-Cola GB StreetGames launch

Reducing the fat, keeping the taste

Dairy Crest

- Health is a key issue for consumers, who understand the benefits such as calcium and protein that dairy foods bring to their diets
- Developed great tasting reduced and low fat options
- Sales of the lighter options of key cheese and spreads brands have grown strongly and 1% fat milk has become a recognised healthier alternative to semi-skimmed
- Continues to encourage consumers to try its lighter options

- Committed to innovate to meet consumers’ demands for health and taste

“We at Dairy Crest have a vision to earn consumers’ loyalty by providing healthy, enjoyable, convenient products. The progress we have made with our lighter options and reduced fat milk is a key step to bring our vision to life.”

Mark Allen, Chief Executive

We recognise that health is a key issue for our consumers and we are committed to playing our part in helping them follow a healthy lifestyle. We have created lighter variants of our key brands that taste great. This encourages consumers who want to reduce their fat intake to make the switch.

Over the last few years Dairy Crest developed and launched great tasting lighter options for its key brands: Country Life Spreadable Lighter, Cathedral City Lighter, Davidstow Lighter and Clover Lighter.

Dairy Crest has championed the launch of 1% milk and this is now delivered by its milkmen and is also firmly established in the major retailers.

The company has also allocated a significant part of its marketing budget so that consumers are encouraged to try its lighter options and see that they don’t have to compromise on taste.

The growth in Dairy Crest’s sales of healthier alternatives is encouraging but it has committed to some stretching targets going forward.

Dairy Crest looks forward to working with the Department of Health and supporting their public health strategy.

Consumers are at the heart of its business and Dairy Crest will continue to respond to their concerns by innovating so that they can eat more healthily without compromising on taste.



To March 2011 Dairy Crest has saved the consumer the equivalent of 7,384 mini coopers in saturated fat

Innovation key to 'Nourishing Lives'

General Mills UK & Ireland

- Reduced nutrients in products, such as sodium and saturated fat, whilst still delivering great tasting food
- Provides consumers with clear, consistent nutrition labelling
- Is committed to encouraging consumers to adopt a healthy, balanced diet
- Extends nutrition education and communication to all employees as part of its vision of 'Nourishing Lives'
- Is committed to its mission statement of 'Nourishing Lives' through a portfolio of dynamic market-leading brands

"At General Mills we strive to make a difference in everything we do, and that clearly extends to meeting and, wherever possible, surpassing our targets to constantly improve the way we make our brands while still delivering great tasting foods that people enjoy. In order to support this it's also important we continue to educate every single employee about nutrition"

Jim Moseley, Managing Director

As a global company operating in more than 100 countries worldwide, General Mills has a focus on making lives healthier through renovation, innovation and communication. In the UK, these commitments have included improving the nutrient profile of key brands, launching lower calorie and lower sodium variants of existing brands and helping consumers to make informed food choices by clearly communicating portion-based Guideline Daily Amounts on packs.

General Mills has made a number of changes across its portfolio to keep pace with, and in some cases exceed, ongoing FSA salt and fat reduction targets.

Key reformulation work has been carried out on key brands, including a switch to using sunflower oil (one of the healthiest vegetable oils available) for all Old El Paso tacos and chips, reducing saturated fat by 80%.

On Jus-Rol puff pastry, General Mills has achieved a 13% reduction in fat and 11% reduction in saturated fat, and a reduction in calories by 10%. This represents a significant technological triumph as fats, particularly hard fats, play a key role in making great-tasting pastry.

The company is now making efforts to match these achievements in its shortcrust pastry.

In addition, General Mills remains committed to making improvements to its portfolio through innovation. One example is the latest addition to the successful Nature Valley line up – new Chewy Trail Mix contains just 115 calories per bar, is made with whole grains, is a good source of fibre and is low in saturated fat and sodium.

General Mills plans to continue its commitment to improving the nutrient profile of its foods, adding to the work it has already been doing over many years.

In the short term, the company is working towards the 2012 goals on salt and saturated fat reduction outlined by the FSA, wherever technically feasible and acceptable to consumers.



Making its business 'Fit for Life'

Kraft Foods

- Dairylea spreads now have 25% less salt, are free from artificial flavours, colours and preservatives
- Kraft Foods is committed to front-of-pack GDA labelling
- Kraft Foods promotes healthy lifestyles via health4schools and is a leader in marketing responsibly to children
- The Fit for Life programme is being rolled out across all Kraft Foods UK sites
- Since 2005, Kraft Foods has globally reformulated or launched more than 5,000 products

"At Kraft Foods, we believe everybody deserves to enjoy good food. We ensure that the healthier products that we develop for consumers are done without compromising on the quality and delicious taste people expect from their favourite brands."

Nick Bunker, President, Kraft Foods UK & Ireland

One of the biggest challenges facing consumers is that, whilst they say they want to eat healthier, it is difficult for them to translate that intent into action. Kraft Foods believes it can help by offering: a choice of products to meet different tastes and nutrition goals; easy to understand nutrition information; and by working collectively to promote healthy lifestyles.

When developing products, Kraft Foods looks for fresh ideas to make delicious-tasting foods that fit within healthy lifestyles. People in the UK want to limit fat, salt and sugar intake, look for a range of convenient choices and will not sacrifice taste for health.

Reformulation has been an important part of Kraft Food's plans for many years. The company does what it can to reduce salt, fat and saturated fat, and offer lower calorie options in suitable products. For example, in November 2010, the company reduced salt content of Dairylea cheese spread by 25% and removed any added colours, flavours or preservatives from across the Dairylea portfolio at the end of 2010.

Since 2004, Kraft Foods has supported the health4schools programme, an award-winning initiative promoting healthy diet, sustainability and active play to over 100 schools. Kraft Foods will make a similar

investment over the next three years in Birmingham. The Fit for Life programme, a successful workplace wellbeing initiative running in Cadbury since 2006, has recently been rolled out across all company sites. It encourages employee participation in events such as the Global Corporate Challenge and the Ride Across Britain.

The organisation is committed to marketing responsibly to children, as part of its global commitment to the World Health Organisation. It does not advertise to children under 6, and only advertises products to children under 12 that meet stringent nutritional criteria.

Kraft Foods continually reviews its product portfolio to see where it can make improvements without compromising on quality or taste.



Breakthrough on saturated fat reduction

Mars Chocolate UK

- Minimised trans-fatty acids (TFA), introduced GDA labelling and completely removed artificial colours and flavourings
- From July 2010 Mars, Snickers, Topic and Milkyway bars have 15% less saturated fat
- Launched 'Raising the Bar' in 2008, a series of public commitments on nutrition, responsible marketing and sustainability
- First global food business to introduce a marketing code, ensuring advertising does not target children under 12
- Its 'Winning with Wellness' programme offers employees opportunities to improve health

"The Mars bar holds a special place with UK consumers - this made it all the more important for us to keep the same great taste whilst reducing the levels of saturated fat. We are and remain committed to improving the nutritional content of all of our products"

Fiona Dawson, President, Mars Chocolate UK

Enjoying chocolate is something Mars Chocolate wants people to feel good about, that's why the company never compromises on taste, but it also understands the importance of making its products even better. Mars Chocolate continues to raise the bar across product reformulation, responsible marketing and sustainability.



Raising the Bar on nutrition, marketing and sustainability

Mars Chocolate has consistently led the way in improving the nutritional contribution that its products make, from TFA reduction, to the removal of artificial colours and flavourings. The company has strived to improve the products that its consumers know and love.

The latest reduction in saturated fat is an unprecedented scientific achievement – the reformulation took 5 years, 10 million euros and over 40,000 R&D hours to complete. The breakthrough has allowed Mars Chocolate to keep the same great taste whilst maintaining quality and improving nutritional contribution.

The reduction has removed more than 600 tonnes of saturated fat per year from the UK diet. The 15% reduction in saturated fat means that the Mars Bar now has the lowest level of saturated fat (per pack and per 100g) of any product in the top 10 chocolate singles in the UK.

Mars Chocolate has also focused on its employee wellbeing – the company believes that good health is good business. It offers opportunities to lead more active, healthy lifestyles, alongside the provision of broader emotional and social support. In 2010 Mars Chocolate incorporated Change4Life messaging within its wellness programme to further strengthen its impact.

The company's focus on workplace health has been shown to increase engagement and drive down absentee levels, which is good for both employees and the business.

Chocolate is a treat, and as such should always be consumed as part of a balanced diet and a healthy, active lifestyle. Mars will continue to act responsibly and look at how it can improve the nutritional content of its products.

Reducing salt for retail and catering markets

Mars Food UK

- Reduced salt of up to 44% across its Dolmio, Uncle Ben's and Seeds of Change sauces and up to 56% in its Uncle Ben's Express Rice
- 100% of products display GDA labelling
- Less is more - award-winning chefs use a small number of quality ingredients to produce great tasting products without artificial colours or flavours
- Leading wellness programme helps employees to make choices on how to lead a healthier lifestyle
- Passionate about providing enjoyable healthy food that combines great taste with good nutrition

"At Mars Food UK, we are passionate about providing healthy food that combines great taste with good nutrition. We continue to invest significant resources into our health and nutrition programme to meet the demands of our consumers and deliver products that contribute to a healthy, enjoyable and balanced lifestyle."

Emma Evison, Managing Director, Mars Food UK

At Mars Food UK, making healthy eating easier for busy families by providing nutritious food that tastes great has always been at the heart of what the business does. By continually innovating and reformulating its products to meet the evolving needs of its consumers, Mars Food UK delivers successful products time after time.

The company's ongoing salt reduction programme has involved a multi-skilled team working together to achieve the voluntary salt targets. Over 99% of the entire retail portfolio meets the 2010 targets and over 75% of the pasta sauces already meet the 2012 Responsibility Deal targets.

Mars Food UK also provide products to schools, hospitals, workplaces, pubs and restaurants via its foodservice division. Through a dedicated programme, all of the company's foodservice sauces already meet the 2012 Responsibility Deal salt targets thereby contributing to a healthy diet in the out of home environment.

Mars Food UK's commitment to provide transparent information to consumers has resulted in all of its products providing GDA labelling.

Its employee 'Winning with Wellness' programme - covering the areas of physical activity, diet and nutrition, smoking cessation and stress awareness is continually evolving. In 2010, the programme supported

Change4Life, Bike4Life, Walk4Life and Swop it, Don't Stop activities with excellent employee participation.

Mars Food UK is committed to further invest in its health and its nutrition programme to ensure consumers continue to have products that taste great, are quick and easy to prepare, the whole family enjoy and that contribute to a healthy and balanced lifestyle.



Passionate about providing enjoyable, healthy food

A 10-year commitment to reformulation

McCain Foods (GB) Ltd

- Reformulated its product portfolio to reduce saturated fat and salt
- Has comprehensive front-of-pack nutritional labelling
- Implemented workforce health and wellness programme: 'McCain in Motion'
- Promoted physical activity through UK Athletics sponsorship
- Has primary school education initiative on food provenance and nutrition

"McCain has been making a significant contribution to public health improvements over many years by offering products with lower fat, saturated fat and salt, using clear front of pack nutrition labelling and by promoting physical activity. We've seen great progress to date and will continue to help our consumers make healthier lifestyle choices."

Nick Vermont, Regional Chief Executive Officer

As a manufacturer of staple family foods McCain recognises its responsibility to make its products as healthy as possible and has invested heavily in product reformulation and innovation to create healthier meal solutions. More recently McCain has been focusing its efforts on addressing 'calories out' and promoting greater health awareness among its consumers and employees.

Since reformulation work began almost ten years ago, McCain has reduced salt levels in its product range by 22% and will meet the 2012 Responsibility Deal targets 2012 category targets ahead of schedule. McCain has also reduced saturated fats by over 70% in its potato range by switching production to sunflower oil.

Through its workplace wellbeing scheme, McCain in Motion, it aims to help all employees lead healthier lives by providing practical advice and support on issues such as stress reduction, heart health and smoking cessation. McCain introduced free fruit days, a Cycle to Work scheme, on-site health checks plus regular walks and fun runs.

In 2006 it introduced front of pack nutritional panels on all its retail products combining Traffic Lights and Guideline Daily Amounts per portion for fat, saturated fat, sugar and salt; calories are also shown.

Further nutritional values are listed on back of packs and detailed product information is available on its website.

McCain's Potato Story is a web-based, unbranded educational initiative, which supports National Curriculum Key Stage 2 topics by teaching primary schoolchildren about growing potatoes as well as the importance of good nutrition and diet. A touring bus has taken the Potato Story to nearly 200 primary schools in England, Scotland and Wales.

A substantial part of McCain's marketing budget is allocated to advertising and promoting products such as 3% fat McCain Rustic Chips. None of its products qualify as high in fat sugar or salt for advertising and its target audience is family meal providers.

McCain will make further reductions in salt and fat where possible and continue to develop healthier products that meet its customer and consumer needs for convenience and taste. As a principal partner of UK Athletics McCain actively promotes physical activity through its grass roots athletics programme.



Dedicated to reformulate to reduce salt and sat fat.

Improving products to provide lower calorie choices

Nestlé

- One of the first companies to introduce front of pack Guideline Daily Amounts (GDA)
- Offers a wide range of products to meet consumer's preferences from Shredded Wheat containing no added salt to great-tasting snacks.
- Committed to providing nutrition information to enable consumers to make healthier lifestyle choices
- Supports Change4Life and is integrating Change4Life messaging into its employee wellness programme
- Believes that a healthy, balanced approach to diet helps enjoying life

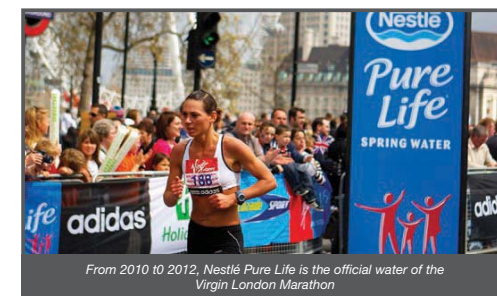
"At Nestlé, we use four simple words to describe what we offer: 'Good Food, Good Life'. Nutrition is just one aspect of 'Good Food, Good Life'. Great taste, consistent levels of quality and safety, value for money and convenience also enhance our enjoyment of food, and ultimately, life."

Paul Grimwood, Chairman & CEO, Nestlé UK & Ireland

Nestlé is the world's leading nutrition, health and wellness company. It believes it must go beyond compliance and sustainability and create new and greater value for its people and society as a whole. Nestlé calls this Creating Shared Value.

Nestlé supports the UK Government's objective of reducing the incidence of obesity. Nestlé has global policies in place to help reduce the levels of salt, sugar, saturated fat and energy in relevant products. Recent examples of how it has improved its products include:

- Development of a 99 kcal biscuit range (BreakAway, Blue Riband, Toffee Crisp and Drifter)
- Reducing sodium levels in Shreddies by 43% in the past 12 years
- Development of lower calorie, fat and saturated fat options on popular beverage brands including Nescafé Café Menu Skinny Range, Dolce Gusto Skinny Range
- Nestlé continues to offer a wide range of affordable products (such as breakfast cereals, yoghurts and Nestlé Pure Life spring water) to help families achieve a healthy, balanced diet.



From 2010 to 2012, Nestlé Pure Life is the official water of the Virgin London Marathon

Nestlé is committed to creating a working environment in which employees have the means to lead healthier lifestyles, encouraging employees to be active on a regular basis. Nestlé UK supports Change4Life and is integrating Change4Life messaging and materials into its programme.

Nestlé invests over £1.15 billion in research and development every year, more than any other food company. Based on the principle that today's knowledge provides the foundations for tomorrow's innovations, Nestlé continues to invest in programmes that expand its understanding of the health benefits food and beverages can provide.

Driving growth through healthier products

PepsiCo UK & Ireland

- Focused on changing its products, renovating its core and reshaping its portfolio towards healthier products
- Reducing the calorie count of its portions to fit within a healthy lifestyle
- Making its healthier options widely available
- Acting transparently, engaging widely and promoting best practice using PepsiCo's influence and knowledge to help improve what people eat and drink
- By 2020 PepsiCo will be based on delivering fruit, vegetables, wholegrain and fibre

"Over the next few years we will do two things. First, we will expand our delivery of positive nutrition – fruit, fibre, wholegrain, vegetables and micronutrients. But we will do something even more significant. We will also renovate the core of our business, transforming the savoury snack and soft drink categories. By 2020 I want our profit and growth to be driven by healthier products."

Richard Evans, President

In recent years PepsiCo has responded to public concerns about health by tackling the core of its business through reformulation on saturates and salt, building strong no sugar cola brands and acquiring Quaker and Tropicana. PepsiCo is proud of what it has done, but it recognises that this is no longer enough.

The business is helping people to enjoy the products they love by reformulating its Walkers crisps, promoting diet Pepsi and Pepsi Max and bringing Quaker Oats, Tropicana, Copella and other healthy products to more and more consumers. PepsiCo has achieved this by setting clear and ambitious targets, investing in research and development and technical innovation.

Highlights include:

- Significantly reducing salt levels across the Walkers range of crisps and snacks by between 25 and 55% since 2005 and reducing saturated fat by 70 to 80% through the introduction of Sunseed oil. This innovation has been used across the industry, dramatically decreasing the amount of saturated fat in crisps and snacks
- Only advertising no sugar varieties of Pepsi so that Pepsi Max and

Diet Pepsi represented 61% of total sales of Pepsi in 2008. They will grow this to 65% by 2015

- Introducing new products and ranges including Walkers Baked, which contains 30% less fat; Sunbites, which includes 30% of a person's daily wholegrain requirements; and Planet Lunch, a range of healthy and tasty snacks for children that meet nutrition guidelines.



Renovating and reshaping its portfolio towards healthier products

Health at the heart of sustainability plan

Unilever UK & Ireland

- Through its nutrition enhancement programme Unilever is committed to reduce salt, saturated fat and providing healthy eating information
- The Unilever Sustainable Living Plan globally commits to helping 1billion people take action to improve their health & wellbeing
- Unilever continues working with industry partners and government to achieve health aims
- Unilever products make small but important differences to the quality of people's everyday lives

"We are proud of our record and reputation in health and wellbeing. We believe that by working with Government and other stakeholders, we will help meet public health targets in the UK and worldwide"

Amanda Sourry, Chairman UK & Ireland

The Unilever Sustainable Living Plan is an integral part of ambitious company plans to grow the business whilst reducing its environmental footprint. It sets out over 50 social, economic and environmental targets including many in the area of nutrition that will make a difference to the nation's health and wellbeing.

Good progress has already been made to achieving Unilever's health and wellbeing targets:

- 44% of its global food portfolio is in line with internationally accepted guidelines on salt, trans fat, saturated fat and sugar
- between 2005 and 2008 Unilever removed 18000 tonnes of saturated fat globally from its products
- 90% of its eligible food products show GDAs front of pack and this is being rolled out to out-of-home products
- its UK award winning workplace health programme, Fit Business, is a leading example within the industry and Unilever is now part of a pilot to roll this out to SMEs in 2011 as part of the Responsibility Deal.

Unilever is an active member of the Responsibility Deal, both on the Steering Group and through its networks. Unilever has also supported Change4Life in a number of different ways and is committed to continuing this support both in its marketing activity and with employees.

Unilever will continue to support the Department of Health's public health agenda on obesity and cardiovascular health to help the national contribution to global targets to improve the health and wellbeing of consumers. Unilever will continue to partner with a range of NGOs, customers and suppliers to meet this target.



Creating a better future

Rising to the challenge of reformulation

United Biscuits

- Reduced by 70% the sat fat content of McCoy's crisps
- In 2004 removed partially hydrogenated vegetable oils from biscuit doughs, and has since phased out its use in all UB manufactured products
- Achieved a 23% sodium reduction across its biscuits and cakes portfolio and 18% in the crisps and snacks categories
- In the UK, 94% of UB's savoury biscuits and 82% of its sweet biscuits are free from artificial colours and flavours
- Is half way through a major ten-year programme to improve the nutritional content of its products

"UB has seen some fantastic achievements so far in our health and nutrition programme, for example in saturated fat and salt reductions, and we have a lot more planned for the next few years to make sure we keep meeting the needs of our consumers and customers."

David Fish, Non Executive Chairman

In 2005 United Biscuits (UB) embarked on a major ten-year programme to improve the nutritional content of its products by removing hydrogenated vegetable oil (the main source of trans fats), reducing saturated fat and salt and by removing artificial additives such as flavour enhancers (including MSG), sweeteners, colours and artificial flavours.

Five years in to the programme, UB has made significant progress towards improving the nutritional content of its products. One major achievement was a three year project to decrease the saturated fat of McVitie's Digestives, Hobnobs and Rich Tea. This was carried out in two phases – the first reduced the saturated fat by 50%, and the second reduced the remainder by a further 50%.

UB has also reduced the saturated fat of many of its other products. For example: KP Crisps, Brannigans, Roysters and Frisps have seen an 80% reduction; Nik Naks, Wheat Crunchies and Skips a 79% reduction; McCoy's a 70% reduction, go ahead! Crispy Slices a 67% reduction; and Hobnob Flapjack a 40% reduction.

UB is reformulating the recipes or re-sizing several products in its range so that they offer fewer Calories per portion. For example, the Penguin

biscuit bar has recently reduced to 106 calories per bar. The pack weight on many of UB's savoury snack and biscuit brands has been reduced in recent years, resulting in reductions in calories per portion of between 7% and 21%.

In the UK, 94% of UB's savoury biscuits and 82% of its sweet biscuits are free from artificial colours and flavours. 61% of its cakes range is also free from artificial colours and flavours.

UB has achieved a 23% sodium reduction across its biscuits and cakes portfolio and 18% in the crisps and snacks categories.

UB will continue to work towards its targets for 2015, which include: reducing the saturated fat content across its branded plain, sweet and savoury biscuits by 30%; removing artificial flavour enhancers from UB products; reaching a total sodium reduction of 30% in biscuits and cakes and 25% in crisps and snacks.



Led the way to remove trans fat from biscuits

Snapshots from other members

AB World Foods

Over the past 18 months, AB World Foods in the UK has undertaken an extensive programme to improve the recipes of its cooking sauces in its leading Patak's and Blue Dragon ranges using the projected UK 2012 salt targets.

A new range of 16 curry paste products was launched in September 2009 with between 35% and 64% less salt than in the standard range and between 32% and 53% less fat. Other sauce products were reformulated and re-launched with up to 42% less salt and up to 26% less fat. Salt levels in the Blue Dragon range of Chinese cooking products were also reduced by between 33% and 83% and all artificial colourings, flavourings and preservatives were removed.

"We have come a long way in the past 10 years; gradually reducing salt and fat levels, particularly in our Indian products. The challenge is always to ensure that our cooking sauces and curry pastes continue to taste great at the same time as optimising their nutritional composition."

*Paul Wildman,
Supply Chain Director*



Producing delicious food whilst optimising nutrition

Kingsmill

At Kingsmill we believe it is important to help consumers to make healthier choices. We support nutrition labelling that makes it clear how our products contribute to a balanced diet and we recognise that a high salt diet is associated with an increased risk of high blood pressure. We have been reducing salt levels since 2004 and we achieved the Food Standards Agency 2010 salt targets by the end of 2009. We will continue to reformulate where technically feasible and acceptable by consumers.

In addition we have several products aimed at making life easier for families: Kingsmill 50/50 bread is a white bread with the goodness of whole grain and we have launched The Secretly Seeded One®, a soft white loaf with finely milled seeds and grains.

"Our priority is to continue to make great tasting, quality products. Salt is fundamental to bread making but we have worked hard to reduce levels to meet the 2010 targets"

Jon Wilson Marketing Director, Kingsmill



Half your daily wholegrain in just 2 slices

Snapshots from other members – Scotland

Nairn's

Oatcakes are quintessentially Scottish and with well over 100 years' experience behind it, Nairn's knows more than a thing or two about the making of this iconic Scottish food product. Nairn's is committed to reformulation to reduce salt and fat content, whilst maintaining customer expectations for delicious tasting products. Nairn's is continually working to improve the nutritional profile of its products; in 2010 it introduced a range of oat based gluten free cereals that provide coeliacs with the same taste and choice as other consumers.

Dedicated to corporate social responsibility, its policy encourages staff to participate in the Nairn's School Challenge, an initiative allowing young people the opportunity to experience a 'taste of life in the workplace'.

In addition, its Healthy Working Lives committee focuses on improving the health and wellbeing of employees by providing free fruit, smoking cessation and free staff health checks

"Our customers are becoming increasingly sophisticated in their knowledge of what constitutes a healthy and balanced diet. At Nairn's our highest priority is to meet their expectations with delicious tasting products."

Mark Laing, Managing Director



Scobie & Junor

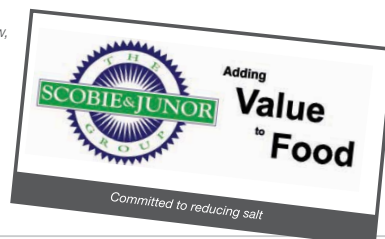
Scobie & Junor has been blending herbs and spices for food processors since 1922, making it amongst the most experienced manufacturers in the Country. The company's experienced team of development technologists have been fully focused in working with its clients to achieve the FSA 2012 salt reduction targets.

In 2010 Scobie & Junor successfully launched an active programme of reducing sodium levels in seasonings, aiming to achieve the FSA 2012 Sodium Reduction Guidelines. With the help of Scobie & Junor's Sodium Reduction campaign, approximately 85% of its clients are now conforming to the FSA 2012 sodium targets.

Scobie & Junor is now actively seeking new clients who can benefit from its expertise in meeting these guidelines and finding new and innovative ways to create healthier products without compromising flavour.

"Scobie & Junor is proud to assist our clients in providing consumers with a multi-dimensional product which combines fullness of flavour with a healthy product. We are more aware than ever that consumers now look at the back of the pack as much as the front and as such we must maintain our high standards in ensuring these products meet the FSA guidelines."

Gordon Wicklow, Director



About FDF

The Food and Drink Federation is the voice of the UK food and drink industry, the largest manufacturing sector in the country.

FDF's membership comprises manufacturers of all sizes as well as trade associations dealing with specific sectors of the industry.

Our role is to help our members operate in an appropriately regulated marketplace to maximise their competitiveness.

We communicate our industry's values and concerns to Government, regulators, consumers and the media. We also work in partnership with key players in the food chain to ensure our food is safe and that consumers can have trust in it.

In representing the interests of our members, we are focusing on four core priorities:

- Food Safety and Science
- Health and Wellbeing
- Sustainability
- Competitiveness

**Food and Drink
Federation** 

Making a real difference

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Front cover picture – Courtesy of apetito delivering quality foods.