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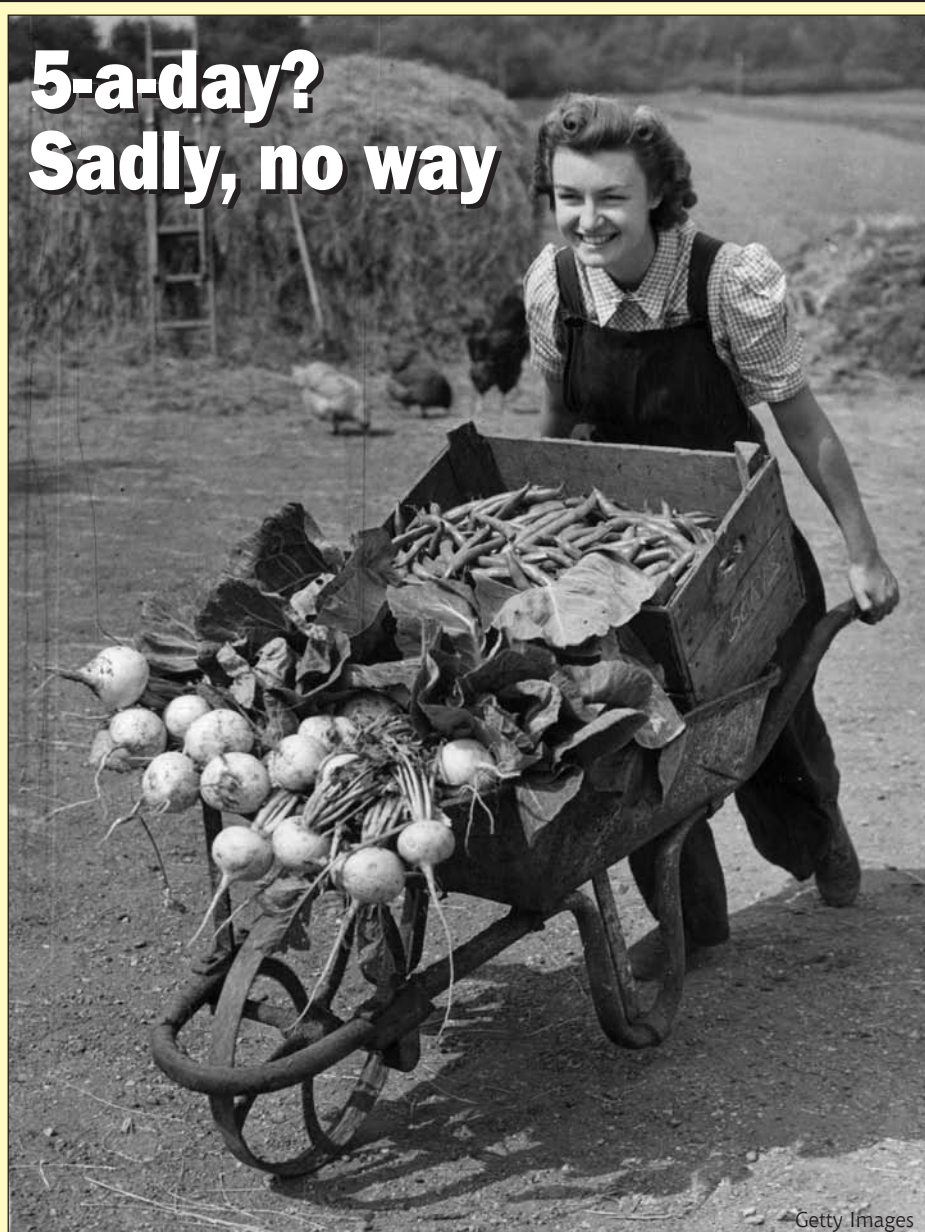
# FOOD MAGAZINE

## Campaigning for safer, healthier food for all

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### 5-a-day? Sadly, no way



— Getty Images

**M**ore than 42,000 deaths a year could be prevented in the UK if everyone ate their 5-a-day of fruit and vegetables. Increasing breastfeeding rates aside, greater intake of fruits and vegetables is the least controversial and most solidly evidence-based piece of health promotion advice that exists. Few people can have failed to note this advice, yet average intake is still below three a day, with children and low income people consuming

less. The Government claims there is an upward trend, but a closer examination of the figures shows this is somewhat wishful thinking. Until there is greater availability of low cost, locally available produce, including in meals in public settings such as schools, hospitals, workplaces – a minimum 5-a-day is likely to remain but a fool's hope.

■ See pages 5-7

### Getting on famously: Celebs and junk food

A *Food Magazine* survey of celebrity endorsed foods shows triple gold medal winning cyclist Chris Hoy is just the latest entry into a packed gallery of well known folk happy to sell their faces to add lustre to the image of foods of poor nutritional quality.



Food companies often seek allies amongst the famous in their long running war of attrition against the nation's will power. Keeping dining tables laden with high fat, salt or sugar products can be sickening lucrative for their producers and celebrity hawkers, but sadly, just sickening for the rest of us.

However, not all celebs are willing to sell out to such marketing – and we will be running a campaign to get 'refusers' to sign up to a charter.



Oscar-winning actor, Emma Thompson, has told us, "There's so much RUBBISH out there and it appalls me that we are used to sell it. I do think a contract or petition would be a good thing and I'd certainly sign up to it."

### Also in this issue:

- Artificial promises on additives
- Surprises in store for vegetarians
- Insider secrets from our advertising 'mole'
- Parents, the new target for junk food advertisers

**Please, sir, I want some more.**

A letter has come into my possession that makes me laugh aloud, but really I do not find it funny at all. It was sent by a primary school headteacher to parents of Year 6 children – to gain approval for a snack offering during a long morning out on a school trip.

The letter suggests: “Having looked at a variety of options, it has been decided that each child will be given a rich tea biscuit. These biscuits are low in calories and do not contain chocolate. If you would prefer your child not to have a rich tea biscuit please see your class teacher to discuss alternatives.”

It conjures up visions of the Dickensian sort – eager faces lined up, with muck-stained palms held eagerly outwards... except, of course, today’s hardened warriors of the junk food wars would do no such thing. Long past are the days when a single rich tea biscuit set young pulses racing. And, why the heck should it?

It is as unimaginative an offering as I have heard in a longtime. The children concerned found the letter highly amusing – and asked why they couldn’t just have had a few grapes, or maybe a satsuma, if sweets were not really on offer. Many parents were more perturbed by a consultation over a biscuit than they were by it being offered. It is impossible to know how much school staff time was taken up with this rather minor dietary issue – but one hopes not too much.

Its parceling out of meagre generosity reminds me too of the children’s book *Smith*. After nearly freezing to death in a snowstorm on Hampstead Heath, the young hero and his magistrate friend stumble upon the park constable’s home. As they are refreshed with brandy and supper – the constable labours over his ledger – where he records every detail of the hospitality doled out – so it can be suitably accounted for to the parish commissioners.



The letter incident has made me wonder about the role of recent public health messages – and their terrifying tone – and the extent to which they act to stun perfectly reasonable people into behaviours that almost suggest eating disorder. The ‘premature death’ by cupcake and Playstation adverts, the dire warnings that 90% of our children might become obese – all run under the banner of the Change4Life programme, and don’t even get me started on the FSA’s saturated fat laden fridge campaign...

Are death, suffering, self-deprivation and a relentless accounting for treats really the best bywords for public health campaigning? We actually have some campaigners bemoaning the fact that children do not understand clearly that what they eat can kill them at a young age. Is there really the evidence to show that if they knew this they would eat better – even if there is the evidence, is it right still?

This is not a call for a collapse into a dietary free-for-all, but it is certainly a plea for a less punitive approach. It is most definitely a call to refocus health campaigning away from ‘individual failings’ and onto the system’s.

Depriving individuals and reminding them of the imminence of their own miserably unhealthy deaths is not what I signed on for when I got into this work. I got involved to change the world – not to change you.

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# Artificial promises

With Easter upon us, retailers have flooded their shelves with egg themed confectionery, many of them soaking up extra stock originally bound for fallen stalwart Woolworths. The Action on Additives campaign wants to know why, despite a promise to remove artificial additives from all sweet brands by the end of 2008, so many products by confectionery giant Cadbury still contain artificial colours shown to increase hyperactivity in susceptible children. Major Easter brands Cadbury's Creme Egg and Cadbury's Mini Eggs still use the colours. Other Cadbury products that use one or more of the six colours include: Creme Egg Twisted, Roses, and Dairy Milk Turkish. (See box).

Cadbury made the promise in September 2007 in the immediate aftermath of the Southampton Study, and repeated it in April 2008 following the Food Standards Agency's (FSA) much publicised decision to pursue a 'voluntary ban' on six colours. In September 2007, Mars also pledged to remove all artificial colours from various ranges, including Starburst, by the end of 2007. In 2009, Starburst Choozers still contain Quinoline Yellow (E104) and Carmoisine (E122). Mars Revels also contain three of the Southampton six: E104, E122 and E124.

Action on Additives co-ordinator Anna Glayzer commented, "To make these pledges at times of high media attention and then quietly neglect to honour them is simply cynical PR opportunism. It's irresponsible behaviour from major multinational confectioners, especially when many other companies have reformulated."

The intention behind the FSA 'voluntary ban' decision was the complete voluntary removal, by manufacturers, of the six Southampton colours by the end of 2009. However, the decision was not given Ministerial clearance until November 2008, seven months after it was made. In February 2009, the FSA finally answered the question of how it intended to 'police' the voluntary ban by announcing that it would publish information on its website on brands and companies that have removed the colours from their products. The information is not obtained by surveying the market, but by inviting companies to submit details of colour free products. At the time of going to print the FSA website hosts three

separate lists consisting of a disappointing 12 manufacturers, 6 retailers and only 2 caterers. The lists are only hosted on the main FSA website and not on its more accessible public advice 'Eat Well' site. Meanwhile, the Action on Additives website continues to list products from dozens of manufacturers and retailers that contain one or more of the Southampton additives, including the preservative Sodium Benzoate.

Whilst the FSA position on the six Southampton colours looks increasingly soft, no action whatsoever is being taken on the seventh Southampton additive, Sodium Benzoate (E211), despite the FSA's pledge to revisit the topic.

In July 2008, The European Parliament voted in favour of labelling foods containing the six food colours with the words 'may have an adverse effect on activity and attention in children.' The Europe wide warning labels will not appear on products until the end of 2010. There is no specific requirement concerning position or prominence of the EU warning, which means that labels may be small and tucked away in a position where they are less visible.

**Despite promising to remove artificial colourings linked to behavioural problems in children, both Cadbury and Mars continue to use them in products like these.**

**Cadbury and Mars products that contain one or more of the colours (E102, E104, E110, E122, E124, E129)**

## Cadbury Products

Creme Egg	E110
Creme Egg Twisted	E110
Dairy Milk Turkish	E129
Fry's Turkish Delight	E129
Maynard Sports Mixture	E104, E110, E124
Mini Eggs	E122, E129
Roses	E110
Sugarfree Trident Soft Peppermint	E129
Sugarfree Trident Splash Apple & Apricot Flavour	E104

## Mars Products

Revels	E104, E122, E124
Starburst Choozers	E104, E122

■ **The Action on Additives website continues to list products containing the Southampton seven. To check the list, suggest products, or download our new additives schools packs go to: [www.actiononadditives.com](http://www.actiononadditives.com)**

■ **To view the FSA lists visit: [www.food.gov.uk/safereating/chemsafe/additivesbranch/colours/colourfree](http://www.food.gov.uk/safereating/chemsafe/additivesbranch/colours/colourfree)**



## UK restaurants to trial calorie labelling

The Food Standards Agency has announced that a few, as yet undisclosed, UK chain restaurants and caterers will start to provide clear and bold calorie information at point of choice locations where menu item information is provided (e.g. menu boards, paper menus, shelf edging and external window advertisement) by June 2009. The calorie information will be presented in a font and format that is at least as prominent as the name or price of products. The FSA will announce details of who the 'early adopters' are within the next few weeks. The group is thought to include Pizza Hut, whose parent company, Yum! Brands, made calorie disclosure uniform across all its subsidiaries in the US in October 2008.

The FSA launched the voluntary pilot scheme after its own consumer research confirmed what The Food Commission's report, *Ignorance*

*is not bliss when eating out*, argued last year – that consumers would welcome the provision of prominently displayed, consistent nutritional information when eating out.

The early adoption pilot scheme will be evaluated between mid-April and early July with a final report released by mid-September, after which a public consultation will commence. The FSA have not given any indication that they intend to make the provision of calorie information mandatory – which is what The Food Commission would like to see.

The display of calorie information at the point of choice is already a legal requirement for chains with more than 15 outlets in the US cities of New York, Portland and Philadelphia and for chains with more than 20 outlets in the state of California.

# Praise Vimto! Junk food in schools

Children as young as five are being taught in school that cheese is a nutritional goldmine, that crisps are healthier than apples, and that refilling empty drinks bottles with tap water is unsafe, according to a new survey report from the Children's Food Campaign.

The exposé, called *Through the back door*, found that two thirds of the curriculum packs produced by food companies contained company logos on materials accessed by children, promotions for a product and nutritional misinformation. Every pack surveyed had at least one of the above problems. In one of the more blatant promotions, Vimto encouraged teachers in more than a thousand schools to use English lessons to promote the sugary soft drink. Pupils were urged to write a poem in praise of Vimto for National Poetry Day.

Meanwhile, the advertising companies responsible for producing these materials boast of offering companies a, "captive audience of some 7.5 million young people, their teachers, school managers, governors, parents and the wider community." UK companies spend an estimated £300 million every year on advertising in the classroom.

Report co-author Lianna Hulbert said: "It is ironic that while many of these claims would be stopped in television or printed advertising, there

are no restrictions on promoting them to schools to be taught in a classroom. The materials used to teach our children are totally unregulated. It's time to go beyond toothless 'guidelines'. If we can monitor these packs, why can't the Department for Children, Schools and Families (DCSF)?"

Currently, commercial activities in schools are covered by guidelines produced by the DCSF and an industry body, the Incorporated Society for British Advertisers. The guidelines encourage companies to promote products which meet the nutritional standards for schools; and advise against "excessive" sales messages and branding. What constitutes "excessive" is not defined. This research by Sustain's Children's Food Campaign show that the guidelines are regularly flouted with impunity.

One place you will not find the guidelines flouted is on The Food Commission's Chew on this website. The site provides lesson plans for secondary schools (Key stage 3) on a range of food topics, including misleading labelling and food additives. It has been reviewed thoroughly positively by SchoolZone, the main UK online resource for schools, receiving its five star label, and is a registered content provider with the government's Curriculumonline. The SchoolZone review notes that young people enjoy their learning while using the site.



**The Food Commission's Chew on this website brings you the facts, not commercial messages. See [www.chewonthis.org.uk](http://www.chewonthis.org.uk)**

All of the materials on the website are available for free download, and are well used by parents and teachers all over the UK. One mum wrote to us saying, "Thank you! This is a superb site. Having previously fallen for every marketing trick the food industry has up its sleeve, my 11 and 8 year old boys are finally waking up. I am feeling pretty positive, that battles about which products end up in our trolley will stop gradually. This site has inspired us to do a workshop on food with our local home-education group."

And, a teacher wrote recently to tell us, "I am emailing to say how wonderful your website 'Chew On this' is, as well as all your publications and books. For the last 12 years I have found your information, website and your magazine invaluable to support teaching about key issues in Food Technology. Your unbiased approach is exemplary: facts are presented, questions asked and students are encouraged to think for themselves to work out what is best for them."

■ See [www.sustainweb.org/news.php?id=238/](http://www.sustainweb.org/news.php?id=238/) for more information and to download a copy of *Through the back door*.

## Good health is possible

The World Health Organization's 'Commission on Social Determinants of Health' (CSDH) has published a groundbreaking report *Closing the Gap in a Generation: health equity through action on the social determinants of health*. In it, the authors say that people all over the world are dying on a huge scale because a, "toxic combination of bad policies, economics, and politics is, in large measure, responsible for the fact that a majority of people in the world do not enjoy the good health that is biologically possible."

One of the authors, Professor Sir Michael Marmot, spoke at an event at the National Heart Forum (NHF), organised by the chair of board of The Food Commission, Jane Landon, where he pointed out the irony in acting quickly to, "offer billions to save banks," when for a similar sum significant improvements could be made to every slum in the world. The professor is now leading the Marmot Review on Inequalities for the Department of Health looking further for evidence to turn into policy and action, including dietary measures. The NHF is leading on the strand relating to heart disease and stroke.



## Free school meals

All children in primary and nursery schools are to receive free school dinners in the London borough of Islington. The Council voted to allocate almost £3million over the next two years to the scheme – to the benefit of around 12,000 pupils. Labour councillors pushed through a rise in council tax that will fund the work – which was not backed by Lib-Dem and Green party councillors.

## Chat forums & formula feeding

Jessica Mitchell, Editor of *The Food Magazine*, has done a report for the Caroline Walker Trust that took a look at chat forums on parenting websites to see what people had to say about their reasons for formula feeding infants. The report includes many examples of how company information is dispersed, including by health professionals, and how formula advertising slogans become accepted as fact.

For example, the most widely repeated comment on all sites was that Aptamil formula is closest to breastmilk. This nonsense seems to originate on the company's own site for healthcare professionals, which includes information about the years of research that have gone into producing a formula milk as close as possible to breastmilk. As if there was any such thing. The report will be available soon on [www.foodmagazine.org.uk](http://www.foodmagazine.org.uk) and [www.cwt.org.uk](http://www.cwt.org.uk).





# Parents: the new target

**The Food Commission has authored a groundbreaking new report on marketing to parents.**

December 2008 saw the release of, *How Parents are being misled: A campaign report on children's food marketing*. The report, published by the British Heart Foundation, researched and written by The Food Commission's Anna Glayzer and Jessica Mitchell, examined how marketing for children's foods high in saturated fat, salt or sugar misleads parents into thinking that products are healthier than they are.

Up until now, research from academics and campaign groups has focused on the effects of junk food marketing on children. In 2007, the Office of Communications (Ofcom) introduced restrictions on showing advertisements for foods high in saturated fat, salt or sugar (HFSS) during programmes of particular appeal to children (judged by audience share), and introduced new rules governing the content of these advertisements.

Since the Ofcom restrictions came into place, The Food Commission and other consumer groups have argued that the measures are not comprehensive enough, and that companies use loopholes in order to advertise HFSS products to children on television and through non-broadcast media, particularly via company websites, viral marketing, mobile phone marketing, promotions, and the use of licensed characters on packaging and through school materials.

In *How Parents are being misled* we developed a checklist of marketing techniques used to target parents, including nutrition, health and quality claims, images, promotions, emotional insight and endorsements. We then measured examples of HFSS children's food

marketing from television, magazines, product packaging, websites and school and community settings against the checklist.

Nutrition, health and quality claims being used to sell HFSS children's products to parents emphasised the inclusion or exclusion of certain ingredients, ignoring the overall picture; for instance, 'rich in calcium', 'for a healthy heart', or 'full of natural goodness.' Images often represented happy families or sound child development. Emotional insights included homing in on parental feelings of guilt, nostalgia and the desire to feel in control of children's diets. Endorsements were found from charities,

nutritionist and popular figures – particularly sports stars. In the course of the research, we found HFSS product endorsements by the International Dental Health Foundation, Kelly Holmes, Daley Thompson and Gary Lineker.

And the techniques and tricks identified in the report look set to continue being used. See a letter from one of our readers on the Letters page which notes that Penguin biscuits' packaging now states they are a 'Good source of calcium.'

■ To download the report, go to the British Heart Foundation website: [www.bhf.org.uk/publications/view\\_publication.aspx?ps=1000664](http://www.bhf.org.uk/publications/view_publication.aspx?ps=1000664)

## All aboard the dairy bus

Following a six month trial period, the 3-a-day Dairy Bus is being rolled out across the country throughout 2009, with visits to schools and country fairs. Your children can learn about where dairy products come from, how they are processed to produce cheese and yogurt and why they are good for you as part of a healthy balanced diet. The experience is provided free of charge on a heavily branded bus paid for by Asda, Arla Foods (Anchor, Lurpak, Cravendale), Cheestrings, Müller and Kraft.

Children can 'milk' a plastic cow and learn about how you would have to eat 11 portions of spinach to get the same amount of calcium as you would from one 200ml glass of milk. Lesson plans presumably do not include the fact that eating three Cheestrings in one day would provide you with nearly 10g of saturated fat and over 1¼

g of salt; or that three Müller Crunch Corners with Toffee Hoops would provide you with 56.7g of sugar.

The bus enables the companies to by-pass Ofcom restrictions on television advertising in order to reach young audiences. Some of the products produced by these companies would be classed as high fat, salt or sugar and would thus fall afoul of the FSA's nutrient profiling model. The somewhat dubious 3-a-day claim also gets to evade the scrutiny of the Advertising Standards Authority, who last year upheld a complaint about Nestlé's 3-a-day wholegrain claim. And, with the average child's visit lasting 30-40 minutes the companies are getting a lot longer to get across their message than a measly 30 second television advert.

**The 3-a-day Dairy Bus on a visit to the Lambeth Country Show last summer**



### Health inequalities – turning the tide?

The Food Commission has been invited to take part in the prestigious UK Public Health Association (UKPHA) annual public health forum in Brighton this month. We will be doing a presentation about our Eat less salt project – with a focus on our ideas about how to work with the social housing sector to improve low income people's diets. The event is called 'Health inequalities – turning the tide?' Keynote speakers include Dawn Primarolo, the minister of state for public health.

**The UKPHA conference will be held on 25-26th March in Brighton. For more information see [www.ukphaconference.org.uk](http://www.ukphaconference.org.uk)**

# A moral see-saw

**Our new advertising mole Lenny Haines gives us his take on how food companies get us to eat their tasty tidbits.**

**W**orking in advertising often feels like balancing in the middle of a surreal moral see-saw. One moment you're promoting consumer rights, and the next you're flogging overpriced, processed food to unemployed mothers-of-five. A morning scripting a television commercial for an ethical bank can quite easily be followed by an afternoon of writing junk mail for a sub-prime lending organisation.

But perhaps balancing is the wrong word as, all too often, the client sitting on the immoral end of the see-saw is much fatter and infinitely richer than the rather thinly-stretched charity or organic food company that's teetering precariously at the ethical end.

Of course, there are those who still cling on to the idea that because marketing and advertising help to stimulate the economy, it's a morally defensible profession. I'm under no such illusion. If I'm honest, I stay in this job because about 50% of the time, it's a lot of fun, and because writing for advertising is much easier, better-paid and more secure than writing screenplays, books or newspaper copy.

Anyway, now that I've rather weakly defended my position as a copywriter, hopefully I can provide you with a few insights into how advertising works – and in particular, how we use branding to sell food.

A brand is basically an attempt to give a company a personality – the idea being that people

will warm to a brand in the way that they might warm to a person.

The problem is that brands aren't people, no matter how hard they try to be. They are (usually) big, money grabbing corporations run by smug millionaires whose yearly bonuses could have saved the Icelandic government from bankruptcy. But nobody wants to buy their carrot batons from somewhere like that.

Enter the brand. A quick lick of paint from an agency and your greedy faceless cash vacuum is transformed into a big cuddly baby that simply wants to suckle gently on your money teats. Well, that's the idea anyway.

Just how corporations try to sell us their personalities varies from brand to brand, but one method that's frequently used is to employ a brand spokesperson. It's simple really – you work out what you want your brand to represent, then find a suitably out of work and preferably desperate celebrity to appear in your next campaign.

For example, you may well have seen the infinitely irritating Birds Eye campaign featuring Smuggs – sorry, Suggs. I can't be sure but I'm guessing Suggs is the closest thing that Birds Eye's marketing agency could find to a personification of their latest vomit inducing strapline – Good Mood Food.

To be honest, I can only think of one thing less likely to put me in a good mood than a frozen beef burger, and that's a giant cockney wandering around my kitchen singing 'Our House' and sticking his fingers in my chips.

But don't be too quick to dismiss the brand spokesperson as a useless gimmick. Used well they can be powerful distractions from the true value of a product. Take Chris Hoy, for example. Before the 2008 Olympics his name was barely known, and

his face even less recognisable.

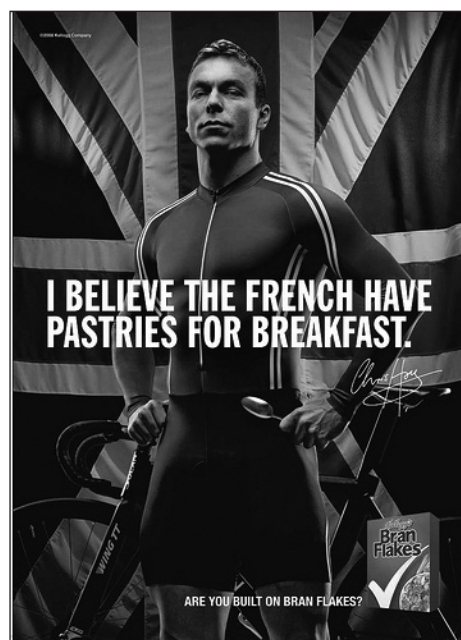
But thanks to three gold medals and a humbly accepted Sports Personality of the Year Award, he's now a household name.

This rise to fame hasn't escaped the keen

*He will promote your cereal, but his nutritionist forbids him from eating it.*



George Hughes



gaze of Kellogg's marketing department, who have used an image of a lycra-clad Hoy, complete with bicycle and Union Jack, to promote Bran Flakes. The headline reads "I believe the French have pastries for breakfast" and the message is clear: a portion of Bran Flakes every morning can help you reach your physical peak (and gives you the edge on those croissant-munching ballerinas over the Channel).

But casual racism aside, it's not Chris' toned figure or commanding stance that works hardest in this ad. It's the charming personality we associate with Hoy that really distracts us from the truth. What? That nice chap who got that trophy from Gary Lineker? With the bike? And the Scottish accent? He wouldn't sell us a cereal packed full of sugar, would he? Hoy's persona lends Kellogg's some honesty, and distracts from the fact that a bowl of Bran Flakes for breakfast is no more likely to get you into the Olympic cycling team than a pain au chocolat.

Perhaps the best known of all brand spokespersons is Ronald McDonald. Ronald isn't around much these days, and I for one miss him. He's one of the few characters who actually did a fair job of representing his employers. Firstly, he was played by a vegetarian, putting to bed any misguided perceptions that McDonald's was the place to go for a decent burger.

Secondly, he was a clown, and as anyone who's seen Stephen King's *It* will tell you, just as likely to give you nightmares as a family trip to McD's on a busy Saturday afternoon..

Thirdly, and perhaps most importantly, Ronald was robed and painted from head to toe in garish, distracting colours and synthetic fabrics. This made him the perfect human representation of a fast food chain that's so intensely marketed, branded, advertised and ultimately disguised, it's hard to tell whether you're eating a hot apple pie or a steaming chunk of corporate spin, fresh from the shiny desk of an overpaid marketing director. Lovin' it? No, not really.

■ Lenny Haines is the pseudonym of an advertising professional working in a large agency.

# Fruit and veg – are we eating more?

**Dr. Helen Crawley, public health nutritionist and director of the Caroline Walker Trust, takes a closer look at government statistics.**

There is little doubt that the message to eat more fruits and vegetables has been one of the most consistent of recent years, and few can have failed to note encouragement to eat their '5-a-day'. In the past year we have been told of increasing intakes and the success of the campaign – but as a nation – are we really eating more fruits and vegetables – or is the Government being a little optimistic that British diets really are improving?



## How effective is government spending?

Targets to increase intakes of fruits and vegetables have featured in most health action plans across the UK since the first national diet and health report first made recommendations about dietary health in 1983. In the 1996 *Scottish Diet Action Plan* (SDAP), for example, increasing fruit and vegetable consumption was stated as being the target of 'most importance'. Sadly, the review of the SDAP 1996-2005 reported that there was in fact no overall increase in fruit and vegetable intakes in Scotland during this time, and an overall reduction in the intakes of vegetables.

Over the past year, however, the Government has optimistically suggested the tide is turning and the message to increase fruit and vegetable intakes has changed people's behaviour. For example, in a written parliamentary response to a question on the value of this campaign in May 2008, MP Ivan Lewis noted, "the biggest increase in fruit and vegetables purchases (7.7%) for over 20 years," as reported in the annual *Household Expenditure Survey 2005-2006*.

But are the figures quoted really the success we have been led to believe, and are the increases likely to impact on the 42,000 premature deaths each year that could be avoided if people ate more fruits and vegetables?

## Eating less

An overall increase in the sales of fruits and vegetables was reported in the 2006 *Expenditure and Food Survey*, but sadly figures released for 2007 do not show that this rise has continued in all four areas of the UK. In England, total intakes of all fruits and vegetables (which excludes potatoes) had returned to levels lower than had been seen in 2005, intakes were also down in Northern Ireland, but slightly increased in Wales and Scotland. Overall, intakes still remain

significantly lower in Northern Ireland (20% less than in England) and in Scotland (12% less than England).

There has, however, been about a 6% increase in fruit and vegetable purchases in the UK since 2004, but this 'successful increase' fails to take account of two important factors. Firstly, the types of fruits and vegetables that people are choosing to consume and secondly changing wastage patterns.

## Bananas and fruit juice

Much of the total increase in fruit and vegetable intakes is down to the purchase of bananas (from an average of 84g/person/week in 1974 to 230g/person/week in 2007) and fruit

juices (from 34ml per person/week in 1974 to 340ml/person/week in 2007). Whilst bananas contain some useful nutrients (such as potassium and fibre) and fruit juice can contribute significant amounts of vitamin C, it is most commonly non-starchy vegetables that provide carotenoids and other phytochemicals that are particularly associated with protection from disease. For example, the types of vegetables that are most

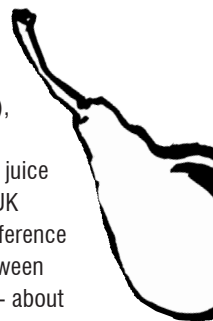
linked to decreased cancer risk are green leafy vegetables, cruciferous vegetables (such as cabbage or Brussels sprouts), onions, tomatoes, and carrots.

If you take bananas and fruit juice out of the equation in terms of UK intakes, there is only a small difference in weekly fruit consumption between 1974 and 2007: 604g to 683g – about 10g per person per day. Overall, there has been a decrease in the intake of fruits such as apples and an increase in intakes of fruits from hotter climates such as melons and grapes.

There have also been significant decreases in the intakes of cabbage, Brussels sprouts and cauliflower over the past three decades and increases in ready prepared salads, courgettes, aubergine, pumpkins and other fresh vegetables.

If you look at more recent trends in intakes of fresh and processed vegetables, there was in fact no change in purchases of vegetables

5  
A DAY?



## Government spending

Between 2001/2002 and 2007/2008 the Department of Health spent over £6 million running the '5-a-day' campaign, with current spending at about £1.3million/year. The total spending on initiatives to increase fruit and vegetable consumption across the UK is hard to estimate, however, and likely to be much greater than this Government spend alone, as a large number of regional and local initiatives, public and commercial programmes have contributed to awareness raising.

## Breastfeeding, fruit and veg

The evidence for the importance of a diet high in a range of fruit and vegetables is well accepted by experts around the world and it has been estimated that, of the 70,000 deaths that could be avoided in the UK, if diets improved, 60% of these (42,000) could be prevented by increasing fruit and vegetable intakes alone. Increasing breastfeeding rates aside, greater intake of fruits and vegetables represents the least controversial and most solidly evidence-based piece of health promotion advice that exists.

in Scotland between 2003 and 2007, and increases of 6g, 8g and 18g per person per day in Northern Ireland, England and Wales respectively. Hardly increases which will make any impact at all on public health.

## Food waste

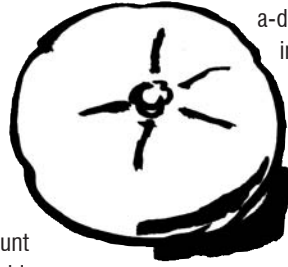
Any increase at all might, however, be very optimistic when you consider other changes in the way we shop, live and eat these days. One of the most important lifestyle changes has been an enormous increase in the amount of food we waste. People buy food they then don't need, throw out food when sell by dates are reached, eat out more spontaneously and miscalculate their shopping and multi-purchase deals encourage people to take food they can't really use.

**On average, children eat fewer than 3 portions of fruit and vegetables a day.**



Ida Fabrizio

Recent estimates from the Waste and Resources Action Programme (WRAP) in a 2007 kerbside wastage study suggest that we waste about 25% of the fruits and vegetables we purchase overall, but about 45% of items such as bagged salads. Wastage is higher in single adult households than in multiple adult households, but the amount of many fruits and vegetables wasted is shocking as the table below shows.



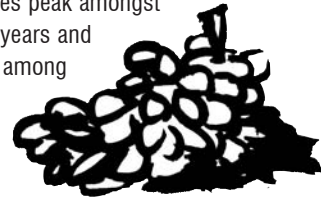
These increased waste figures are not accounted for in the government's *Expenditure and Food Survey* which generally allows no wastage for edible food and still uses an estimate of only 10% wastage from foods purchased (to allow for skins, seeds, peel, bones which need to be thrown away). This means that it is highly likely that food purchase figures from national surveys are significantly overestimating the amounts actually consumed.

Once wastage is taken into consideration, intakes of fresh vegetables have decreased. If you take salads as an example, in 1974 the average purchase of lettuce and leafy salads was 36g per person per week: in 2007 it was 59g. If, as reported, around 45% of salad vegetables are thrown away untouched, then we are eating fewer leafy vegetables than we were in 1974. If the increased wastage figures for fresh fruit and vegetables were included in this year's *Expenditure and Food Survey* data, then the total fruit and vegetable intakes from purchases would not be estimated at 340g per person a day in the UK – but around 283g per person a day – of which nearly 30% is fruit juice and bananas.

## Poor get less

It is also important to look at changing trends in consumption of these foods across the population: claims for some success of the 5-a-day campaign could be made if intakes were increasing for those population groups where intakes are considerably lower than average, typically people in poorer households and younger people. Comparing those in the top quintile of income to those in the bottom quintile however, intakes of fruits and vegetables are about 360g per person per week lower in the lowest income households compared to the highest income households, suggesting that we have done little to reduce inequalities in intake.

Fruit and vegetable intakes are lower among households headed by younger adults (under the age of 30), with intakes currently about 70% of the average for the population as a whole. Across the population by age average intakes of fruits and vegetables peak amongst those aged 50-64 years and then decline again among older people, with no increases in total fresh fruit and vegetable consumption among 65-74 year olds seen this decade.



## Economic downturn

So what does this data tell us? Despite increases in the availability of a wide range of fruit and vegetables and enormous amounts of positive publicity across society to eat more of them, progress to a population eating an average of 5 portions (400g or more) of fruit and vegetables a day is if anything, painfully slow and the goal must be seen at the present

## Proportion of some fruits and vegetables wasted in 2007

Type of fruit or veg	Single adult households % wastage	Multiple adult households % wastage
Lettuce and leafy salads	51	35
Mixed salads	60	46
Carrots	38	17
Onions and leeks	21	14
Cabbage	70	42
Beans	56	31
Mixed vegetables	34	23
Apples	66	28
Bananas	15	8
Fresh soft fruit	43	20
Oranges and satsumas	34	23

Source: WRAP







time as unachievable. Small gains seem to be very fragile when food prices increase: when food costs rocketed in early 2008 it was immediately reported that purchases of fruits and vegetables had decreased by 12%. When times are harder it seems that health concerns are given less priority and it is likely that the *Expenditure and Food Survey* data in 2008, when increases in wastage are proposed to be included, may make embarrassing reading for a Government.

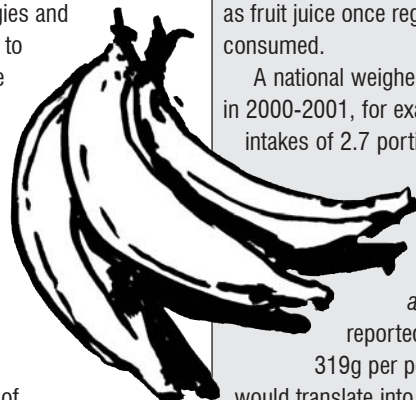
## Hopeful reporting

Interestingly there has been little public debate about the failure of what has been a sustained and uncontroversial campaign to increase fruit and vegetable intake in the UK. Photogenic multi-coloured rainbow pictures of attractive fruit and vegetables have been used in propaganda everywhere you look and survey data of self-assessed intakes of fruit and vegetables shows

a population that has learned to report high intakes, even if these are not backed up in sales and intakes. Many people claim to eat five portions a day and surveys show a population that is aware of the need for eating fruits and vegetables even if this is not translated into changing behaviour.

## Obesity steals the limelight

The 5-a-day profile is, however, waning: the coordinators appointed across the country to promote increased intakes of fruit and vegetables have found themselves moved into working on anti-obesity strategies and it seems to be increasingly left to the supermarkets to encourage greater intakes by increasing two for one offers and discounts of fruits and vegetables at those times of the year when consumers are looking for good health when they shop.



## Overestimating how much we eat

The latest average UK figures for all fruit and vegetable intakes are estimated as 2,393g per person a week (*Expenditure and Food Survey*) not allowing for wastage and including all fresh and processed fruits, vegetables and juice, but not nuts – so approximately 340g per person per day. This is, however, an over-estimate of actual intakes since this relates to purchases, not foods or drinks eaten, and because when we count 5-a-day we only count items such as fruit juice once regardless of how much is consumed.

A national weighed dietary intake survey in 2000-2001, for example, reported average intakes of 2.7 portions of fruit and vegetables a day for men and 2.9 portions a day for women, whilst the *Expenditure and Food Survey* that year reported an average intake of 319g per person per day, which would translate into almost four portions a day – clearly an overestimation.

## What counts?

Five portions of fruit a day weighs about 400grams. So, a week's consumption should be at least 2,800g. Almost all fruit and vegetables count, and it is a good idea to eat a variety if possible so that you get a range of vitamins and minerals. Canned, frozen, dried and fresh fruit and vegetables all count. You do not need to stick to just five portions – eating more is healthy.

## A word of caution

You can count 150ml of fruit juice, and smoothies, as just one a day, no matter how much of them you drink. Fruit and vegetables in convenience foods also count – but these foods are sometimes high in fat, salt or sugar, so make sure to check the nutritional information. Three heaped tablespoons of beans and pulses count – but as just one a day no matter how much you eat. Potatoes, and related vegetables such as cassava and yam, do not count – as they are regarded as starchy foods. Supplements do not count.

## What about portions?

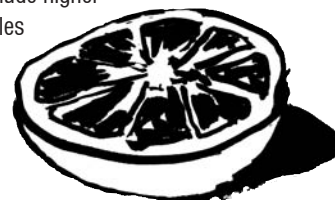
It can be a little bit tricky to exactly estimate portions – as the size of fruit and veg varies. For example, for fruit, two small fruit (such as satsumas) is a portion. One medium sized fruit – such as an apple – is a portion. A tablespoon of raisins is a portion, as is 14 grapes or cherries. For vegetables, a portion of peas or corn is three heaped tablespoons, as is two spears of broccoli or eight cauliflower florets.

■ For full portion information visit [www.5aday.nhs.uk](http://www.5aday.nhs.uk)

## Can we hope?

Optimists insist that the seeds of change have been planted and that intakes will rise – fuelled by better school meals, better food education in schools, free fruits and vegetables for younger years at school and better availability of fruits and vegetables across the country. Whether intakes will rise to the recommended level necessary to prevent disease remains doubtful. A step change in intakes is required by most of us, and that will only happen when we are presented with much greater volumes of fruits and vegetables when we eat in public settings (such as hospitals, schools, workplaces, places of learning

and publicly run buildings), when there is greater availability of local, lower cost fruits and vegetables available to all and when all those who support others to eat well are given the skills to ensure they can include higher volumes of vegetables in the meals and snacks they offer.



Consumers eat more fruit and vegetables where low cost, high quality produce is available in their local area.

# Famously poor role

## Jessica Mitchell investigates celebrity endorsement for foods of poor nutritional quality.

**F**ood companies often seek allies amongst the famous in their long running war of attrition against the nation's willpower. Keeping dining tables laden with high fat, salt or sugar products can be sickeningly lucrative for their producers and celebrity hawkers, but sadly, just sickening for the rest of us. Alas, if only the humble apple could afford adverts with mini-skirted popstars pausing the world in order to sample its fragrance and taste.

Instead, as our survey shows, we have more than 25 well known folk who are more than happy to have had their 'brand' linked to foods and drinks of the type that the medical journal, *The Lancet*, has said they, "should be ashamed," to promote. Products high in sugar or fat – or both – are particularly prevalent in our survey, but high salt products also have celebrity backers. The majority of promotions we have included are current – but even those that are not currently being run by companies are still being viewed on sites such as YouTube.

## Government inaction

The Government runs public health campaigns to encourage reductions in the consumption of salt and saturated fat – and its own dietary surveys show that many people eat far too much sugar. Every product in our survey would be banned, under Ofcom guidance, from advertising during certain

television programmes of particular interest to child audiences due to their poor nutritional quality.

Yet, it is clear that minimal protection is afforded, not just to children, but to all of us – with celeb-promoted products in our survey appearing in radio ads, splashed on billboards, on company websites, on YouTube, and on TV shows with large child audiences but that fall outside the narrow remit of Ofcom rules. The Department of Health's own Change4Life campaign further confuses the issue – by simultaneously telling us all to eat better, and then allying itself to business partners such as Pepsi and Kellogg's.

## Shameful survey

So, instead of cutting back on sugar consumption, our survey shows its vigorous promotion, with sports stars such as Ian Wright, Chris Hoy, Kelly Holmes and David Beckham all having been the face of high sugar products. It is hard to believe that double Olympic Gold Medal winner Kelly Holmes ever woke up to Coco Pops Coco Rocks cereal, but she has had her face on the box as part of Kellogg's Wake up to Breakfast campaign. Perhaps David Beckham wore off the 55grams of sugar calories in the half litre bottles of Pepsi he promoted – but it won't prove so easy for your average office worker or chair-bound schoolchild.

John Lydon (aka Johnny Rotten) promotes high fat, saturated fat and salt Country Life butter. Girls Aloud sell the high fat, saturated fat and sugar Kit Kat Senses bar.

## Money hungry?

Clearly many are in it for the cash – making themselves available for endorsement contracts worth, according to our advertising mole Lenny Haines, "Easily hundreds of thousands of pounds." It is tempting to suppose that the sports stars should know better than most folk – but surely every star has access to the information they need to make an informed decision about endorsements. Clearly not all actors, sports people, or musicians are willing to endorse such products, Oscar-winning actor Emma Thompson is on record as opposing George Clooney's Nespresso adverts due to the long-running boycott of Nestlé

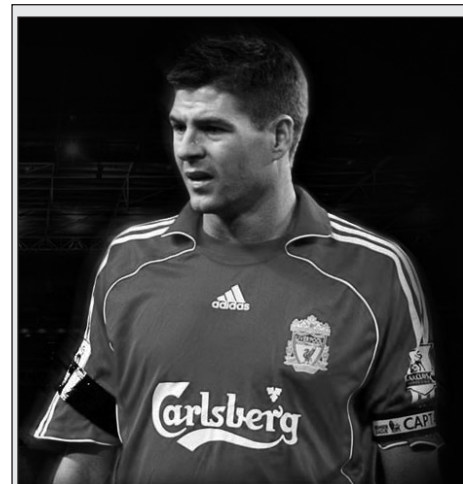


John Lydon promotes Country Life butter.

products lead by campaign group Baby Milk Action.

She has told *The Food Magazine*: "I know very little about this actually, not being in the kind of big movies that advertisers like to use – BUT – I do remember being given a choice about the products that Nanny McPhee could be connected with. I, of course, nixed all the Nestlé and high sugar/salt content stuff."

The problem of celebrity promotion seems to be getting worse, according to Deputy Chief Executive of the National Heart Forum, Jane



## Brand advertising

The issue of brand advertising is a bit more complicated as current TV advertising regulations cover products, not brands. So, for example, although some Lucozade and Coca-Cola products are high in sugar and cannot be advertised during children's programming, some can. But – when Stephen Gerrard promotes Lucozade Sport and the singer Duffy promotes Diet Coke doesn't this add to the lustre of all products in the brand? Yet, there seems no sign that regulators will be attempting to tackle this issue of brand advertising.

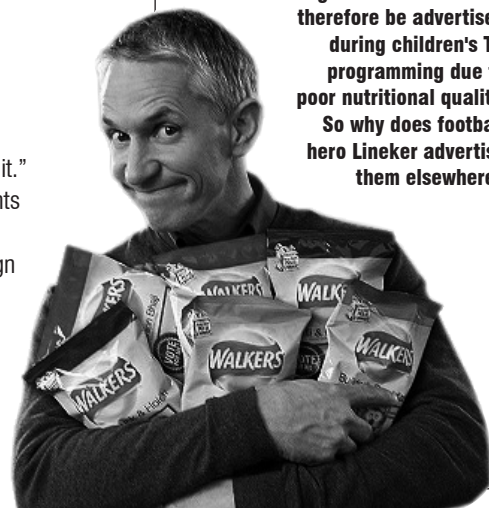


# models?

Landon, "Following the introduction of the Ofcom rules on food and drink advertising to children on TV, the number of food ads featuring celebrities has fallen during children's programming. But the number of celebrity food ads at other times of day has apparently increased which means that children's overall exposure is still high. Celebrity ads usually combine familiarity, aspiration and humour – all highly appealing to children, and advertisers know this is an extremely successful recipe for selling everything from butter to crisps."

out there it appalls me that we are used to sell it." *The Food Magazine* would also like to see agents work to build such refusal clauses into movie contracts. We have experimented with campaign titles – but have yet to find one we are happy with. Keep your eyes open for our own version of, "I would rather go naked than promote junk food..."

■ Write in to us if you find such a promotion or with your idea for a title.



These Walkers crisps are covered by Ofcom regulations and cannot therefore be advertised during children's TV programming due to poor nutritional quality. So why does football hero Lineker advertise them elsewhere?

The Queen grants her warrant to high fat / saturated fat Hellmann's mayonnaise, and to Cadbury Dairy Milk – not



just high in those fats, but high in sugar too. The Queen, of course, makes no money for the issue of her Royal Warrant, but *The Food Magazine* has previously called for her to review the products and companies it can go to, ideally instituting nutritional criteria.

## Celebrity charter

*The Food Magazine* is a longtime backer of the 9pm watershed for junk food ads, but clearly the problem is bigger than this. Our current regulators seem utterly convinced that voluntary guidelines and industry self-regulation is the way to move forward on most food policy issues, so we will not wait for them to take further action – perhaps furthering the cause of legislation that would also ban the use of celebrities in adverts for foods of poor nutritional quality – in all media.

We will be developing our own 'celebrity charter' – to give a higher profile to those well known people who will not engage in such endorsements, and to put pressure on those who do. Emma Thompson has told us she would certainly sign up to it, "There's so much RUBBISH



Jo Frost (aka Super Nanny) has promoted high sugar Kellogg's cereals.

## Junk foods promoted by celebrities

All of the celebrities in the table below have appeared in advertising campaigns for foods or drinks that are high fat, saturated fat, salt or sugar (according to Food Standards Agency's nutritional guidelines). Under the FSA's nutrient profiling model, used by Ofcom, all of the products would be banned from advertisement during programmes with a high proportion of young viewers.

Products / Celebrity	High sugar	High saturated fat	High fat	High salt
Kellogg's Bran Flakes / Chris Hoy / Ian Wright	✗	-	-	-
Kellogg's Coco Pops Coco Rocks / Kelly Holmes / Ian Wright	✗	-	-	-
Kellogg's Honey Cornflakes / Jo Frost ('Super Nanny')	✗	-	-	-
Kellogg's Frosties / Kelly Holmes	✗	-	-	-
Kellogg's Frosties Reduced Sugar / Ian Wright	✗	-	-	-
Nestlé Coco Shreddies / Daley Thompson	✗	-	-	-
Nestlé Kit Kat Hazelnut Senses / Girls Aloud	✗	✗	✗	-
Nestlé Smarties / Daley Thompson	✗	✗	-	-
Nestlé Fruit Pastilles / Daley Thompson	✗	-	-	-
Nestlé Milkybar / Daley Thompson	✗	✗	✗	-
Mars Snickers / Mr T	✗	✗	✗	-
Disney Hannah Montana Celebration Cake / Hannah Montana	✗	-	-	-
Disney Hannah Montana Easter Egg / Hannah Montana	✗	✗	✗	-
Disney High School Musical Celebration Cake / Zac Efron / Vanessa Hudgens	✗	-	-	-
Disney High School Musical Easter Egg / Zac Efron / Vanessa Hudgens	✗	✗	✗	-
Disney High School Musical Yule Logs / Zac Efron / Vanessa Hudgens	✗	✗	✗	-
Knorr Stock Pot / Marco Pierre White	-	-	-	✗
Lurpak (butter slightly salted) / Rutger Hauer	-	✗	✗	-
Country Life (butter) / John Lydon	-	✗	✗	✗
Flora Buttery / Gary Rhodes	-	✗	✗	✗
Flora Pro.activ light / Gloria Hunniford	-	✗	✗	-
Pepsi / David Beckham / Madonna / Kylie Minogue	✗	-	-	-
Coca-Cola / Britney Spears / Beyoncé / Penelope Cruz / Courtney Cox Arquette / David Arquette	✗	-	-	-
Walkers Crisps / Gary Lineker	-	-	✗	-

# Where's the beef? in your breakfast cereal...

## Susan Westland finds some surprises in store for vegetarians.

One of the more surprising ingredients in Kellogg's Frosted Wheats is beef gelatine. The product is not labelled as unsuitable for vegetarians, but then, regulations do not require it to be. At least the beef gelatine appears on the ingredients list, and at least its animal origins are plain for all to see.

A survey for *The Food Magazine* shows that the shopper keen to avoid all products arising out of the slaughter of animals does not always have it that easy. These type of ingredients or processing agents arise in a broad range of product lines including juice, beer, pop, yoghurt, confectionery, pasta sauces, and breakfast cereals. Yet, a quick glance at packaging, or read of ingredients labels, does not always give the full picture of a product's vegetarian status.

## Government guidance

The Food Standards Agency (FSA) issued guidance on vegetarian labelling in April 2006, which states that: the term 'vegetarian' should not be applied to foods that are, or have been made from or with the aid of products derived from animals that have died, have been slaughtered, or animals that die as a result of being eaten. See:

[www.food.gov.uk/multimedia/pdfs/vegtermnsgn.pdf](http://www.food.gov.uk/multimedia/pdfs/vegtermnsgn.pdf)

## The survey

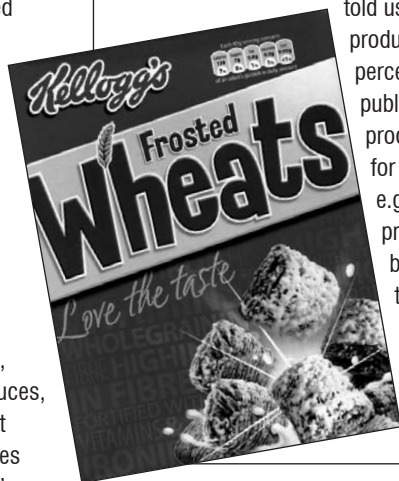
The products in our survey show just how hard it can be to judge status at point of sale. Although, under FSA guidance, the products in our survey would not be considered vegetarian, there

**You wouldn't expect to find animal products in a fruit juice, but some Coca-Cola products, such as 5-alive Tropical Hit, contain minute traces of fish gelatine used as a stabiliser for the beta-carotene colouring.**

## Frosted Wheats

Surrey County Council trading standards department was approached by someone who had purchased Frosted Wheats only to realise, when she took a closer look at the ingredients label, that it was not vegetarian. The Surrey team

told us, "Where a product is normally perceived by the public to be a product suitable for vegetarians, e.g. a cereal product, it would be good practice to include a statement 'Not suitable for vegetarians' on the front of



the pack. In the meantime, vegetarians should always look at either the ingredients list or for the 'suitable for vegetarians' logo which some manufacturers use."

When Surrey approached Kellogg's with the suggestion that it would be good practice to label these types of products as unsuitable for vegetarians, the company noted that it used a suitable for vegetarian symbol on appropriate products, and, "When products are not suitable for vegetarians we also label the type of animal ingredient present (in this case beef gelatine) clearly on our ingredients lists. As we very rarely get any complaints about the way we label our product (sic) from the vegetarian community it is our intention to continue with our current policy of using the vegetarian symbol where applicable".

is no requirement to include 'unsuitable for vegetarians' on the product labels, or even to inform consumers of the non-vegetarian nature of some ingredients or processes. We found just one product – Fox's Party Ring Biscuits (carmine and gelatine) – using 'not suitable for vegetarians' – on the packaging.

- Guinness is produced using isinglass – formed out of the swim bladders of fish – yet, the label does not refer to it at all, as alcoholic drinks do not carry ingredient labelling.

- The cheese in Sacla's sun-dried tomato, classic basil and wild rocket pestos comes from cheese making processes using animal-derived rennet to separate curds and whey, and such rennet requires the slaughter of calves to extract stomach enzymes. You will not find this out from the label, as rennet is considered a processing agent, and the law does not require it to be listed. According to the company website, Sacla's pestos include some that are suitable for vegetarians but no information is given about vegetarian status on any of the labels.

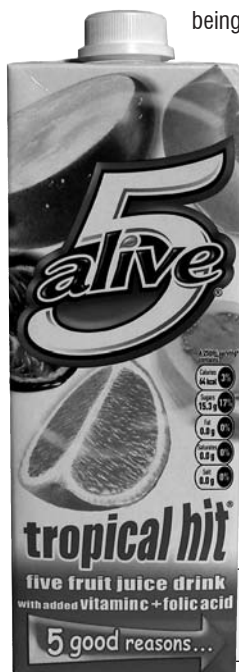
- Both Bounty and Twix bars contain whey produced using animal-derived rennet, but Mars does not tell you on the ingredients list that the whey is from non-vegetarian sources.

- As for the origins of the cochineal colouring in Yoplait's Yop Drink (raspberry and strawberry flavours), the company does not go out of its way to inform consumers that it is in fact derived from crushed bugs.

The current situation in the UK is that we have labelling practices that are inconsistent between manufacturers and often randomly applied. Manufacturers do not like to use negative labelling – hence the resistance to using terms such as 'not suitable' on packaging. Some companies use vegetarian symbols or wording on their vegetarian products, but some do not.

Checking all products for a vegetarian logo and in its absence, the ingredients list, is currently the only safe option available to consumers; however this solution does have some limitations:

- The animal origins of some additives are not immediately identifiable from their names; this important information may therefore be inaccessible to some vegetarians. Most vegetarians will know gelatine is of animal



origin, but specifying the source – fish, beef, pork – would make this clearer, but this information is not always included.

- There are over fifty additives that are sometimes of animal origin. Consumers can find the origin of additives in specific foods by contacting the company in question; however, as most food purchasing decisions are made at the point of sale, it would be more appropriate to label the products. The Vegetarian Society provides a lot of information on which additives are from ambiguous sources on its website, [www.vegsoc.org](http://www.vegsoc.org).



**This tomato pesto comes with non-vegetarian cheese.**



- The *Food Labelling Regulations 1996* (and as amended) stipulate that alcoholic drinks with an alcoholic strength by volume of greater than 1.2% need not bear a list of ingredients. It is not therefore possible to tell whether fining agents of animal origin have been used.
- Also, substances other than water, often gelatine, used as a solvent or carrier for an additive which is used in amounts no more than is necessary for that purpose need not be listed.

A more consistent policy of labelling products that might not be expected to contain ingredients derived from animals as “Unsuitable for vegetarians” might help vegetarian consumers to avoid inappropriate food choices.

**Strawberry flavour Nesquik Magic Straws are labelled with a 'tick' for 'no artificial colours'. This is because they are coloured with a 'natural' colouring called cochineal, derived from crushed insects.**

**Common, but hard to recognise, non vegetarian ingredients/processing agents found in UK foods**

**Cochineal:** also known as carmine and E120; a red colourant extracted from crushed insects.

**Gelatine:** a gelling agent derived from the skin, bones, tendons and ligaments of animals.

**Isinglass:** a form of collagen from swim bladders of fish, used in the fining (clarification process) of wines and beers.

**Rennet:** a complex of enzymes extracted from the stomach of a calf; used in the cheese making process to separate curds and whey. The FSA considers whey made with rennet to be non vegetarian as the death of an animal is involved.



**Fish gelatine is used as a stabiliser for the beta-carotene colour in Fanta.**

## Products containing unexpected animal derived ingredients and additives

Our product survey shows just one product that specifies it is unsuitable for vegetarians – yet consumers might be surprised to find that many of these foods contain non-vegetarian ingredients. Ingredients listing is not comprehensive enough to ensure clear information at point of sale for vegetarian purchasers as the animal origin of all substances is not specified.

Product	Ingredient/additive (as listed on the label)	Labelled as 'unsuitable for vegetarians'
Kellogg's Frosted Wheats	Beef gelatine	No
Müller Light Yogurts (rhubarb, cherry)	Gelatine	No
Müller Rice (strawberry)	Carmine	No
Fox's Party Ring biscuits	Carmine, Gelatine	Yes
Lea and Perrins Worcestershire Sauce	Anchovies	No
Nestlé Magic Straws (strawberry flavour)	Cochineal	No
Sainsbury's Chocolate Trifle (100g pot)	Pork gelatine	No
Yoplait Yop Drink (raspberry and strawberry flavours)	Cochineal	No
Sacla sun-dried tomato, classic basil and wild rocket pestos	Nothing specified on ingredients list but the website confirms cheese used is non-vegetarian	No
M&M's all varieties	E120	No
Mars Bounty & Twix	Whey powder (nothing specified on ingredients list but the whey used is non-vegetarian)	No
Bassett's Liquorice Allsorts	Gelatine (bovine)	No
Coca-cola products: 5-Alive (Citrus Burst & Tropical Hit) juice drinks; Fanta (Orange, and Zero Orange); Lilt and Lilt Zero; Kia-Ora (Orange Squash); Minute Maid (Orange and Passion Fruit)	Not on ingredients list but company website confirms that fish gelatine is used as stabiliser for beta-carotene colour	No
Guinness	Nothing specified as there is no ingredients list but company confirms it is 'fined with isinglass'	No

# No fry zones

## Anna Glayzer investigates Waltham Forest's plans to cut down on the number of hot food take-aways in the borough.

In October 2008, Waltham Forest Council caused a stir when it circulated planning proposals designed to limit the number of hot food take-aways in the borough by strengthening restrictions around opening new outlets. Most remarkably, the proposals included a ban on new outlets opening within 400 metres of the (approximately 80) schools, youth facilities and parks. Proposals also included measures to prevent over-concentration and clustering of outlets as well as powers to place restrictions on opening times, to be decided on a case-by-case basis. The consultation closed in December 2008, with the new planning guidelines being decided by the Council's cabinet on 24th March 2009, after which follows a two week 'call in' period whereby the decision can be challenged and referred to the full Council. It is expected that the proposals will be passed.

The Waltham Forest proposals are among the first of their kind in the UK, or indeed internationally.

Recently, a one year moratorium on the opening of new fast food outlets was passed in south Los Angeles, an area where nearly one third of residents are obese as compared with 14% in the wealthier west side of the city, and 19% for the city as a whole. The year-long moratorium was approved by the LA city council in July 2008, however Waltham Forest Council Leader, Clyde Loakes says that the council was not aware of the LA scheme when the Waltham proposals were being developed.

Waltham Forest is home to around 250 hot food take-aways or 'A5 Class' outlets, including chicken shops, fish and chip shops, pizza, Chinese and Indian take-aways and kebab shops. Although the Council's proposals are being heralded as an anti-obesity measure, the potential for the

proposals to address public health concerns was not the primary consideration. The original impetus for the proposals was a *Sustainable Communities Strategy* consultation in which local residents expressed concern over noise, anti-social behaviour, litter, smells, and the sheer number of fast food outlets in the borough. Despite this, Loakes is confident that the measures will have a positive impact on the health of young people. "At the moment there is 1 fast food outlet for every 350 families in the borough. Anything we can do to reduce the number of them will have a significant impact on young people's nutrition."

There is support for the measures from local schools. Lynette Parvez, headteacher of Kelmscott School comments, "I am very much in favour of the Council's restrictions on fast food outlets.

There are certainly too many offering the same low quality food. They are open at times when they will entice pupils such as lunch times and straight after school. Pupils fill themselves up with this food and then family meals may be wasted. I am concerned about the rubbish; I also think that the image of the take-aways makes the environment look run-down and unattractive."

In developing its proposals, Waltham Forest Council has taken its cue directly from the January 2008 Department of Health report, *Healthy Weight, Healthy Lives: A Cross Government Strategy for England*. The report notes that local authorities can use existing planning

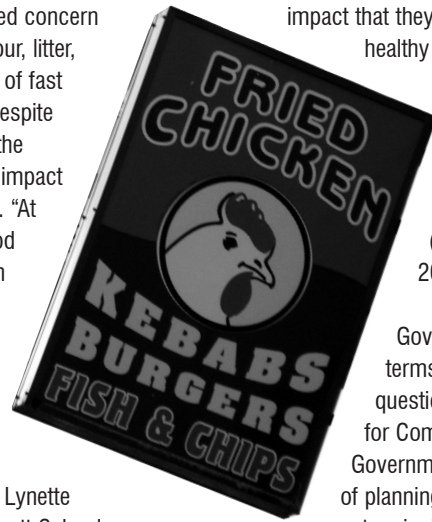
powers to control the number and location of fast food outlets in their local areas, and pledges: "The Government will promote these powers to local authorities and PCTs to highlight the impact that they can have on promoting

healthy weight, for instance through managing the proliferation of fast food outlets, particularly in proximity to parks and schools" (Department of Health 2008).

Just how 'cross-Government' (in the broadest terms) the strategy is open to question. When the Department for Communities and Local Government launched a review of planning policy affecting town centres in July 2008 there was no specific mention of fast food outlets, nor of the provision of healthy food (July 2008, *Proposed Changes to Policy Planning Statement 6: Planning for town centres*, Department for Communities and Local Government).

Martin Caraher, Reader in Food and Health Policy at City University, believes that there is a fundamental lack of convergence of thought when it comes to planning and public health, "Planners are not interested in public health and people who work in public health do not understand planning." The room for manoeuvre in planning when it comes to food outlets is limited compared with other types of businesses as Caraher explains, "Whereas, for instance, a new gambling establishment requires a license, a fast food outlet needs only a hygiene certificate. New premises however do need planning approval so there is scope to act then."

Caraher, who has recently conducted research into fast food outlets and schools in the London borough of Tower Hamlets, cautions that there is not one solution to the proliferation and popularity of hot food outlets. "Besides restricting new openings, schools themselves need to operate a closed gate policy at lunch time.



# Eat better, less guilt and more pleasure

**Dave Rex, child health lead dietitian for NHS Highland, reflects on what years of food and health work have taught him about food snobbery and eating well.**

Local authorities need to work with existing fast food outlets, as well as with the supply chain to improve the quality of food on offer. We should be careful not to demonise fast food; it need not necessarily be unhealthy."

Parvez agrees: "I am not against take-aways entirely but I would like to see a much greater variety. If you go abroad you can see many examples of take-aways that work well; in the

USA they have a great culture of deli's which sell a variety of foods salads, fruits, rolls and really nice breads with a

range of fillings. In India and the far-east take-aways are on every corner but they seem to provide food which is fresher."

Kelmescott School operates a closed gate policy, though Loakes admits that this is not uniform across the borough. The Waltham proposals do not include measures to improve standards in existing outlets. Indeed, it is hoped that at least some will close down. Loakes is unapologetic. "In Waltham there are just too many outlets to sustain. Most outlets don't make money at post pub times, as has been the perception up until now, but between 12 and 4pm, so they are focused on children and young people. One of my priorities as Leader in the council is the health of my young people. I want them to be alert in class and to aspire to do well. This may mean fewer of these types of businesses."

In this respect, the proposals represent a bold attempt to bring public health into planning, and set a useful precedent. In Knowsley, Merseyside, the Health & Wellbeing Scrutiny Committee has recommended the development of a policy to limit the density of fast-food outlets in the Borough. Health related issues such as this are being considered as part of Knowsley's planning policy. As public nutrition rises up the agenda

in local authorities across the country, other examples of using planning will undoubtedly emerge.



I've been working in food and health for over 20 years. It began for me as a teenage burger flipper. I decided at that age that there might be some conflict between profit and public health when I was told to salt the burgers more heavily as it would encourage customers to buy bigger soft drinks!

I also spent five years working in Sandwell, in the Midlands, on food policy. During this time we were able to show once again the conflict between profit and public health by mapping nearly 200 local shops and showing how much easier it was for local people to access chocolate and cigarettes than fruit and vegetables. When we asked children to draw the food they liked, they drew the logo rather than the actual food. In such an environment, unhealthy food is the natural choice.

This is a rational reaction to health reducing environments. For the last five years, I have had the privilege of working in the Scottish Highlands. Idyllic though the landscape is, access to healthy food within walking distance is every bit as difficult as it was in Tipton, although car ownership is considerably higher. However, working with Highland schools and the support of the Scottish parliament, there is at least a sense of common purpose.

The task then is straightforward: get schools to teach children what is good for them, and practice what they preach by providing healthy school meals. To anyone with any experience of

health promotion – or life for that matter, there is a gap between what we know and what we do. In any case, we eat the way we do for a myriad of reasons other than health. So what more do we need to consider? I would like to suggest, from my experience, four concepts that go beyond our rational understanding of supply and demand.

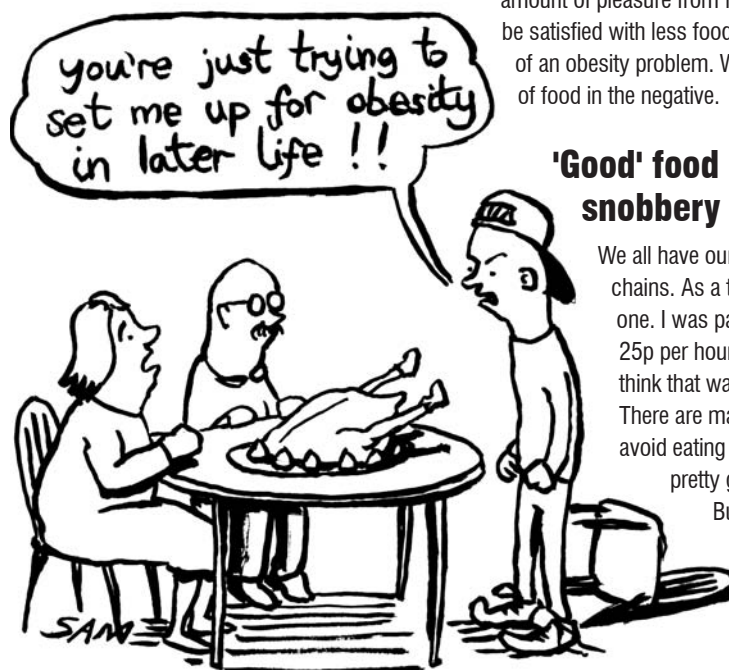
## Food as a source of pleasure – not guilt

Nutritious food, for many people, is synonymous with being 'on a diet'. Good, tasty food has to be high in fat and sugar – and guilt! Children are taught, from a very young age, that sweets are treats and rewards. Children learn that they will get their ice-cream if they eat their sprouts. Few parents question this approach because it is standard practice for generations. But why shouldn't a clementine be a treat or a pineapple a reward? Real pleasure is something that has been earned. If we provide rewards that happen to be 'good for us' we can add value to them. It is no wonder then that school and community food growing projects such as the REAL project at Inverness High School is so valuable. How could vegetables not be valuable when you have invested so much time and effort in growing them? If we can teach children how to get the maximum amount of pleasure from food, then maybe we will be satisfied with less food and we would have less of an obesity problem. We need to stop thinking of food in the negative.

## 'Good' food and food snobbery

We all have our views about burger chains. As a teenager I worked for one. I was paid £1.41 per hour plus 25p per hour worked of free food! (I think that wage gives my age away). There are many ethical reasons to avoid eating in such places and some pretty good nutritional ones too.

But what actually is the difference between a cheeseburger and a lasagne?



Continued on next page

Continued from previous page

The main difference is food snobbery. Through the objectivity of nutrition we can often see that there is relatively little difference. Yet, discussions between teachers, pupils and parents are full of food snobbery and it alienates people. Generational food snobbery is where a parent insists that their macaroni cheese is much healthier than the pizza that her teenage children prefer.

Class based food snobbery is where a child is questioned by a teacher about his spam sandwich, while another child gets the approval of adults for his Milano salami. Food snobbery is when we abandon having any rules about what constitutes 'good food' and simply express our prejudices about the kind of person who would eat that food. Food is so much part of our identity that there is an inevitable drift towards snobbery. Not so much 'you are what you eat' as 'You eat what you are'. Food snobbery is divisive and does nothing to get parents and young people on board.

## Food citizenship – not just consumerism

Nutrition and consumerism go together like bread and butter (or is that unsaturated spread). As a consumer, a child does not need to bother with the minor details of how food is made, just the nutrients that constitute the finished product. Now we are so disconnected with where food comes from, what we really want to know is whether it tastes good and whether it will do us good or harm. This is the danger of thinking purely in nutritional terms. The impact on the local economy, the health and wellbeing of producers, the environment, animal welfare... all of these things are affected by different patterns of consumption.



In Scottish schools we have the new Curriculum for Excellence. This includes four key themes, one of which is Citizenship. If we are to eat in a sustainable and fair way, we must act as responsible citizens not just healthy eating consumers. We must keep a sense of perspective here too however. A diet based on organic double cream, local sausages and fair trade chocolate is still unlikely to be good for us and could encourage food snobbery. Nonetheless, we must ensure that children acquire a rounded understanding of the many ways in which food and health are connected, and not just in relation to consumer health in the here and now.

## Exploit teenage rebellion – before someone else does

Last week, my son was filling in an innocent looking quiz on a well known social networking site. Having answered questions about what kind of person he was, it told him what his favourite drink was, and plastered its logo all over his home page so that all his friends would know. Can we really say that such sites are truly free? His identity

has been stolen by a brand. Marketing executives spend millions communicating with us at a subliminal, visual and sub-conscious level. Only by making children and young people more aware of such messages, can we make them more resilient to them. Lessons should look in detail at food advertising and encourage pupils to think about the motives behind such messages. The earlier that this process starts the less damage is done by such marketing.

As children get older, there is a natural instinct to rebel. With food one rebels against Authority. This could be parents, teachers or the 'Nanny State'. Young people who think consciously about the motivation behind food marketing are far more likely to rebel against branded and often unhealthy foods and drinks. We must engage young people in the politics of food. As part of this we use The Food commission's own [www.chewonthis.org.uk](http://www.chewonthis.org.uk) resources which I can't recommend highly enough.

Children who value food, know where it comes from, and are resilient to food marketing will make good food choices. We need to take the sociology, psychology and politics of food as seriously as we do nutrition science. Only then will we progress towards a healthy and sustainable way of eating.



The REAL food project at Inverness High School.

## Nutrition and mental health: a handbook

M Watts (ed). Pavilion Publishing, Brighton. [www.pavpub.com](http://www.pavpub.com). £19.95. ISBN 978-1-84196-245-0.

This is a book of chapters – and by this it is meant that the book offers a smorgasbord of different tastes with a common concern: how nutrition affects mental health.

The book opens with a round-up of the various components in the modern western diet that are 'a recipe for madness'. This is followed by specific concerns: mineral-depleted fruits and vegetables, an excess of chemical additives, the role of sugar, the impact of heavy metals on brain function, omega-3s for learning and mood, vitamins linked to schizophrenia, and some interesting work relating gut inflammation, gut flora and food intolerance to brain function, depression and behaviour.

Half way through these highly readable, if somewhat un-self-critical papers comes a very

different one. It is a case history of Duncan, an adolescent with a history of ill health of various forms, ending up on a psychiatric ward being given a cocktail of drugs and a diagnosis of schizophrenia.

A nutritional therapist, Linda Trott, had been keeping an eye on him and was concerned that he might benefit from a proper examination, including tests for food allergies, and that otherwise his prognosis would be poor. She met considerable resistance from the NHS staff but persevered, and found not only a wheat allergy but also a likely herpes viral infection that could have occurred as a child. A combination of nutrients to support the immune system has apparently led to a significant improvement, sufficient for Duncan not to need hospitalisation. The outlook is good.

One story does not prove a case, and other factors may be at play, but Duncan's story points

to the importance of nutrients in the workings of the brain, and the need to continually challenge those, like Duncan's NHS team, who believe that mental disease is treatable mainly with drugs.

The book finishes with some suggestions for ensuring mental well-being. The editor lists 'Twenty strategies to support a healthy mind'. Worthy though they are, all of the strategies are advice for the reader's own betterment. None of the strategies are socialised solutions through public health – where is the proposal for improving school food services, for example, or ensuring pregnant women and newborn babies are properly nourished? Perhaps this is not the purpose of the book, but it would be nice to have seen a call for better food to be served in hospitals, surely? Especially in the psychiatric ward.

Review by Tim Lobstein



# Bars but no burgers

## Jessica Mitchell visits a food and nutrition project at a secure mental health unit for teenage boys.

A visit to the Bill Yule Adolescent Unit and its award winning 'Better food and nutrition project for young people' does not seem quite complete without meeting the young men who live there, but sadly that's impossible. The ten teenagers in residence are detained due to mental illness or offending behaviour, and their identities are protected. A secure dining room can be viewed just behind a retractable metal screen adjacent to the unit's kitchen – which is full of the good smells of chef Nat Johnson's freshly cooked food – but when the boys are ready to come in for lunch, visitors have to go.

The project's specialist dietitian Tony Hirving says, "We offer good meals, teach the boys cooking and healthy eating, and they grow some of the food they eat here. Every staff member is part of making this project work – if the boys are happy, staff are happy." The centre also operates what staff call meal modelling – where small groups of boys eat with staff members to learn about the social

**Each resident takes responsibility for the care of at least one fruit or vegetable plant.**



**Project dietitian Tony Hirving and chef Nat Johnson in the unit's kitchen.**

role of meals, and practical skills such as the use of cutlery.

What is unique about the project, in a facility like this, is the holistic approach it takes, as unit administrator Rowena Firth says, "Food is so important here, the boys watch so much television where they can see that chefs are now role models, not just for food, but about how food is in society. So, the boys are informed and really keen to take an interest in the full cycle from choosing plant seeds, tending veg, and cooking what they've grown, and finally composting the leftovers."

Hirving is modest about his role, and suggests, "I support staff in making small changes – for example, we now have better portion control by using sugar sachets and margarine mini-pats. The boys love crumble for dessert, but are just as happy with pie, which is less sugary, and chef is going to try a wholemeal version next time. Oily fish is now also offered regularly."

All staff are keen to suggest that it is this accumulation of seemingly small things that makes life better for the young men in their care – many of whom are very ill. Many similar adolescent units around the country provide no access to food growing, or serve only cook chill meals. Hirving also runs a weekly group session – the day I visited he was going to be talking about diet and bodybuilding – a specific request from some of the boys who love weightlifting.

Hirving says, "I keep it simple – always start by offering some unusual fruit which they love to try. Then I will talk a little bit about protein, and illustrate with a cup of milk, a

couple of slices of wholemeal bread, and a chicken breast to show just how easy it is for most people to get enough protein each day – even if you are bodybuilding."

Lunch on the day of my visit offered three main courses – pizza, cauliflower cheese (half-fat!), chicken – with a selection of vegetables (coleslaw, salad, red cabbage, peas, carrots) all freshly prepared – dessert was fruit salad and yoghurt. Chef Johnson is new in the unit and says, "What has surprised me most is that they don't just want to eat things I assume teenagers want – like burgers and chips. They are always asking me what I will be cooking – and they make suggestions too. Everything seems to go down well including Friday fish lunch, Tuesday roasts, and Thursday Chinese or Indian."

A lot of tosh is talked about food and mental health these days – with various supplements and fad diets suggesting cure-alls. But, refreshingly, staff stick to the core essentials – 5-a-day, the Eatwell Plate, and promoting eating and food growing as fun and sociable activities. Exercise and good basic nutrition work hand-in-hand to tackle the weight gain effects of confinement indoors and anti-psychotic drugs. On occasion, residents do receive multi-vitamins for specific deficiencies – with Hirving now at the start of establishing regular vitamin D monitoring on the unit, as the boys also spend limited time out in the sun.

As for the project's future – occupational therapist Andy Haider hopes to get more space for gardening so the unit can grow even more for the kitchen and his cooking sessions with the boys, and they hope someday to have a chef for weekends – so no more cook chill meals on Saturdays and Sundays.

According to Hirving, "The reason these boys are here is irrelevant to me. All of the staff work to get each boy to a point where they can progress into the community if possible, or else lead a productive and happier life wherever they move onto. The work we do on food and nutrition just supports them in doing that."



**Food grown in the garden includes these edible nasturtiums.**

# Spreading confusion

## Ian Tokelove takes a closer look at the spreads which we put on our toast and sandwiches.

Each day, many of us will add a dab of butter or 'low fat' spread to our breakfast toast or our lunchtime sandwiches. Butter is high in fat (much of it saturated) and is made from relatively expensive dairy fats. Spreads, on the other hand, tend to be made from cheaper vegetable fats, and have a lower, overall fat content.

The challenge for food manufacturers is to produce spreads that mimic the fat content, and spreadability of butter, whilst cutting the actual fat content so that their product is perceived as healthier and thus more attractive to the consumer. They have achieved this by creating a product which is often more than one third water, mixed with fat and held together with food additives known as emulsifiers. Colouring, salt

and flavourings are added to create a passing resemblance to real butter. A preservative may also be added. Real butter is simply made by churning milk or cream and contains no added ingredients except, in most cases, salt.

It is quite a trick to sell a product which can be half water as a substitute for genuine butter, but the industry has managed this and has reaped the rewards. The estimated UK market value of butter, spreads and margarine in 2007 was £908m, with spreads and margarine accounting for about half of the market value.

Consumption of spreads is now declining, but the actual market value has increased as consumers switch to purchasing high priced spreads which claim to reduce cholesterol. Shoppers are also returning to butter, seeking a more 'natural' product which is free of additives, as well as being influenced by advertising campaigns which have encouraged us to buy butter produced by British farmers.

## A short history of spreads

**1867-1869.** The French government, facing war with Prussia, made an urgent appeal for a cheaper, longer lasting alternative to butter to feed both troops and civilians. In response, French chemist Hippolyte Mège-Mouriés developed the first margarine, based on processed beef fat and skimmed milk.

**1920s.** Margarine manufacturers Jurgens, Van den Bergh and Lever Brothers join forces and create the multinational Unilever. In the US, the dairy industry fights back against 'fake butter' and many states issue laws that margarine must either be uncoloured or coloured unnaturally, e.g. pink, so that consumers do not mistake it for butter.

**1964.** Flora launched in UK as a 'soft' margarine.

**1979.** Flora was advertised as healthier for the heart, and the first 'High in polyunsaturates' claim was made. Advertising promoting spreads as a healthy choice was directed specifically at the medical profession.

**1993.** The 'Harvard Nurses study' showed that trans fats contributed to heart disease. Ironically, most spreads at the time contained significant levels of trans fats and some were marketed as 'heart healthy'.

**The term 'margarine' can only be used to describe a spread which is at least 80% fat. Most of the products available in the UK contain significantly less fat than this, so are called 'spreads' not 'margarine'.**

## Low fat means high fat

As the box on the top right shows, a 'low fat' spread can contain up to 39% fat and a 'reduced fat' spread can contain up to 60% fat. Any other food could only be called 'low fat' if it contained less than 3% fat. This incongruity in labelling law allows manufacturers to promote high fat spreads as low fat products, a loop hole which has been eagerly exploited. Other products such as peanut butter and chocolate spreads, which we use in similar portions, cannot make such 'low fat' claims.

EU Regulations only allow 'low saturated fat' claims to be made on products where the sum of the saturated and trans fatty acids does not exceed 1.5% of the product, but both



**Labelling nonsense? A vegetable or dairy spread with less than 39% fat can be labelled as 'low fat', but this jar of Cadbury's Chocolate Spread, with 37.5% fat, cannot.**

Sainsbury's Butterlicious light and Tesco Enriched Olive Spread make the misleading claim that they are 'low in saturates'. The Sainsbury's product is 9.2% saturated fat and the Tesco spread is a whopping 18% saturated fat.

When questioned, Sainsbury's were unable to justify the claim but did inform *The Food Magazine* that the product has now been withdrawn. Tesco failed to respond and the product is still on sale.



**This Sainsbury's Butterlicious light product displays a front of pack claim that it is 'made with buttermilk' and 'low in saturates'. The small print reveals that it contains more palm oil than buttermilk powder, and the saturates claim is completely misleading, as the product is in fact 'high in saturates', with over 9% saturated fat.**

Sainsbury's uses traffic light labelling on its own-brand spreads but this also appears to be misleading. Sainsbury's products such as Butterlicious light, Basics Soft Spread, Freefrom Vegetable Spread and Sunflower spread all give an 'amber' traffic light for saturated fats, which should mean they contain a 'medium' level of saturated fat (between 1.5% and 5%). However, all contain high levels of saturated fat (between 9% and 15%). We also found spreads with high levels of total fat labelled as 'amber' for total fat. When contacted on this issue, Sainsbury's failed to respond.

**A whopping 18% saturated fat in this Tesco spread, but it is labelled, wrongly, as being 'low in saturates'.**



## Good fats and bad fats?

Olive oil is perceived to be a healthier oil, despite being higher in saturated fats and lower in polyunsaturated fats than much cheaper oils such as rapeseed and sunflower. The packaging of some spreads implies that they are largely made of olive oil, but this is misleading. For instance, Sainsbury's 'So Organic' Olive spread contains a 55% mixture of sunflower oil and palm fat but only 4% olive oil. Benecol Olive Spread is mostly water and rapeseed oil and only 14% olive oil. Tubs of Bertolli suggest we, 'Spread some olive oil Goodness every day' but contain only 21% olive oil, which is equivalent to 2g per serving. Bertolli contains more rapeseed and other unspecified vegetable oils than genuine olive oil.



**Sainsbury's 'So Organic' Olive spread may be organic and it may be made with 'Mediterranean olive oil', but it is still mostly water and rapeseed oil. There is just a paltry 4% olive oil in this product.**

The olive oil which is added to some spreads may have little positive influence on our health, but there is another fat, palm oil, which is known to be less good for us, because it is very high in saturated fat. Eating too much saturated fat can raise the level of cholesterol in the blood, which can increase the chance of developing

## Spread regulations

A rough guide to what is known as 'yellow fat guidance.'

### Total fat content

>80% to <90%  
>62% to <80%  
>41% to <60%  
>39% to <41%  
<39%

### Descriptive name of product

Butter / margarine, e.g. *Stork margarine*  
Dairy spread / fat spread / blended spread, e.g. *Country Life Spreadable*  
Dairy spread / fat spread / Reduced fat spread e.g. *Flora*  
Half fat butter or margarine e.g. *M&S Half Fat Butter*  
Low fat spread / Light spread e.g. *Butterlicious Light*

heart disease. Spread manufacturers use palm oil because it is more 'solid' than less-saturated fats, and provides a texture which is similar to butter (which is also high in saturated fat). Palm oil crops up in many spreads, but may not always be declared as it can be simply described as 'vegetable oil' or 'vegetable fat'.

## Cutting cholesterol

The spreads Flora pro.activ and Benecol contain 'cholesterol lowering' ingredients, plant sterols, which can reduce blood cholesterol levels. Spreads like these, despite their high cost, would seem to be a god send for those with high cholesterol, or those who think they might have high cholesterol.

However, there is a catch. When approval was given for plant sterols to be added to foods and drinks, the Advisory Committee on Novel Foods and Processes (ACNFP) issued guidance on how such foods should be used and labelled. Having risk assessed the use of plant sterols ACNFP stated, "The ACNFP considers that foods with added plant sterols are suitable only for "at risk" groups of the population, namely those who have been advised by their GP or dietitian to reduce their blood cholesterol levels by altering their diet."

ACNFP also warned that plant sterols can interfere with our ability to absorb carotenoids (these are the pigments found in many fruit and

vegetables) which are essential for the body to make vitamin A. Because of this, ACNFP stressed that the consumption of products with added plant sterols is, "not appropriate... for pregnant or breastfeeding women or children under five".

Legislation requires the spreads to be labelled as being, 'intended exclusively for those who wish to lower their blood cholesterol' but there is no mention of the need to seek advice from a GP or dietitian. The spreads are not labelled as 'not appropriate' for pregnant or breastfeeding women or children under five, but merely say they 'might not be right for everyone' or 'may not be appropriate...'

## Healthy spreads?

The perception that spreads can improve heart health continues to drive sales. Packs of Flora display the World Heart Federation (WHF) logo and the phrase, 'Working together to keep hearts healthy.' Flora may be healthier than butter, but it is still largely fat, 12% of which is saturated. It is perhaps worth noting that Unilever, owner of the Flora brand, has donated roughly half a million Swiss Francs to the WHF on an annual basis for the last five years (based on WHF accounts, 2003-2007).

## Spreads or butter?

As with most food products, it pays to read the small print, to find out what you are really getting. Generally, spreads are healthier than butter because they contain less saturated fat. However, some consumers prefer butter because it is largely unprocessed, free of additives and several brands are made from milk produced on British farms. Many spreads are half the price of butter, but that should be expected of a product that is often one third to one half water and made from cheaper vegetable fats.

As a butter substitute, spreads may have a place on the table, but they are not as healthy as many people think.

■ **The products used in this survey were purchased between November 2008 and February 2009. Some products may have reformulated during this period. Sainsbury's have said that Butterlicious light has been withdrawn and will be relaunched without the 'low in saturates' claim.**

## Fat and water content of spreads

Name	Total fat content	Saturated fat content	Estimated water content	Main ingredient
Benecol Light spread	35%	6.9%	50%	Water
Benecol Olive spread	55%	10%	36%	Water
Flora extra light	18%	5.1%	50-60%	Water
Flora original	59%	12%	39%	Vegetable oils
Flora pro.activ olive	35%	9.5%	45%	Water
I can't believe it's not Butter	59%	19.9%	34%	Vegetable oils
Lurpak Lighter Spreadable	60%	26.6%	30%	Butter
Marks & Spencer Reduced fat olive spread	59%	14.5%	35%	Water
Marks & Spencer reduced fat spreadable	60%	23.7%	31%	Butter
Pure soya	59%	14%	40%	Soya oil
Sainsbury's Sunflower	59%	13.6%	39%	Water
Sainsbury's Butterlicious light	38%	9.2%	56%	Water
Sainsbury's 'So Organic' Olive Spread	59.5%	15.7%	38%	Sunflower
Tesco Enriched Olive Spread	59%	18%	38%	Veg oil & fat

# Legal, decent, honest and true?

**Misleading food and drink advertisements should be regulated by the Advertising Standards Authority. Ian Tokelove reports on recent adjudications.**

## **X** **Pork Quality Standard Mark does not mean 'very high' welfare**

The British Pig Executive (BPEX) Ltd is a levy-funded organisation which represents pig producers and processors in England, who pay about a pound a pig to finance its work. BPEX campaigns to ensure that farmers get paid a fair price for the pork they produce, and has been running a high-profile advertising campaign to encourage consumers to seek out British pork which displays the Quality Standard Mark (QSM).

British farmers who have signed up the QSM standards must meet higher welfare standards than those practiced in some countries in Europe, which means higher production costs. According to BPEX the cost of production in the UK was 12% higher than the EU average in 2006. This puts British farmers at a disadvantage when supermarkets, and shoppers, prefer to purchase cheaper, non-British pork.

However, if you are going to promote higher production standards, it pays to get the facts right. One of the BPEX adverts was declared to be misleading by the ASA because it stated

**Find meat from happier pigs by looking for the Soil Association's organic logo or the RSPCA's Freedom Foods logo.**



'British pig farms have very high welfare standards assured by the Quality Standard Mark.' This claim attracted the attention of both Compassion in World Farming and the vegetarian campaign group Viva! who believed the statement to be inaccurate.

The ASA agreed the ad was misleading, on the basis that several practices still common in the pig industry, such as tail-docking, lack of access to straw bedding and the use of farrowing crates for sows, indicated that the general level of pig welfare in the UK could not be described as, 'very high'. BPEX was told not to publish the ad again.

If you want to purchase pork that has come with a guaranteed standard of high welfare, look for the Soil Association's organic logo. The RSPCA's Freedom Food logo also guarantees higher welfare standards, although not as stringent as the Soil Association's.

## **X** **Kellogg's not so 'wholesome' cookies**

In the last issue of *The Food Magazine* we criticised Kellogg's for marketing high sugar products as 'healthy' choices and it would seem the ASA agrees with us. The Agency upheld complaints that press ads and posters for Nutri-Grain Soft Oaties biscuits were misleading because they portrayed the biscuits as, 'Wholesome cookie goodness,' when the product is in fact high in sugar, fat and saturated fat.

Kellogg's admitted the cookies were not, on their own, 'beneficial' to health and attempted to defend the product by saying that GDA (guideline daily amount) labelling provided nutritional information. The ASA was not impressed and found that the ads falsely implied that the cookies were healthier than they were. Kellogg's was told not to use the ads again in their current form.

## **X** **Ads for sugary water misled**

The ASA upheld a complaint against ads for This Water fruit drinks which emphasised that the drinks contained natural, simple ingredients and spring water. For example, one ad showed two arrows attached to text that stated "Water from a spring" and "fruit from the trees", which

pointed at the product. The label on the product featured an image of a rain cloud and text that stated "this water is made from fruit and clouds. Lemons, limes & spring water". Further text underneath the image stated "simple, natural, refreshment".

What the ads failed to mention was the 'natural', added, refined sugar content of the products, which contained between 33.6g and 42g of added sugar (roughly eight to ten and a half teaspoons of sugar). The ASA considered that most consumers would not expect a product described as, "simple, natural", to contain added refined sugars. Because of that, and because the ads implied that the drinks contained fruit and water only, the ASA concluded that the ads were misleading.

## Books

### **Global obligations for the right to food**

G Kent (ed). Rowman & Littlefield, Maryland. [www.romanlittlefield.com](http://www.romanlittlefield.com). £50 hb £18.99 pb. ISBN 978-0-7425-6062-8.

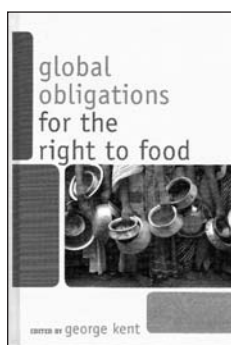
This book gives us a bundle of chapters from different authors around a common global theme. Some of the authors consider the institutions where the arguments for justice and rights and a fair division of the world's wealth are debated, and a few get right to the point: who is making money from the lack of justice and the denial of rights, and how do their powers get challenged?

Thus, for this reviewer, by far the most interesting chapter comes from Mike Brady, a veteran campaigner with Baby Milk Action which has been at the centre of the storm over Nestlé's undermining of breastfeeding. Baby milk formula products encapsulate the issue: nature provides a wonderful food for human growth and a food company does what it can – and it does a lot – to profit from denying infants their birthright.

But how do we control food corporations? How do national governments get a grip on an international enterprise with plenty of cash to spread around? There is no democratic control of corporations – they can move their headquarters to wherever the jurisdiction is least threatening, and act as mean as they like just so long as the products they sell are legal.

Issues of governance and accountability look especially tarnished at a time when banks and investment houses have collapsed under their own poorly-regulated pursuit of profit. How much chance that one of the oldest 'free markets' of all – the marketplace for food – will be brought under control for the sake of preventing human disease? Ill-health

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is itself increasingly viewed as a commodity, a need for which corporations (insurance, medical equipment, pharmaceuticals...) can sell us a solution. By preventing ill-health we undermine the economy.

On the hopeful side, we have seen a twenty-five year struggle – largely successful – for the introduction and adoption of the *International Code of Marketing of Breast Milk Substitutes*. We have in the last ten years a *Framework Convention on Tobacco Control*. And as we write, the WHO is preparing draft recommendations on a *Code of Marketing of Food and Beverages to Children* – though quite what it will say remains to be seen.

Kent's book is a valuable start into this world of politics, money and power. It pleads for greater institutional (national and UN-based) involvement in ensuring that the principles established in the right to food and the other charters and conventions that lay down human rights are put into practice in national law and international agreements. The block, sadly, is often the USA, which is one of the few countries not to implement the *International Code of Marketing of Breast Milk Substitutes*, and indeed is one of only two countries not to have ratified the *Convention on the Rights of the Child*.

Perhaps the first step is to strengthen US government resolve to co-operate more closely on these issues, and to bring the corporations – mostly themselves of US origin – under stronger political control.

Review by Tim Lobstein

## The Grim Reaper's Road Map: an atlas of mortality in Britain

Mary Shaw, Bethan Thomas, George Davey Smith and Daniel Dorling, Policy Press, ISBN 978-1-86134-823-4, 2008

What an amazing book – fascinating for the 'gore' obsessed – with 99 categories of death mapped (literally) in all their glory – showing a person's chance of dying from a particular cause, in a particular place, compared with the national average chance for that cause of death. You can look up your own neighbourhood, and speculate, as the authors do, why it is that your neighbours have died in such numbers from suicide, cerebrovascular disease, murder...

When the gory thrill wears off, appreciate this book for its difficulty, bluntness, and humanity. And for its use as an incredible public health tool that might just keep you doing the things you do to tackle issues such as social and health inequalities. The authors stick to maps and

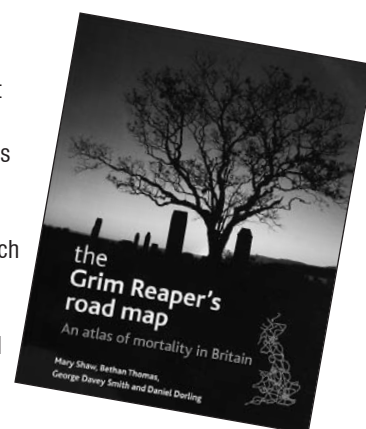
statistics, and move only very briefly to prose in this book, but they do not spare comment on poverty, "It affects so many different and important causes that it alone is the most significant cause of the appearance of the map of 'All deaths'. Where more people are poor, they may no longer be hungry or thin, but many more die young than where the population is better off."

The maps were compiled using information from the 24 years since 1981 – a time when the country became more unequal, and more geographically divided between the rich and poor. During that time, almost 44 people a year died from hunger, thirst, exposure and neglect – almost one a week. As the authors note, how unfair life is even in a prosperous country where

one would not expect to see deaths such as these at all.

The book covers so much ground it is tempting to hope it will tell us everything we need

to know to figure out why people in some areas are more likely to die from, for example, heart disease, but it cannot. Certainly it will be food for thought, and further analysis, for many years to come.



## Expert's choice

**Tom Jaine, of Prospect Books, recommends some essential food reading.**

**R**eading goes in cycles. This week I am reading history. It has relevance for my small magazine on food history and related topics, *Petits Propos Culinaires* (the longest running English-language journal in the field), but some might object it has little utility for someone interested in matters of food today.

Only up to a point. First up was Susan Pinkard, *A Revolution in Taste: The Rise of French Cuisine* (Cambridge University Press, 2007, £20), an account of the transformation of French cookery (specifically French upper-class cookery) from the spice-laden and literally gargantuan dishes of the sixteenth century to the self-confessed *nouvelle cuisine* of the mid-eighteenth century which valued lightness, flavours true to the raw materials of any dish, and herbs at the expense of spices. Drawing on readings far wider than mere cookbooks, she stresses the influence of medical theory on the practice of cooking at this period, particularly the dietetics of the English doctor George Cheyne advocating moderation of portions, lots of vegetables, little fat and not too much meat.

Accounts of French cookery firmly remind the reader of its amazing hegemony over the kitchens of Western Europe, if not the world. The way the French way became the *lingua franca* of chefs everywhere is paralleled in a non-food book that arrived this month, Margaret M. McGowan, *Dance in the Renaissance* (Yale University Press, £35). She does two things: first, she destroys the myth that French dance

was a creature of Italian origin (this can be likened to the old-wives' tale that *haute cuisine* was the result of Catherine de Medici and her entourage); second, she describes how French dance became European in its reach and influence. Thus culture follows politics. We eat what we eat, and read what we read (even, sometimes, think what we think) because rude politics disposes.

Another food historian, one pre-eminent in Europe, is Peter Scholliers, who has written an account of his native land in *The Food Culture of Belgium* (Greenwood Press, £27.95). To the extent that Belgium is a new country, drawing on two very different traditions to the north and south of it, a cohesive historical overview is difficult to grasp, but in its modern experiences, it has much to compare and contrast to our own trajectory in matters of food supply, dietary preoccupations and, above all, food scares. The certitude in 1999 that the entire food chain was contaminated by dioxins was a perfect storm of insufficient evidence and over-eager extrapolation from inherent flaws in the supply network. The subsequent Coca-Cola incident, when there seemed a mass 'poisoning' of children taking drinks from a single vending machine, at last diagnosed as a hysteric consequence of unexpected odours from those specific cans, was another *locus classicus* of food scares. The advantage of this book is that it describes a modern, mongrel society subject to many of the same problems as ourselves. It is instructive.

My most enjoyable evenings, however, have been spent in the company of a Yorkshire schoolmaster and shopkeeper of the first quarter of the nineteenth century, one Robert

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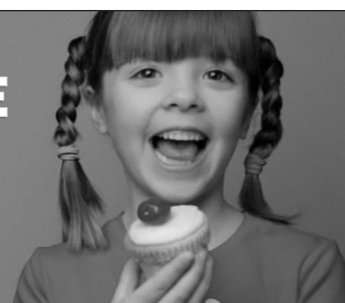
Sharp, who wrote a diary of his life in the East Riding village of South Cave (published by the Oxford University Press in 1997). The time of his writing was not dissimilar to our own: a government troubled by big questions of reform, Catholic emancipation and repeal of the Corn Laws, and an economy shot to hell, particularly in the countryside, where people were hightailing it to America or just starving quietly in their cottages (when not rioting against the evil new threshing machines that did them out of work).

It has a wealth of revealing details, from the presumption of adulteration in manufactured foodstuffs, to the production of their own sausages and bacon, and the regular dispatch to a son in London of hampers of local, farm-fresh foods: cheese, hams, geese, chickens, cheesecakes (which were their local fairing), even decent flour. The diarist was not a best-friend of the farmers, who he reckoned were holding the poor to ransom as they resisted the free importation of corn from the prairies of the New World. The farmers did well – he sneers at those whose ideas of their gentility were so far above themselves as to teach their daughters the piano and drink their drinks from cut-glass decanters – and they rebuilt their houses on the proceeds (I write this in one rebuilt at exactly this time, in a sort of nearly-gentry style). It shows, as do all such records, that food was never far from the overriding preoccupation of all sensible people.

**Tom Jaine runs Prospect Books – publisher of books about cookery, food history and the ethnology of food. [www.prospectbooks.co.uk](http://www.prospectbooks.co.uk)**

## IS A PREMATURE DEATH SO TEMPTING?

A Change4Life ad produced by charities



## Why not just shoot yourself?

### Jessica Mitchell questions just how much pressure to eat better individuals can take.

**T**he government's Change4Life campaign challenges us to 'eat better, move more, live longer'. *The Food Magazine* has made no secret of our doubts about both its utility and approach. It allies itself to companies that sell the junk the campaign suggests we eat less of, and asks individuals to behave better than it would ever require of companies or big public sector institutions. But even that individual approach is now moving well beyond asking – to threatening.

Its most sinister manifestation is now courtesy of its main charitable partners. Diabetes UK, the British Heart Foundation, and Cancer Research UK's 'premature death' campaign will be running in magazines over the next month or so. As campaign partners, the approach will have been approved by the Department of Health.

And what is the approach? The random generation of fear in parents, and young people. The assumption seems to be that because these charities feel they are the 'good guys' of public health, they can cross the Rubicon in order to get their message across. The logical conclusion of it all seems to be that in future it will be ok for us to ask friends and colleagues why they don't just shoot themselves if we find them falling short in the eating and moving departments.

The problem is – where is the evidence that terrifying people makes them eat better, move more, live longer? The problem is – where is the genuine institutional support to enable people to live happier, healthier lives?

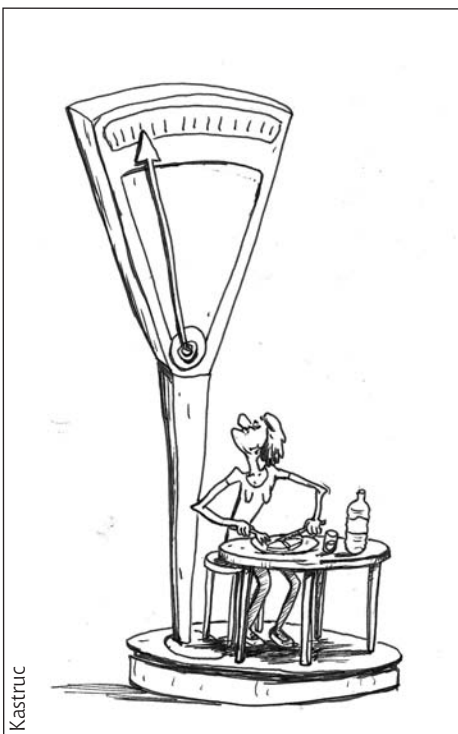
The challenge is – why not put these posters up in the Chief Executive offices at Coca-Cola or Tesco or Kellogg's, where the magnates can ask themselves repeatedly why they make and sell products of poor nutritional quality? Or

how about in Gordon Brown's study – where he can contemplate his own lack of action on upstream measures that would make a genuine difference to the nation's health. Has anyone in government heard of minimum income standards? Universal free school provision? The 9pm watershed for junk food ads? Controlling traffic so parents will let kids out – over the past twenty-five years being hit by a car is the top cause of death for children between the ages of 5 and 14. And so on.

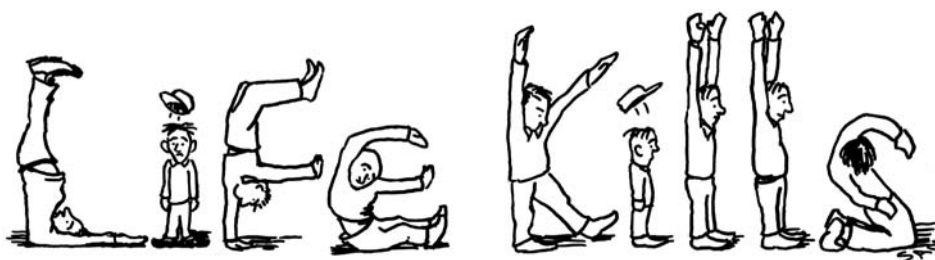
Everyone of those measures would add to our wellbeing – not least by sparing us negative messages like those endorsed by Change4Life. There is no doubt that negative campaigns such as 'premature death' have unintended consequences. When allied to the campaign of fear conducted in all media towards obese people, it is hardly surprising that under-eating disorders such as anorexia nervosa are at an all time high in the UK.

*The Food Magazine* proposes, as a start, an offloading of worry and responsibility into some more blameworthy laps. We suggest that the DoH writes to appropriate companies as follows: As part of our weight management screening programme, we have identified you as being at risk of excessive greed and over-production of grotesque quantities of high fat, high sugar foods at the expense of the nation's health. I am pleased to be able to tell you that we can now offer you a tailor-made obesity / corporate greed intervention programme that will help you to take responsibility for health....

The negative messaging continues at the peril of food and health campaigners, as the backlash has already begun. We need our work to remind people that there is nothing politically or personally empowering about maintaining a status quo whereby we eat any old rubbish the food industry flogs – but to be clear about who we pin the blame on when people do.



Kastruc



Government health warning



We welcome letters from our readers but we do sometimes have to edit them so that we can include as many as possible (our apologies to the authors). Write to The Editor, *The Food Magazine*, 94 White Lion Street, London N1 9PF or email to [letters@foodcomm.org.uk](mailto:letters@foodcomm.org.uk)

## Healthy penguins?

I don't know whether you've covered this before, so I'm sending you the enclosed wrapper for Penguin biscuits. By adding chalk, they've converted them into 'a good source of calcium', and chocolate biscuits are now a health food.

So I've cancelled the milk. I don't even dunk the biscuits, as there's really no need, and next time I'll try them with butter, to get vitamin D too.

**C. Walford, Warminster, Wilts.**



The report which The Food Commission authored for the British Heart Foundation *How parents are being misled: a campaign report on children's food marketing* showed just how common this type of tricky marketing now is. The important, factual, nutritional information is buried on the back of high fat, salt or sugar foods while on the front random claims are made that give the product a healthy sound boost.

These biscuits are not forced by the government to declare High in Sugar in large letters on the front of the label – or to use the voluntary traffic light labelling scheme, so the company gets away with a misleadingly healthy front of pack image. The added 'calcium carbonate' is the source of calcium and it is a common substance in rock, and shells of various types, widely used in food fortification. There are many better sources of calcium than Penguin biscuits that are commonly found in UK diets – milk, nuts and some green leafy vegetables such as cabbage.

One of our articles in this edition shows just how slow progress is towards 5-a-day fruit and vegetables. Sun-maid claims that their new Fruit Fingers help mums solve the 'daily lunchbox dilemma' – what to give children that is healthy and fun. The packaging claims 'one portion of fruit in every bar'. That may be true, but the

25gram bars would not be allowed to carry the government's 5-a-day logo because they are so high in sugars – providing around four teaspoons per bar along with the approximate tablespoon of dried fruit. But, that does not stop the company from making their own claim on the front of pack. All the Department of Health will say is that fruit and veg in convenience foods can count toward your daily portions, but aim for moderation if you consume them in this way.



## Do us a flavour!

Have you see these new 'do us a flavour' Walkers crisps? They are really heavily advertised – idea is that you text in your favourite flavour from six on trial and that will become a new flavour. SO, by default you need to buy more than one flavour to try – and probably all six. So do those clever and responsible people at Walkers put them in normal 34.5g size bags? no, 46g bags – my girls wanted to try the two vegetarian flavours as everyone at school was talking about it – so I buy them, not noticing they are bigger than average as you throw them in your trolley – and then my daughter was concerned when she read the label and one packet is 22% of an adult's daily fat.

This seems to go against some of Walkers' stated commitments:

- addressing consumers' growing interest in health and wellness represents a critical business opportunity. With a portfolio of trusted brands and high quality products, we believe we are in a unique position to provide wider choices and promote healthier lifestyles.
- the key to preventing obesity and diet-related diseases is through having a better energy balance – in which the amount of calories consumed equals – or is less than – the number expended on a daily basis.
- in making healthy choices accessible and affordable for everyone.
- that children should not be exploited commercially nor encouraged to adopt poor consumption habits. In this context, we believe industry has a responsibility to demonstrate that it is capable of regulating itself and enforcing industry codes of conduct.

I have written to customer services as a concerned mum – but would be good to ask someone high up what the rationale for this is – and to expose it. There is no nutritional info on the web re. these large packs – which are only 4g short of a Maxi bag – but the same shape as the normal ones. If I didn't notice – then I doubt others will. Will *The Food Magazine* write to Walkers and ask what they are up to?

**Dr. H. Sparks, London.**

This promotion is everywhere sadly – apparently selling 11 million packets a day, according to Walkers' PR company. We even heard of the usually non-commercial Woodcraft Folk doing a tasting at one of their evening kids' clubs. We have written to the company, and will let you know what we hear.

## School kids stuffed with waffles

My daughter's secondary school serves waffles, and biscuits at morning break. She says her friends sometimes fill up on these and skip lunch. I thought selling these type of products had been banned under new school food guidelines? If the school is wrong I will make a complaint.

**D. Fitzgerald, London.**

Sweet waffles, cakes and biscuits must not be provided except at lunchtime. Therefore schools cannot serve, outside of lunchtime:

- Cakes (slices of cake, individual cakes, such as sponge cakes, Swiss roll, fruit cakes, banana cake, apple cake, carrot cake, gateaux, sponge fingers, Madeira).

- Buns (American or sweet muffins, chelsea buns).
- Pastries (croissants, Danish pastries, Eccles cakes, Greek pastries, Bakewell tarts, jam tarts, mince pies, custard tart).
- All types of biscuits, both sweet (digestives, rich tea, ginger nuts, flapjacks, shortbread, wafer) and savoury (cream crackers, breadsticks, oatcakes, matzofs) .

They can serve bread type foods such as English muffins, bagels, plain currant/raisin bread, crumpets, tea cakes but as a waffle is more like a pancake it would not fit.

**Thank you to M.Willers, specialist dietitian for schools, Islington Healthy Schools Programme for the help in answering to this question.**

## Hydrate the Coke way

The British Dietetic Association (the professional association for dietitians) has gone into partnership with Coca-Cola to produce 'Hydration – the facts about fluids'. 6,000 BDA members have now received the leaflet, and can feast their eyes on such gems as this advice for workers, "Studies show the willingness to buy a drink decreases as the distance required to walk to one increases... Grab the chance to get active

and take regular walks to the vending machine, shop or cafe." Hmm, hard to figure that one.

The leaflet is keen to remind readers that sugary, caffeinated drinks count towards daily fluid intakes, and uses a variety of random 'facts', including from a Coca-Cola sponsored researcher, to get that message across. Let's hope the dietitians embarrassingly represented by the BDA have more honour than their professional association.

## Store Wars

*The Food Magazine* was amused to hear the editor of *The Grocer* refer to Tesco's headquarters as 'The Deathstar in Cheshunt' at a recent event. We rather enjoyed the parallel between the nation's biggest retailer and a fictional moon-sized superweapon. Does that mean Tesco's Chief Executive Sir Terry Leahy is Darth Vader's equivalent?



## There's probably no cod

We liked this take on the recent atheist bus campaign, which read, "There's probably no god. Now stop worrying and enjoy your life".

Whilst that ad drew complaints, who could argue with the suggested alternative, "**There's probably no cod. Now start eating sustainable fish**". Our thanks to Kath Dalmeny and Pamela Brunton.



## Don't trust your eyes

A press release from the European Sensory Network (ESN) explains how they can increase product sales by tracking eye movements. They tell us the fact that, "some products are flops often has nothing to do with how they taste; rather they simply were not noticed among the numerous competing brands." ESN describe themselves as an international association of experts in the fields of sensory and consumer research and claim their membership, "shares a high level of competence and represents the best research institutions involved in sensory and consumer sciences."

It is reassuring to know that such expertise will be used to sell us products which catch the eye, no matter how they taste or whether they are good for us. Danone, General Mills, GlaxoSmithKline, Heineken, Kraft Foods, Nestlé, Philip Morris and Unilever have all eagerly signed up with ESN.



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## Alien exploitation

The film production company, HandMade Films, was formed by Beatles pop star George Harrison in 1979 to finance the Monty Python film *Life of Brian*. The company went on to produce the cult film *Withnail and I*. Now based in both London and Los Angeles, the company describes itself as, "a rights owning and exploitation business."

HandMade's latest venture is an animated film called *Planet 51*, a family-friendly comedy about an astronaut who lands on another planet, thinking he's the first to set foot on it, only to find that the planet is already inhabited by cute, green people who live in an idyllic world reminiscent of 1950's America. HandMade, in order to maximise its profits, is selling exploitation rights to 'marketing partners' who can then make use of *Planet 51* for their own promotional purposes.

One of the first companies to sign up as a marketing partner is a multinational fast food chain. We don't know which one yet, but it is a likely bet that lovable, family-friendly, green aliens will soon be promoting burgers and chips across the world.

## Chocolate does not help children grow

One of the latest health claims to be rejected by the European Food Safety Authority (EFSA) is one that attempted to link eating chocolate to child growth. A dossier of 'evidence' had been submitted by an Italian company, who had hoped to be able to use the following wording on their products: Kinder chocolate, the chocolate that helps to grow.

This rejection is just one of a large pile that are winging the way of companies who submitted thousands of such claims to EFSA for evaluation early last year – with many just as silly, and poorly evidenced as this one. It would be laughable, except *The Food Magazine* cannot help but feel it is all possibly some kind of big diversionary tactic by the food industry – distract some of EFSA's finest scientific minds in evaluating drivel for months on end, while companies plot global domination. Why not stamp REJECTED on the whole lot on get on with something useful.