

High Level Steering Group 12 June 2013

HLSG Paper – Saturated Fat Reduction Pledge

Introduction

1. The Food Network High Level Steering Group meeting on the 12th March agreed in principle proposals for a draft pledge. It was also agreed that the pledge would be complemented by good practice material to help partners identify the type and scale of activity they should be undertaking.
2. This paper sets out final proposals for the pledge, including the good practice tool and annual update arrangements.
3. **HLSG members are invited to give final comments on proposals in advance of the next meeting and consider how to encourage potential partners to sign up.**

Pledge

4. In light of discussions at the last HLSG meeting, the agreed wording of the pledge and supporting principles have been incorporated into a pledge factsheet. The factsheet provides background and supporting information to help organisations understand what this pledge sets out to achieve and how to deliver it. The proposed saturated fat reduction pledge factsheet is attached in **Annex A**.

Good Practice Tool

5. To support partners in identifying the type and scale of commitment they should be undertaking, a good practice tool has been developed around the “menu” of possible actions. The tool details possible activities under each of the 6 identified actions and includes short case studies as best practice examples of activity that has previously been undertaken and identifies areas/foods that are most relevant to each action. The draft saturated fat reduction good practice tool is attached in **Annex B**.
6. The case studies are based on information held by DH from previous Government initiatives, including the Saturated Fat Achievements and Commitments table that was developed to capture industry progress. It also draws on examples from published catering commitments for the out of home sector.
7. The good practice tool has been designed as an evolving document and could be updated periodically to reflect more new case studies and any additional activities. This is particularly appropriate given the age of some of the case studies presented. However, in order to expedite the publication of the pledge we propose that the tool is published as is and updated as soon as further cases studies become available. The BRC and the FDF have already offered to write out to members for new cases studies.

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Monitoring

8. A draft annual update template is attached in **Annex C**. The annual update arrangements have been designed around the format used for the calorie reduction pledge. A provision has been included in the pledge to allow partners of both calorie and saturated fat reduction pledges to detail joint activities by focusing reporting on the relevant outcome. This approach minimises industry burden while ensuring achievements are separately captured under both pledges.

Next Steps

9. The next stage for taking forward the pledge is to identify and build potential signatories. A small number of businesses have already expressed an interest in becoming partners, which are currently being followed up. Once the pledge is signed off, we will be in a position to send out a more general call for potential partners. It may be useful to explore other options for encouraging sign up and utilise HLSG member connections to identify and promote this pledge.

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ANNEX A – SATURATED FAT REDUCTION PLEDGE FACTSHEET

FXX. SATURATED FAT REDUCTION

Pledge wording

“Recognising the role of over-consumption of saturated fat in the risk of premature avoidable mortality from cardiovascular and coronary heart disease, and public health recommendations to reduce saturated fat consumption (to less than 11% of food energy for everyone over 5yrs of age, compared to current levels of 12.7%):

We will support and enable people to consume less saturated fat through actions such as product/menu reformulation, reviewing portion sizes, education and information and incentivising consumers to choose healthier options. We will monitor and report on our actions on an annual basis. Progress in reducing people’s saturated fat intakes will be measured via the National Diet and Nutrition Survey.”

The following provides background and supporting information to help organisations understand what this pledge sets out to achieve and how, by becoming a Responsibility Deal partner, you can help deliver this pledge.

What this pledge sets out to achieve and why it is important.

The food industry has been working voluntarily to reduce saturated fat levels in food for a number of years. The saturated fat reduction pledge provides a mechanism for the food and drink industry to make and record on-going contributions to helping the population to meet the recommended 11% of food energy.

Benefits to public health

- Reducing saturated fat intake can lower total and LDL blood cholesterol which in turn can reduce the risk of developing heart disease.
- Reducing saturated fat intakes from 12.7% to the recommended levels would prevent approximately 2,600 premature deaths each year.

How you can deliver this pledge

Actions by businesses that become partners will be dependent upon the food sector (caterers, manufacturers, and retailers), the individual business and the type of food sold. Public health groups and other organisations also have a role to play in saturated fat reduction and would be eligible to sign up to the pledge by taking actions such as consumer awareness campaigns, dietary advice to consumers and surveys of food composition.

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To help partners shape their response, a set of guiding principles and a good practice tool to illustrate possible actions and scale required is set out below.

Supporting Principles

Any actions to reduce saturated fat intake should adhere to the following supporting principles:

- seek to deliver long-term and sustained reductions in saturated fat intake
- seek to avoid the potential for unintended consequences by having due regard to
 - Government healthy eating advice and specific dietary advice for young children and vulnerable groups who have particular dietary requirements
 - specific compositional legislation e.g. for foods for particular nutritional uses
 - the micro-nutrient content of foods recommended as food swaps for nutritionally important foods (particular consideration should be given to calcium, iron and vitamin B12)
- focus reformulation efforts to achieve absolute reductions in saturated fat levels, substitution of saturated fat by polyunsaturated fats, and where this is not technically possible monounsaturated fats, and not result in an increased trans fats levels, wherever technically possible
- not conflict with, and if possible support, work to reduce the salt and/or calorie content of products
- provide measurable actions within a specific timescale
- support sustainable and responsible economic growth

Good Practice Tool

To support partners in identifying the type and scale of activity that will be relevant to them, the saturated fat reduction good practice tool sets out possible activities across the “menu” of possible actions (including product/menu reformulation, reviewing portion sizes, education and information, and incentivising consumers to choose healthier options). The tool also includes short case studies as best practice examples of activity that has previously been undertaken and identifies areas/foods that are most relevant to each action.

The Saturated Fat Reduction Good Practice Tool [insert link] is available.

In advance of signing, we would request that you send an outline of how you intend to comply with the pledge to the email address below. We will then be able to give you informal feedback prior to formal sign up and publication.

For further information, please email foodnetwork@dh.gsi.gov.uk or call 020 7972 xxxx.

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Your pledge delivery plan

Shortly after signing up, partners will be asked to provide pledge delivery plans, setting out how they intend to meet each of the pledges they have signed up to. They will have up to 500 words to describe their plans for each pledge they are signed up to. All delivery plans will be published on this website.

Reporting progress on your pledge

Partners will be asked to report on their progress by the end of April each year. For some pledges, partners will be asked to report using pre-defined quantitative measures, while for others they will be asked for a narrative update. Further information on the reporting arrangements for each pledge is available. All annual updates will be published on this website.

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ANNEX B – SATURATED FAT REDUCTION GOOD PRACTICE TOOLS

Actions	Types of Activity (not exhaustive)	Industry Good Practice Examples	Relevance of Action
Reformulation of mainstream products - Ingredients	<p>Use of ingredients with lower saturated fat content e.g. move from butter to margarine, use of 1% fat milk and lower fat cheeses</p> <p>Substitution of fat for other ingredients – fibres, protein, emulsifiers etc</p> <p>Reduce the ratio of sat fat contain ingredients</p> <p>Use of fat replacers / substitutes</p> <p>Use of alternative technologies – aeration, novel foods</p>	<ul style="list-style-type: none"> • Reformulation of puff pastry to reduce sat fat by 11% reduction (Jus rol General Mills) • Utterly Butterly reformulated to reduce sat fat by 14.7g / 100g in 2007 (Dairy Crest) • Reformulation of countline confectionery bars to contain 15% less sat fat (Mars) • 24% reduction in saturated fat in Carnation Sweetened condensed milk (Nestle) • 30% reduction in saturated fat in Jacob’s cream crackers (KP) • 80% reduction in saturated fat in McVities Digestives (United Biscuits) • 74% reduction in saturated fat in prepared potato salad (Spar UK) • Saturated fat reductions made in Sandwiches by switching to lower fat mayonnaise (Tesco, M&S, Sainsburys, Waitrose) and increasing range not containing butter (Tesco) • Reformulation of sausage roll range to reduce saturated fat by 18% through changing meat cuts and fat level in pastry (ASDA). • Sausage range reduced in saturated fat by 9% through increasing lean meat component and using less added fat (CO-OP). • Reformulation of wholemeal muffins to contain no added fat with a reduction in saturated fat by 60% (Sainsburys). 	All foods with sat fat containing ingredients e.g. biscuits, cakes, ready meals, pizza etc

		<ul style="list-style-type: none"> • Use only Flora lite in their sandwiches & light mayonnaise across whole estate (Greene King) • Move to using rapeseed oil for cooking Fish cakes resulting in a 75% reduction in saturated fat (Waitrose) • 50% reduction in saturated fat achieved in Takeaway-style ready meals through the use of low-fat ingredients and baking rather than frying (Co-Op) • Reduction in saturated fat in Mexican ready meal line by up to 35% by adding rice and beans, reducing mince meat and cheese contents (Asda) • Change to skimmed milk as standard (Campden Food Co) • Reduction in saturated fat by 12% in chilled cheesecakes by changing proportions of base, cream and soft cheese (Co-Op) 	
<p>Reformulation of mainstream products - Cooking practice</p>	<p>Switch to lower saturated fat oils and fats for cooking and frying e.g. switch from palm oil to sunflower / rapeseed</p> <p>Switch from frying to baking / grilling</p> <p>Skimming draining fat from food during cooking</p>	<ul style="list-style-type: none"> • Switch from palm oil to sunflower oil to prepare entire potato products range reducing saturated fat by 70% (McCain) • 80% total reduction in saturated fat in Hula Hoops (KP) • Switch from standard cooking oil to high oleic sunflower oil to fry crisps and savoury snacks (Walkers – Pepsico) – 80% reduction in saturated fat • 50% reduction in saturated fat achieved in Takeaway-style ready meals through the use of low-fat ingredients and baking rather than frying (Co-Op) • 11% reduction in saturated fat content of cooking oil (Burger King) • 	<p>All foods prepared with sat fat containing ingredients e.g. Fried foods (savoury snacks, chips, breaded chicken etc), Meat based dishes</p>
<p>Development of new lower saturated fat</p>	<p>Develop new products which represent healthier alternatives</p>	<ul style="list-style-type: none"> • Introduction of spreadable butters with up to 50% less saturated fat than standard block butter (Lurpak and Anchor) 	<p>All foods containing saturated fat, where reduced fat version do not</p>

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options		<ul style="list-style-type: none"> • Launch of 1% (and 0.75%) fat milk (many dairy businesses & retailers) • Lighter cheese varieties; Dairy Crest (Cathedral city & Davidstow); Kerry Foods (Low Low). At least 30% lower in fat. • Lower fat mozzarella used on Leggara pizzas (Pizza Express) • Baked crisps at least 50% lower in saturated fat than standard crisps (Walkers, Retailers, others? – KP??) 	replace mainstream products e.g. lower fat dairy products, meats, savoury snacks etc
Portion size reductions	<p>Reduction of portion sizes</p> <p>Increase range of smaller portion sizes</p> <p>Smaller pack sizes within multi-packs to be brought onto market for individual sale</p>	<ul style="list-style-type: none"> • Better for you variants of Philadelphia soft cheese brought to market - light and extra light versions at 45% & 77% lower saturated fat respectively (Kraft) • Countline chocolate products introduced in different lower calorie formats i.e. Galaxy Bubbles (Mars) – ‘a taste of Galaxy’. • Baked crisps are 50% lower in saturated fat than standard crisps • Morrisons developed and launched a crustless quiche containing 60% less saturated fat than standard equivalents. • The majority of Burton's Biscuit Company's product portions are under 150 kcal. In the few instances where portions are over 150 kcal, it is investigating lower calorie alternatives and variants where possible. • Mars bars have been reduced in size from 62.5g to 58g (Mars) • Kit Kat chunky portion size reduced by 10% with concomitant 8% reduction in saturated fat (Nestle) • 34% reduction in saturated fat in everyday pizza range through redefining portion sizes and improving selection of ingredients (Waitrose) • Mini frankfurters launched to compliment existing 	All pre-portioned / pre-sized foods e.g. chocolate bars, ready meal, cakes, savoury snacks,

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		Herta range (Nestle)	
Changing the balance of portfolio/menu	Menus balanced to offer more healthier options which are lower in saturated fat	<ul style="list-style-type: none"> • Greater range of healthier products by sourcing a wider range of lower fat options (Southover Food Company). • Add a 1000 new recipes with less saturated fat to recipe bank (Accent catering company). • Launch of 5 low fat soups and frozen yogurt (Eat) • Sauces and dressings served separately rather than pre-dressing (Mitchells & Butler). 	All foods
Incentivising consumers to choose healthier options	Promote shifts in consumer purchasing towards healthier alternatives and smaller portion sizes	<ul style="list-style-type: none"> • At launch, Sainsbury's had a price promotion on 1% fat milk, this now accounts for over 10% of sales • Launch of Davidstow Lighter accompanied by a 1/3 saving promotion (Dairy Crest). • 70% of advertising and marketing spend on promoting reduced / low sat fat products (McCain) 	All foods
	Provision of information to customers in food service / food preparation	<ul style="list-style-type: none"> • BaxterStorey have developed a supplier information pack containing ingredient information and highlighting alternative products lower in saturated fat for use in foodservice. • Accent Catering has added 1000 new recipes with less saturated fat to their recipe bank. 	
Activity intended to inform and educate consumers towards making healthier choices	Information on appropriate portion sizes, healthier food choices and a balanced diet	<ul style="list-style-type: none"> • Launch of a website (sat fat nav) to provide information to consumers on how to reduce saturated fat intakes (Unilever) 	Company websites, marketing material, courses

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ANNEX C – ANNUAL UPDATE TEMPLATE

FXX. SATURATED FAT REDUCTION

Please list the saturated fat reduction activities undertaken over the past year and where possible provide data to indicate the scale of the activity.

Some indicative examples are given below as a guide. More detailed examples of how businesses can describe achievements can be found in the supporting Saturated Fat Good Practice Tool [insert link].

If you are also a partner to the calorie reduction pledge, activities that affect both calorie and saturated fat levels can be reflected in both annual updates. However, reporting must be tailored to the relevant outcome.

Example 1. Reformulation: this could be presented as a percentage of sales or as the number or percentage of products/menu items/stock keeping units that have been reformulated. It would also be helpful to indicate the scale of reduction achieved.

Example 2. Development of new lower saturated fat options: this could be presented as the number or percentage of new products/menu items/stock keeping units with a lower saturated fat level.

Example 3. Portion size control: this could be presented as the number or percentage of products/menu items/stock keeping units that have had a portion size reduction where the previous portion size is no longer on sale or where a new portion size has been introduced to the market.

Example 4. Changing the balance of your portfolio/menu: This could be presented as the number or percentage of products/menu items/stock keeping units that have been introduced or changed where this alters the proportion of lower and higher saturated fat products.

Example 5. Consumer information/education: this could be presented in terms of circulation of print media or website downloads.

Example 6. Incentivising consumers to choose healthier options: this could include shifting the proportion of the company's overall marketing to lower saturated fat products, appropriate merchandising and price promotions.

This section provides you with an opportunity to describe the progress you have made on delivering against this pledge and the changes you have implemented in order to deliver this commitment. You may wish to indicate if your delivery plans for this pledge had to be modified and whether there were any unintended consequences that arose from your delivery of the pledge.

You may wish to give details of activity undertaken prior to signing up to the pledge or a reference to where this is captured elsewhere, e.g. in a separate monitoring form detailing previous actions or a separately prepared report.

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There is a 500-word limit when completing this section.