



Public Health  
England

Protecting and improving the nation's health

# UK's Sugar reduction and wider reformulation programme

Victoria Targett

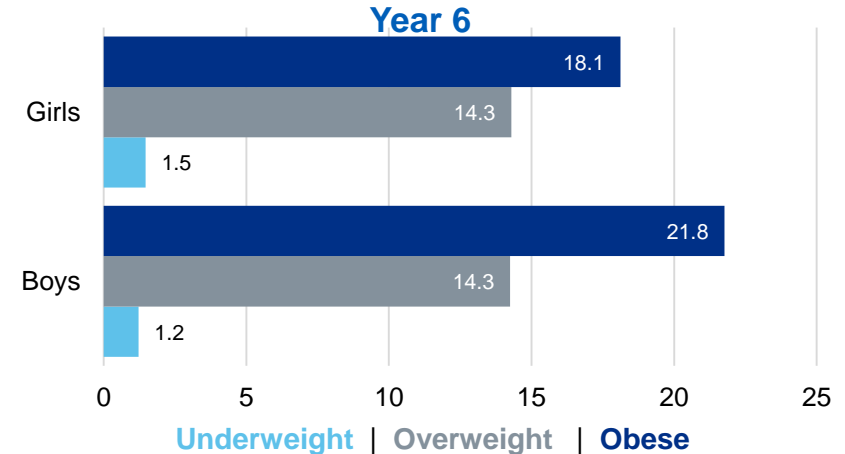
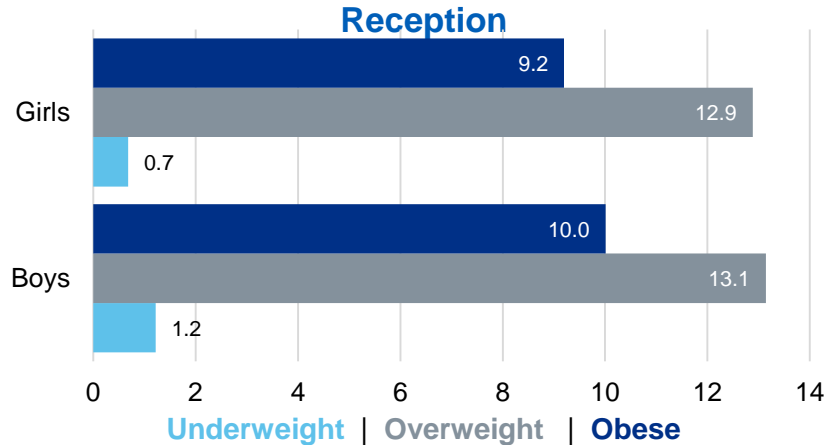
Team leader, Sugar and Calorie Reduction

February 2018

# Prevalence of excess weight and tooth decay among children

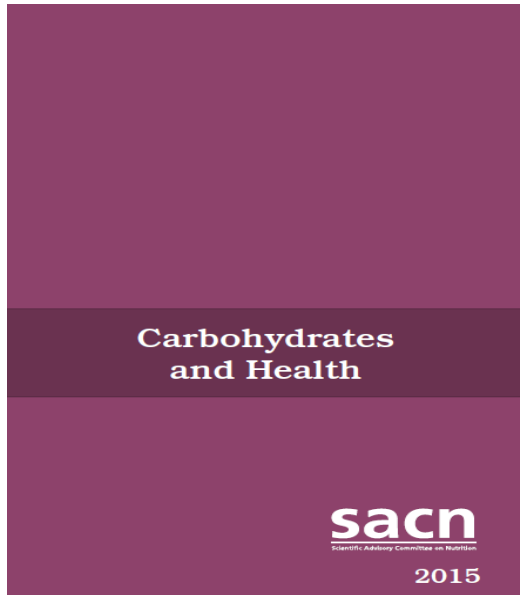
The difference in obesity prevalence between boys and girls was larger in year 6 than reception.

Underweight prevalence was higher for boys in reception but higher for girls in year 6.

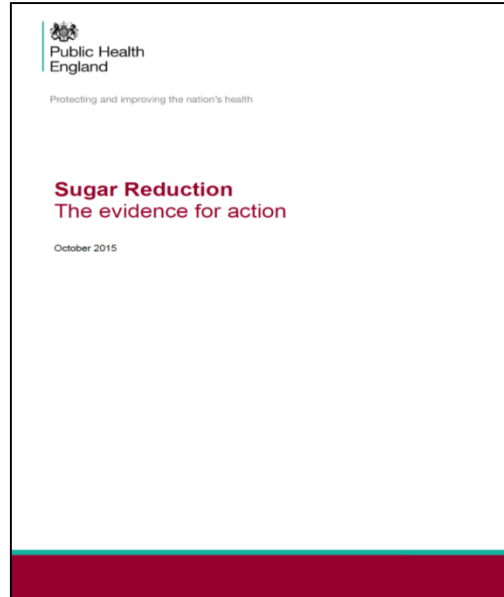


The proportion of children in the healthy weight category is not shown as it would lengthen the scale making the differences for the other categories harder to see. **For more information:** [Table 1a National Child Measurement Programme, England, 2016/17 school year.](#)

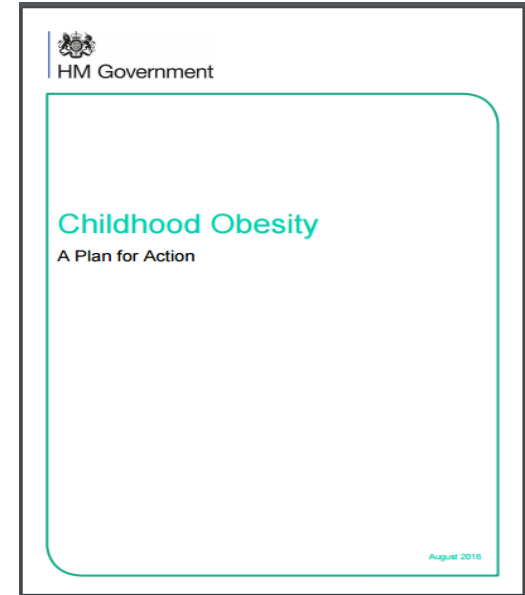
- In 2015 25% of children aged 5 years had tooth decay
- In 2013 46% of children aged 8 years
- 34% of children aged 12 years
- 46% of children aged 15 years



<https://www.gov.uk/government/publications/sacn-carbohydrates-and-health-report>



<https://www.gov.uk/government/publications/sugar-reduction-from-evidence-into-action>



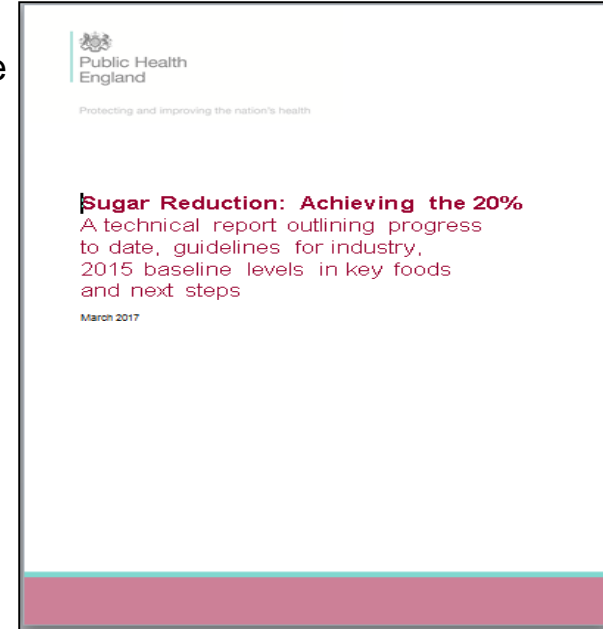
<https://www.gov.uk/government/publications/childhood-obesity-a-plan-for-action>

# Sugar reduction: Achieving the 20%

Following ten months of engagement, on the 30<sup>th</sup> March 2017 PHE published technical guidelines for the food industry on sugar reduction. The report sets out:

- The scope and approach of the programme
- Guidelines for all of the food industry on total sugar levels in foods and calorie/portion size for single portions
- An analysis of levels of sugar in key food categories, and soft drinks, for the year 2015
- Engagement with industry, non governmental organisations and other stakeholders
- Key future dates and the next steps in the programme.

**The programme will also help to reduce health inequalities as sugar consumption, and rates of obesity in children, tend to be highest in the most deprived.**



<https://www.gov.uk/government/publications/sugar-reduction-achieving-the-20>

# Sugar reduction: the guidelines

**Overall target is to reduce sugar by 20% by 2020 (5% reduction in year 1)**

Three mechanisms for action for all sectors of industry (retailers, manufacturers, out of home):

1. product reformulation to lower sugar levels present per 100g/ml
  2. reductions in portion size
  3. a shift in consumer purchasing towards lower/no added sugar products
- Should be accompanied by reductions in calories where possible, no increases in saturated fat and continued work to achieve the 2017 salt targets
  - Guidelines were set as category specific sales weighted average sugar levels 100g and sales weighted average and maximum calorie or portion size caps
  - Focuses on reducing levels of total sugars as these are declared on labels
  - Products covered are breakfast cereals, yogurts, biscuits, cakes, puddings, ice cream, morning goods (pastries, buns etc), confectionery (sweet and chocolate) and sweet spreads and sauces

# Sugar reduction and calorie/portion size guidelines

| Category description  | Baseline sales weighted average for total sugar (g sugar per 100g) | 5% reduction guideline (g sugar per 100g) | 20% reduction guideline (g sugar per 100g) | Portion guideline – kcals per serve (per portion of a product likely to be consumed by an individual at one time) <sup>a</sup> |  | Mechanism of most relevance to category |              |                          |
|---|--|---|--|--|--|---|--------------|--------------------------|
|   |  |   |  |  |  | Reformulation                           | Portion size | Shift portfolio of sales |
| <b>Breakfast cereals:</b> Includes all breakfast cereals, eg ready to eat cereals, granola, muesli, porridge oats. <sup>b</sup>   | 15.3g  | 14.6g                                     | 12.3g                                      | 400 kcals (maximum)  |  | √                                       |              | √                        |
| <b>Yogurts:</b> Includes all sweetened dairy yogurt, fromage frais products including non-dairy alternatives (such as soya, goat, sheep products): Excludes natural yogurt and unsweetened yogurt and fromage frais. <sup>c</sup> | 12.8g  | 12.3g                                     | 11.0g                                      | 120kcal sales weighted average   | 175kcal maximum  | √                                       | √            | √                        |
| <b>Biscuits:</b> Includes all types of sweet biscuits including cereal bars and toaster pastries (Pop Tarts); gluten free biscuits; two-finger Kit Kats (but all other sizes are excluded)  | 32.8g  | 31.2g                                     | 26.2g                                      | 100kcal sales weighted average   | 325kcal maximum  | √                                       | √            | √                        |
| <b>Cakes:</b> Includes all types of cakes, ambient and chilled, including cake bars and slices, American muffins, flapjacks, Swiss rolls.   | 34.9g  | 33.1g                                     | 27.9g                                      | 220kcal sales weighted average   | 325kcal maximum  | √                                       | √            |                          |
| <b>Morning goods:</b> Includes morning goods such as croissants, crumpets, English muffins, pancakes, buns, teacakes, scones, waffles, Danish pastries, fruit loaves, bagels.   | 12.5g  | 11.9g                                     | 10.0g                                      | 220kcal sales weighted average   | 325kcal maximum  | √                                       | √            |                          |
| <b>Puddings:</b> Includes all types of ambient (including canned), chilled and frozen puddings.   | 18.8g  | 17.9g                                     | 15.1g                                      | 220kcal sales weighted average   | 450kcal max<br>550kcal max for OOH with additions <sup>d</sup> | √                                       | √            |                          |

# Sugar reduction and calorie/portion size guidelines continued

| Category description  | Baseline sales weighted average for total sugar (g sugar per 100g) | 5% reduction guideline (g sugar per 100g) | 20% reduction guideline (g sugar per 100g) | Portion guideline – kcals per serve (per portion of a product likely to be consumed by an individual at one time) <sup>a</sup> |                 | Mechanism of most relevance to category |              |                          |
|---|--|---|--|--|-----------------|---|--------------|--------------------------|
|   |  |   |  |  |                 | Reformulation                           | Portion size | Shift portfolio of sales |
| <p><b>Ice cream, lollies and sorbets:</b> Includes all types of ice cream, dairy and non-dairy, choc ices, ice cream desserts eg Arctic roll, lollies and sorbets.</p> <p>Average conversion factors have been applied to ice cream products to convert volumes sales in litres to kilograms, and nutrition information provided per 100ml to per 100g. Sugar content in g per 100ml is provided in brackets.</p> | 23.2g<br>(13.7g)   | 22.1g<br>(12.8g)                          | 18.6g<br>(10.8g)                           | 220kcal sales weighted average   | 325kcal maximum | √                                       | √            |                          |
| <p><b>Chocolate confectionery:</b> Includes chocolate bars, filled bars, assortments, carob, diabetic, low calorie and seasonal chocolate.</p>  | 54.6g  | 51.9g                                     | 43.7g                                      | 200kcal sales weighted average   | 250kcal max     |   | √            |                          |
| <p><b>Sweet confectionery:</b> Includes all sweets. Excludes sugar free sweets and chewing gum.</p>   | 60.6g  | 57.5g                                     | 48.4g                                      | 125kcal sales weighted average   | 150kcal max     |   | √            |                          |
| <p><b>Sweet spreads and sauces:</b> Includes chocolate spread, peanut butter, ice cream and dessert sauces/toppings and compotes, jam type spreads that are out of scope of the legislation.</p>  |  |   |  | <p><b>Portion size guideline (grams per portion of a product likely to be consumed by an individual at one time)</b></p>       |                 |   |              |                          |
| <p><b>Chocolate spread:</b> Includes chocolate hazelnut spreads, milk chocolate spreads, confectionery branded chocolate spreads.</p>   | 54.8g  | 52.0g                                     | 43.8g                                      | 15g sales weighted average   |                 | √                                       |              |                          |
| <p><b>Peanut butter:</b> Includes peanut butter with added and no added sugar and flavoured peanut butter (including chocolate where peanuts are the main ingredient) as well as all other nut butters (eg almond, cashew).</p>   | 4.9g   | 4.7g                                      | 3.9g                                       | 15g sales weighted average   |                 | √                                       |              |                          |
| <p><b>Dessert toppings/sauces:</b> Includes dessert syrups with added sugar, coulis, compotes, cream based toppings, brandy sauce.</p>  | 48.3g  | 45.9g                                     | 38.7g                                      | 15g sales weighted average   |                 | √                                       |              |                          |
| <p><b>Fruit spreads:</b> Includes fruit-based spreads that do not fall under the EU jam definition and legislation.</p>   | 43.2g  | 41.1g                                     | 34.6g                                      | 15g sales weighted average   |                 | √                                       |              |                          |

# Data & Monitoring

- 2015 is the baseline for the sugar reduction programme to allow PHE to take account of work that's already been undertaken
- The programme will be open and transparent – regular, comparable information will be published online to enable scrutiny
- We will use commercially available datasets covering all sectors – Kantar Worldpanel for food/drink purchased for consumption in the home; MCA for food/drink purchased for consumption out of the home
- Detailed assessments of progress will be published in March each year (2018, 2019, 2020)
- Report to include dashboard of overall progress as well as progress by individual businesses and in top selling products; will also include case studies
- Looking for decreases in sales weight averages, reductions in portion size and clear sales shift to lower or no/ reduced added sugar alternatives
- Report will also include monitoring for the Soft Drinks Industry Levy



# Action on drinks

## Soft drinks industry levy

- Comes in to law April 2018
- Applies to manufacturers and importers of added sugar soft drinks and across the whole of the UK
- Two rates based on total sugar content - 18p per litre for the lower sugar products (5g/100ml and above), 24p per litre for the higher sugar products (8g/100ml and above)
- Revenue to be used to support schools including funding for programmes that promote physical activity and balanced diets in school-age children

## PHE programme for drinks excluded from the levy

- Covers fruit and vegetable juices and milk-based drinks including hot drinks, syrups and powders
- Most recent proposals discussed on 12 February, anticipate guidelines to be published in the next couple of months
- The exemption for milk drinks will be reviewed in 2020, taking into account the progress made through voluntary reformulation
- PHE is including all drinks in its monitoring programme, as requested by HMT

# Why we need Out of Home involvement

More than a **quarter of adults** **27%** and **one fifth of children** eat food from **out of home food outlets** at least once a week



Meals eaten outside of the home tend to be associated with higher intakes of **sugar, fat, and salt** and portion sizes tend to be bigger



The **increasing consumption of out-of-home meals** has been identified as an important factor contributing to **rising levels of obesity**

Food outlets increasingly cluster around schools



**18%** of meals were eaten out of the home in 2015, up 5% on 2014



# Calorie reduction programme

- An excess of calories – not just sugar consumption – is among the root causes of childhood obesity
- Sugar reduction programme accounts for around 25% of calories consumed – need to address the rest
- Adults currently consume between 200–300 calories in excess each day
- In August 2017 PHE was formally asked by government to commence work to scope how to reduce excess calorie consumption by children
- PHE is currently reviewing the evidence on children's calorie consumption and working towards setting the ambition and timeline for the programme – will be published in the coming weeks
- We will then consult with all sectors of the food industry, trade bodies, health bodies, other government departments to develop category guidelines – early 2019
- Will cover those foods that contribute significantly to children's calorie consumption e.g. meat products, pizza, ready meals, sandwiches, crisps/savoury snacks etc

# Other future work

- **Salt reduction**
  - In March 2017, Public Health England re-published the targets set under the Public Health Responsibility Deal, *Salt Reduction targets for 2017*
  - The targets, due to be achieved by the end of 2017, provide guidance to industry on the levels of salt that they should be aiming to achieve across around 80 individual product categories.
  - PHE will publish an assessment of industry's progress against the targets later this year.
- **Product ranges explicitly targeted at babies and young children**
  - PHE's reduction and reformulation programme will move to consider baby, weaning and toddler foods.
- **Saturated fat**
  - Draft report for consultation to be published in the next couple of months



Public Health  
England

Protecting and improving the nation's health

# Victoria Targett

## Team Leader, Sugar and Calorie Reduction

February 2018