

# BETTER HEALTH

## A BIRDS EYE VIEW OF THE HEALTH OF THE NATION



### Sustainable Eating

Our future diets must promote both personal and planetary health, and the UK national dietary guidelines have evolved across the past decade to factor for environmental sustainability.



### Saturated Fat

As a UK nation we still eat too much saturated fat. At Birds Eye we use mainly unsaturated oils, such as rapeseed and sunflower, in our products to minimise saturated fat levels.



### Salt

As a UK nation we have reduced our intake of salt over the past decade, but still eat too much. At Birds Eye, we have a Salt Reduction Working Group to drive lower salt across our products. Over the past decade, our Cod Fish Fingers have seen a 21% reduction in salt, while our Potato Waffles have seen a 28% reduction.



### Omega-3

As a UK nation we still need to improve our omega-3 intakes, whether from fish or plant sources. Our Birds Eye Omega-3 Fish Fingers are named as such to signpost that they're an accessible, family-friendly source of essential omega-3 fatty acids.



### Vegetables

As a UK nation we're still not eating our 5-a-Day, despite an upward trend in intakes over the past decade. Birds Eye was the proud recipient of the 2020 Peas Please Pledger Champion award, demonstrating our commitment to helping the nation boost their vegetable intake. Our ambition is that we'll all be eating 300g of vegetables a day by 2050.



### Fibre

As a UK nation our fibre awareness has grown over the past decade, but we still don't eat enough. Birds Eye is an Action on Fibre signatory, to help 'close the gap' between the nation's fibre intakes and the UK 30g/day recommendation.



### Covid-19

The Covid-19 pandemic has affected the UK nation's health and diet-related behaviours, and worsened socio-economic inequalities and deprivation. Collaborating with food poverty and redistribution charities is just one way the food industry can help, and Birds Eye has donated the equivalent of over 243,260 meals to FareShare since joining forces in 2015.



### The Future

Birds Eye is committed to supporting the UK nation in its drive to improve personal and planetary health over the coming decade.

