

# Adroddiad Cyfarwyddwr ASB Cymru Report from Director, FSA Wales



**FSA Board  
July 2008**

**Steve Wearne**

# Content of report

## Introduction

- **FSA Wales - status, function and funding**

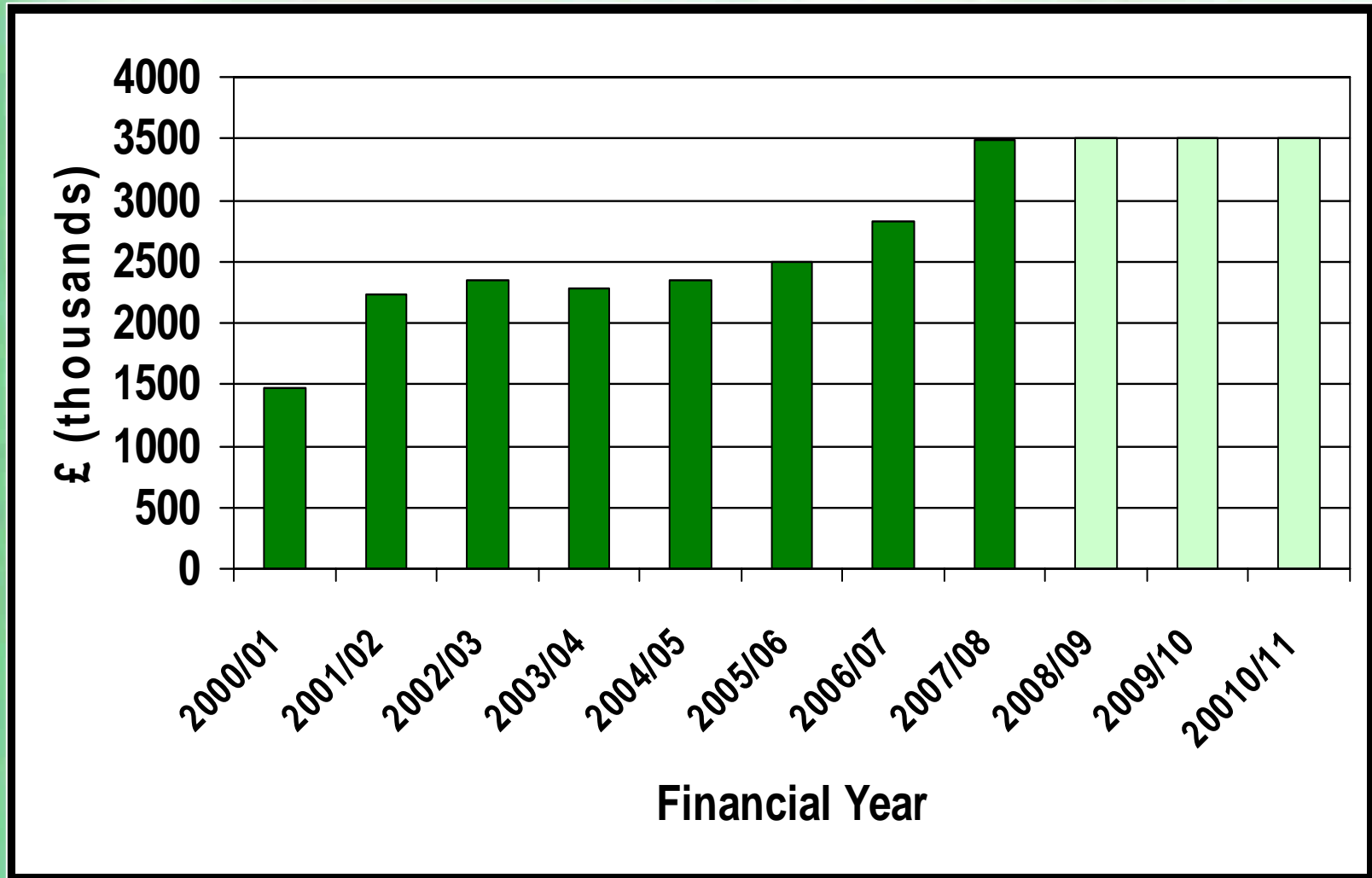
## Delivering the business

- **priorities and ambitions for 2008-11**
- **progress to date**

## Working in Wales

- **FSA/Assembly Government concordat**
- **collaboration with Welsh local authorities**
- **delivering a Welsh nutrition agenda**
- **engagement with Welsh food producers**
- **the *E. coli* Public Inquiry**

# Welsh Assembly Government funding, 2000-11



## Priorities for 2008-11

To deliver our vision of “*Safe Food and Healthy Eating for all in Wales*” we will:

- listen to and understand our stakeholders...
- ...effective stewardship of resources...
- ...measurable and sustained dietary improvements...
- ...raise public awareness...to reduce incidence of food borne disease...
- ...improved food safety management in and compliance by food business operators...

## Progress to date

Three months into this three year plan, we have:

- agreed FSA/Assembly Government concordat
- completed approvals of meat plants in Wales
- completed and published focused audit on outbreak control
- implemented second Welsh Language Scheme
- reviewed operation of WFAC

[www.food.gov.uk](http://www.food.gov.uk)

# Concordat

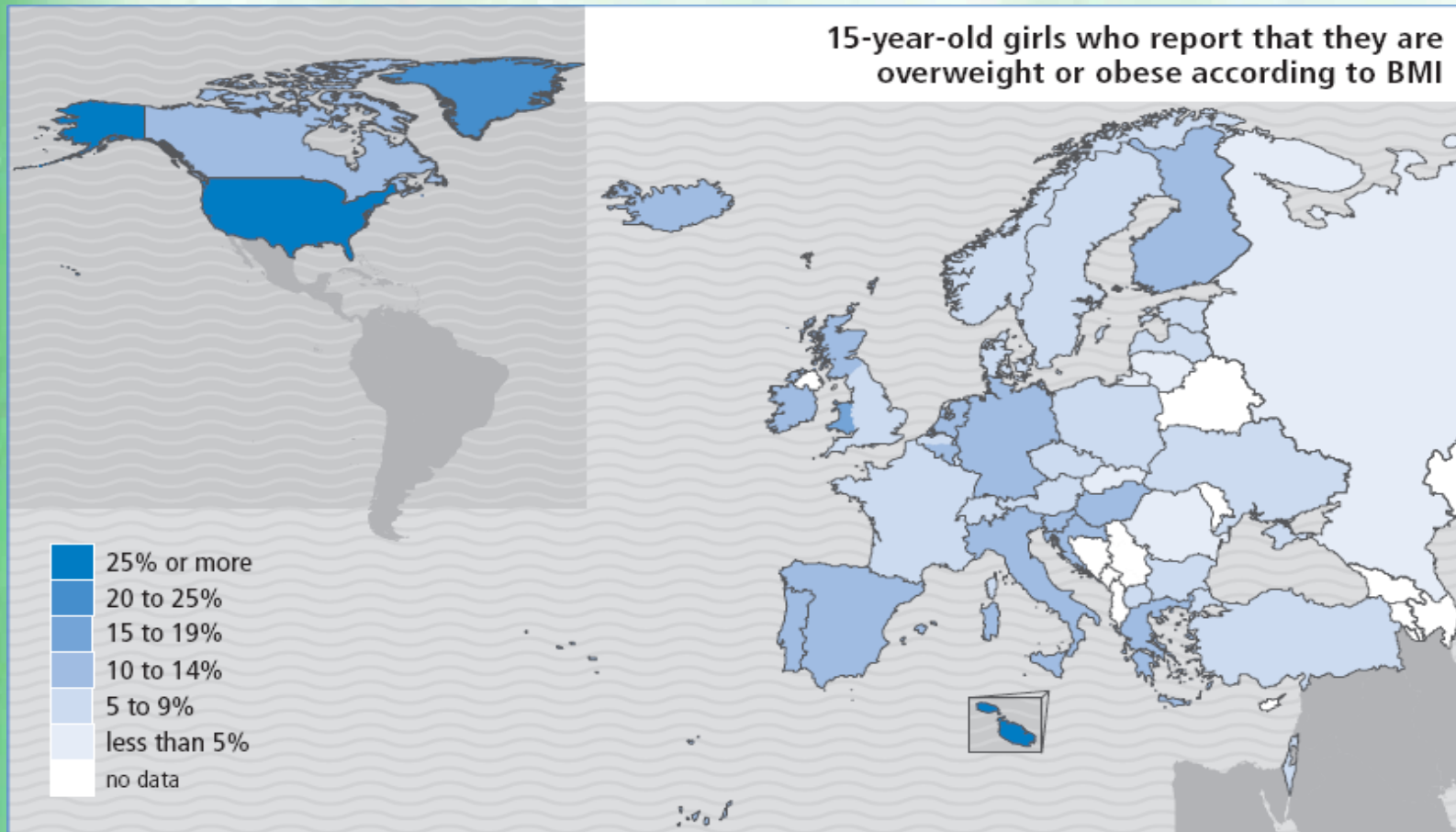


Llywodraeth Cynulliad Cymru  
Welsh Assembly Government



The 22 unitary local authorities in Wales

# Percentage of girls aged 15 who are overweight, 2001/02



# Engagement with Welsh food producers

www.food.gov.uk

SIGNPOSTING FACTSHEET: 2008



## Traffic light labelling

making healthier eating easier

### Why is front of pack nutritional labelling so important?

Research shows consumers in the UK are eating too much saturated fat, sugar and salt. Obesity is on the increase in the UK and according to official figures (the Welsh Health Survey 2005/6), more than half of all adults in Wales (56%) are overweight or obese. There is also compelling evidence to suggest that poor diet contributes to heart disease, cancer, stroke and diabetes. In Wales, these account for two thirds of all deaths. Circulatory diseases, mainly heart disease and stroke, account for 41% of all deaths, with cancers accounting for 25% of deaths. Labelling foods clearly and honestly is one way of helping to improve the nation's diet, making it easier for people to choose healthier options when shopping.



The FSA recommends that retailers and manufacturers use traffic light colour-coded nutritional labels on the front of their products to indicate whether a food is high, medium or low in fat, salt and sugar. This is because our extensive consumer research has shown that it is the use of red, amber and green that helps people make healthier food choices quickly and 'at a glance'.

Shoppers want front of pack labelling to be consistent, authoritative and independent – which is what the FSA approach provides.

Over 40% of the UK's retail market is using traffic light labels on the front of their products. Several manufacturers are also using the approach, together with some train companies and a price comparison website.

There is also strong support for traffic light labelling from a range of medical, public health and consumer organisations. Visit

[www.food.gov.uk/foodlabelling/signposting/](http://www.food.gov.uk/foodlabelling/signposting/) for a full list of our supporters and adopters.

Taflen Gyfeirio 2008



## Labelu goleuadau traffig

gwneud bwyta'n iachach yn haws

### Pam bod labelu maeth ar flaen pecynnau mor bwysig?

Dengys gwaith ymchwil fod defnyddwyr yn y DU yn bwyta gormod o fraster dirlawn, siwgr a halen. Mae gordewdra yn cynyddu yn y DU ac yn ôl ffigurau swyddogol (Arolwg Iechyd Cymru 2005/6), mae mwy na hanner oedolion Cymru (56%) dros bwysau neu'n ordew. Ceir tystiolaeth gymhellol hefyd i awgrymu bod deiet gwael yn cyfrannu at glefyd y galon, canser, strôc a diabetes. Mae'r clefydau hyn yn achosi dwy ran o dair o'r holl farwolaethau yng Nghymru. Mae clefydau cylchrediad, clefyd y galon a strôc yn bennaf, yn cyfrif am 41% o'r holl farwolaethau, ac mae canser yn cyfrif am 25% ohonynt. Mae labelu bwydydd yn glir ac yn onest yn un ffordd o helpu i wella deiet y genedl, gan ei gwneud yn haws i bobl ddewis bwydydd iachach pan fyddant yn siopa.



Mae'r Asiantaeth Safonau Bwyd yn argymhell y dylai manwerthwyr a gweithgynhyrchwyr ddefnyddio labeli maeth lliwiau goleuadau traffig ar flaen eu cynhyrchion er mwyn nodi p'un a yw cyfanswm y braster, yr halen a'r siwgr yn y bwyd yn uchel, yn ganolog neu'n isel. Y rheswm dros hyn yw am fod ein gwaith ymchwil helaeth ar ddefnyddwyr wedi dangos bod defnyddio coch, ambr a gwyrdd yn helpu pobl i ddewis bwydydd iachach yn gyflym ac yn syth.

Mae siopwyr am i'r labeli sydd ar flaen pecynnau fod yn gyson, yn awdurdodol ac yn annibynnol – sef yr hyn y mae'r Asiantaeth Safonau Bwyd yn ei ddarparu.

Mae dros 40% o farchnad farwerthu'r DU yn defnyddio labeli goleuadau traffig ar flaen eu cynhyrchion. Mae sawl gweithgynhyrchydd yn defnyddio'r dull hwn hefyd, ynghyd â rhai cwmnïau hyfforddi a gwefan cymharu prisiau.

Ceir hefyd gefnogaeth gref i labelu goleuadau traffig gan amrywiaeth o sefydliadau meddygol, iechyd y cyhoedd a defnyddwyr. Ewch i

[www.food.gov.uk/foodlabelling/signposting/](http://www.food.gov.uk/foodlabelling/signposting/) i gael rhestr lawn o'n cefnogwyr a'n mabwysiadwyr.