

Nutrient profiling model for children

The nutrient profiling model is a tool to separate foods which are high in fat, saturated fat, salt or sugar. The model is used by Ofcom to regulate food advertising aimed at children.

The model uses a simple scoring system which recognises the benefits of a balanced nutritional diet, such as:

- protein
- fibre
- fruit
- vegetables
- nuts

It also identifies foods with ingredients which children should reduce in their diet, such as:

- saturated fats
- salt
- sugar

The model penalises foods with ingredients that children should eat less of including saturated fats, salt and sugar.

Public Health England will publish a review of the nutrient profile model in 2018 on behalf of the Department of Health.