

Open Meeting Of The Northern Ireland Food Advisory Committee On 6 July 2016 at the FSA Office, Belfast.



INVESTOR IN PEOPLE

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**OPEN MEETING OF THE NORTHERN IRELAND FOOD ADVISORY
COMMITTEE ON WEDNESDAY 6 JULY – FSA OFFICE, BELFAST.**

Agenda

1. 10.00 am – Welcome and introductions
2. 10.10 am – Minutes of the meeting of 9 March 2016
3. 10.15 am – Chair's report and Director's update
4. 10.30 am – **Update on development of a framework for assessment of foods which may present an increased likelihood of harm.**

&

An update on burgers served less than thoroughly cooked in food service outlets - Nick Lavery.
5. 11.00 am – **Antimicrobial resistance - Javier Dominguez.**
6. 11.30 am – **Update from the FSA in NI Operational Policy and Delivery Team - Kirsten Dunbar**
7. 12.00 pm – **Incidents and Resilience Annual Report 2015/16 - Jason Feeney.**
8. 12.30 pm – **Eatwell Plate Refresh - Joanne Casey.**
9. 1.00 pm – AoB
10. 1.05 pm – **Close**

PAPER FOR DISCUSSION
Minutes of Open Meeting on 11 May 2016

Executive Summary

Attached are the minutes of the 11 May NIFAC open meeting.

Members are invited to:

- Agree minutes as a true record of proceedings.

FSA Northern Ireland

Contact: Seth Chanas

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REF NIFAC MINUTES 3/16

**OPEN MEETING OF THE NORTHERN IRELAND FOOD ADVISORY
COMMITTEE (NIFAC) ON 11 MAY 2016, 10.30AM, AT THE FSA OFFICES,
BELFAST.**

Those present:	FSA
<u>NIFAC members</u> <ul style="list-style-type: none">• Henrietta Campbell – Chairman.• Aodhan O'Donnell.• Christine Kennedy.• Phelim O'Neill.• David Lindsay.• Colin Reid.• Elizabeth Mitchell. <u>Apologies</u> <ul style="list-style-type: none">• Brian Smyth.	<ul style="list-style-type: none">• Maria Jennings – Director for Northern Ireland and Organisational Development.• Michael Jackson –NI Head of Local Authority Policy and Delivery.• Seth Chanas – NIFAC Secretariat.• Will Creswell – Consumer Protection Division.• Kathryn Baker – NI Head of Consumer Protection. <u>By Teleconference</u> <ul style="list-style-type: none">• Julie Pierce – Head of Communications• Michelle Patel – Head of Marketing Communication and Consumer Insight• Nina Purcell – Director for Wales and Local Delivery

1. Welcome and introductions

- 1.1. The Chair welcomed all to the meeting. It was explained that NIFAC member Brian Smyth would not be able to attend the meeting and had passed on his apologies.
- 1.2. Members had been circulated a copy of the Director's annual report to the FSA Board for comment. Some comments had been received by email ahead of the meeting. Members were pleased to see mention of the statutory, cross-border agencies mentioned in the report. Menucal was also praised as a piece of work that could be used across the UK and for which FSA in NI staff should rightly receive a good deal of the credit.

2. Minutes of the meeting of 20 January 2016.

- 2.1. The Chair asked if there were any comments on the minutes of NIFAC's open meeting on 9 March. The Secretariat explained that all amendments suggested by NIFAC members had been incorporated. No further changes were requested and the Secretariat agreed to arrange for the publication of the minute.

Action Point – Secretariat to make arrangements for publication of the minutes of the NIFAC meeting on 9 March 2016.

3. Chair's Report and Director's Update

- 3.1. The Chair explained that she had been unable to attend the previous Board meeting but was looking forward to the forthcoming meeting in Belfast.
- 3.2. Maria Jennings then updated the Committee on items from her report contained in the meeting papers, including:
- Work around allergies;
 - Review of Official Auxiliaries;
 - FSA/DARD Strategic Labelling Group;
 - The Eatwell guide; and
 - Third Country Trade;
- 3.3. It was explained that the work around allergies had recently been brought into focus by the prosecution and conviction of a restaurant owner in England for the death of a customer who suffered from peanut allergies.
- 3.4. The review of official auxiliaries had been completed. DARD had agreed the report and will reallocate Meat Inspectors. Communication is now underway with businesses to explain what the efficiencies will mean for them. The Northern Ireland methodology is now being used across the UK.
- 3.5. Of the FSA/DARD Strategic Liaison Group, it was explained that new food labelling rules had come into operation and that the new Minister would be apprised of the changes.
- 3.6. The Eatwell guide had been refreshed in partnership with colleagues in Public Health England. NIFAC will receive a presentation on the refreshed guide at a future meeting.

Action Point – Secretariat to arrange for a presentation on the refreshed eatwell guide at the upcoming NIFAC meeting on 6 July.

- 3.7. On Third Country trade, it was explained that the FSA are not the lead organisation in discussions but has an input, which is vital. Authorities from third countries are often keen to speak to representatives of the FSA as the competent authority for food safety in the UK.

4. National Food Crime Unit.

4.1. The Chair welcomed Will Creswell of the FSA's Consumer Protection Division to the meeting to introduce a paper on National Food Crime Unit, due to be discussed at the upcoming meeting of the FSA Board. The paper covered:

- the time since the establishment of the Unit;
- progress to date and staff recruited;
- intelligence gathering;
- reasons for resistance to data sharing from industry;
- the review due in December; and
- key principles and recommendations for the FSA Board.

4.2. There then followed a discussion, during which the following points were made:

- This is an excellent paper that clearly sets out the issues, demonstrating the extent and variety of food crime.
- Consumers will have an important role to play in frustrating the interests of criminals and engagement here will be key. The paper indicates that engagement with consumers will not always be possible in the interests of maintaining industry confidence that, where they share data with the FSA, that data will be protected. This is central to the challenges faced by the FSA in hosting the National Food Crime Unit. The FSA was established to be an open and transparent organisation. This founding principle may be in tension with the requirement to protect information in investigating food crime. One proposal expressed at the meeting was for the FSA to establish an ethics unit or committee. This would provide a central control for making such determinations. This will require a very clear definition of the consumer interest.
- Funding must be maintained to ensure that the functions of the unit can be carried out effectively. For a small department such as the Food Standards Agency, taking on 20 new staff represents a significant investment and though it has been possible to fund the unit from allocation to date, it is clear that the public views this issue as within the role of the FSA and other organisations may not be forthcoming to help fund the unit. The FSA also has certain limitations in not playing a physical, enforcement role but still being expected to police the issue of food crime.
- In hindsight, a 2 year review may be too early and a 3 year review might have been more meaningful. Nevertheless, the review can identify the issues uncovered to date and even at this early stage the unit is processing a considerable volume of intelligence and this is likely to increase. Finding the right people to perform the review of the National Food Crime Unit will be key to ensuring the review's effectiveness. It must be ensured that the review is carried out by a person or people

who are genuinely independent of the FSA and the decision making that led to the establishment of the unit. It is reassuring that the review will include issues in devolved administrations as Northern Ireland's situation, with a land border with the Republic of Ireland, is different to that of England or Wales.

- 4.3. The Chair thanked Will Creswell for bringing this paper to NIFAC for consideration.

5. Consumer Protection Team, Local Update.

- 5.1. The Chair welcomed Kathryn Baker, the FSA in NI's Head of Consumer Protection to the meeting to deliver an update on the work of the Consumer Protection team in NI, focussing on the links of the NI Consumer Protection team with the work of the National Food Crime Unit. The presentation covered:

- the role of the team and its relationship to the National Food Crime Unit;
- access to information;
- the recent recruitment of the Fraud Liaison Officer;
- incidents raising the profile of the FSA's work around food crime;
- the use of legislation not directly related to food;
- the origin and geographical scope of Opson V;
- Opson in Northern Ireland; and
- social media campaigns.

- 5.2. There then followed a discussion, during which the following points were made:

- This was an informative update that effectively supplemented the previous item, giving practical examples of where work around food crime has led to prosecutions in Northern Ireland as well as highlighting the cross-border aspect inherent in some food crime incidents. This demonstrates the need for effective collaboration with partner agencies in multiple jurisdictions to tackle food crime.
- The video, made for the social media campaign around OPSON, is impressive and the FSA in NI is to be congratulated in putting together such an effective publicity tool.

- 5.3. The Chair thanked Kathryn Baker for this update.

6. Our Food Future.

- 6.1. The Chair welcomed Julie Pierce, the FSA's head of Communications and Michelle Patel, the FSA's Head of Marketing Communication and Consumer

Insight, to the meeting to deliver an update on a paper, due to be discussed at the upcoming meeting of the FSA Board, on Our Food Future. This presentation was delivered by video link from the FSA's offices at Aviation House in London. The presentation covered:

- seeking consumer views on issues important to them in relation to the future of food;
- the establishment of a steering group;
- the Food Futures launch;
- findings from the launch and their role in informing policy;
- social media activity; and
- outputs feeding into themes for food safety week.

6.2. There then followed a brief discussion, during which the following comments were made:

- Many of the key messages from this research reinforce core elements of the FSA's current strategic plan. This is a great, innovative approach and a positive first step in open policy making and the FSA is to be congratulated in taking this forward.
- The exercise did provide an opportunity for participants to reflect on their own food future as individuals as well as a population, generating helpful suggestions for how individuals can take greater responsibility for the future of food including ensuring the retention of cooking skills. There was also, however, a clear expectation that government and industry could do more and in a more visible manner to safeguard our food future.
- The link between good health generally and diet was another common theme. This emphasises the regret felt by many in NIFAC that the FSA no longer retains a responsibility around dietary health in England and Wales. Though clearly not within the core remit of the FSA and caution around mission-creep is generally advised, the FSA has demonstrated that this is work it can do well and supplements its position as an authority around food.

6.3. The Chair thanked Julie Pierce and Michelle Patel for bringing this item to the Committee.

7. Regulating our Future.

7.1. The Chair welcomed Nina Purcell, the FSA's Director for Wales and Local Delivery, to the meeting to deliver an update by video link from the FSA's offices at Southgate House in Cardiff, on a paper, due to be discussed at the upcoming meeting of the FSA Board, on an effective, robust and proportionate system of ensuring that food businesses comply with the regulations put in place to protect consumers' interests. The presentation covered:

- risk considerations;
- political challenges;
- reasons for change;
- the level of ambition;
- a historical overview of regulation;
- a potential model for big businesses; and
- a model for Small and Medium sized Enterprises.

7.2. There then followed a discussion, during which the following points were made:

- The paper does a great job of explaining the issues and understates the amount of work undertaken as well as the scale of the task. There is a need to overhaul the inspection regime but this will be a very big undertaking.
- It would be helpful if the timeframes, laid out in the Annex, also reflected the inspection of the meat industry.
- There should be caution that accreditation does not translate automatically into approval. There is a variety of differing independent assurance bodies with various accreditation criteria and these bodies have not, to date, been a part of the discussion around this work.
- There is a question over whether the 3 year timescale is a realistic target and a 5 year timescale may even be challenging. While the need for the timescale to be ambitious is recognised, it would be a shame for the FSA's approach to be considered to have failed by not meeting a timescale that may have been overambitious. Possibly the timescale should be noted among the risks highlighted in the paper.
- Whatever is ultimately developed by the FSA for use in England, Wales and Northern Ireland will have implications for Scotland. The food industry and consumers cannot have different regulatory outcomes within the UK though the delivery model may vary and it is good to see this point accepted in the paper. However, there should perhaps be consideration of including a reference regarding liaison with FSS in this paper.

7.3. The Chair thanked Nina Purcell for assisting with the Committee's consideration of this paper.

Any Other Business

7.4. The next meeting will be on 6 July 2016. A venue is currently being considered for the meeting and members will be updated on progress. No further business was raised and the meeting was closed.

TABLE OF ACTION POINTS

No	Action	To be actioned by	To be completed by
1.	To make arrangements for publication of the minutes of the NIFAC meeting on 9 March 2016.	Secretariat	06/07/2016
2.	To arrange for a presentation on the refreshed eatwell guide at the upcoming NIFAC meeting on 6 July.	Secretariat	06/07/2016

ACTION POINTS FROM PREVIOUS MEETING

No.	<i>Date of meeting</i>	<i>Action</i>	<i>Target Owner</i>	<i>Target Completion Date</i>	<i>Position</i>	<i>Complete</i>
1.	11/05/2016	To make arrangements for publication of the minutes of the NIFAC meeting on 20 January 2016	Secretariat	06/07/2016	Minutes published on www.food.gov.uk	Complete
2.	11/05/2016	To arrange for a presentation on the refreshed eatwell guide at the upcoming NIFAC meeting on 6 July.	Secretariat	06/07/2016	On Agenda for 6/7/2016 meeting.	Complete

PAPER FOR INFORMATION

Update from Director for NI and Organisational Development to NIFAC 6 July 2016

Executive Summary

Attached is the FSA in NI Director's update to the Committee for July 2016. This report covers the period from 10 May to 29 June.

- No action by members is necessary.

FSA Northern Ireland

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Food is Safe

Animal Feed

In preparation for the implementation of Earned Recognition (ER) for animal feed enforcement in Northern Ireland, FSA in NI and Department of Agriculture, Environment and Rural Affairs (DAERA) held the first of their annual meetings with the Agricultural Industries Confederation (AIC).

Although AIC and FSA hold quarterly meetings to review ER for animal feed, It has been agreed that NI representatives will not routinely attend but will remain on the circulation list and will receive agendas, minutes and other papers that are discussed at the meetings.

The first annual meeting with AIC was particularly useful in that DAERA was able to obtain useful clarification on aspects of the management of feed assurance, the audit function undertaken by the Universal Feed Assurance Scheme (UFAS) on behalf of AIC and governance information shared by AIC to enforcement authorities.

A member of the Operational Policy & Delivery team also attended an AIC Food/Feed Assurance Seminar, in which AIC deliver feed safety training to assurance scheme members. This was a useful networking opportunity which allowed FSA to highlight earned recognition developments to attendees.

Primary Production

An FSA in NI audit of the delivery of primary production hygiene official controls, carried out by DAERA Agri-food Inspection Branch (AfIB) on behalf of the FSA, took place between 6 and 9 June. The audit examined the delivery of official controls in registered establishments under Annex I of Regulation (EC) No.852/2004 and took place at the DAERA offices in Dundonald House. Four reality check visits to farms were also included in the audit. The outcomes from the audit were very positive with no recommendations made.

Multi-Agency Livestock Meeting

The FSA in NI hosted a meeting of the multi-Agency Livestock meeting on the 21 June. Organisations represented at the meeting included Police organisations, Revenue and Customs and Agriculture Departments from both NI and ROI and the Food Safety Authority of Ireland. The purpose of group is to share intelligence around livestock theft, illegal practice in animal movements and possible illegal slaughtering operations. The group discussed intelligence, were briefed on ongoing investigations of the two Agricultural and Police Departments and agreed on a number of lines of enquiry that required further investigations through joint future operational activity.

Links with colleagues in Republic of Ireland

The Operational Policy & delivery team maintain regular contact with their colleagues in the ROI. The bi-annual meeting between FSA, DAERA, the Food Safety Authority of Ireland (FSAI) and the Department of Agriculture, Food and the Marine (DAFM) took place on the 31 May. Agenda items included meat hygiene policy, Mechanically Separated Meat (MSM) and Trade issues. Team members

also attended the regular bi-annual bilateral animal feed meeting between FSA, DAFM and DAERA on 22 June, hosted this time by animal feed colleagues in FSA headquarters in London.

Allergens

FSA in NI are currently conducting a follow up survey in partnership with safe food to a previous survey which was carried out in 2013 to explore the impact within NI and RoI the new allergen rules introduced in December 2014 has had on food allergic and food intolerant consumers experience when dining out.

The questionnaire can be accessed at:

<https://www.surveymonkey.com/r/C9RR6W2>

Food is What it Says it is

Northern Ireland Food Standards Training Manual

FSA in NI, in conjunction with district council (DC) representatives, recently updated the Food Standards Training Manual 'A reference to food composition and food labelling legislation'. The latest version of the manual provides updated information on food composition and labelling.

The manual was first issued in Northern Ireland in 2008 as a tool to assist DC Environmental Health Officers (EHOs) in the field of food standards. The manual was designed to suit their needs and provides many useful links to legislation, guidance notes, EU documents and Public Analyst observations.

The updated version can be viewed at the below link:

<http://www.food.gov.uk/northern-ireland/nipublications>

Empowering Consumers

Food Hygiene Rating Scheme (FHRS)

The consultation on the secondary regulations and orders required to give effect to the Food Hygiene Rating Act (NI) 2016 closed on 10 June. Twelve responses were received and these are currently under consideration. No adverse responses were received regarding the proposed coming into operation date of 1 October 2016 and plans are being progressed through the regional FHRS Implementation Group to prepare for implementation of the scheme from that date. In light of the preparatory work undertaken with businesses since December 2015 DC colleagues are confident that they will be able to manage a "big bang" approach to transition that will result in approximately 90% of establishments within scope receiving a statutory rating before the end of October 2016.

Work has continued to draft the regulations for requirement for publication of ratings online where an establishment in scope provides an ordering facility online. The final report of the independent research conducted by TNS BMRB has been received and the evidence from this is being taken into consideration. Further meetings with industry were held on 9 June at which the findings of the research were presented and potential solutions were discussed. Defining the requirement

in a complex and rapid changing online environment remains challenging and the regulations for this will not be in place until after the main provisions of the Act are brought into operation on 1 October. In addition industry has been given assurance that a period of 12 months will be given for industry to comply with this requirement consistent with an undertaking to this effect given by the Health Minister at Final Consideration Stage of the Food Hygiene Rating Bill.

Aligning Incentives

Local Authority Liaison

The new arrangements agreed with district councils (DCs) in Northern Ireland for liaison and co-ordination post LGR were implemented from 1 April 2016. In designing these arrangements the agreed priorities for the Food Service, which are aligned to the FSA's strategic plan were taken into consideration together with taking the opportunity to rationalise the number of groups that existed for collaborative working between FSA and DCs. FSA has representation on the NI Food Managers Group (NIFMG), which is intended to be strategic in nature, and on each of the working sub-groups that sit below NIFMG. The inaugural meetings of these groups have taken place and early signs are that the new approach will significantly improve our ability to drive forward agreed priorities across the full remit of FSA in NI.

An initial task for NIFMG was to develop an outcomes based accountability (OBA) framework for the Food Service aligned to FSA's strategic priorities and the new outcomes framework in the draft Programme for Government in NI. The OBA framework is in the final stages of refinement and is expected to be signed off during the summer.

The final element of the new arrangements is the introduction of a new Strategic Food Partnership for the Food Service that will include representation from DCs, FSA, industry, OGDs and safefood. Terms of reference and membership for this group are currently under consideration by the NI Chief EHOs Group.

FSA in NI Industry Liaison Group (FILG)

The FSA in NI Industry Liaison Group met on the 19/05/16. The group meets twice a year and may also be called as a scoping group during significant incidents. I chaired this meeting, which included a presentation from Michael Walker on laboratory techniques used to test food authenticity. The presentation was well received and it was suggested that Technical Managers in the food industry may benefit from a similar presentation from Michael Walker. It was agreed that this would be considered in more depth.

Institute of Food Science & Technology (IFST) Young Scientist Award NI

The Young Scientist Award NI is an annual event run by the Northern Ireland branch of the IFST. The competition is open to undergraduate students enrolled on a food related BSc or MSc degree programme. Applicants are required to present the findings of a piece of their own research to a panel of judges and the winner and runner up are awarded prize money, donated by the Northern Ireland Food & Drink Association (NIFDA).

This year presentations took place on 26 May at Queen's University Belfast (QUB); Craig Leeman from the FSA in NI's Consumer Protection Team accepted a place on the judging panel. Applications from students from QUB, Ulster University & Loughry College were considered. The standard of applications was high and the top prize was awarded to Claire McAlinney, a student from QUB, for her research on the link between Chinese Medicinal Products and Alzheimer prevention.

Further information can be found using the link below:

<http://www.ifst.org/news/young-scientist-northern-ireland-winners-announced>

Programme for Government engagement

The PfG sets out the direction for the NI Executive for the next 5 years and we have embarked on a series of engagement activities to ensure that our strategic priorities are reflected in the indicators that underpin the 15 high level outcomes. As the work of the FSA spans several departments, in particular Health, Agriculture, Economy and Justice I am in the process of meeting these Permanent Secretaries to discuss how we can continue to work collaboratively across government in NI.

FSA staff attended a CIPFA event "Unpacking the Programme for Government" on the 9th of June which had presentations from the Perm Sec of the Dept of Infrastructure and Colin Mair, the CEO of the Improvement Service in Scotland who gave an update on the lessons learnt from 10 years of an outcomes based approach in Scotland. Staff are also attending separate stakeholder consultation seminars being hosted by the Executive and DAERA.

M Jennings

Director for NI and Organisational Development.

PAPER FOR DISCUSSION

Update on development of a framework for assessment of foods which may present an increased likelihood of harm.

&

An update on burgers served less than thoroughly cooked in food service outlets.

Executive Summary

Nick Laverty of the FSA's Hygiene Delivery Branch, will introduce the above papers, due to be discussed at the upcoming meeting of the FSA Board. This item will be presented by video link from the FSA's office at Aviation House in London.

The full papers can be found on the FSA website through the links below:

<http://www.food.gov.uk/sites/default/files/fsa160704.pdf>

Members are invited to:

- Consider the presentation.
- Comment and give advice.

Food Standards Agency Northern Ireland

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PAPER FOR DISCUSSION

Antimicrobial resistance

Executive Summary

Javier Dominguez of the FSA's Food Safety Policy team, will introduce the above paper, due to be discussed at the upcoming meeting of the FSA Board. This item will be presented by video link from the FSA's office at Southgate House in Cardiff.

The full paper can be found on the FSA website through the link below:

<http://www.food.gov.uk/sites/default/files/fsa160707.pdf>

Members are invited to:

- Consider the presentation.
- Comment and give advice.

Food Standards Agency Northern Ireland

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PAPER FOR DISCUSSION

Update from the FSA in NI Operational Policy and Delivery Team

Executive Summary

Kirsten Dunbar, the FSA in NI's Head of the Operational Policy and Delivery team, will deliver an update on the work of the team in NI. This is the third update of a series where the various teams within the FSA in NI will take turns to provide updates to NIFAC about key activities and work carried out by that team. A handout containing the slides to accompany this presentation will be tabled at the meeting.

Members are invited to:

- Consider the presentation.
- Comment and give advice.

Food Standards Agency Northern Ireland

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PAPER FOR DISCUSSION

Annual Report on the handling of incidents covering the period up to the end of March 2016.

Executive Summary

Jason Feeney, the FSA's Chief Operating Officer and Richard Hoskin, the FSA's Head Of Incidents & Resilience, will introduce the above paper, due to be discussed at the upcoming meeting of the FSA Board. This item will be presented by video link from the FSA's office at Foss House in York.

The full paper can be found on the FSA website through the link below:

<http://www.food.gov.uk/sites/default/files/fsa160706.pdf>

Members are invited to:

- Consider the presentation.
- Comment and give advice.

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PAPER FOR DISCUSSION

Eatwell Plate Refresh

Executive Summary

Joanne Casey, of the FSA in NI's Standards and Dietary Health team, will deliver a presentation, requested at the previous NIFAC meeting, on the refresh of the Eatwell Plate.

Members are invited to:

- Consider the presentation.
- Comment and give advice.

Food Standards Agency Northern Ireland

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22 06 2106
Joanne Casey




.....
The Eatwell Guide
.....

NIFAC


.....
Scientific Advisory Committee on Nutrition SACN
Carbohydrate and Health Report July 2015

- **New sugar recommendation**
 - DRV for free sugars 5% dietary energy for those aged 2 years upwards
- **New 'free sugars' definition**
- **Sugar sweetened beverages**
 - Consumption of sugars-sweetened beverages should be minimised
 - PHE/ Government: "Sugary drinks have no place in a child's daily diet"
- **New fibre recommendation**
 - New definition for fibre adopted – AOAC fibre
 - New DRV for dietary fibre for adults is 30g per day



.....
Refresh of the eatwell plate

- **Linear Programming**
 - to inform sizes of the food group segments
 - uses current intakes of the most commonly consumed foods as per NDNS
 - applies dietary recommendations
 - models changes required from the current diet to achieve these set goals
- **Consumer Research**
- **Sustainability Assessment**



.....

People like to look at photos but the pictures give better guidance for the types of food you should have, the new one is doing a better job as a guide. [Female, Young Independent, 24, C1, Belfast-- More Engaged]

My son's football team uses something like that, the coach, to show them what to eat [Female, 32, ME, Older Family, C2, Belfast]

Prefer the new pictures [vs current]... they are all labelled, much cleaner, far better. [Male, Older Independent, 50, C2, Belfast-- Less Engaged]

Really like the whole layout, tidy, easier on the eye, bigger writing and the colour is warmer, draws me in to read it.. [Male, Older Family, B, Belfast-- Less Engaged]

We don't eat fish, not enough fish ..hear about other countries eating more ... kids are not fussed on, they like tuna, only for school dinners. [Male, Older Family, 48, C2, Derry/Londonderry--More Engaged]

[It shows] a balanced diet, the main food groups, what they should be ...the smaller the group, you eat less of [Female, Older Family 32, C2, Belfast-- More Engaged]



.....

Meat looks small, would have swapped [for carbohydrates] [Female, Young Independent, 24, C1, Derry/Londonderry-- More Engaged]

Don't like [the phrase] occasional foods, does it have to be an occasion for you to stuff a biscuit in? yes, eat them occasionally, but think of that's a celebration, 'treats' [Female, Young Family, 32, C2, Belfast-- More Engaged]

No surprises fruit and veg, it's a high percentage [Male, Older Family, 48, C2, Derry/Londonderry--More Engaged]

All this rubbish, stuff down there ...not part of the balanced diet...you don't need this.. [Male, Young Independent, 19, C1, Belfast-- Less Engaged]


Less added sugar, salt etc AND higher fibre, you want your food to be all good things [Female Older Independent, 51, DE, Belfast- Less Engaged]



.....

High performing elements informed the refresh

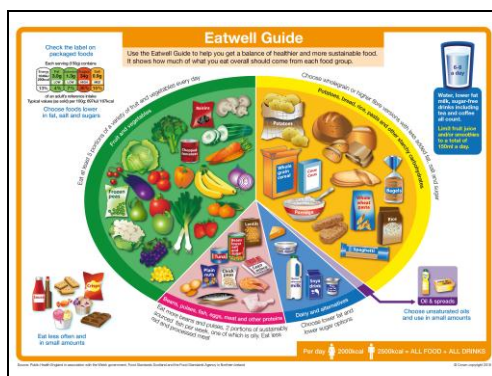
- ✓ Larger/more prominent Eatwell Guide header
- ✓ Overall border with daily calorie limit information
- ✓ Both category labels and additional healthier choice messaging
- ✓ Example packaged food label/traffic light system
- ✓ Treats removed from purple segment
- ✓ Water message
- ✓ Strong colour contrast for vibrancy and readability



What's changed?

- Renamed the 'Eatwell Guide'
- Knife and fork removed
- Drawn images
- Purple segment now only contains 'Oils and spreads'
- Foods high fat, salt and sugar have been moved outside of the main
- 'foods to eat less often and in small amounts'
- Resized segments in line with latest government advice
- Inclusion of energy requirements
- Inclusion of a front of pack nutrition label
- Inclusion of hydration message
- Extra messaging for further guidance
- Updated segment names to reflect sustainable choices

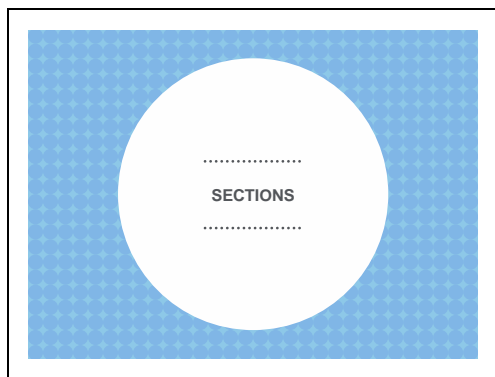




Portion size

- Provision of portion size information considered.
- A number of complexities exist around developing recommended portion sizes, including the wide variation in nutrient content of individual food types.
- PHE plans to publish typically consumed portion size information for a small range of frequently consumed foods
 - Information drawn from NDNS - will provide a reference point for consumers





Fruit and Vegetables

Eat at least 5 portions of a variety of fruit and vegetables every day

Eat at least 5 portions of a variety of fruit and vegetables every day.

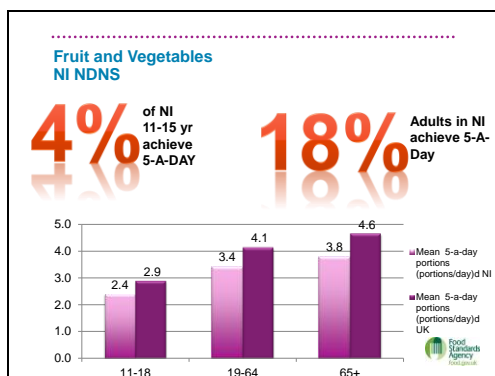
Fruit and vegetables should make up just over a third of the food we eat each day.

Choose from fresh, frozen, canned, dried or juiced.

A portion is 80g or any of these:

- 1 apple, banana, pear, orange or other similar-size fruit,
- 3 heaped tablespoons of vegetables,
- a dessert bowl of salad,
- 30g of dried fruit (counts as a maximum of one portion a day)
- a 150ml glass of fruit juice or smoothie - counts as a maximum of one portion a day

Food Standards Agency



Potatoes, bread, rice, pasta and other starchy carbohydrates

Base meals on potatoes, bread, rice, pasta or other starchy carbohydrates;

Just over a third of the food we eat

Choose higher-fibre, wholegrain varieties

- Wholegrain cereals, wholemeal / granary / brown / seeded breads, wholewheat pasta, brown rice, or skin on potatoes

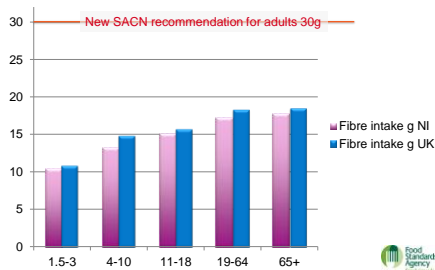


Why choose wholegrain?

- Contains more fibre than white or refined starchy food
- Digest wholegrain food more slowly so feel full for longer



Dietary Fibre NI (AOAC g/d) NI NDNS



Cereal and Cereal Products NI NDNS

Pasta, rice, pizza and other miscellaneous cereals, White bread, Wholemeal bread, Brown, granary and wheatgerm bread, Other breads, High fibre breakfast cereals, Other breakfast cereals, Biscuits, Buns, cakes, pastries and fruit pies, Puddings

Provides:

- 41-45% children's **thiamine** intake
- 36-37% children's **folate** intake
- 50-56% children's **iron** intake
- 28-36% children's **calcium** intake
- 31-41% **sodium** intake for all ages in NI



Bread
NI Kantar Worldpanel

- 10% take home calories
 - category with the greatest contribution
 - 14% if include tea breads & high fat/sugar morning goods
- 23% of bread is sold on promotion



Bread
NI Kantar Worldpanel

Plain breads:

- 4% spend
- 9% nutritional volume
- 16% salt

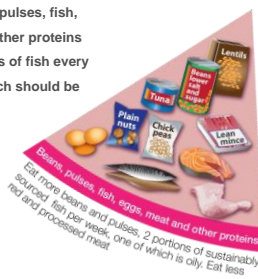
Tea breads:

- 1% spend
- 9% nutritional volume
- additional 2% of salt



Beans, pulses, fish, eggs, meat and other proteins

Eat some beans, pulses, fish, eggs, meat and other proteins
Include 2 portions of fish every week, one of which should be oily



Beans, pulses, fish, eggs, meat and other proteins

- Sources of protein, vitamins and minerals
- Beans, peas and lentils are good alternatives to meat
 - very low in fat, high in fibre, protein, and vitamins and minerals.
- Aim for at least two portions (2 x 140g) of fish a week
- include a portion of oily fish



Beans, pulses, fish, eggs, meat and other proteins

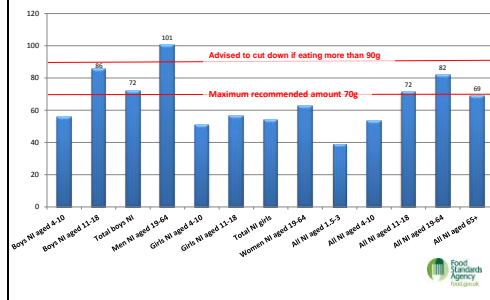
If you eat more than 90g of red or processed meat per day, try to cut down to no more than 70g per day (processed meat includes sausages, bacon, cured meats and reformed meat products.)

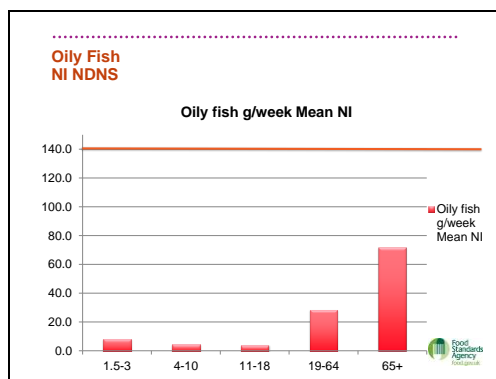
Some types of meat are high in fat, particularly saturated fat

- choose lean cuts of meat and go for leaner mince,
- cut the fat off of meat and the skin off of chicken,
- grill meat and fish instead of frying



NI intakes of red meat (g) NI NDNS





Dairy and alternative

Have some dairy or dairy alternatives (such as soya drinks); choosing lower fat and lower sugar options

Source of protein and calcium

Choose lower fat and lower sugar products where possible

1% fat milk
Semi-skimmed milk
Reduced fat cheese
Unsweetened, calcium-fortified dairy alternatives

Dairy and alternatives
Choose lower fat and lower sugar options

Food Standards Agency
Food Standards Agency

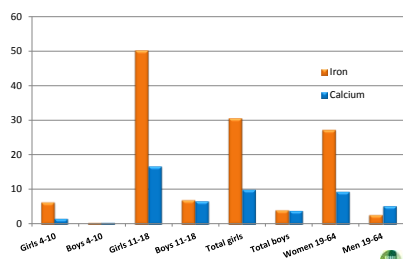
Dairy and Calcium
NI NDNS

Dairy provides **more than half** (56%) of calcium intake for children aged 1.5 to 3 years in NI

Dairy provides **more than a third** (37%) of calcium intake for children aged 11 to 18 years and adults aged 19 to 64 years.

Food Standards Agency
Food Standards Agency

% intakes below the Lower Reference Nutrient Intake(LRNI) NI NDNS



Oils and spreads

All types of fat are high in energy and should be limited in the diet.

Generally we are eating too much saturated fat and need to reduce.

Choose lower fat spreads, as opposed to butter, to reduce saturated fat.

Unsaturated fats are healthier fats for example vegetable oil, rapeseed oil and olive oil.

Choose unsaturated oils and spreads and eat in small amounts



Choose unsaturated oils and use in small amounts

NI NDNS Saturated fat

For all age/sex groups in Northern Ireland intake of saturated fat was above the recommendation

- no more than 11% of food energy from saturated fat

Foods and drinks high in fat, salt or sugar

If consuming foods and drinks high in fat, salt or sugar have these less often and in small amounts

Chocolate, cakes, biscuits,
full-sugar soft drinks and ice-cream



Check the label and avoid foods which are high in fat, salt and sugar



Take Home Confectionery NI Kantar Worldpanel

Since 2006 sugar ↑, fat ↑ and saturated fat ↑ from confectionery
(either remained steady, or decreased for other foods)

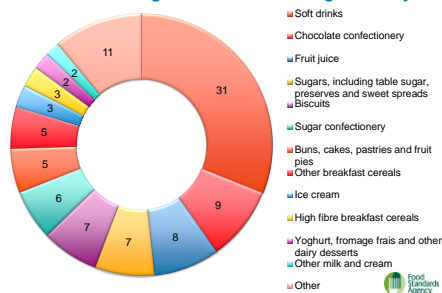
From 2006 to 2014

- Take home spend ↑ from 3% (£75,247,859) of total spend to 5% (£137,789,900)
- Take home volume ↑ from 7% of total volume to 13% (Largest category increase)
- Energy ↑ from 4% to 6% of total take home food and drink energy
- Sugar ↑ from 7% to 12%
- Saturated fat ↑ from 7% to 12%

- **36% confectionery bought on promotion**



Sources of added sugar for children in NI aged 11-18 yrs



Soft drinks NI NDNS

Sugary soft drinks are the largest single source of sugar for adults and children in NI

1/3 of daily sugar intake
from soft drinks for
children aged 11-18
years in NI



Sugary, fizzy drinks and squashes

- higher in NI than in the UK for boys aged 11 to 15 years
 - (310g per day compared with 277g in the UK)
- slightly lower in NI than in the UK for girls aged 11 to 15 years
 - (192g per day compared with 203g in the UK)



Eatwell: Sugary drinks

Swap sugary soft drinks for diet, sugar-free or no added sugar varieties to reduce sugar intake



Hydration



Drink 6-8 glasses of fluid every day

- Choose water, lower fat milk and sugar-free drinks including tea and coffee
- Fruit juice and smoothies also count towards your fluid consumption, and will count towards 1 of 5 A Day
 - Source of free sugars
- Limit consumption to no more than a combined total of 150ml per day.



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Front of pack labelling

Check the label on packaged foods

Each serving (150g) contains

Energy	Fat	Saturated fat	Sugars	Salt
1040kJ 250kcal	3.0g	1.3g	34g	0.9g
	LOW	LOW	HIGH	MED
13%	4%	7%	38%	15%

of an adult's reference intake


Typical values (as sold) per 100g: 697kJ/ 167kcal

Choose foods lower in fat, salt and sugars

High, medium or low



Fat, saturated fat, sugars and salt


For a healthier choice, choose more greens and ambers and fewer reds



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Daily energy requirements for adults

Per day  2000kcal  2500kcal = ALL FOOD + ALL DRINKS



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KEY RECOMMENDATIONS

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1. Base meals on starchy carbohydrate foods, higher fibre versions
2. Eat lots of fruit and vegetables, at least 5 portions daily
3. Eat more fish – including a portion of oily fish each week
4. Cut down on saturated fat and sugar
5. Eat less salt
6. Get active and be a healthy weight
7. Drink plenty of water
8. Don't skip breakfast

