

Joy Whinney

Director

Food Standards Agency Wales



Improve Diet and Health

Making healthier eating easier

Changing products

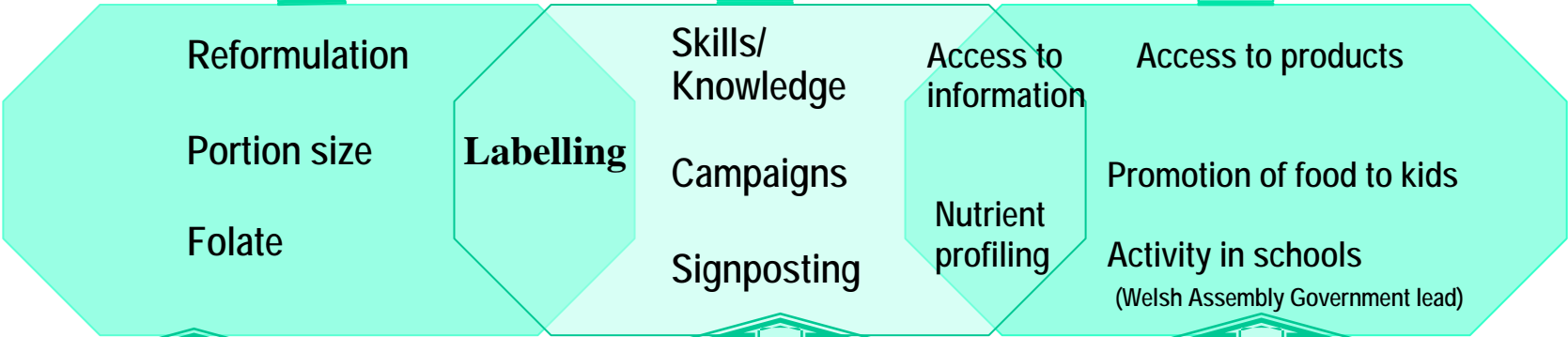
Influencing people

Influencing the environment

Providing healthier choices

Making healthier choices easier

Remove barriers to healthier choices



Evidence base

What

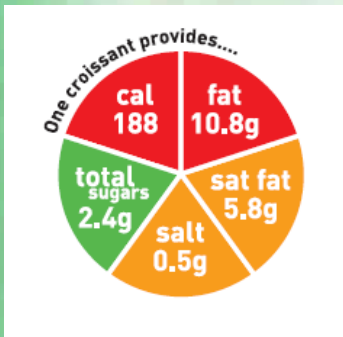
How

Activity

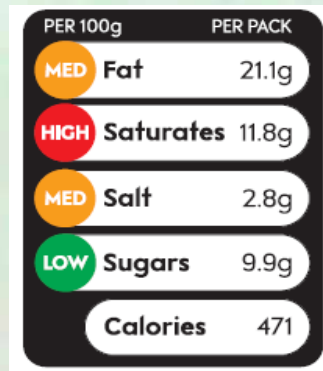
# Examples of traffic light signpost labels in the UK market that meet the Agency's recommendations

New Covent Garden  
Soup Company

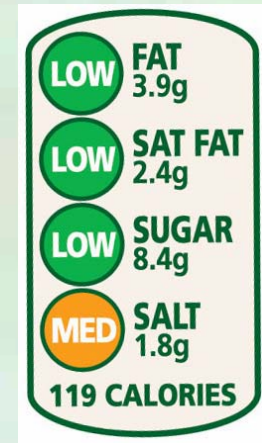
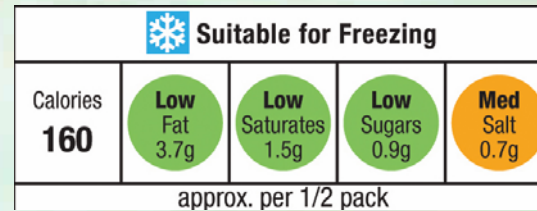
Sainsburys



Waitrose

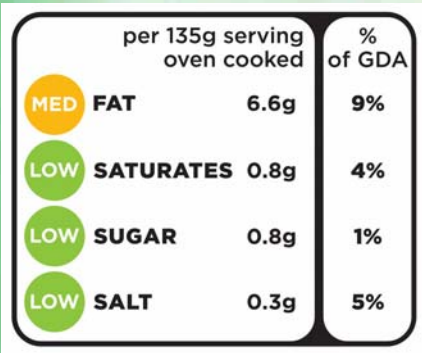


Co-op

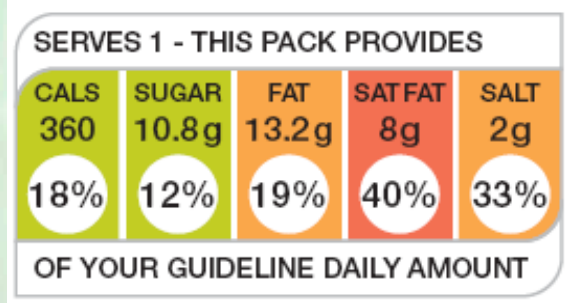


# Examples of signpost labels in the UK market that meet the Agency's recommendations (traffic lights+GDA)

McCain



Marks and Spencer



Moypark



Avondale



# Other Signposting schemes in UK Marketplace

## Tesco



## Morrisons

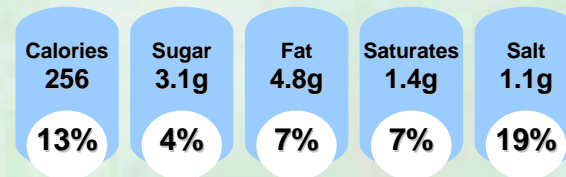


## Somerfield



Aldi and Lidl have also introduced similar schemes

Quaker, Ryvita, Coca-cola, Kraft, Masterfoods, Nestle, Danone, Kelloggs, Tate & Lyle, Unilever, Walkers, Cadburys.



## Cadbury Schweppes and Masterfoods

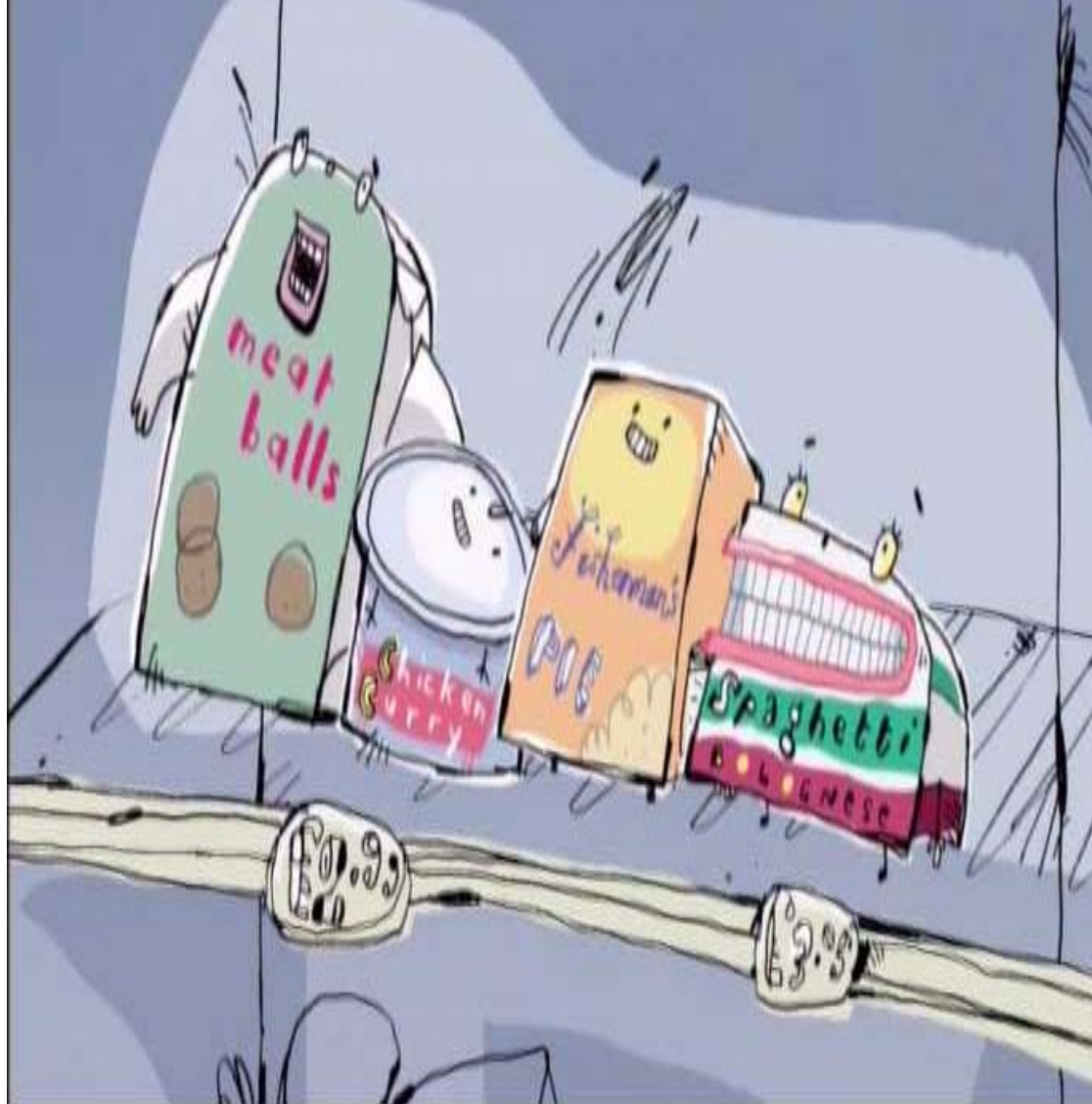
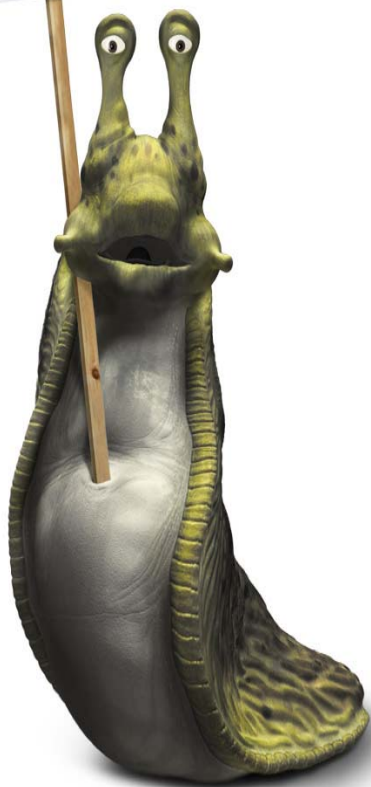
**Cadbury Schweppes - Eight Labelling Improvements**

1. 'Be Treatwise' responsible consumption message
2. Guideline Daily Amounts (GDA) icon inviting you to turn to the back of pack to find out more.
3. Recommended guideline daily amounts per nutrient
4. Individual content of the key 5 nutrients
5. Percentage contributed by an agreed portion size to your guideline daily amount of this nutrient
6. Panel for rotating messages in support of Govt. call for balancing lifestyle with activity.
7. Link to 'Be Treatwise' website
8. Improved nutrition panel colour coded for easy reading

EACH BAR CONTAINS		GDA Typical Adult (2000 kcal)		Typical values per 100g (2000 kcal)		Per Bar (100g)	
Calories	255	Sugar	27.7g	Energy	1120	Protein	3.7g
	12.8%	Fat	14.6g	Carbohydrate	56.9g	of which sugars	27.7g
	30.8%	Saturates	9g	Fat	36.6g	Salt	0.25g
	20.9%		48%	of which saturates	18.3g	Fibre	0.1g
	17%		17%	Sodium*	0.1g	Trace	0.1g
OF YOUR GUIDELINE DAILY AMOUNT (GDA)							
*Equivalent as salt							



TOO MUCH SALT  
IS BAD FOR  
YOUR HEART  
Sid the Slug



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

