#### Introduction to nutrition data

6 October 2022



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Retail landscape

**Nutrition data** 

Policy landscape

COVID-19 impacts

Sustainability metrics

## What we'll cover

# Retail landscape

#### The big 4 is no more...

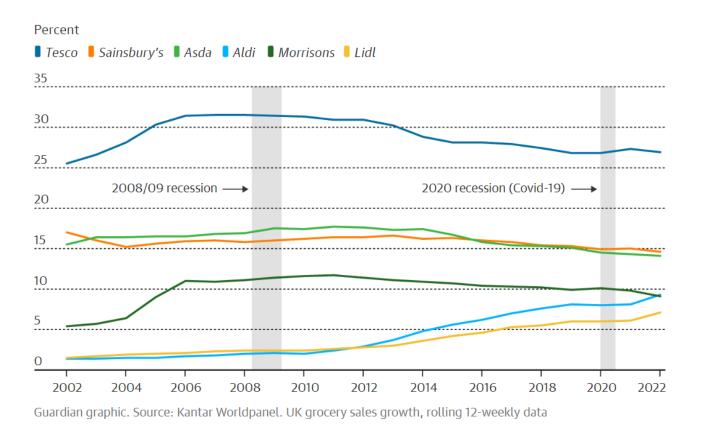








#### How the UK supermarkets line up











Out of home delivery providers

## Nutrition data

#### UK dietary guidelines

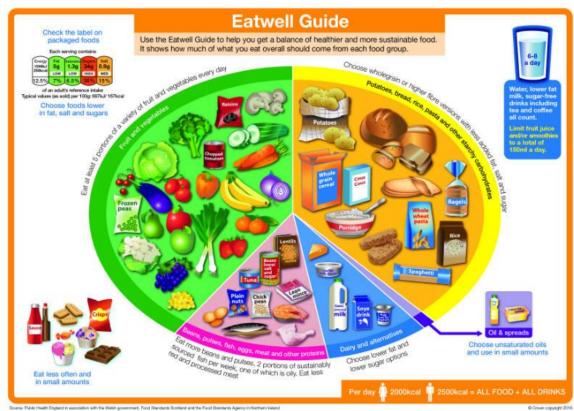
#### Food groups





Just Eat More (fruit & veg)

#### Dietary balance



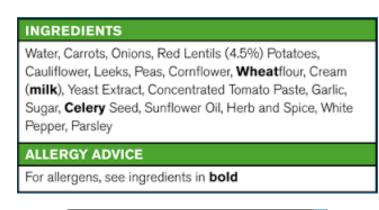
#### Back of pack

Typical values	per 100 g	per 10g serving
Energy	417kJ	42kJ
	98kcal	10kcal
Fat	0.2g	0.0g
of which saturates	0.0g	0.0g
Carbohydrate	24g	2.4g
of which sugars	23g	2.3g
Fibre	0.8g	0.1g
Protein	0.9g	0.1g
Salt	0.20g	0.02g



Technical guidance on nutrition labelling

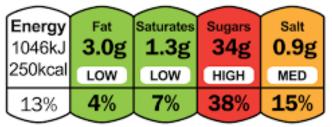
#### Ingredients list





#### Front of pack

Each serving (150g) contains



of an adult's reference intake Typical values (as sold) per 100g:697kJ/167kcal



#### Types of nutrition data

#### Product ranges

#### 10,000+ products



Packaged and unpackaged







#### Premium and value ranges





Ethnic foods



#### Transaction data

Transaction id	Product id	Name	Category	Sub-category	Weight (g)	Units	Price (£)
1111	1234	Frozen peas	Frozen	Frozen vegetables	1000	1	2.20
1111	5678	White bread	Baked goods	In store bakery	800	2	1.40
1111	9101	Crisps (12)	Snacking	Savoury snacks	300	1	2.70
2222	1121	Lettuce	Produce	Salad	350		0.60

#### **Nutrition data**

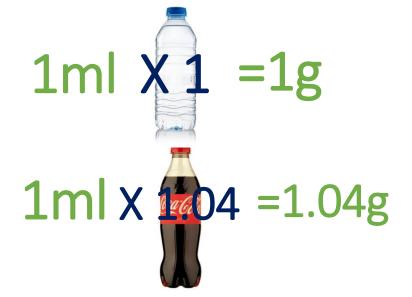
Product id	Name	Kcal/100g	Sugar/100g	 Fibre/100g
1234	Frozen peas	55	3.9	-
5678	White bread	128	1.4	2.0
9101	Crisps (12)	130	0.1	3.7
1121	Lettuce	-	-	-

#### Other things to note...

No nutritional information on alcohol



Specific gravity

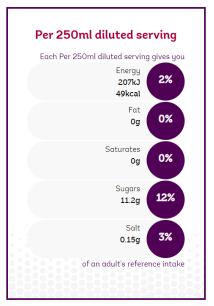






#### **Dilution factors**





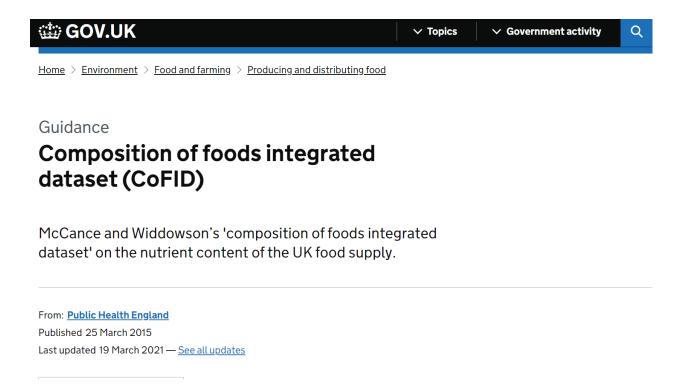
after dilution 1 part with 4 parts water per 100ml
after dilution 1 part with 4 parts water per 250ml serving

Typical values per after dilution 1 part with 4 parts water per 100ml: Energy 83kJ (20kcal), Carbohydrate 4.6g, Sugars 4.5g, Salt 0.06g, Vitamin C 32mg (40% RI)

\*RI = Reference Intake

#### Information sources

Purchased nutrients = Product nutrition info/100g x product weight



# Policy landscape

## Policy direction



#### National Food Strategy

Independent Review



## Soft Drinks Industry Levy

#### From 2018

#### Aim = drive reformulation



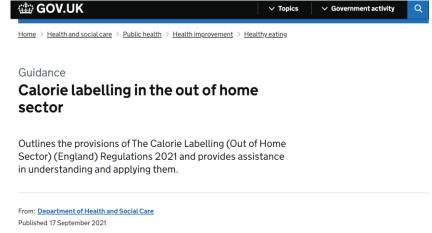




#### Calorie labelling on menus

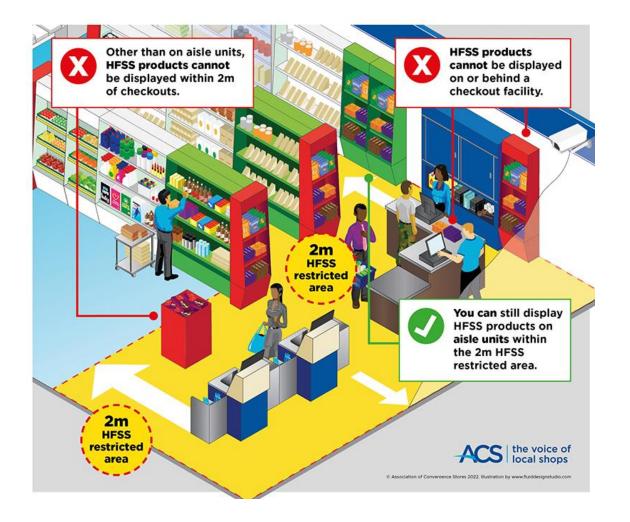


#### From 6 April 2022





## HFSS legislation



#### **Nutrient Profiling Technical Guidance**

January 2011

#### **Nutrient Profiling Model**

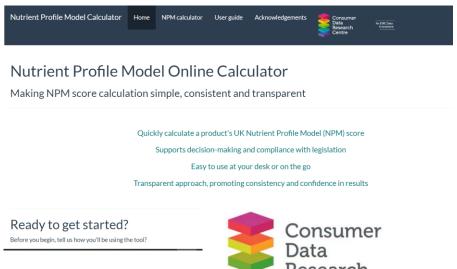


Note: If a food scores more than 10 A points, it cannot score any points for protein unless it also has more than 4 points for fruit, vegetable and nut content.

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Nutrient Profile Model Calculato	r Home NPM calculator	User guide Acknowledgements	Consumer Data Data NEKCOM Research Mentioner Centre		
Enter data View results					
Calculate NPM score Use this tool to calculate the Nutrient Pro Clear form Step 1. Enter product information					
Name	Brand		Check if your product is in scope for HFSS legi-	slation	
Product name	Brand nar	me	(optional) Select product category		
Select product type	-	nt/volume unit	Enter weight (g) for which nutrient informatio E.g. per 100g or per portion (enter portion size		
Food     Drink	● g ○ ml		100	]	



#### CDRC tools

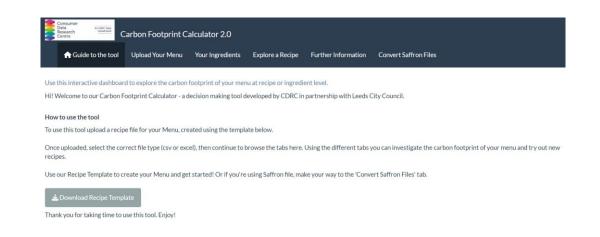




An ESRC Data Investment



npmcalculator.cdrc.ac.uk/



https://carbonfootprintcalculator.cdrc.ac.uk/

## Impacts of COVID-19



More online shopping



Growing basket size (fewer trips)



More scratch cooking



Growth in meal prep boxes+ meal kits (convenience)



Increase in frozen and store cupboard





**Growing climate** 

consciousness



Growing interest in health



Desire for comfort & snacking



Growing food poverty

## Sustainability metrics

#### Sustainability



### Reducing food's environmental impacts through producers and consumers



Sources of sustainability metrics

# Consultation on sustainability labelling

