



Public Health
England

Protecting and improving the nation's health

Reduction and reformulation programme

Table of stakeholder engagement:
August 2019 to June 2020

Scope

This update forms part of the regular updates that Public Health England (PHE) publishes on the reduction and reformulation programme. The reduction and reformulation programme is overseen by PHE on behalf of the government as detailed in the Childhood Obesity Plan (chapter 1 and chapter 2) and the prevention green paper *Advancing our health: prevention in the 2020s*. This brief update includes key actions PHE has taken forward covering the period from August 2019 until the end of June 2020, and next steps for the reduction and reformulation programme.

Sugar

PHE published the second progress report for the sugar reduction programme in September 2019. The report includes an assessment of industry progress in the first 2 years of the sugar reduction programme towards the 20% reduction ambition. It includes overall results for the programme for the different sectors of the food industry – in home (for example, retailers and manufacturers) and eating out of home (restaurants, pubs, cafes) – as well as progress in categories, by businesses and in top selling products. The report also includes an assessment of changes in sugar content and sales of drinks covered by the Soft Drinks Industry Levy (SDIL).

The third annual report on progress is due in 2020 and will include detailing sugar reduction progress in juice and milk based drinks (including fermented (yogurt) drinks) for the first time.

Calories

PHE began a significant programme of stakeholder engagement on initial draft proposed calorie guidelines in autumn 2018 and during 2019. PHE has been considering stakeholder feedback to develop and refine further draft proposals. Government and PHE remain clear on the requirement to ensure a level playing field across all sectors of the food industry – retailers, manufacturers and the eating out of home sector, including delivery – in relation to the calorie reduction programme. PHE anticipates publishing the calorie reduction guidelines in 2020.

Salt

The publication of the government's prevention green paper in July 2019 set out government's ambition to continue to reduce population salt intakes. Updated figures on salt intakes for adults in England were published by PHE in March 2020. Average salt consumption for adults in 2019, measured from urinary analysis, was 8.4 grams per day, remaining higher than the recommended 6g per day.

PHE has revised salt reduction targets and draft proposals were shared with stakeholders at the beginning of 2020. The final revised targets will be published this year.

Product ranges aimed at babies and young children

PHE published a review of the evidence and recommendations for action on commercial baby foods and drinks aimed at children aged up to 3 years in June 2019.

The publication of the government's prevention green paper in July 2019 challenged businesses to improve the nutritional content of commercially available baby foods and drinks. PHE met with stakeholders in February 2020 to inform the development of the guidelines. Guidelines for these products will be published in 2020 with regular monitoring of progress.

Eating Out of Home

To encourage active commitment to the reduction and reformulation programme, PHE has continued to focus efforts and resources on targeting and engaging businesses throughout the sector in a phased approach.

In the latter part of 2019 PHE commenced engagement with the travel and leisure sector. This includes businesses that cover entertainment (for example, cinemas, theme parks), accommodation (hotels) and travel hubs (motorway stations, train station concourses/services).

Next steps

For the reduction and reformulation programme planned for 2020:

- a third progress report published for the sugar reduction programme
- guidelines for calories and commercial baby foods and drinks
- revised targets for the salt reduction programme

Appendix 1: Table of stakeholder engagement August 2019 to June 2020

The table below shows stakeholder engagement with the reduction and reformulation programmes covered by PHE from August 2019 to June 2020. PHE held a meeting with stakeholders on commercial baby foods and drinks in February 2020. Generally, the content of other stakeholder meetings covered the breadth of the reduction and reformulation programme.

It is our understanding that many businesses are working towards achieving the aims and ambitions of the programmes but would not have necessarily had direct engagement with PHE during this timeframe.

Engagement with stakeholders paused during the government’s response to Covid-19 and where required will recommence as more normal business resumes.

Although every effort has been taken for this table to be comprehensive there may be some instances where this has not been possible.

Retailers
Aldi Stores Limited
Asda Stores Limited
Marks & Spencer plc
WM Morrison Supermarkets plc
J Sainsbury plc
Tesco Stores Limited
Waitrose & Partners
Walgreens Boots Alliance
Manufacturers
2 Sisters Food Group
Bear Nibbles
Bellota Baby
Cloetta
Danone
Ella’s Kitchen Organic
Ferrero UK
General Mills
Graze

Haribo Dunhills (Pontefract) plc
Heinz
Hipp Organic
Kellogg's
Kerry Foods
Kiddylicious
Kraft Heinz
Little Dish
Little Freddie
Little Tummy
LoSalt
Mondelez International
Muller UK & Ireland
Nestle
Organix
Piccolo Organic
Pladis UK
St Dalfour
Tangerine Confectionery (Valeo)
Out of home businessesⁱ
Burger King UK Group
InterContinental Hotels Group plc (IHG)
Itsu
Marstons
Mitchells & Butlers plc
Pret A Manger
SSP
Whitbread plc
YO! Sushi
Trade associations
British Retail Consortium
British Specialist Nutrition Association Limited
British Takeaway Campaign
Food and Drink Federation
Out of Home Alliance ⁱⁱ
Snack, Nut and Crisp Manufacturers Association
UK Cinema Association ⁱⁱⁱ

Non-governmental organisations
Action on Salt
Action on Sugar
British Dental Association
British Dietetic Association
First Steps Nutrition Trust
IGD
Obesity Health Alliance ^{iv}
Royal College of Paediatrics and Child Health

ⁱ 'Out of home' covers businesses such as quick service restaurants, casual dining restaurants, contract caterers (foodservice), cafés and coffee shops, sandwich and bakery led shops, pubs, vending, retail food to go, takeaway and delivery services.

ⁱⁱ Out of Home Alliance members in attendance - Greggs, Wetherspoons, McDonald's, Mitchells & Butlers and Whitbread.

ⁱⁱⁱ UK Cinema Association members in attendance - Cineworld, Odeon and Vue.

^{iv} The Obesity Health Alliance is a coalition of 40 organisations who have joined together to reduce obesity. It may be represented at meetings by its members.