

Scientific Advisory Committee on Nutrition
Vitamin D Working Group

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Dear Sir or Madam,

Thank you for providing us with the opportunity to comment on the SACN draft Vitamin D and Health Report.

Retailers welcome this thorough review of the scientific evidence on the health outcomes of vitamin D exposure. The report provides objective and independent evidence which can guide future policy and company specific decisions. Furthermore we find the report very useful in understanding current intakes and levels of vitamin D and the effectiveness of food fortification and vitamin D supplementation.

In light of this report, we will be asking the Department of Health for their view on the current levels of vitamin D used in fortified products and supplement* and their advice on how businesses can enable improved uptakes of vitamin D.

We look forward to seeing the final report.

Yours sincerely,

A handwritten signature in black ink that reads 'E.L. Cottell'.

Emma Cottell

Food Policy Assistant

British Retail Consortium

Retail is an exciting, diverse and dynamic industry undergoing transformational change. The BRC is at the forefront - enhancing, assisting, informing and shaping. Our mission is to make a positive difference to the industry and to the customers it serves. Our broad range of stakeholders demonstrates how retailing touches almost every aspect of our culture.

The BRC leads the industry and works with our members to shape debates and influence issues and opportunities that will help make that positive difference. We care about the careers of people who work in our industry, the communities retail touches and competitiveness as a fundamental principle of the industry's success - our 3Cs.