

SACN Consultation on Draft Vitamin D and Health Report FDF Response

This submission is made by the Food and Drink Federation, the trade association for food and drink manufacturing. Food and drink is the largest manufacturing sector in the UK (accounting for 15.7% of the total manufacturing sector) turning over £81.8bn per annum; creating GVA of £21.5bn and employing around 400,000 people.

Thank you for the opportunity to respond to the Draft Vitamin D and Health Report. FDF congratulates SACN on its thorough review and supports SACN's recommendation for a new reference nutrient intake of 10µg/day of vitamin D for the wider UK population aged 4 years and over. We note that previously a reference nutrient intake (RNI) only existed for at-risk groups, but believe a population-wide RNI is needed to protect musculoskeletal health of the whole UK population. This is particularly pertinent due to increased use of sunscreen, less outdoor playtime for children and an increase in the UK's multicultural population, where cultural practices may require clothing that covers the skin.

The draft report highlights that there are few naturally rich sources of vitamin D, and dietary sources become essential when sunlight containing UVB light is limited, for individuals who may be housebound or where culture influences skin exposure. National Diet and Nutrition Survey (NDNS) data shows that fortified foods can play a significant role in helping the population achieve their RNI. Latest NDNS data (2008/9 – 2011/2) shows that fat spreads contributed around 20% of vitamin D across all age groups, and fortified breakfast cereals provide between 6 - 9% of vitamin D across all age groups. Manufacturers fortify these products on a voluntary basis, alongside a range of other products such as dried or evaporated milks, malt drinks, fruit juices, and yogurts. We believe that it would be helpful if the report could reflect the valuable role fortified foods can play in helping people achieve the vitamin D recommendation.

If the draft recommendation is finalised and accepted by the Government, then we would welcome being involved in developing strategies to help increase dietary vitamin D levels.

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The UK Food and Drink Manufacturing Industry

The Food and Drink Federation (FDF) is the voice of the UK food and drink manufacturing industry, the largest manufacturing sector in the country. The industry has a turnover of £81.8bn, which is 15.7% of total manufacturing turnover, and Gross Value Added (GVA) of £21.5bn. The industry employs around 400,000 people. Exports of food and non-alcoholic drink have doubled in the last ten years, amounting to a worth of £12.8bn in 2014.

The following Associations actively work with the Food and Drink Federation:

ABIM	Association of Bakery Ingredient Manufacturers
ACFM	Association of Cereal Food Manufacturers
BCA	British Coffee Association
BOBMA	British Oats and Barley Millers Association
BSIA	British Starch Industry Association
BSNA	British Specialist Nutrition Association
CIMA	Cereal Ingredient Manufacturers' Association
EMMA	European Malt Product Manufacturers' Association
FCPPA	Frozen and Chilled Potato Processors Association
FOB	Federation of Bakers
PPA	Potato Processors Association
SMA	Salt Association
SN	Sugar Nutrition UK
SNACMA	Snack, Nut and Crisp Manufacturers' Association
SPA	Soya Protein Association
SSA	Seasoning and Spice Association
UKAMBY	UK Association of Manufacturers of Bakers' Yeast
UKTIA	United Kingdom Tea & Infusions Association Ltd

FDF also runs specialist sector groups for members:

Biscuit, Cake, Chocolate and Confectionery Group (BCCC)
Frozen Food Group
Ice Cream Committee
Meat Group
Organic Group
Seafood Committee