

Monday, 18 August, 2014

To whom it may concern,

Safefood is a North South body responsible for the promotion of food safety and healthy eating on the island of Ireland. We welcome this extensive report.

The changes in the definitions from 'non-milk extrinsic sugars' and 'non starch polysaccharides' to 'added sugars' and 'dietary fibre' are welcomed. Particularly from the point of view of a cross-jurisdictional body, as it makes international comparison easier and results in less confusion by 'non-experts'.

The lowering of the 'added sugar' average population target to 5% dietary energy highlights the growing evidence for the negative impact added sugar has on health. Given the current intakes of added sugar across the UK and Republic of Ireland populations this target is ambitious but an evidenced based target is important. Emphasis to health professional and general population needs to be placed on reducing the intakes of foods with low nutritional value such as table sugar, preserves, confectionary, biscuits, cakes, buns, pastries and breakfast cereals and in particular sugar sweetened beverages.

The setting of dietary fibre targets for children in this report is also a welcome development.

Kind regards,

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Safefood