



Public Health
England

Protecting and improving the nation's health

The outcome of work to refresh the government 5 A Day logo – decision paper

Government 5 A Day logo decision paper: details of decisions on:

- extending the existing government 5 A Day logo to composite foods
- updating wider 5 A Day messaging around fruit juice and smoothies and amendment to criteria for use of the government 5 A Day logo on smoothies to reflect this
- refreshing the logo visual image

Background

1. The Scientific Advisory Committee on Nutrition (SACN) Carbohydrates and Health report¹ was published in July 2015 and included new lower dietary recommendations for sugar.² SACN also recommended a new definition for ‘free sugars’³ be adopted in the UK. This includes those sugars naturally present in unsweetened fruit juices. The government has accepted these new dietary recommendations.
2. PHE has reviewed how free sugars in foods and drinks (including unsweetened fruit juices) are calculated. This informed how we have updated dietary advice and tools, including 5 A Day messaging and the government 5 A Day logo, to reflect the new recommendations.
3. PHE’s commitment to review and refresh the existing government 5 A Day logo was set out in our report ‘Sugar reduction: Responding to the Challenge’.⁴ This included work to decide whether to extend the logo to composite foods.⁵ A 5 A Day external reference group (ERG 5 A DAY) was established to help inform this decision.
4. The ERG 5 A DAY was unable to achieve a consensus view on whether the logo should be extended to composite foods or which criteria to use to assess product eligibility should this go ahead.
5. ERG 5 A DAY members also agreed that it was not possible to dissociate any effects of fruit juice from the original evidence base on which the 5 a day scheme was founded. They also agreed that there was no evidence to suggest fruit juice should be excluded from 5 A Day messaging or the 5 A Day logo scheme, as long as restrictions around portion size and wider messaging remained to reduce risk to dental health.
6. All ERG 5 A DAY papers are available at: www.gov.uk/government/publications/5-a-day-external-reference-group-review

¹ Available at: www.gov.uk/government/publications/sacn-carbohydrates-and-health-report

² The dietary reference value (DRV) for free sugars is set at a population average of around 5% dietary energy for children aged two and up

³ Free sugars comprise all monosaccharides and disaccharides added to foods by the manufacturer, cook or consumer, plus sugars naturally present in honey, syrups and unsweetened fruit juices. Excludes lactose when naturally present in milk and milk products

⁴ Available at:

www.gov.uk/government/uploads/system/uploads/attachment_data/file/324043/Sugar_Reduction_Responding_to_the_Challenge_26_June.pdf

⁵ Defined as a food or drink comprised of two or more ingredients, at least one of which is not a fruit and/or vegetable

Outcome of work to consider extending the government 5 A Day logo to include composite foods

1. PHE has decided not to extend the government 5 A Day logo to include composite foods as there is currently a lack of consensus to achieve a consistent approach with industry, health and voluntary sectors. It is considered that taking action unilaterally will be potentially confusing for consumers, leading to wider misunderstanding.

Outcome of wider work to update 5 A Day messaging and to refresh the government 5 A Day logo

1. Dietary advice for consumption of fruit juice and smoothies as part of wider 5 A Day messaging has changed to reflect new recommendations. The new advice is to limit consumption of fruit juice and smoothies together to a total of 150ml (one portion) per day and to consume with meals to reduce the risk of tooth decay. This is regardless of how a smoothie is made (eg, a combination of fruit or vegetable juice, puree or all the edible pulped fruit or vegetable).
2. The existing criteria for using the government 5 A Day logo on smoothies has been amended and brought into line with the existing criteria for fruit juice. No smoothie product using the logo can claim more than one portion of fruit and/or vegetables per serving (150ml).
3. A suite of new government 5 A Day logos has been developed for use across the UK. There is one set of communications logos for general 5 A Day communications/promotional activity, and a second, smaller set of commercial logos for product labelling. These have been developed collaboratively with Change 4 Life (C4L) to produce a suite of logos that is consistent with C4L branding and hence can be used by C4L and non-C4L partners alike. Further information on the new government 5 A Day logos can be found at <https://www.gov.uk/government/publications/government-5-a-day-logo>

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