## External reference group - 5 a day logo

Paper for discussion: possible criteria for including composite foods in the government 5 a day logo and portion indicator scheme.

1. Members are invited to consider the following tables which have been amended to reflect the outcome of discussions at the second meeting held on 16 December 2014:

- draft general principles (table 1)
- draft principles for calculating the number of portions of fruit and vegetables per serving of a composite food carrying the logo (while not promoting overconsumption of calories, saturated fat, salt, or sugars (ie non-milk extrinsic sugars, or free sugars) (table 2)
- options for nutrient-based criteria to determine eligibility of composite foods to use the government 5 a day logo and portion indicator scheme (table 3)
> Are members content that the changes reflect previous discussions?
$>$ Do the comments received (outlined in paper ERG/5ADAY/15/13 impact on these?

2. Members are invited to note comments received relating to non-concentrated purees and extruded fruit products (eg, fruit leathers) (appendices A and B respectively) and consider the following:
> Should non-concentrated purees be limited to total number of portions or portions per variety per serving within a composite food?
> Based on discussions and the potential for such products to be high in sugar how should extruded fruit products be treated for 5 a day messaging/5 a day logo for composite foods?
3. Members are invited to note the outcome of the National Diet and Nutrition Survey (NDNS) data review (appendix C) requested at the meeting held on 16 December 2014 to identify:

- the most commonly consumed fruit and vegetables
- the contribution of fruit juice to potassium intakes (and other nutrients where fruit juice makes a high contribution to intake).
$>$ Do the results of this data review change the advice of the group?


## Including composite foods in the government 5 a day logo and portion indicator scheme - possible criteria

1. Members are invited to consider the general principles in tables 1 and 2 and the options for nutrient-based criteria set out in table 3 which have been amended to reflect the outcome of discussions at the second meeting on 16 December 2014 and to confirm areas of consensus.

Are members content that the changes reflect previous discussions?
Do the comments received (outlined in paper ERG/5ADAY/15/13) impact on these?

Table 1. Draft general principles to be met for a composite food to use
government 5 a day logo and portion indicator scheme

| General principles |  |
| :--- | :--- |
| Definition of <br> composite foods | A food or drink comprised of two or more ingredients, ${ }^{1}$ at least one of which is <br> not a fruit and/or vegetable ${ }^{2}$ |
| Minimum portion <br> fruit and/or <br> vegetables per <br> serving size | Provide at least one portion of fruit and/or vegetables per serving which can <br> be made up of a variety of fruit and vegetables. For example, a composite <br> food containing 30 g grilled aubergine, 20 g tomato, 15 g courgettes and 15 g <br> onions $(80 \mathrm{~g}$ vegetables in total per 400 g serving size) would contain at least <br> one portion of fruit and/or vegetables |
| Incremental <br> portion size | Must provide at least one portion of fruit and/or vegetables per serving; <br> thereafter 1 portion increments |
| Maximum portion <br> fruit and/or <br> vegetables per <br> serving size | No upper limit to the number of portions a product can declare, providing <br> there is the appropriate amount and variety of fruit and/or vegetables and the <br> serving size of the product is realistic. <br> $100 \%$ fruit juice, dried fruit, beans and pulses and concentrated strength <br> purees can only contribute a maximum of one portion each per serving even if <br> a food or drink contains more than one portion of fruit and/or vegetables from <br> these. For fruit juice this equates to a maximum of 150 ml . For dried fruit this <br> equates to a maximum of 30g. For concentrated strength purees this equates <br> to 80g fresh weight equivalent. Smoothies to provide a maximum of two <br> portions (see table 2) |
| Variety of fruit <br> and vegetables | Provide a variety of fruit and vegetables in a serving of the product if more <br> than one portion is declared |
| Target audience - <br> adults only | Must not be aimed specifically at children. This includes products marketed <br> specifically at children, but not necessarily all products consumed by children ${ }^{3}$ |

[^0]Table 2. Draft principles for calculating number of fruit and/or vegetable
portions per serving of a composite food

* Excluding starchy vegetables usually eaten as starchy staples such as potatoes, yams, cassava

Draft principles for calculating the number of portions of fruit and vegetables per serving of a composite food carrying the logo (while not promoting overconsumption of calories, saturated fat, salt, or sugars (ie ${ }_{2}$ non-milk extrinsic sugars, or free sugars)

| Type of fruit/vegetable | Conditions* | Portion size |
| :---: | :---: | :---: |
| Fresh |  | 80 g whole fruit or veg <br> 150 ml of $100 \%$ fruit or vegetable juice |
| Frozen |  | 80g |
| Dried | Maximum of 1 portion | 30 g (or 80g fresh weight equivalent) |
| Freeze-dried | Maximum of 1 portion | 30 g (or 80 g fresh weight equivalent based on robust evidence from the manufacturer/supplier) |
| Canned (excluding pulses) |  | 80 g |
| Pulses (including canned) | Maximum of 1 portion | 80g cooked weight |
| Juices | Maximum of 1 portion | 150ml |
| Concentrated purees | Maximum of 1 portion | 80 g based on fresh weight equivalent |
| Nonconcentrated purees |  | To be determined following review of comments received (see appendix A) |
| Extruded fruit and/or vegetable products (eg fruit leathers) |  | To be determined following review of comments received (see appendix B) |
| Smoothies | Maximum 2 portions | At least 80 g of whole fruit/vegetable (ie either 80 g of one variety or 80 g made up of a combination of different varieties) and 150 ml of $100 \%$ fruit and/or vegetable juice of a different variety (or 150 ml made up of a combination of different varieties) OR a minimum of 80 g of one variety of whole fruit/vegetable, and/or at least 80 g of another variety (or 160 g made up of a combination of different varieties) of whole fruit and/or vegetable |
| Fruit or vegetable powders, extracts or flavourings | Not included |  |

Table 3. Options for nutrient-based criteria to determine eligibility of composite foods to use the government 5 a day logo and portion indicator scheme

| Nutrient criteria for discussion ${ }^{4}$ |  |
| :--- | :--- |
| Energy | An energy cut-off is not being set because this is considered to be <br> complicated, difficult to determine and irrelevant if other nutrient cut- <br> offs, which provide energy, are included |
| Total fat | Nutrient criteria for total fat based on reference intakes: <br> - for food - not more than 17.5 g per 100 g or 21 g per serving if <br> serving size is greater than 100 g |
| - for drinks - not more than 8.75 g per 100 ml or 10.5 g per serving if |  |
| (ie, 'not high' in terms of front of pack guidance ${ }^{5}$ ) |  |

[^1]| Salt | Nutrient criteria for salt based on reference intakes and $2012 / 2017$ salt <br> targets <br> $\bullet$ for food - not more than 1.5 g per 100 g or 1.8 g per serving if serving <br> size is greater than 100 g |
| :--- | :--- |
| - for drinks - not more than 0.75 g per 100 ml or 0.9 g per serving if |  |
| serving size is greater than 150 ml |  |
| (ie, 'not high' in terms of front of pack guidance ${ }^{5}$ ) |  |
| $\bullet$ meet $2012 / 2017$ salt targets ${ }^{6}$ |  |
| To discuss further and clarify ERG views on possible salt-based criteria |  |
| to inform submission for ministerial decision |  |

2. Responses received to the following questions around non-concentrated purees and extruded fruit products are provided in appendix $A$ and appendix $B$ respectively

Should non-concentrated purees be limited to total number of portions or portions per variety per serving within a composite food?

Based on discussions and the potential for such products to be high in sugar how should extruded fruit products be treated for 5 a day messaging/5 a day logo for composite foods?

Members are asked to consider these responses and discuss how these should be treated for 5 a day messaging/5 a day logo should this be extended to composite foods.
3. Members are requested to note the results of the NDNS data review provided in appendix C. -This review has identified the most commonly consumed fruit and vegetables and the contribution of fruit juice to potassium intakes (and other nutrients where fruit juice makes a high contribution to intake).

Do the results of this data review change the advice of the group?

[^2]
## Should non-concentrated purees be limited to total number of portions or portions per variety per serving within a composite food?

$\left.\begin{array}{|l|l|}\hline \text { Non-concentrated purees } \\ \hline \text { Sector } & \text { Comment } \\ \hline \text { Industry } & \begin{array}{l}\text { Several companies are including purees of vegetables and } \\ \text { pulses in order to boost the content of 5 a Day. Companies } \\ \text { tend to follow the principle of capping at one portion per } \\ \text { variety. Vegetables "pureed" include peas, chickpeas for } \\ \text { example and in some cases several purees are added to meet } \\ \text { one portion. Cooking fruit and vegetables may also result in a } \\ \text { puree once the consumer eats the product (whether the } \\ \text { manufacturer or the consumer has cooked the product). }\end{array} \\ \hline & \begin{array}{l}\text { Particular concern about purees for babies where there is a } \\ \text { need to sieve the pulped fruit or vegetable to avoid lumps or } \\ \text { fibres that might cause choking. If the sugars in such products } \\ \text { were then to be considered as free sugars, this could be } \\ \text { confusing for parents who wish to avoid feeding 'added } \\ \text { sugars'. Consideration needs to be given to classifying free } \\ \text { sugars vs total sugars in pulped and pureed products, as } \\ \text { some free sugars are generated from intrinsic sugars in the } \\ \text { manufacturing process. }\end{array} \\ \hline \text { Voluntary sector } & \begin{array}{l}\text { Due to the high level of extrinsic sugars in fruit purees and the } \\ \text { removal of fibre during sieving, fruit purees should be limited to } \\ \text { a maximum of two portions of the recommended 5ADay per } \\ \text { serving, even though they may contain the puree of more than } \\ 2 \text { fruits. }\end{array} \\ \hline \text { Academia } & \begin{array}{l}\text { Not considered necessary to differentiate between whether the } \\ \text { fruit comes from one variety of fruit or from more than one } \\ \text { variety of fruit. }\end{array} \\ \hline & \begin{array}{l}\text { There should not be a limit on the number of 5ADay portions }\end{array} \\ \text { In addition to the above point, there should also be discussion }\end{array}\right\}$

|  | on regulation of portion sizes of such products. At present <br> there is disparity between a recommended portion sizes from <br> health professionals and what the food industry suggests. This <br> is particularly evident for fruit juices and smoothies. The British <br> Heart Foundation published an important document 2013 <br> indicating how portion sizes have increased. |
| :--- | :--- |

Appendix B

## Based on discussions and the potential for such products to be high in sugar how should extruded fruit products be treated for 5 A Day messaging/5 A Day logo for composite foods?

| Extruded fruit products |  |
| :---: | :---: |
| Sector | Comment |
| Industry | 'For our branded fruit bars, where we use dried fruits, minced and extruded, we work back the fresh fruit equivalent, by adding the moisture back in, and comparing the weight to the fresh fruit. We are confident that the fresh fruit equivalent is greater than 80 g , hence we are confident that $1 / 5$ day logo is applicable to that range. <br> However, when it comes to fruit pieces made with fruit juices, we often (not in all products) also add some sugar, therefore we don't feel to be suitable for the $1 / 5$ day logo. In addition, the product will not meet the 150 ml fruit juice equivalent. <br> And finally, we feel that the dried fruit bars, are far closer to the real fruits, with minimum processing, whereas the fruit pieces are highly manufactured / processed, hence we feel these products are unsuitable for the $1 / 5$ day logo.' |
|  | Fruit leathers - is there any analytical data to compare the micronutrient retention vs fresh fruit? If there are significant losses of unstable micronutrients, eg C and folate, on the manufacture of leathers then this could rule them out and end the debate on their inclusion (or not) in 5 a Day? |
|  | Suggestion to examine NDNS data to see what percentage of people consume extruded fruit products; perhaps it is too small a proportion to be of concern |
| Voluntary Sector | Suggestion that due to the potential conflict with oral health messaging and the importance of limiting these products to mealtimes, extruded fruit products should be excluded from carrying the 5ADay logo. Agreement with the statement made that these products are high in extrinsic sugars, stick to teeth, and are primarily promoted as in-between meal snacks, all of which are bad for dental health. <br> Also implications around sugar intake and weight gain. |
|  | We do not agree that all extruded fruit products should be excluded from carrying the 5 A Day logo. If, however, an extruded fruit product has additional ingredients, such as extra sugar or concentrated fruit juices then they should not feature the logo. |
| Academia | Extruded fruit products are proportionally higher in sugar than the equal weight of whole fruit due to their manufacturing process. For example 100 g of an extruded strawberry product contains 87 g of carbohydrate. In comparison, 100 g of raw strawberries contains approximately 8 g of carbohydrate, 5 g of which is sugar. Thus, allowing extruded food products to carry 5 A day logo will likely lead to increased sugar consumption that is in excess of what would be consumed from eating |


|  | whole fruit. In addition to the amount of sugar, there is also the <br> texture of these products to consider. It may be postulated that <br> due to their chewy nature they may adhere to teeth and <br> increase the risk of dental caries. |
| :--- | :--- |
| We agree with the evidence-based recommendation that <br> extruded fruit products should be excluded from being eligible <br> to carry the 5ADAY logo. Unless the food wins GREEN labels <br> in ALL categories, it should NOT receive a 5-a-day Logo (this <br> limit might not maximise industry profits, but it should promote <br> health). |  |

## Appendix C

## Mean intakes of vitamin C, folate and potassium and main contributors

## Leading contributors to vitamin C intake

Percentage contribution of food groups to average daily vitamin C intake, by sex and age

|  | All | Males |  |  |  | Females |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1.5-3y | 4-10y | 11-18y | 19-64y | 65+y | 4-10y | 11-18y | 19-64y | 65+y |
| Vegetables and vegetable dishes | 9 | 11 | 11 | 21 | 27 | 10 | 12 | 24 | 29 |
| Potatoes and potato products | 7 | 9 | 15 | 16 | 16 | 10 | 16 | 13 | 12 |
| Fruit | 26 | 20 | 11 | 17 | 22 | 24 | 14 | 20 | 25 |
| Non-alcoholic beverages -of which fruit juice | $\begin{aligned} & 32 \\ & 14 \end{aligned}$ | $41$ $21$ | $40$ $19$ | $23$ $13$ | $14$ $9$ | $\begin{aligned} & 36 \\ & 18 \end{aligned}$ | $\begin{aligned} & 36 \\ & 17 \end{aligned}$ | $21$ $11$ | 16 10 |
| Vitamin C intake (\% RNI) | 225 | 291 | 225 | 211 | 207 | 282 | 198 | 204 | 211 |
| Vitamin C Intake (\%below the LRNI) | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 |

## Leading contributors to folate intake

Percentage contribution of food groups to average daily folate intake, by sex and age

|  | All | Males |  |  |  | Females |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1.5-3y | 4-10y | 11-18y | 19-64y | 65+y | 4-10y | 11-18y | 19-64y | 65+y |
| Cereals \& Cereal Products | 33 | 37 | 35 | 27 | 25 | 36 | 34 | 27 | 26 |
| Milk \& Milk Products | 19 | 11 | 8 | 7 | 9 | 11 | 8 | 8 | 9 |
| Meat \& Meat Products | 5 | 6 | 10 | 9 | 9 | 6 | 9 | 10 | 7 |
| Vegetables and vegetable dishes | 10 | 12 | 11 | 14 | 17 | 12 | 12 | 19 | 20 |
| Potatoes and potato products | 6 | 8 | 11 | 9 | 10 | 9 | 13 | 10 | 9 |
| Fruit | 7 | 5 | 2 | 3 | 4 | 5 | 3 | 4 | 5 |
| Non-alcoholic beverages -of which fruit juice | 6 4 | 8 7 | 6 5 | 5 3 | 5 2 | 6 5 | 7 5 | 6 3 | 5 3 |


| Folate Intake (\% <br> RNI) | 215 | 161 | 117 | 144 | 148 | 152 | 93 | 114 | 121 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Folate Intake (\% <br> below the LRNI) | 1 | 0 | 4 | 2 | 1 | 0 | 8 | 4 | 1 |

## Leading contributors to potassium intake

Percentage contribution of food groups to average daily potassium intake, by sex and age

|  | All | Males |  |  |  | Females |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1.5-3y | 4-10y | 11-18y | 19-64y | 65+y | 4-10y | 11-18y | 19-64y | 65+y |
| Cereals \& Cereal Products | 15 | 18 | 18 | 15 | 15 | 18 | 17 | 14 | 15 |
| Milk \& Milk Products | 31 | 20 | 14 | 10 | 13 | 19 | 12 | 12 | 15 |
| Meat \& Meat Products | 9 | 12 | 19 | 19 | 15 | 13 | 17 | 16 | 13 |
| Vegetables and vegetable dishes | 6 | 8 | 6 | 10 | 9 | 8 | 7 | 11 | 11 |
| Potatoes and potato products | 9 | 13 | 17 | 15 | 14 | 14 | 19 | 13 | 12 |
| Fruit | 13 | 9 | 4 | 6 | 9 | 10 | 6 | 8 | 11 |
| Non-alcoholic beverages -of which fruit juice | 7 4 | $8$ <br> 6 | 7 5 | $8$ <br> 3 | $9$ $2$ | 7 5 | 8 5 | 9 3 | 9 2 |
| Potassium intake (\% RNI) | 225 | 148 | 77 | 87 | 88 | 140 | 63 | 72 | 76 |
| Potassium Intake (\% Below the LRNI) | 1 | 0 | 16 | 11 | 13 | 0 | 33 | 23 | 14 |

## Top 50 fruit consumed in NDNS ranked by number of consumers and average weight consumed

| Ranking | Top 50 fruit by number of consumers | Number of consumers | Ranking2 | Top 50 fruit average weight consumed | Avg weight consumed |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | BANANAS RAW | 868 | 1 | PEARS EATING RAW FLESH \& SKIN ONLY NO CORE | 249 |
| 2 | APPLES EATING RAW | 737 | 2 | MELONS CANTELOUPE CHARANTAIS | 226 |
| 3 | GRAPES WHITE | 354 | 3 | BANANAS RAW | 204 |
| 4 | TANGERINES MANDARINS CLEMENTINES | 296 | 4 | PEARS EATING RAW FLESH ONLY | 177 |
| 5 | STRAWBERRIES | 285 | 5 | ORANGES RAW | 175 |
| 6 | ORANGES | 201 | 6 | APPLES EATING RAW FLESH \& SKIN | 173 |
| 7 | PEARS EATING RAW FLESH AND SKIN | 179 | 7 | PEARS EATING RAW FLESH ONLY LEFTOVER SKIN \& CORE NOT WEIGHED | 162 |
| 8 | GRAPES BLACK RAW | 163 | 8 | FRESH FRUIT SALAD NO SUGAR | 160 |
| 9 | RAISINS | 120 | 9 | PINEAPPLE FRESH | 159 |
| 10 | MELON HONEYDEW; GALIA;OGEN | 110 | 10 | GRAPEFRUIT RAW | 157 |
| 11 | KIWI FRUIT | 96 | 11 | PEACHES FRESH | 151 |
| 12 | BLUEBERRIES RAW | 93 | 12 | NECTARINES RAW | 151 |
| 13 | PLUMS DESSERT RAW | 80 | 13 | MELON HONEYDEW GALIA OGEN | 146 |
| 14 | RASPBERRIES RAW | 80 | 14 | TANGERINES MANDARINS CLEMENTINES | 139 |
| 15 | OLIVES IN BRINE | 79 | 15 | STRAWBERRIES | 138 |
| 16 | PINEAPPLE FRESH | 74 | 16 | FRUIT SALAD FRESH APPLES BANANAS ORANGES KIWI FRUIT | 134 |
| 17 | MANGOES FRESH | 49 | 17 | RHUBARB STEWED WITHOUT SUGAR FRUIT \& JUICE | 131 |
| 18 | NECTARINES RAW | 48 | 18 | PEACHES CANNED IN FRUIT JUICE FRUIT ONLY | 123 |
| 19 | SULTANAS | 36 | 19 | PLUMS DESSERT RAW | 123 |
| 20 | AVOCADO PEAR | 32 | 20 | WATERMELON | 120 |
| 21 | PEACHES FRESH | 31 | 21 | MANGOES FRESH | 116 |
| 22 | APRICOTS READY TO EAT SEMI DRIED | 30 | 22 | AVOCADO PEAR | 110 |
| 23 | APPLES COOKING STEWED WITHOUT SUGAR | 29 | 23 | BANANA COOKED | 104 |
| 24 | PINEAPPLE CANNED IN FRUIT JUICE | 29 | 24 | APPLES COOKING STEWED WITHOUT SUGAR | 98 |
| 25 | CHERRIES EATING RAW | 28 | 25 | DATES DRIED | 88 |
| 26 | WATERMELON | 28 | 26 | KIWI FRUIT | 84 |


| Ranking | Top 50 fruit by number of consumers | Number of consumers | Ranking2 | Top 50 fruit average weight consumed | Avg weight consumed |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 27 | PEARS RAW LEFTOVER SKIN AND CORE NOT WEIGHED | 27 | 27 | GRAPES BLACK RAW | 80 |
| 28 | DRIED CRANBERRIES | 27 | 28 | BLUEBERRIES RAW | 77 |
| 29 | APPLE DESSERT/EATING STEWED WITH NO ADDED SUGAR | 24 | 29 | GRAPES WHITE RAW | 76 |
| 30 | DATES DRIED | 24 | 30 | LEMONS RAW FLESH \& JUICE WEIGHED WITH PEEL | 74 |
| 31 | PEARS EATING RAW FLESH ONLY | 23 | 31 | CHERRIES EATING RAW | 73 |
| 32 | DRIED MIXED FRUIT | 21 | 32 | APPLE DESSERT/EATING STEWED WITH NO ADDED SUGAR | 73 |
| 33 | LEMON PEEL | 20 | 33 | RASPBERRIES RAW | 68 |
| 34 | LIME FRESH JUICE ONLY | 19 | 34 | PINEAPPLE CANNED IN FRUIT JUICE | 67 |
| 35 | FRESH FRUIT SALAD NO SUGAR | 19 | 35 | FRUIT SALAD FRUIT COCKTAIL CANNED IN FRUIT JUICE FRUIT ONLY | 59 |
| 36 | FRUIT STICKS/BARS MADE WITH FRUIT JUICE, NO ADDED SUGAR OR FAT | $19$ | 36 | APRICOTS READY TO EAT SEMI DRIED | 54 |
| 37 | BLACKBERRIES RAW | 17 | 37 | PRUNES READY TO EAT SEMI DRIED | 43 |
| 38 | FRUIT SALAD FRESH APPLES BANANAS ORANGES KIWI FRUIT | 16 | 38 | BLACKBERRIES RAW | 42 |
| 39 | GRAPEFRUIT | 15 | 39 | SULTANAS | 33 |
| 40 | LEMONS RAW | 14 | 40 | OLIVES IN BRINE | 32 |
| 41 | FRUIT SALAD FRUIT COCKTAIL CANNED IN FRUIT JUICE | 13 | 41 | APRICOTS DRIED UNCOOKED DRY WEIGHT | 30 |
| 42 | RHUBARB STEWED WITHOUT SUGAR | 12 | 42 | RAISINS | 28 |
| 43 | PRUNES READY TO EAT SEMI DRIED | 12 | 43 | FRUIT STICKS/BARS MADE WITH FRUIT JUICE, NO ADDED SUGAR OR FAT | 28 |
| 44 | APPLES DRIED | 11 | 44 | APPLES DRIED UNCOOKED DRY WEIGHT | 24 |
| 45 | APPLE SAUCE NOT CANNED | 11 | 45 | DRIED MIXED FRUIT | 21 |
| 46 | BANANA COOKED | 11 | 46 | DRIED CRANBERRIES | 20 |
| 47 | PEACHES CANNED IN FRUIT JUICE | 11 | 47 | APPLE SAUCE NOT CANNED | 19 |
| 48 | ORANGE PEEL | 10 | 48 | LEMON PEEL | 14 |
| 49 | APRICOTS DRIED | 10 | 49 | LIME FRESH JUICE ONLY NO PEEL OR FLESH | 9 |
| 50 | MELONS CANTELOUPE; CHARANTAIS | 10 | 50 | ORANGE PEEL | 4 |

Source: NDNS Year 4 dataset (2011/12) All ages
Note: Numbers of consumers and average weight consumed (over four diary days) are based on a single year of data from NDNS and should be regarded as indicative, to show the relative consumption levels for the different foods

## Top 50 vegetables consumed in NDNS ranked by number of consumers and average weight consumed

| Ranking | Top 50 vegetables by number of consumers | Number of consumers |
| :---: | :---: | :---: |
| 1 | ONIONS COOKED | 902 |
| 2 | CARROTS, BOILED | 800 |
| 3 | TOMATOES RAW | 781 |
| 4 | CUCUMBER RAW | 597 |
| 5 | BAKED BEANS CANNED | 572 |
| 6 | PEAS FROZEN BOILED | 557 |
| 7 | LETTUCE | 478 |
| 8 | BROCCOLI SPEARS; CALABRESE FRESH BOILED | 444 |
| 9 | GARLIC | 380 |
| 10 | MUSHROOMS | 371 |
| 11 | CANNED TOMATOES | 306 |
| 12 | TOMATOES GRILLED | 240 |
| 13 | PEPPERS RED | 229 |
| 14 | ONIONS RAW | 214 |
| 15 | CAULIFLOWER FRESH | 201 |
| 16 | PEPPERS GREEN | 190 |
| 17 | CARROTS, RAW | 167 |
| 18 | LEEKS BOILED | 167 |
| 19 | MIXED LEAF SALAD | 167 |
| 20 | CABBAGE WHITE BOILED | 160 |
| 21 | LETTUCE-ICEBERG RAW | 156 |
| 22 | SWEETCORN, CANNED | 149 |
| 23 | CARROTS, YOUNG, FRESH, BOILED | 144 |
| 24 | CORN ON THE COB BOILED | 131 |
| 25 | COLESLAW | 130 |
| 26 | FRENCH BEANS/GREEN BEANS BOILED | 128 |
| 27 | COURGETTE-BOILED | 121 |
| 28 | SPRING ONIONS | 121 |
| 29 | PEPPERS-RED-FRESH UNCOOKED | 114 |
| 30 | CELERY | 112 |
| 31 | MIXED VEGETABLES FROZEN BOILED | 105 |
| 32 | LENTILS SPLIT BOILED | 103 |
| 33 | PARSNIPS BOILED | 101 |
| 34 | TURNIPS-BOILED | 96 |
| 35 | PEPPERS CHILLI | 95 |


| Ranking | Top 50 vegetables average weight consumed | Avg weight consumed |
| :---: | :---: | :---: |
| 1 | BAKED BEANS CANNED | 169 |
| 2 | TOMATOES RAW | 105 |
| 3 | CANNED TOMATOES | 104 |
| 4 | PASSATA | 103 |
| 5 | MIXED VEGETABLES FROZEN BOILED | 98 |
| 6 | CAULIFLOWER BOILED | 96 |
| 7 | LENTILS SPLIT BOILED | 95 |
| 8 | BROCCOLI SPEARS; CALABRESE FRESH BOILED | 90 |
| 9 | CARROTS, BOILED | 81 |
| 10 | CARROTS, RAW | 79 |
| 11 | CABBAGE WHITE BOILED | 78 |
| 12 | COLESLAW | 78 |
| 13 | CARROTS, YOUNG, FRESH, BOILED | 74 |
| 14 | TOMATOES GRILLED | 71 |
| 15 | PARSNIPS BOILED | 71 |
| 16 | RUNNER BEANS FRESH BOILED | 69 |
| 17 | ONIONS | 66 |
| 18 | BRUSSELS SPROUTSFRESH BOILED | 64 |
| 19 | SWEDE BOILED | 64 |
| 20 | SWEETCORN, CANNED, DRAINED, NON ADDED SUGAR OR SALT | 62 |
| 21 | LEEKS FRESH BOILED | 62 |
| 22 | FRENCH BEANS/GREEN BEANS BOILED | 61 |
| 23 | PEAS FROZEN BOILED | 61 |
| 24 | CARROTS FROZEN BOILED | 58 |
| 25 | MUSHROOMS | 58 |
| 26 | BEETROOT BOILED | 57 |
| 27 | SWEETCORN, CANNED, DRAINED, ADDED SUGAR AND/OR SALT | 55 |
| 28 | CUCUMBER RAW | 53 |
| 29 | COURGETTE-BOILED | 51 |
| 30 | LETTUCE-COS-RAW | 51 |
| 31 | CORN ON THE COB KERNELS ONLY BOILED | 51 |
| 32 | TURNIPS-BOILED | 51 |
| 33 | SPINACH FRESH BOILED | 50 |
| 34 | MIXED LEAF SALAD | 47 |
| 35 | PEPPERS-RED-FRESH UNCOOKED | 41 |


| Ranking | Top 50 vegetables by number of consumers | Number of consumers | Ranking | Top 50 vegetables average weight consumed | Avg weight consumed |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 36 | SWEDE BOILED | 92 | 36 | PEPPERS GREEN BOILED | 40 |
| 37 | BRUSSELS SPROUTS BOILED | 91 | 37 | PEPPERS GREEN FRESHRAW | 39 |
| 38 | PEPPERS GREEN RAW | 87 | 38 | PEPPERS-RED-BOILED | 38 |
| 39 | PARSLEY | 75 | 39 | ONIONS RAW | 37 |
| 40 | SWEETCORN, CANNED, DRAINED, NON ADDED SUGAR OR SALT | 73 | 40 | SPINACH FRESH RAW | 36 |
| 41 | SPINACH FRESH BOILED | 70 | 41 | LETTUCE-ICEBERG RAW | 34 |
| 42 | PEPPERS YELLOW FRESH BOILED | 70 | 42 | LETTUCE UNSPECIFIED RAW | 33 |
| 43 | SPINACH RAW | 67 | 43 | PEPPERS YELLOW FRESH BOILED | 32 |
| 44 | RUNNER BEANS BOILED | 66 | 44 | SWEETCORN BABY FRESH AND FROZEN BOILED | 31 |
| 45 | GINGER ROOT-RAW | 63 | 45 | CELERY FRESH BOILED | 20 |
| 46 | BEETROOT BOILED | 60 | 46 | ONIONS-SPRING-BULB \& TOP RAW | 19 |
| 47 | SWEETCORN BABY BOILED | 58 | 47 | PEPPERS CHILLI RAW | 7 |
| 48 | PASSATA | 56 | 48 | GINGER ROOT-RAW | 7 |
| 49 | CARROTS FROZEN BOILED | 56 | 49 | PARSLEY-RAW | 4 |
| 50 | LETTUCE COS | 56 | 50 | GARLIC RAW | 3 |

Source: NDNS Year 4 dataset (2011/12) All ages
Note: Numbers of consumers and average weight consumed (over four diary days) are based on a single year of data from NDNS and should be regarded as indicative, to show the relative consumption levels for the different foods


[^0]:    ${ }^{1}$ This does not include additives or water. Some additives are legally allowed to be added in very small amounts as processing aids and are essential for maintaining the quality of the product. Such products can qualify for the logo. Some examples include approved colours, a small amount of oil added to dried fruit to prevent sticking, vitamin C added to restore that lost during processing, preservative added to improve shelf life and a small amount of fibre added to thicken smoothies etc but not in the quantity to make a nutrition content claim on the pack.
    ${ }^{2}$ Potatoes do not count towards 5 A Day. 100\% fruit and/or vegetable juices, pulps and purees are included
    ${ }^{3}$ Products presented specifically as children's products or to appeal to children by design and labelling should not carry the government 5 A DAY messaging or logo

[^1]:    ${ }^{4}$ General consensus that criteria calculated using reference intakes would provide the best option in terms of coherence, consistency of approach and understanding:
    Regulation (EU) No 1169/2011 of the European parliament and of the council of 25 October 2011 on the provision of food information to consumers, amending Regulations (EC) No 1924/2006 and (EC) No 1925/2006 of the European Parliament and of the Council, and repealing Commission Directive 87/250/EEC, Council Directive 90/496/EEC, Commission Directive 1999/10/EC, Directive 2000/13/EC of the European Parliament and of the Council, Commission Directives 2002/67/EC and 2008/5/EC and Commission Regulation (EC) No 608/2004. Available at:
    http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0018:0063:EN:PDF
    ${ }^{5}$ Department of Health. Guide to creating a front of pack (FoP) nutrition label for pre-packed products sold through retail outlets. Available at:
    https://www.gov.uk/government/uploads/system/uploads/attachment data/file/300886/2902158 FoP Nutrition 2014.pdf

[^2]:    ${ }^{6}$ Public Health Responsibility Deal salt targets for 2017 and 2012 are available at: https://responsibilitydeal.dh.gov.uk/responsibility-deal-food-network-new-salt-targets-f9-salt-reduction-2017-pledge-f10-out-of-home-salt-reduction-pledge/
    https://responsibilitydeal.dh.gov.uk/wp-content/uploads/2012/01/Salt-Targets-for-ResponsibilityDeal.pdf

