



## External reference group – 5 A Day logo

**Paper for discussion:** including composite foods in the PHE 5 A Day logo and portion indicator scheme – draft consensus paper.

Members are invited to consider the following principles tabulated within the paper and to confirm areas of consensus:

- 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 and sugar) (table 2)

Members are also invited to discuss:

- options for nutrient-based criteria to determine eligibility of composite foods to use the government 5 A Day logo and portion indicator scheme with a view to reaching consensus where possible (table 3)
- extruded fruit products (eg, fruit leathers) and non-concentrated purees - whether these should be included/restricted (paras 4 and 5)

Members are invited to note the outcome of the National Diet and Nutrition Survey (NDNS) data review requested at the first meeting which shows differences in fruit juice consumption by age and by income quintile (para 6).

# Including composite foods in the PHE 5 A Day logo and portion indicator scheme – draft consensus paper

1. Discussions at the first 5 A Day external reference group meeting held on 12 November 2014 suggest there is overall consensus on the general principles and the principles for calculating the number of portions of fruit and/or vegetables per serving of a composite food set out in the analysis paper ERG/5ADAY/14/3. These principles are provided in tables 1 and 2.
2. Members are invited to consider the principles in tables 1 and 2 and confirm areas of consensus.

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

| <b>General principles</b>                                       |   |
|---|---|
| <b>Definition of composite foods</b>                            | A food or drink comprising of two or more ingredients, <sup>1</sup> at least one of which is a fruit and/or vegetable <sup>2</sup>  |
| <b>Minimum portion fruit and/or vegetables per serving size</b> | Provide at least one portion of fruit and/or vegetables per serving   |
| <b>Incremental portion size</b>                                 | Must provide at least one portion of fruit and/or vegetables per serving; thereafter 1 portion increments   |
| <b>Maximum portion fruit and/or vegetables per serving size</b> | No upper limit to the number of portions a product can declare, providing there is the appropriate amount and variety of fruit and/or vegetables and the serving size of the product is realistic, and appropriate. 100% fruit juice, dried fruit, beans and pulses, concentrated strength purees would only count once in the product regardless of the amount present. For fruit juice this equates to a maximum of 150ml. Smoothies to provide a maximum of two portions (see table 2) |
| <b>Variety of fruit and vegetables</b>                          | Provide an appropriate variety of fruit and vegetables in a serving of the product if more than one portion is declared   |
| <b>Provide appropriate serving size</b>                         | Provide appropriate serving sizes of the product  |
| <b>Target audience – adults only</b>                            | Must not be aimed specifically at children. This includes products marketed specifically at children, but not all products necessarily consumed by children   |

<sup>1</sup> 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. If any additive is added in quantities above those required for processing purposes (eg, fibre) it will need to be considered on a case by case basis

<sup>2</sup> Potatoes do not count towards 5 A Day. 100% fruit and/or vegetable juices, pulps and purees are included

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

| <b>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 and sugar)</b> |   |   |
|---|---|---|
| <b>Type of fruit/vegetable</b>  | <b>Conditions</b>   | <b>Portion size</b>   |
| Fresh   | Excluding starchy vegetables usually eaten as starchy staples such as potatoes, yams, cassava | 80g whole fruit or veg<br><br>150ml of 100% fruit or vegetable juice  |
| Frozen  | N/A   | 80g   |
| Dried   | Maximum of 1 portion  | 30g (or 80g fresh weight equivalent)  |
| Freeze-dried  | Maximum of 1 portion  | 30g (or 80g fresh weight equivalent) based on robust evidence   |
| Canned (excluding pulses)   | N/A   | 80g   |
| Pulses  | Maximum of 1 portion  | 80g cooked weight   |
| Juices  | Maximum of 1 portion  | 150ml   |
| Concentrated purees   | Maximum of 1 portion  | 80g based on fresh weight equivalent  |
| Smoothies   | Maximum 2 portions  | At least 80g of one variety of whole fruit/vegetable and 150ml of a different variety of 100% fruit and/or vegetable juice OR a minimum of 80g of one variety of whole fruit/vegetable and/or at least 80g of another variety of whole fruit and/or vegetable |
| Fruit or vegetable powders, extracts or flavourings   | Not included  |   |

- At the first meeting it was agreed that nutrient-based criteria to determine eligibility of composite foods to use the government 5 A Day logo and portion indicator scheme were required. Different options were discussed and the general

consensus was that criteria calculated using reference intakes<sup>3</sup> would provide the best option in terms of coherence, consistency of approach and understanding. Following on from these discussions, members are invited to discuss the options set out in table 3 with a view to reaching consensus.

**Table 3: Options for nutrient-based criteria**

| <b>Nutrient criteria for discussion</b> |  |
|---|--|
| <b>Energy</b>                           | General discussion at the first meeting suggested an energy cut-off would be complicated and difficult to determine and irrelevant if other nutrient cut-offs, which provide energy, are included. Energy is therefore excluded  |
| <b>Total fat</b>                        | <p>Nutrient criteria for total fat required based on reference intakes:</p> <ul style="list-style-type: none"> <li>• for food – not more than 17.5g per 100g or 21g per serving if serving size is greater than 100g</li> <li>• for drinks – not more than 8.75g per 100ml or 10.5g per serving if serving size is greater than 150ml</li> </ul> <p>(ie, 'not high' in terms of front of pack guidance<sup>4</sup>)</p> <p>There was general consensus that total fat is not a public health issue due to current average population intakes. There was also a suggestion that total fat should be retained in order to 'future proof' the criteria. Nutrient criteria for total fat would also support decision to exclude energy cut-off</p> |
| <b>Saturated fat</b>                    | <p>Nutrient criteria for saturated fat required based on reference intakes:</p> <ul style="list-style-type: none"> <li>• for food: not more than 5.0g per 100g or 6.0g per serving if serving size is greater than 100g</li> <li>• for drinks: not more than 2.5g per 100ml or 3.0g per serving if serving size is greater than 150ml</li> </ul> <p>(ie, 'not high' in terms of front of pack guidance<sup>4</sup>)</p>  |
| <b>Total sugars</b>                     | <p>Nutrient criteria for total sugars required based on reference intakes:</p> <ul style="list-style-type: none"> <li>• for food: not more than 22.5g per 100g or 27g per serving if serving size is greater than 100g</li> <li>• for drinks: not more than 11.25g per 100ml or 13.5g per serving if serving size is greater than 150ml</li> </ul> <p>(ie, 'not high' in terms of front of pack guidance<sup>4</sup>)</p>  |

<sup>3</sup> 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>

<sup>4</sup> 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](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/300886/2902158_FoP_Nutrition_2014.pdf)

|             |  |
|-------------|--|
|             | <p>However:</p> <ul style="list-style-type: none"> <li>• where <b>ALL</b> sugars within a composite product are from fruit and/or vegetables the nutrient criteria for total sugars is not applicable.<br/>For example: <ul style="list-style-type: none"> <li>○ a fresh fruit salad comprising 80g mango, 80g grapes and 80g pineapple with a sprinkling of seeds (which would be a composite food) could contain 31.3g total sugars per 240g serving<sup>5</sup> (ie, would be 'high' for total sugars if nutrient criteria for total sugars is applied)</li> </ul> </li> </ul>  |
| <b>Salt</b> | <p>Nutrient criteria required for salt based on reference intakes and 2012/2017 salt targets</p> <ul style="list-style-type: none"> <li>• for food – not more than 1.5g per 100g or 1.8g per serving if serving size is greater than 100g</li> <li>• for drinks – not more than 0.75g per 100ml or 0.9g per serving if serving size is greater than 150ml (ie, 'not high' in terms of front of pack guidance<sup>4</sup>)</li> <li>• meet 2012/2017 salt targets<sup>6</sup></li> </ul> <p>There was general consensus that some reference to salt targets was required and recognition that government were likely to want these promoted</p> |

4. Members were asked to liaise with colleagues and industry to obtain further information on non-concentrated purees (different types used and in which composite foods) to inform discussions on whether, if there were no upper limit on their use in composite foods, this would adversely affect overall sugar content and/or influence the number of varieties of fruit and/or vegetables that could be included per serving size.

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

5. Members were also asked to liaise with colleagues and industry to obtain further information on extruded fruit products (ie, ingredients, manufacturing process and sugar content) to inform discussions on these products in relation to 5 A Day messaging.

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?

<sup>5</sup> Mangoes, ripe, raw, flesh only 13.8g total sugars/100g. Grapes, green 15.2g total sugars/100g. Pineapple, raw, flesh only 10.1g total sugars/100g. Source: McCance & Widdowson's Composition of Foods, 7<sup>th</sup> Summary Edition

<sup>6</sup> 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-Responsibility-Deal.pdf>

6. Members asked PHE to review NDNS data to determine whether there are any differences in fruit juice consumption by age, or any inequalities associated with fruit juice consumption. Latest data from NDNS years 1-4 (2008/09-2011/12) show that:
- children aged 4-10 years had the highest mean consumption of fruit juice at 111g/day. Older children (11-18 years) consumed slightly less at 104g/day and young children 1½-3 years 72g/day. Adults consumed 65g/day. (NB: these results have not been tested for statistical significance).
  - for children, fruit juice consumption was higher in the higher income quintiles than in the lower quintiles and the difference between the lowest and highest quintile reached statistical significance in girls aged 11-18 years. The pattern was less clear for adults, although consumption tended to be higher in the top income quintile compared with the rest.

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