

HLSG 3 - Pledge Update

Out of Home Calorie Labelling:

- **Overview**

Currently 38 companies have signed up to the Out of Home (OOH) pledge to provide voluntary calorie labelling from September 2011, including recent sign up from Burger King, Eat, Greggs Merlin, Mitie, and Starbucks . Collectively this represents around 8,000 high street outlets and equates to over 16.5% of meals sold.

- **Implementation**

Partners are intending to implement OOH calorie labelling at different times - some companies are implementing across all outlets simultaneously, others are gradually phasing in their labelling over portions of their outlets or parts of their menus. Some have already implemented the labelling.

Current implementation activity by partners will peak in September when McDonalds introduce their menu labelling, and others continue in the following months which will dramatically increase the visibility of OOH calorie labelling on the high street.

- **Technical guidance**

Technical documents (guidance for obtaining calorie information data, and illustrative guidance for displaying calorie information) supporting implementation have been developed in conjunction with the OOH Working Group and are published on the DH website. This guidance is also being promoted to the Enforcement community.

Further technical guidance for SMEs is being developed for the end of 2011.

- **Focus for further sign-up**

The 2011-12 focus is on driving further take up by Coffee & Sandwich shops, Quick Service restaurants and takeaways, and Food Service management as these are the largest sectors in terms of meals sold. These present the best opportunity to achieve high levels of coverage and visibility in the high street and contribute to profile raising with the consumer. There is already good coverage in the Retail sector. Ministers will be meeting key companies to encourage sign-up

As well as pro-actively contacting companies, other channels to increase sign up include industry promotion eg. the British Hospitality Association event in May at the House of Commons, also event speaking/presenting opportunities.

Our focus for 2012-13 will be Pub Dining and Casual & Fine Dining sectors. Engagement with the Hotel and Leisure sectors will be via the Change4Life partnership team as they work with businesses in these sectors.

Salt:

- Currently 58 companies have now signed up to the salt pledge.
- Officials have continued to hold meetings with potential Responsibility Deal (RD) partners and trade associations, who have expressed an interest in the RD, to discuss progress and signing up to the pledges. This has focused on those companies identified as making key products and having a significant market share.
- Meetings have taken place with caterers and catering suppliers, and also in conjunction with the BHA, to discuss a salt pledge specifically for caterers. A draft pledge has been developed for consideration by the HLSG.
- The terms of reference (TOR) for the BRC/FDF funded research to identify technical solutions for salt reduction were published on Saturday 27 August. The research will provide a comprehensive overview of the technical solutions, including processing and ingredients currently under development. BRC/FDF intend to appoint the contractor by October and deliver the project by March 2012.
- Analyses are currently ongoing to assess progress against the 2010 targets, and what more is needed to meet the RD targets by the end of 2012. A paper will be submitted for consideration by the HLSG in the New Year.

Trans Fats:

- Currently 75 companies have signed up to the trans fats pledge.
- Guidance to help small and medium businesses source products which are free from artificial trans fats is being piloted with businesses and local authorities. The pilot will be completed in mid-September and the guidance finalised in light of comments.
- On 31st August, DH published two analytical projects undertaken as part of the rolling programme of nutrient analysis, which supports the National Diet and Nutrition Survey. The analysis of biscuits, buns, cakes, pastries and certain other foods which contribute to trans intakes, carried out between 2008-10, shows some substantial reductions compared to previous surveys.

Focus for further sign-up

- Officials are continuing to meet with stakeholders to invite them to sign the pledge, focussing on companies who make the type of products most likely to contain artificial trans fats. This includes :
 - businesses involved with the Government's review of trans fats in 2007 or who previously provided commitments to the Food Standards Agency (FSA) on healthier catering;

- remaining retailer and major suppliers, particularly those suppliers who produce private label products for retailers who have signed the pledge, as they are most likely to be in a position to sign the pledge; and
 - companies identified as selling products containing hydrogenated vegetable oils through our survey of the smaller discount retailers and food businesses.
- We are continuing to contact these companies directly and using other channels where appropriate.