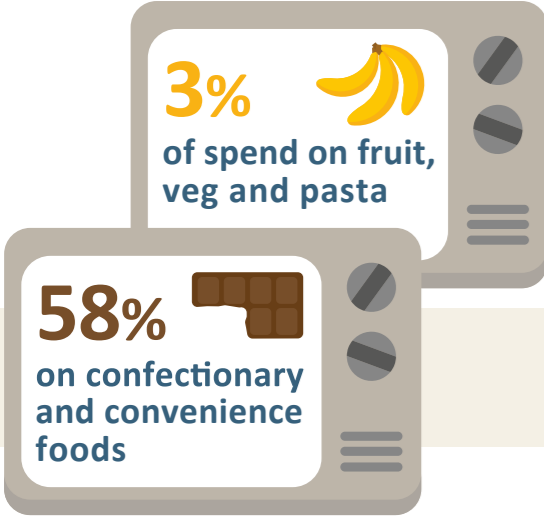
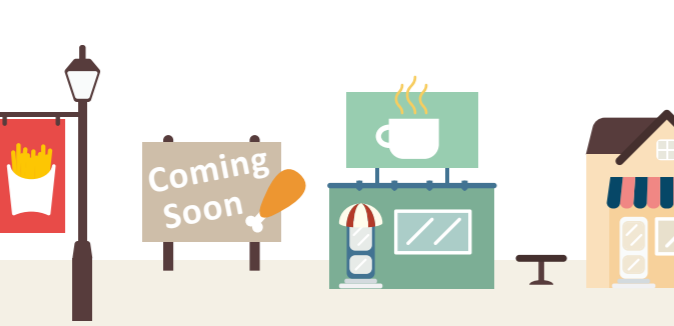


## Advertising



! Advertising of unhealthy food is only banned on TV for children's viewing times

## Convenience

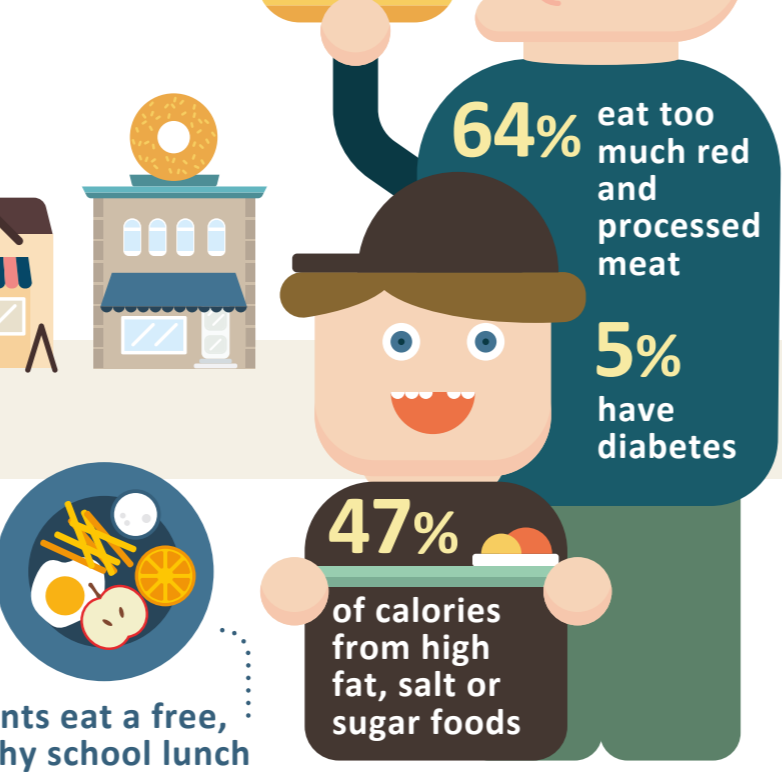


## Price



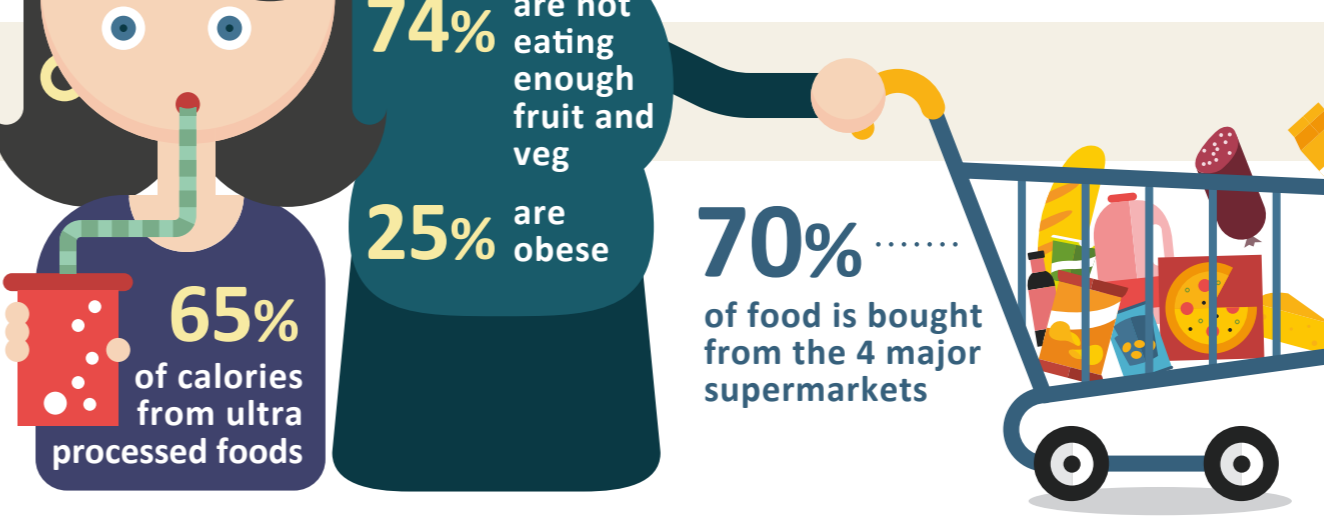
! VAT not applied consistently to unhealthy foods

One third of household food and drink spending is on eating out



! Strong school food policy but Ofsted inspectors aren't required to eat a school meal

## Formulation/ingredients



! No limits on high risk ingredients

## Promotions



## Labelling



! Voluntary front of pack labelling rules

## Making healthy choices easier

- 1 Set out a clear vision for achieving healthy and sustainable diets for all with measurable targets
- 2 Control food marketing, formulations and planning so it is more conducive to healthy eating
- 3 Prioritise measures to re-balance food prices and incentivise healthy diets starting with a tax on sugary drinks and EFRA inquiry into vegetables
- 4 Mobilise consumer power to shape the food system by helping people to understand what is in their food and how it is produced

