

Technical report – The Kid’s Food Guarantee

The Kid’s Food Guarantee is a set of actions which the Food Foundation think supermarkets should have in place as a minimum in order to effectively tackle rising levels of food insecurity. These are actions that citizens have told us they are eager to see, and which align with existing areas of focus for food retailers.

In the coming months we will spot-check each of the guarantee areas to see where the best offers are for families and share the findings. The intention is that the findings can be used by consumers, supporting them to access healthy and affordable diets and helping them to navigate the cost of living crisis.

To evaluate progress against each guarantee area will use a mix of qualitative and quantitative tracking of progress depending on what is most appropriate for each guarantee area.

We also intend to highlight examples of best practice, both on our Kids Food Guarantee dashboard and as part of our forthcoming 2023 *State of the Food Industry* report.

Yogurt

For this Guarantee area we worked with Questionmark Foundation, an international non-profit think tank, to look at available yogurts and their price and nutritional information as available online for five of the major UK retailers: Aldi, ASDA, Morrison’s, Sainsbury’s and Tesco. Data was collected for the period 18th to 24th April 2023, and the search will be run on a monthly basis for the next three months to continually assess progress.

We looked at yogurt pots containing roughly a single portion; all yogurts with a packaged portion size of 200g or less. Packaged single portion pots were selected to provide a more realistic reflection of how citizens shop and snack (i.e. you can’t buy 100g of yogurt, you buy the pot). Larger pots also come with a higher upfront cost. We looked at single portion pots sold separately and as part of a multipack.

We included both plain and flavoured yogurts, with and without children's figures on the packaging, and both animal-based and plant-based products.

Specifically excluded were cheesecake desserts and yogurt drinks (e.g. in pouches).

To assess the nutrition profile of the yogurts in scope we looked at the sugar content of yogurt per 100g. The Nutrition Profiling Model (NPM), takes a broader range of nutrients into account in order to calculate a score, and marks down products that are high in fat. Given that fat is a key nutrient for young children and that many dairy products are naturally high in fat we focused on the sugar content.

We used the upper limit of total daily (free) sugar intake recommended for children as our guide for assessing sugar levels. For children aged 7-10 this is 24g, equivalent to 6 cubes of sugar. For children aged 4-6 it is 19g, equivalent to 5 cubes of sugar.

The UK [government recommends](#) that free sugars – sugars added to food or drinks, and sugars found naturally in honey, syrups, and unsweetened fruit and vegetable juices, smoothies and purées – should not make up more than 5% of the energy (calories) you get from food and drink each day.

This means:

- Adults should have no more than 30g of free sugars a day, (roughly equivalent to 7 sugar cubes).
- Children aged 7 to 10 should have no more than 24g of free sugars a day (6 sugar cubes).
- Children aged 4 to 6 should have no more than 19g of free sugars a day (5 sugar cubes).
- There's no guideline limit for children under the age of 4, but it's recommended they avoid sugar-sweetened drinks and food with sugar added to it.

4g of sugar is equivalent to a teaspoon or cube of sugar, with the first [3.8g of sugar](#) (roughly 1 cube) contained in each yogurt derived from naturally occurring milk sugars found in dairy products.

Although sugar in whole fruit is not considered a health risk, the process of pureeing releases the sugars from their cells. These 'free sugars' are more harmful than in the whole fruit form and can contribute to tooth decay. Fruit purees or fruit juice from concentrate when added to yogurt are therefore considered to be added, or free sugars.

Data were exported into an excel spreadsheet and analysed on the basis of total sugar content and price per single portion pot. Where yogurts were on offer, the promotional price was taken as the price.

Our method was as follows: To find the cheapest yogurts, we ranked single packaged yoghurt pots by price and by retailer, and then selected the cheapest product for each retailer.

To find the lowest sugar options available for <£1, we ranked single yogurt pots by sugar content (low to high) and by retailer, and then selected the first product which was <£1.

To find the highest sugar options available for <£1, we ranked single packaged yogurt by sugar content (high to low) and by retailer and selected the first product which was <£1.

This report will be updated as progress against each Guarantee area is assessed.