



At a glance

FOOD ENVIRONMENT METRICS

APPEAL



Food promotions P10

Over a third (37%) of supermarket promotions on food and non-alcoholic drinks are for unhealthy food.



Advertising expenditure on food P12

Over a third (36%) of food and soft drink advertising spend is on confectionery, snacks, desserts and soft drinks, compared to just 2% on fruit and veg.



Marketing of infant foods P16

Three-quarters (74%) of the baby and toddler snacks that have front-of-pack promotional claims contain high or medium levels of sugar.

WHAT NEEDS TO HAPPEN:

- Restrict promotions on less healthy foods and increase promotions on core staples and more healthy foods.
- Increase advertising spend on healthy foods, particularly fruit and veg, and decrease advertising spend on less healthy foods.
- Regulate marketing and composition of toddler and baby foods, and restrict nutrition and health claims on front of packaging.

AVAILABILITY



Sugar in children's food products P20

Only 3% of breakfast cereals and 5% of yogurts marketed to children are low in sugar.



Places to buy food P21

A quarter (26%) of places to buy food in England are fast-food outlets, remaining unchanged for six years.

WHAT NEEDS TO HAPPEN:

- Create better incentives for reformulation to help shift the balance towards more healthy food.
- Use local authority planning powers to prevent further proliferation of unhealthy fast-food outlets.
- Increase transparency around the types of food businesses sell, with mandatory targets for boosting sales of healthy and sustainable foods.

PRICE AND AFFORDABILITY



Cost of more sustainable options P26

More sustainable, plant-based milk alternatives in supermarkets are on average 55% more expensive than dairy milk.



Cost of healthy food P28

On average, healthier foods are more than twice as expensive per calorie as less healthy foods, with healthier food increasing in price at twice the rate in the past two years.



Affordability of a healthy diet P30

To afford the government-recommended healthy diet, the most deprived fifth of the population would need to spend 45% of their disposable income on food, rising to 70% for those households with children.

WHAT NEEDS TO HAPPEN

- Ensure everyone has sufficient income to afford to eat a healthy and sustainable diet.
- Rebalance the cost of food so healthy and sustainable options are the most affordable.

OUTCOME METRICS

DIET QUALITY



Nutritious food consumption P36

On average, children consume less than half the recommended amount of fruit and veg but twice the recommended amount of sugar.

ENVIRONMENT OUTCOMES



Greenhouse gas emissions from the food system P40

While UK emissions for the whole economy fell by 38% between 2008 and 2022, emissions from the food system fell by just 17% over the same period of time.

HEALTH OUTCOMES



Children's weight P44

Children in the most deprived fifth of the population are nearly twice as likely to be living with obesity as those in the least deprived fifth by their first year of school.



Diabetes-related amputations P46

The number of diabetes-related lower-limb amputations increased by 68% since 2009.



Dental decay P47

Children in the most deprived fifth of the population are more than twice as likely to have tooth decay in their permanent teeth compared to those in the least deprived fifth by their last year of primary school.

