

How much veg do we eat out of the home and on the go?

Individuals living in UK households purchased an average 2142 calories per day in 2014. Of these, 274 kcals per day came from foods purchased for consumption outside of the home (including takeaways): nearly 13% of total energy purchases. However, on average only 4% of an average individual's vegetable purchases (6.4 g of 160g) came from food eaten outside the home: a difference of nearly 9 percentage points, as demonstrated in Table 1.¹

Table 1: Average energy purchases and vegetable purchases, 2014

	Energy		Vegetable purchases	
	Kcals/day	% of total	g/day	% of total
Household consumption	1867.2	87.2	153.4	96
Food eaten out	274.4	12.8	6.4	4
Total	2141.6	100	159.8	100

Source: Food Foundation analysis of DEFRA's Living Costs and Food Survey

If we assume we have 3 meal occasions per day, this totals 21 per week. If 13% of kcals are out of the home this amounts to 2.7 meals per week out of the home.

From these meal occasions an average person gets 6.4g of veg*7 days = 44.8g per person per week. A portion of veg amounts to 80g.

Compared to the Eatwell Guide

The Eatwell Guide assumes the daily weight of our diet averages 1348g. If 13% of this is eaten out of the home (this is the kcal % rather than the g%), then this equates to 175g of food eaten out of the home of which 20% (or 35g) should be veg. In fact 6g of the 175g is veg. i.e. the amount of veg is 17% of what it should be. The out of home sector is under-trading in veg: 3.4% of the volume of food sold out of the home is veg, but it should be 20%.

Growth in the out of home market

The proportion of our calories which we get from eating out (not including takeaways) has not changed much in the last 10 years and is just over 10% (see Table 3.2

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/597667/Family_Food_2015-09mar17.pdf).

¹ {SOURCE: LIVING COST AND FOOD SURVEY (USE WEB PORTAL ON UK DATA SERVICE)} Family Food Survey estimates are based on purchases and therefore do not consider waste and are therefore not a direct measure of actual consumption. In the survey quantities are recorded where possible for purchases of food and drink for household consumption. For meals eaten out, the diary keeper recorded itemised list of meal components. DEFRA then used standard portion sizes to estimate quantities. The food items included and some of the items which were excluded in our estimates for vegetable intake are listed in Table Appendix 1. All fresh vegetables (i.e. "tomatoes, fresh or raw") were included. Some items that may contain vegetables (e.g. non-vegetable-based salads) were not included in calculations as it was not possible to determine the amount of vegetables contained. For a complete list of the other LCFS food categories, see [here](#). Food items were coded based on whether they were bought for household consumption or bought outside of the home. Takeaway meals were considered as food eaten out to distinguish between vegetable intake from food prepared in the home and pre-prepared food made elsewhere.

But there has been huge growth in the number of places to eat out. The number of eating-out sites has increased by 53% from 60,760 to 93,285 over the last 10 years and now there are an estimated 1.4 establishments per 1,000 population in the UK². There is growing concern about the proliferation of unhealthy fast food in deprived areas³. Food-on-the-Go is expected to grow considerably in the coming 5 years and provides a real opportunity for an improved veg offer⁴.

² <http://www.ons.gov.uk/ons/publications/re-reference-tables.html?edition=tc%3A77-50966>; <http://www.ons.gov.uk/ons/rel/bus-register/uk-business/2015/index.html>. 2005 tally of SIC03 55.3 local units (Restaurants, including take-away shops and mobile stands); 2015 tally of SIC07 56.1 local units (Restaurants and mobile food service activities). Population estimate: <http://www.ons.gov.uk/ons/rel/pop-estimate/population-estimates-for-uk--england-and-wales--scotland-and-northern-ireland/mid-2014/index.html>

³ <https://www.theguardian.com/inequality/2017/jul/25/large-rise-takeaway-shops-highlights-dominance-fast-food-deprived-areas-england>

⁴ <http://www.fruitnet.com/fpj/article/173046/food-to-go-sector-to-grow-35-per-cent-by-2022>