



THE BROKEN PLATE REPORT:

What is the state of the nation's food system in 2021?

● IMPROVEMENT
● NO CHANGE
● DETERIORATED

AT A GLANCE >> Key findings from this year's report

Advertising spend on fruit and vegetables remains very low, with just **2.5%** OF TOTAL FOOD AND SOFT DRINK ADVERTISING SPEND GOING TOWARDS FRUIT AND VEGETABLES ● METRIC 1

The poorest fifth of UK households would need to spend **40%** OF THEIR DISPOSABLE INCOME ON FOOD TO MEET EATWELL GUIDE COSTS ● METRIC 2
This compares to just 7% for the richest fifth

Healthier foods are nearly **3 TIMES** AS EXPENSIVE AS LESS HEALTHY FOODS CALORIE FOR CALORIE ● METRIC 3

25% of workers in the food sector EARN THE MINIMUM WAGE OR BELOW COMPARED TO 11% of workers across the UK ● METRIC 4

1 in 4 PLACES TO BUY FOOD ARE FAST FOOD OUTLETS ● METRIC 5
The proportion of fast food outlets is HIGHER IN THE MOST DEPRIVED LOCAL AUTHORITIES compared to the least deprived

92% of cereals AND **96%** of yogurts marketed towards children contain HIGH or MEDIUM levels of sugar ● METRIC 6

22% OF READY MEALS ARE VEGETARIAN OR PLANT-BASED ● METRIC 7
with a WELCOME DROP IN PRICE for vegetarian and plant-based meals since last year's survey

Children in the most deprived fifth of households **ARE ALMOST TWICE AS LIKELY TO HAVE OBESITY** as those in the least deprived fifth of households by AGE 4-6 ● METRIC 8

Children in the UK at AGE 4-5 ARE ON AVERAGE SHORTER than children in other comparable high income countries. In England, children living in DEPRIVED COMMUNITIES ARE SHORTER than children living in wealthier communities by the time THEY REACH AGE 10-11 ● METRIC 9

THERE ARE ALMOST **10,000** DIABETES-RELATED AMPUTATIONS carried out on average per year, an increase of **24% IN THE PAST FIVE YEARS** ● METRIC 10



The 2022 forecast for 100 children born in 2021 at age 11/year 6

● OBESITY ● SEVERE OBESITY

OBESITY

🏠 FOR THE **POOREST 10%** OF HOUSEHOLDS 👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤👤 = 23%
🏠 FOR THE **RICHEST 10%** OF HOUSEHOLDS 👤👤👤👤👤👤 = 11%

SEVERE OBESITY

🏠 FOR THE **POOREST 10%** OF HOUSEHOLDS 👤👤👤👤👤👤 = 10%
🏠 FOR THE **RICHEST 10%** OF HOUSEHOLDS 👤 = 1%

