



FAMILY FOOD

A report on the 2008 Family
Food Module of the Living
Costs and Food Survey





Family Food 2008

A National Statistics Publication by Defra

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Contents

Executive Summary	v
Introduction	ix
Core Chapters:	
Chapter 1 UK trends in purchases and expenditure	1
Chapter 2 UK trends in energy and nutrient intakes	11
Chapter 3 Geographic comparisons	21
Analysis Chapters:	
Chapter 4 Demographic patterns in key dietary indicators	31
Chapter 5 Exploratory analysis and trends informing policy	39
The Family Food Committee	55
Development issues	57
Links to the Family Food datasets on the Defra website	59
Glossary	61
Household and eating out food & drink codes	63

Executive Summary

- 1** Family Food 2008 is the latest in a series of annual reports published by Defra on food and drink purchases by households in the United Kingdom. It is based on data collected continuously throughout the year. The report presents trends in expenditure and purchases by type of food and demographic characteristics and converts purchases into estimates of average energy and nutrient intakes.
- 2** The strength of the report is its indication on trends. Much of the report describes trend data from April 2005 to December 2008. New data covers the period January to December 2008 but is generally insufficient on its own to show statistically significant changes in purchasing patterns.

Key messages

- 3** Data for 2008 indicates that:
 - Food prices were on average 9% higher in 2008 than in 2007 and consumers responded by spending 3.9% more on food and drink.
 - Consumers purchased 1.9% less food when measured by calorie content.
 - Consumers purchased 4.3% less fruit and vegetables in 2008.
 - Consumers purchased less alcoholic drinks in 2008 resulting in 9.9% less alcohol intake.
 - Indicators of dietary nutrition moved slightly negatively in 2008 with small rises in % energy from NMES and % energy from saturated fatty acids.
- 4** The Retail Price Index (RPI) shows that food prices and all items RPI rose significantly over 2008. The annual rate of inflation for food peaked in August 2008 at 12.8% and was 4.8% for all items in the retail price index basket, giving a real terms rise of 7.7% over the year. These exceptional price rises may have affected purchasing and spending behaviours since 2007 so they are examined in closer detail throughout the report.

Main trends in purchases (Chapter 1)

Household

- 5** Household purchases of **fruit and vegetables** fell by 4.3% in 2008 and are now 5.4% lower than 2005-06. Since 2007, purchases of fresh fruit fell by 7.7%, fresh green vegetables fell by 9.6% and fruit juices fell by 4.4%. Only processed vegetables have risen slightly by 2.3% since 2007. Faced with the 2008 price rises of 7% and 8% in fruit and vegetables respectively, consumers spent almost the same amount as before, and to achieve this they tended to buy less fruit and cheaper vegetables.

- 6 About 3% of fruit and vegetables entering the household in 2008 came from free sources, mainly **gardens and allotments**.
- 7 Purchases of **fat (including oils)** have remained fairly stable since 2005-06. Although the rate of decrease has slowed, there is a continuing move away from household purchases of 'reduced and low fat' spreads which fell by 7.9% since 2005-06.
- 8 Purchases of **whole and skimmed milks** (semi and fully skimmed) have fluctuated since 2005-06 but the long term downward trend in purchases of whole milk continues with a fall of 12% since 2005-06.
- 9 Purchases of both white and brown **bread** are following a downward trend having fallen 10.3% and 9.4% respectively since 2005-06. Purchases of 'other breads' which includes continental and specialty breads is following an upward trend having risen 5.7% since 2005-06.
- 10 Purchases of raw carcass **meat** have fluctuated since 2005-06 falling overall by 6.6%. Between 2007 and 2008 purchases fell by 10.3%. Beef and veal, which is the major contributor to this category, fell by 12% over this time. Processed meat in the form of 'non-carcass meat and meat products' has continued a downward trend, falling 4.1% since 2005-06.
- 11 Household purchases of **alcoholic drinks** fell by 8.6% in 2008 and are now 4.5% lower than in 2005-06. This fall in 2008 reverses the previous increases and takes levels of purchases to below those recorded in 2001-02.

Eating out

- 12 There are **downward trends** in purchases of most categories of eating out food and drink since 2005-06. The most significant reductions include confectionery down 28%, alcoholic drinks down 26%, 'crisps, nuts and snacks' down 21% and soft drinks (including milk drinks) down 17%. Purchases of Indian, Chinese or Thai food increased 3.5% since 2005-06 but fell 7.3% in 2008.

Main trends in expenditure (Chapter 1)

- 13 The average weekly expenditure on all food and drink in 2008 was £36.83 per person. Total expenditure on household food and non-alcoholic drink has fallen 2.2% in real terms since 2005-06 (a rise of 10% in actual prices). Since 2005-06 there have been significant upward trends in household expenditure on eggs (37%), butter (35%), bread (21%) and cereals (13%). Expenditure on alcoholic drinks for consumption out of the home fell by 25% in real terms since 2005-06 (a fall of 16% in actual prices).

Main trends in energy and nutrient intake (Chapter 2)

- 14 Data for 2008 reaffirms the downward trend in overall energy intake per person. Total energy intake for 2008 was 2276 Kcal per person per day. This is the largest year on year decrease since 2003-04 at 1.9%. Energy from household food and drink has fallen 2.6% since 2005-06 whilst energy from eating out has fallen more sharply with a drop of 11%. Eating out accounted for an average of 11% of energy intake per person in 2008.

- 15** Intakes of non-milk extrinsic sugars (NMES) continue to fall with a reduction of 5.0% since 2005-06 to 83 grams per person per day, although the rate of decline is slowing. The biggest drop of 18% was seen in intakes from food and drink eaten out, but these accounted for only 8.9% of all NMES intakes. Household intakes fell by only 3.5%, however there was a slight rise in the percentage of energy (excluding alcohol) from NMES since 2007.
- 16** Alcohol has seen the largest reduction of all intakes. Alcohol intake from all food and drink in 2008 was 12% lower than it was in 2005-06 and 9.9% lower than in 2007. Eating out intake has shown a large drop of 26% since 2005-06.

Geographic patterns in food purchases (Chapter 3)

- 17** Examining purchases data from January 2006 to December 2008 shows that across the countries of the UK:
- | | |
|------------------|--|
| England | Had the highest purchases of fruit and fish for household consumption. |
| Scotland | Had the highest purchases of soft drinks and confectionery for household consumption. |
| Wales | Had the highest purchases of alcoholic drinks, cheese and vegetables, excluding potatoes, for household consumption and highest purchases of alcoholic drinks for both household and eating out. |
| Northern Ireland | Had the highest purchases of potatoes and carcass meat for household consumption, and the highest purchases of soft drinks, including milk drinks, and confectionery for consumption outside the home. |
- 18** Across the regions of England expenditure on alcoholic drinks for household consumption was highest in the South East, although purchases for household consumption were highest in the North West. Household purchases of fruit were highest in London and lowest in the North East.

Demographic patterns in key dietary indicators (Chapter 4)

- 19** The report also includes a more sophisticated approach to identifying regional and demographic patterns in food purchases and nutrient intakes. The report uses pattern identification by regression analysis to tease out patterns within demographics.
- 20** Pattern identification requires a baseline group. This consisted of the most commonly occurring category of household composition which was: two adults, no children, living in the South East of England with an income group of decile 5 (around average income) and with the Household Reference Person (HRP) being 40-50 and White British.
- 21** Sodium intake (excluding table salt) is lowest in London and highest in Northern Ireland. The sodium content of food purchases in Northern Ireland is estimated by the model to be about 3.5 grams per person per day which is equivalent to 8.75 grams of salt.
- 22** Households with a White British (HRP) are the group with the highest percentage of their energy intake derived from saturated fatty acids.
- 23** Income can be an important factor associated with the percentage of food energy intake from Non-milk extrinsic sugars (NMES). The highest income groups have the lowest intake of

NMES with the top 10% estimated to be 1.7 percentage points lower than an equivalent household with an average income.

- 24** Purchases of **fruit** increase with income. Households in the lowest two income deciles purchased less than 170 grams per person per day which, at 80 grams per portion is 2.1 portions per day. Households in the highest income decile purchased 250 grams per person per day which is equivalent to 3.1 portions per day.

Price rise effect on spending (Chapter 5)

- 25** Food prices rose significantly during 2008 and peaked soon after. This was driven by global commodity price rises, fuel price rises and the weakening of sterling against the euro. Officially the UK was in recession from 9th August 2007.
- 26** Most foods rose in price and, on average, there was a 9% rise in food prices between 2007 and 2008. There were large price rises for dairy foods, meat and bread. There were relatively small price rises for soft drinks, alcoholic drinks and confectionery.
- 27** Price rises would be expected to have affected consumers' purchasing decisions, as many consumers try to keep their shopping bills down. In some cases this may mean buying less food, but many food items are essential purchases and consumers look for other ways to save money such as trading down to cheaper produce.

Trading down

- Cereals
- Pork
- Poultry
- Eggs
- Sweets & chocolate
- Potatoes
- Vegetables

Buying less

- Beef
- Lamb
- Cheese
- Fruit (fresh & processed)
- Fresh fruit

Spending more

- Bread
- Biscuits & cakes
- Bacon
- Butter
- Milk
- Sugar & preserves

- 28** Unit values calculated from Family Food as expenditure on a type of food divided by the quantity purchased are a measure of the achieved price effect. These are compared with price changes recorded in the retail price index to reveal the extent to which consumers have traded down to cheaper produce in the same group. People made different choices depending on the product.
- 29** Even though some commodities, including lamb and fruit, experienced a modest price rise, this was enough to sway some consumers into purchasing smaller quantities of these items in 2008. Consumers appear to be resistant to price rises in some food groups, notably butter and bacon, where large price rises have resulted in large expenditure rises.
- 30** Fruit prices rose 7% in 2008 and vegetable prices rose 8%. Consumers' main response to the higher prices was to buy less fruit and to trade down to cheaper vegetables. For fruit, consumers spent almost the same amount in 2008 as in 2007, but bought less and did not find ways to significantly trade down to cheaper fruits. For vegetables, consumers bought slightly less but mainly traded down. It is possible that they have traded down from more expensive fresh green vegetables to cheaper root vegetables.

Trends relating to policies (Chapter 5)

- 31** The Government has set various nutrient dietary guidelines as population goals. Estimates of average intakes from this survey indicate that these guidelines are not being met. A significant proportion of the population consumes less than the recommended amount of fibre, and of fruit and vegetables but more than the recommended amount of saturated fatty acids, salt and Non-milk extrinsic sugars (NMES)
- 32** Family Food estimates that purchases of fruit and vegetables were an average of 2317 grams per person per week in 2008. Converting to daily portions this is 311 grams, and allowing for 10% wastage, this becomes 298 grams per person per day. This is 74% of the 5 A DAY target and approximately equivalent to 3.7 portions per person per day after wastage. In 1975 purchases were 60% of this benchmark target, equivalent to 3.0 portions per day.
- 33** Looking at trends in energy and nutrient indicators, the data shows that:
- In 2008 the percentage of food energy derived from saturated fatty acids is estimated to be 14.6%, based on both household and eating out purchases. This is higher than the recommended level of 11%. Levels have fluctuated since 2001-02 with no clear trend.
 - In 2008 the percentage of food energy derived from NMES is 14.1%. This is 29% above the recommended level of 11%. The contribution of NMES to energy intake hardly changed between 1994 and 2000. Between 2003 and 2007 the percentage of energy from NMES was dropping but this downward trend did not continue in 2008.
 - Sodium intake is 9.9% lower than it was in 2005-06. The latest data for 2008 supports the evidence of a downward trend in intake of sodium (excluding sodium from table salt).
 - The fibre content of food purchases, both household and eating out, is 15 grams per person per day which is 17% below the recommended average level of 18 grams per person per day. Intake of fibre has fallen 3.8% since 2005-06.
 - In 2008 there was a reduction in alcohol intake from both eating out and household purchases, down by 26% and 12% respectively since 2005-06.
 - Since 1974 it is estimated that average energy intake has dropped by 29% after adjusting for changes in methodology.

Introduction

Family Food data source

- 1 The figures in Family Food are sourced from The Living Costs and Food Survey run by the Office for National Statistics. One element of the survey - The Family Food Module collects detailed quantity and expenditure information on food and drink household purchases and itemised lists of food and drink eating out purchases for use by Department for Environment, Food and Rural Affairs (Defra).
- 2 The Office for National Statistics has overall project management and financial responsibility for the survey while Defra sponsors the specialist food data.

History

- 3 Data on purchases and expenditure have been collected by various surveys since 1940. The National Food Survey was established in July 1940 to provide an assessment of the effectiveness of the national food policy at the time. The original survey was largely restricted to urban working class households and measured purchases of food for household stocks. In 1950 the survey was extended to a national sample representing as far as possible a complete cross section of the Great British population. Confectionery, alcoholic drinks and soft drinks brought home are included in household food from 1992 onwards. In 1996 the survey was extended to include Northern Ireland. Reliable estimates of food and drink eaten out started in 2001-02 when the National Food Survey was replaced by the Expenditure and Food Survey. Less reliable estimates of food and drink eaten out are available from the National Food Survey back to 1994. The table below shows the surveys involved in data collection throughout the decades and how these have evolved.

National Food Survey 1940 - 2000			Family Food Module		
			Expenditure and Food Survey 2001 to 2007	Living Costs and Food Survey 2008 onwards	
1992	1994	1996	2001-2002	2006	2008
Confectionery, alcoholic drinks and soft drinks brought home added to the survey	Eating out added to the survey	Northern Ireland added to the survey	NFS and FES merged into one survey	Survey moved to calendar year.	Part of the Integrated Household Survey

- 4 In 2001 the National Food Survey was merged with the Family Expenditure Survey to form the Expenditure and Food Survey. The Expenditure and Food Survey was an extended Family Expenditure Survey, extended to incorporate the National Food Survey requirement. This extension is now known as the Family Food Module.
- 5 In 2008 the Expenditure and Food Survey was renamed as the Living Costs and Food Survey when it became part of the Integrated Household Survey.

Using trend data

- 6 National level estimates from the National Food Survey from 1974 to 2000 have been adjusted by aligning estimates for the year 2000 with corresponding estimates from the Family Expenditure Survey. Whilst estimates of household consumption from the National Food Survey have been adjusted, a break in the series in 2001-02 remains and should be borne in mind when interpreting reported changes between the years up to 2000 and the years 2001-02 and beyond. National level estimates in the accompanying datasets go back to 1974 and use these adjusted estimates.
- 7 The National Food Survey was run on a calendar year basis until it terminated in 2000. Its replacement, The Expenditure and Food Survey, was run on a financial year basis (1st April to 31st March) from 2001 until 2006 when it converted to a calendar year basis in preparation for inclusion in the Integrated Household Survey as the Living Costs and Food Survey. As a consequence there is a three month gap in 2001 and a three month overlap in 2006.
- 8 Data for January 2006 to March 2006 are common between the 2005-06 financial year results (as published in the 2005-06 edition of Family Food) and the 2006 calendar year results. When calculating 4 year trends the duplication has been removed so that four year trends cover April 2005 to December 2008. Three year averages cover the period January 2006 to December 2008.

Main strengths of the Family Food Module

- 9 The Family Food Module provides:
 - long terms trends with much data going back to 1974 and some data going back as far as 1940,
 - household food purchases recorded with minimal under-reporting since they are based on information on attached till receipts,
 - an annual sample size sufficient to allow analysis by Government Office Region (GOR) and demographic characteristics,
 - trends in eating out, defined as food and drink not brought into the household.

Also, data in Family Food conforms fully to National Statistics standards.

Sampling frame

- 10 The Living Costs and Food Survey sample for Great Britain is a multi-stage stratified random sample with clustering. It is drawn from the Small Users file of the Postcode Address File – the Post Office's list of addresses. The Northern Ireland sample is drawn as a random sample of addresses from the Land and Property Services Agency list.
- 11 The survey is a voluntary sample survey of private households run at household level. The survey is continuous, interviews being spread evenly over the year to ensure that seasonal effects are covered. Each household member over the age of seven keeps a diary of all their expenditure over a two week period. The diaries record expenditure and quantities of purchases of food and drink rather than consumption of food and drink.

- 12** In 2008 the survey collected the diaries of 13890 people within 5845 households across the United Kingdom.

Response rate and accuracy

Response rates for each year since the survey began are shown below; these rates are in line with other major Government surveys.

Country \ Year	2001-02	2002-03	2003-04	2004-05	2005-06	2006	2007	2008
GB	62%	58%	58%	57%	57%	55%	53%	51%
NI	51%	56%	58%	52%	50%	54%	54%	54%

- 13** The survey has been weighted to reduce the effect of non-response bias and produce population totals and means. The weights are produced in two stages. First, the data are weighted to compensate for non-response (sample-based weighting). Second, the sample distribution is weighted so that it matches the population distribution in terms of region, age group and sex (population-based weighting). Since 2007, the survey has used population projections from the 2001 Census. From 2007 the non-response classes and weights have also been updated using 2001 Census data. This change in the method of weighting causes very few changes in quantities and expenditure greater than +/-0.5% and no changes in nutrient intakes of more than 0.2%.
- 14** Under-reporting is a problem with all dietary surveys but is considered to be lower in the Family Food Module. Its focus on all expenditure, with most food items collected from till receipts reduces the scope for under-reporting of household purchases.

Food and drink recording

- 15** The Family Food Module collects quantities and expenditures of food purchases for about 250 household food types and itemised lists of eating out purchases for about 250 eating out food types.
- 16** The household category covers all food that is brought into the household. Eating out covers all food that never enters the household, such as restaurant meals, school meals and snacks bought and eaten away from home. Where quantities are not recorded they are estimated using standard portion sizes.

Using the two week diaries the survey records:

Household Weight/volume and amount paid for all food and drink brought home, including free and home grown food.

Takeaway An itemised list of takeaway items brought home with amount paid but not weight. Defra uses standard portion sizes to obtain quantity estimates.

Eating out An itemised list of all eating out food and drink purchases including, where possible, a breakdown of meals into meal components. Expenditure is recorded against each item in the list apart from meal components, in which case the whole meal expenditure is recorded. Defra uses standard portion sizes to estimate quantities.

Using the survey interview the survey records:

Demographics Questions in the interview to establish demographic characteristics of the household and the household members.

Free work meals The number of free meals eaten out in the last week for each person in the household. Defra uses averages of standard portion sizes of meal components to estimate the average composition of free meals eaten out.

Demographic characteristics of the household

17 The survey collects a range of standard demographic information that can be applied to the household. This includes ethnic origin, income, region, age, socio-economic status, type of employment.

18 The survey uses the concept of the Household Reference Person to categorise households according to personal demographic characteristics. From 2001-02 the concept of Household Reference Person (HRP) was adopted on all Government-sponsored surveys replacing the concept of head of household. The HRP is the person who:

- owns the household accommodation, or
- is legally responsible for the rent of the accommodation, or
- has the household accommodation by virtue of their employment or personal relationship to the owner who is not a member of the household.

If more than one person meets these criteria the HRP will be the one with the higher income. If the incomes are the same then the eldest is chosen.

Household level estimation

19 The data collected in the survey covers food purchases over a two week period, not food consumption. The amount of purchases can vary substantially depending on the amount of shopping taking place in the surveyed period. It is assumed that by averaging over a large number of households the amount of food purchased in the surveyed period is a good approximation to the amount of food consumed.

20 Although the estimates in this report are presented as averages per person it is not known who in the household consumed what and no attempt is made to show estimates of food consumption by different age and gender groups. However it is possible using relatively few assumptions to use statistical techniques to make estimates of average consumption by age and gender from the survey data. An analysis by age and gender groups was reported in "National Food Survey 1998".

Allowing for wastage

21 Family Food is based on purchases of food and drink not consumption, and the majority of figures published in this report do not allow for any wastage of edible food. For household food, a waste estimate of 10% is allowed for when comparing to Reference Nutrient Intakes or Government guidelines. The overall 10% figure was quoted in the 1998 Food Wastage Feasibility Study conducted by the ONS, and is expected to under-estimate waste in some foods and over-estimate in others. There is no allowance made for waste of food eaten out.

22 In 2007, Defra produced a study on household food waste estimates based on research carried out by the Waste Resource Action Programme (WRAP). This was published as an Annex in Family Food 2007 and when converted into energy intake, indicated a food waste estimate of 11%, not dissimilar to the 10% previously estimated. During 2009, WRAP published an update to this study to include estimates of food waste disposed of down the drain, fed to animals or home composted. This study has not yet been analysed or incorporated into Defra estimates of food waste.

Calculating free food and unspecified meals

23 Where food is free it is not recorded in the diary part of the survey (apart from home-grown and wild food). Instead questions are asked during the interview part of the survey about the number of occurrences and types of free food in the last 2 weeks. Free food includes, free work meals, school fruit, welfare milk and meals on wheels.

24 Most categories of free food are estimated by assigning standard portion sizes to each item. Historically this estimation was not necessary since free food was included in the diary of the National Food Survey which ceased in the year 2000.

25 Unspecified meals arise in the survey when expenditure is recorded but the item is described only in generic terms such as 'Indian meal'. For most meals the diary records an itemised list of its components and Defra applies standard portion sizes to these descriptions. However, for unspecified meals a composite portion size and nutrition profile is applied. For more information see: <https://statistics.defra.gov.uk/esg/publications/efs/method/default.asp>.

Calculating intakes

26 Estimated nutrient intakes are calculated from food purchases using nutrient composition data supplied by the Food Standards Agency (FSA). The majority of the data is from the FSA's nutrient analysis programme, supplemented by values from manufacturers and retailers. Each of the 500 food codes in the Family Food Module is made up of a number of sub-codes with nutrient composition data attached. A weighted average nutrient composition is calculated for each food code based on estimates of the market share of each sub-code.

27 The nutrient composition data is updated on a rolling basis to keep information in line with new or reformulated products. All nutrient compositions are based on edible food and take into account inedible waste e.g. banana skins. The table below lists updates to household food and drink codes over the last 4 years:

Year	Codes updated
2005-06	Breakfast cereals, cheese, fats, milk.
2006	Bacon & ham, baked beans, bread, breakfast cereals, burgers, canned pasta, cheese, crisps & savoury snacks, dips, fast foods, fish products, flours & grains, potato products, ready meals, sausages, soups, sauces.
2007	Biscuits, breakfast cereals, crisps & savoury snacks, fast foods, fats, soft drinks.
2008	Biscuits, cakes.

Calculating trends and ticks

- 28** Trend indicators and reliability ticks are published alongside many of the estimates within this publication. The aim of these quality assessments is to make estimates on purchases, expenditure and intakes easier to interpret and use. In all cases the method is approximate and based on sampling errors ignoring any other kinds of error.
- 29** The reliability ticks come directly from the approximate standard errors of the estimates. They indicate how reliable the estimate is. The ticks should be interpreted as follows:

Reliability indicator	Relative standard error of the estimate
✓✓✓	< 2.5%
✓✓	2.5% - 5%
✓	5% - 10%
Blank	10% - 20%
x	>20%
-	not available

- 30** Trend indicators in the form of an arrow are intended to provide a guide as to whether there is a short term trend. Four years is chosen as the period over which to check for presence of a statistically significant trend, since it is considered long enough to show a trend and short enough to be current. The method treats four annual estimates as independent measurements and examines the linear regression slope estimator. For more information on linear regression see the glossary.
- 31** For more information on methodology see the Family Food website: <https://statistics.defra.gov.uk/esg/publications/efs/method/default.asp>

Other Government surveys in this field

National Diet and Nutrition Survey

<http://www.food.gov.uk/science/dietarysurveys/ndnsdocuments/>

Health Survey for England

<http://www.ic.nhs.uk/pubs/hse08physicalactivity>

The Scottish Health Survey

<http://www.isdscotland.org/isd/2491.html>

Low Income Diet and Nutrition Survey

<http://www.food.gov.uk/science/dietarysurveys/lidnsbranch/>

Household Food and Drink Waste in the UK

http://www.wrap.org.uk/retail/case_studies_research/report_household.html

Family Food Committee

- 32** In producing Family Food 2008 Defra have been assisted by the Family Food Committee, the Food Standards Agency, the Office for National Statistics and The Department of Health.

- 33** The Family Food Committee provided advice on the interpretation of nutrient intakes, including comparisons with Dietary Reference Values set by the Committee on Medical Aspects of Food and Nutrition Policy (COMA) and other recommendations from COMA and its successor, the Scientific Advisory Committee on Nutrition (SACN). It also provided editorial advice and advice on the estimation of free food.

Further information

- 34** An electronic version of Family Food 2008 and accompanying datasets can be found free of charge on the family food page of the statistics section of the Defra website at: <http://statistics.defra.gov.uk/esg/publications/efs/default.asp>.
- 35** The Defra team producing this report and managing the quality of the food statistics would welcome feedback to: familyfood@defra.gsi.gov.uk.
- 36** The ONS publish “Family Spending” which is an annual report on all forms of household expenditure but doesn’t cover quantities of purchases or as much detail on food and drink categories. Family Spending 2008 is available from the Office for National Statistics’ website at: <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=361&Pos=1&ColRank=1&Rank=272>

Chapter 1 UK trends in purchases and expenditure

This chapter looks at purchased quantities and expenditure of food and drink for household consumption and for consumption outside the home (i.e. 'eaten out'). Key points cover trends and changes since April 2005 to December 2008, but also address areas where there has been a reversal in trend or large year on year changes since 2007.

Data presented in this chapter indicates that within the UK there has been a reduction in the quantities purchased, along with a fall in expenditure in real terms in most major food categories.

Headlines – household purchases (Table 1.1)

Fruit & vegetables (fresh and processed)

Household purchases of fruit and vegetables fell by 4.3% in 2008 and are now 5.4% lower than 2005-06. Since 2007, purchases of fresh fruit fell by 7.7%, fresh green vegetables fell by 9.6% and fruit juices fell by 4.4%. Only processed vegetables have risen slightly by 2.3% since 2007. Faced with the 2008 price rises of 7% and 8% in fruit and vegetables respectively, consumers spent almost the same amount as before, and to achieve this they tended to buy less fruit and cheaper vegetables.

About 3% of fruit and vegetables entering the household in 2008 came from free sources, mainly gardens and allotments.

Fats (including oils)

Household purchases of fats has remained stable since 2005-06. Although the rate has slowed, there is a continuing move away from 'reduced and low fat spreads' which fell by 7.9% since 2005-06. Purchases of butter only dropped 2.4% despite a very large price rise of 23% between 2007 and 2008.

Milk

Household purchases of whole and skimmed milks (semi and fully skimmed) combined have fluctuated since 2005-06. However, there is a significant long term downward trend in purchases of whole milk with a decrease of 12% since 2005-06. Purchases of milk and cream held up despite large price rises in 2008.

Bread

Purchases of both white and brown bread are following a downward trend having fallen 10.3% and 9.4% respectively since 2005-06. Purchases of 'other breads' which includes continental and specialty breads is following an upward trend having risen 5.7% since 2005-06.

Cheese

Household purchases of cheese were rising until 2007 but a large drop in purchases in 2008 takes the level down to 4.1% below 2005-06 levels. Within this category natural cheese has consistently made up around 90% of the total purchased.

Meat

Purchases of raw carcass meat have fluctuated since 2005-06 falling overall by 6.6%. Between 2007 and 2008 purchases fell by 10.3%. Beef and veal is the major contributor to this category and fell by 12% in 2008. Purchases of lamb and mutton fell 19% in 2008. Processed meat, in the form of 'non-carcass meat and meat products' is on a downward trend, with a drop of 4.1% since 2005-06, but despite price rises has not been affected by a significant reduction in 2008.

Confectionery and soft drinks

Purchases of confectionery increased in 2007 and in 2008 but are not showing clear evidence of a long term rising trend. Purchases of soft drinks are on a downward trend but dropped only slightly in 2008, being less affected by price rises.

Alcohol

Household purchases of alcoholic drinks fell by 8.6% in 2008 and are now 4.5% lower than in 2005-06. This fall in 2008 reverses the previous increases and takes levels of purchase to below those recorded in 2001-02.

Headlines - eating out purchases (Table 1.3)

The amount of food eaten out, which includes all food and drink purchased but not brought into the household, is on a long term downward trend. Measured in grams, the amount of eating out was 25% lower in 2008 than in 2005-06. It can also be measured in calories – see Chapter 2.

There are downward trends in purchases of most categories of eating out food and drink since 2005-06. The most significant reductions include confectionery down 28%, alcoholic drinks down 26%, 'crisps, nuts and snacks' down 21% and soft drinks (including milk drinks) down 17%. Purchases of Indian, Chinese or Thai food increased 3.5% since 2005-06 but fell 7.3% in 2008.

Headlines – expenditure (Tables 1.4 and 1.5)

The average weekly expenditure on all food and drink in 2008 was £36.83 per person. Total expenditure on household food and non-alcoholic drink rose by 3.9% since 2007 and is now 10% higher than in 2005-06 (2.2% in real terms). There have been significant upward trends in household expenditure on eggs (37%), butter (35%), bread (21%) and cereals (13%). Expenditure on alcoholic drinks for consumption out of the home fell by 25% in real terms since 2005-06 (a fall of 16% in actual prices).

Table 1.5 shows expenditure at constant 2008 prices. The figures have been derived by deflating expenditure at current prices by the Retail Price Index (all items). Expenditure on alcoholic drinks eaten out has fallen 14% since 2007 and 24% since 2005-06.

Significant event - the recession

- 1 The year 2008 was significant for large price rises in foods and for the impact of the economic recession which started in August 2007. Both will have affected consumers' purchasing habits, and this report shows larger changes in purchasing patterns than usual.
- 2 Details of the rise between 2007 and 2008 are shown below, whilst Chapter 5 investigates the effects these rises may have had on purchasing and spending behaviours. The rest of this chapter is dedicated to looking at purchases and expenditure of food groups.

Average price rises between 2007 and 2008			
All food	9%	Butter	23%
All non-food	3%	Cheese	15%
Bread	15%	Eggs	27%
Biscuits and cakes	11%	Milk	14%
Beef	15%	Soft drinks	2%
Lamb	9%	Sweets and chocolate	6%
Poultry	13%	Vegetables	8%
Fish	7%	Fruit	7%

Definitions & background

- 3 Household purchases include all food and drink brought into the household. The weights and volumes of food and drink apply to when they enter the household. Purchased quantities differ from actual food and drink consumption for a number of reasons e.g. food may be discarded during food preparation (e.g. vegetable peelings), food may be left on the plate at the end of a meal or food may become inedible before it can be consumed and is therefore thrown away. Food purchased by the household may also be consumed by visitors to the house. Purchased quantities are recorded in the form in which they are bought. For example purchased quantities of flour, fat, eggs and sugar are recorded as such, even if they are later used to bake a cake. If a ready-made cake is bought then it is recorded as cake.
- 4 Eating out can be defined in terms of where the food is consumed or in terms of who prepares it. For this report eating out is defined as all food and drink that is consumed having never been taken into the household. For example restaurant meals, canteen meals, fast food outlets, sandwiches, pub drinks to name but a few.
- 5 Care should be taken when interpreting data with a high standard error (2.5% or more – see ticks). The standard error indicates where there were few instances recorded for an item and so year on year percent changes may be due to chance rather than indicating a true trend.
- 6 More detailed series for 1974 to 2008 can be found on the Defra website at: <http://statistics.defra.gov.uk/esg/publications/efs/>.

Table 1.1 Quantities of household purchases of food and drink in the UK

	2005-06	2006	2007	2008	RSE(a)	% change since 2007	% change since 2005-06	trend since 2005(b)
Number of households in sample	6785	6645	6141	5845				
Number of persons in sample	16 085	15 848	14 647	13 890				
<i>grams per person per week unless otherwise stated</i>								
Milk and cream	2 027	2 022	1 984	1 957	✓✓✓	-1.3	-3.5	
Liquid whole milk (including welfare and-school milk)	ml 475	490	432	420	✓✓	-2.8	-11.6	↘
Skimmed milks	ml 1 167	1 137	1 154	1 145	✓✓✓	-0.8	-1.9	
Cream	ml 21	22	21	21	✓✓	-4.3	-2.0	
Yoghurt and fromage frais	ml 201	204	196	202	✓✓✓	+2.9	+0.5	
Other milks and dairy desserts	ml 163	170	180	169	✓✓	-5.7	+3.8	
Cheese	116	116	119	111	✓✓✓	-6.5	-4.1	
Cheese, natural	104	103	106	99	✓✓✓	-6.9	-4.5	
Processed cheese	12	13	12	12	✓✓	-2.9	-1.5	
Carcase meat	226	238	235	211	✓✓✓	-10.3	-6.6	
Beef and veal	120	128	126	111	✓✓	-11.9	-7.9	
Mutton and lamb	53	54	55	45	✓	-18.8	-16.1	
Pork	52	55	54	55	✓	+2.1	+5.8	
Non-carcase meat and meat products	821	804	795	787	✓✓✓	-0.9	-4.1	↘
Bacon and ham (cooked or uncooked)	112	111	109	108	✓✓✓	-0.7	-3.9	↘
Poultry (cooked or uncooked)	260	255	251	250	✓✓✓	-0.3	-3.8	
Meat based ready meals and convenience meat products	152	146	148	145	✓✓✓	-1.6	-4.4	
All other meat and meat products	296	292	287	284	✓✓✓	-1.2	-4.3	↘
Fish	167	170	165	161	✓✓✓	-2.6	-3.5	
White fish, fresh, chilled or frozen	26	28	24	24	✓	+1.0	-4.2	
Herrings and other blue fish, fresh, chilled or frozen	8	7	8	6	✓	-19.2	-18.0	
Salmon, fresh, chilled or frozen	12	12	12	12	✓	+4.4	+1.3	
All other fish and fish products	122	123	122	118	✓✓✓	-2.9	-2.9	
Eggs	1.6	1.5	1.6	1.6	✓✓✓	-0.8	-1.4	
Fats	183	184	181	184	✓✓✓	+1.7	+0.8	
Butter	38	40	41	40	✓✓	-2.4	+6.3	
Margarine	20	18	19	22	✓✓	+15.3	+8.7	
Reduced and low fat spread	55	57	53	51	✓✓	-4.3	-7.9	
All other fats	70	69	68	72	✓✓	+5.1	+2.3	
Sugar and preserves	129	126	125	127	✓✓✓	+1.3	-1.8	
Fresh and processed potatoes	842	810	781	776	✓✓✓	-0.6	-7.8	↘
Fruit and Vegetables	2 448	2 454	2 421	2 317	✓✓✓	-4.3	-5.4	↘
Vegetables	1 156	1 142	1 140	1 118	✓✓✓	-2.0	-3.3	
Fresh green vegetables	235	221	224	203	✓✓✓	-9.6	-13.7	↘
Other fresh vegetables	567	566	566	557	✓✓✓	-1.6	-1.8	
Processed vegetables	354	355	350	358	✓✓✓	+2.3	+1.2	
Fruit	1 292	1 313	1 281	1 199	✓✓✓	-6.4	-7.2	↘
Fresh fruit	856	855	855	790	✓✓✓	-7.7	-7.7	↘
Processed fruit and fruit products	437	458	426	409	✓✓✓	-3.9	-6.2	↘
Pure fruit juices	ml 350	366	340	325	✓✓✓	-4.4	-7.1	↘
Bread	701	692	677	659	✓✓✓	-2.7	-6.0	↘
White bread	336	310	304	301	✓✓✓	-1.1	-10.3	↘
Brown and wholemeal bread	186	188	176	168	✓✓✓	-4.1	-9.4	↘
Other bread	179	194	197	190	✓✓✓	-3.7	+5.7	↗
Flour	60	54	54	63	✓	+16.9	+5.2	
Cakes, buns and pastries	168	165	159	153	✓✓✓	-3.8	-8.8	↘
Biscuits and crispbreads	165	165	163	170	✓✓✓	+4.4	+2.9	
Other cereals and cereal products	532	530	536	535	✓✓✓	-0.1	+0.6	
High fibre breakfast cereals	59	60	56	54	✓✓	-2.7	-7.6	
Sweetened breakfast cereals	32	30	29	33	✓✓	+12.2	+3.1	
Pasta	89	87	92	91	✓✓	-1.0	+2.0	
Other cereal convenience foods	71	76	71	75	✓✓✓	+5.1	+5.6	
All other cereal and cereal products	282	279	288	282	✓✓	-1.9	+0.3	

continued

Table 1.1 continued

		2005-06	2006	2007	2008	RSE(a)	% change since 2007	% change since 2005-06	trend since 2005(b)
<i>grams per person per week unless otherwise stated</i>									
Beverages		57	55	56	55	✓✓✓	-2.7	-4.1	
Soft drinks (c)	ml	1 718	1 807	1 686	1 682	✓✓✓	-0.2	-2.1	↘
Not low calorie	ml	1 276	1 273	1 178	1 192	✓✓✓	+1.2	-6.5	↘
Low calorie	ml	442	534	508	490	✓✓	-3.6	+10.7	
Confectionery	ml	123	123	129	131	✓✓✓	+2.0	+6.3	
Alcoholic drinks	ml	739	760	772	706	✓✓	-8.6	-4.5	↘

(a) Relative Standard Error: 3 ticks: < 2.5%, 2 ticks: 2.5% - 5%, 1 tick: 5% - 10%, no ticks: 10% - 20%, cross: >20%, - not available

(b) an arrow indicates a statistically significant linear trend since 2005, see website for more details

(c) converted to unconcentrated equivalent by applying a factor of 5 to concentrated and low calorie concentrated soft drinks

- 7** Takeaway purchases for consumption within the home are classed as household purchases. Due to the coding structure they are not explicitly shown in Table 1.1. To investigate any trends within takeaway foods brought home, relevant categories have been grouped together as shown in Table 1.2. This data indicates a downward trend in all major groups since 2005 with some of the sharpest falls occurring since 2007.

Table 1.2 UK household purchased quantities of takeaway food brought home

		2005-06	2006	2007	2008	RSE(a)	% change since 2007	% change since 2005-06	trend since 2005(b)
<i>grams per person per week</i>									
Total Meat		65	63	64	58	✓✓	-9.0	-10.4	↘
Total Fish		13	13	12	11	✓✓	-5.5	-12.5	↘
Total Vegetables		55	52	50	47	✓✓	-5.7	-13.5	↘
Total Bread		5	5	5	4	✓	-8.2	-6.5	
Total Other cereals		45	44	45	40	✓✓	-12.1	-13.0	↘
Total Miscellaneous		3	3	3	3	✓	-20.7	-16.5	

(a) Relative Standard Error: 3 ticks: < 2.5%, 2 ticks: 2.5% - 5%, 1 tick: 5% - 10%, no ticks: 10% - 20%, cross: >20%, - not available

(b) an arrow indicates a statistically significant linear trend since 2005, see website for more details

- 8** Table 1.3 shows statistics on eating out. Estimates back to 2001 are available on the Defra website at <http://statistics.defra.gov.uk/esg/publications/efs/>. Estimates for 1994 to 2000 are available from the National Food Survey but these are considered to be of lower quality for food and drink eaten out due to problems with data collection. These data are still of value at aggregated levels and as an indication of trends over time.

Table 1.3 UK eating out purchased quantities of food and drink

		2005-06	2006	2007	2008	RSE(a)	% change since 2007	% change since 2005-06	trend since 2005(b)
Number of households in sample		6 785	6 645	6 141	5 845				
Number of persons in sample		16 085	15 848	14 647	13 890				
Eating out purchases		<i>grams per person per week unless otherwise stated</i>							
Alcoholic drinks									
average across whole population	ml	597	561	503	443	✓✓	-11.9	-25.8	↘
average excluding under 14's	ml	719	675	604	532	✓✓	-11.9	-26.1	↘
Soft drinks inc. milk drinks	ml	351	347	312	291	✓✓✓	-6.6	-16.9	↘
Beverages	ml	135	129	133	124	✓✓	-7.4	-8.1	
Other food products (c)		130	137	132	116	✓✓	-12.0	-10.6	↘
Meat and meat products		86	81	77	78	✓✓✓	+0.6	-9.6	↘
Fresh and processed potatoes		74	72	67	66	✓✓✓	-1.5	-10.9	↘
Sandwiches		80	78	76	73	✓✓✓	-2.9	-8.0	↘
Vegetables		31	30	29	29	✓✓	+0.5	-6.0	
Ice cream, desserts and cakes		28	28	26	26	✓✓	-3.2	-9.5	↘
Indian, Chinese or Thai food		30	29	34	31	✓✓	-7.3	+3.5	
Cheese and egg dishes or pizza		23	23	22	23	✓✓	+1.6	+0.3	
Salads		20	19	17	19		+10.7	-3.5	
Rice, pasta or noodles		15	15	14	14	✓✓	-1.1	-4.3	
Fresh and processed fruit		14	15	14	13	✓	-11.8	-12.1	
Confectionery		17	14	13	12	✓✓	-3.6	-27.6	↘
Fish and fish products		14	14	13	13	✓✓	-0.6	-8.6	↘
Soups		11	10	10	10	✓	-5.4	-7.4	
Crisps, nuts and snacks		10	9	8.3	7.9	✓✓	-5.2	-20.7	↘
Bread		8.4	8	8.0	7.8	✓✓	-3.1	-7.3	
Biscuits and chocolate		3.2	3	2.8	2.7	✓	-4.8	-15.3	↘
Yoghurt and fromage frais		2.5	3	2.8	2.1		-24.1	-15.3	
Breakfast cereals		0.3	0.4	0.6	0.5	*	-27.4	+37.4	

(a) Relative Standard Error: 3 ticks: < 2.5%, 2 ticks: 2.5% - 5%, 1 tick: 5% - 10%, no ticks: 10% - 20%, cross: >20%, - not available

(b) an arrow indicates a statistically significant linear trend since 2005, see website for more details

(c) Other food products mostly contains unspecified meals such as free school meals and free meals through work

Table 1.4 Expenditure on food and drink in the UK

	2005-06	2006	2007	2008	RSE(a)	% change since 2007	% change since 2005-06	sig(b)
Number of households in sample	6 785	6 645	6 141	5 845				
Number of persons in sample	16 085	15 848	14 647	13 890				
Food Price Inflation	1.1	2.1	4.5	9.2				
Household expenditure	<i>£ per person per week</i>							
Milk and cream	164	167	171	187	✓✓✓	+9.2	+13.9	yes
Liquid whole milk	25	27	25	27	✓✓	+11.1	+7.4	yes
Cheese	63	64	68	70	✓✓✓	+3.8	+11.2	
Carcase meat	114	120	121	122	✓✓✓	+0.9	+7.1	
Other meat and meat products	381	385	393	406	✓✓✓	+3.3	+6.6	yes
Fish	104	111	116	115	✓✓✓	-0.4	+10.4	
Eggs	19	19	23	26	✓✓✓	+16.3	+37.4	yes
Fats	38	40	41	49	✓✓✓	+18.2	+28.3	yes
Butter	12	12	14	16	✓✓	+17.1	+35.2	yes
Sugar and preserves	17	17	17	19	✓✓	+7.7	+9.2	yes
Fresh and processed potatoes	101	103	108	109	✓✓✓	+1.7	+8.7	
Fruit and vegetables excluding potatoes	382	401	411	411	✓✓✓	-0.0	+7.7	
Vegetables excluding potatoes	194	200	209	210	✓✓✓	+0.5	+8.6	
Fruit	188	201	202	201	✓✓✓	-0.5	+6.8	
Fresh apples	21	22	23	22	✓✓✓	-4.5	+4.6	
Pure fruit juices	30	36	36	35	✓✓✓	-4.9	+14.1	
Cereals	388	399	409	439	✓✓✓	+7.3	+13.0	yes
Bread	97	102	108	117	✓✓✓	+8.2	+20.9	yes
Beverages	41	42	43	44	✓✓✓	+2.6	+8.0	
Soft drinks	77	81	79	81	✓✓✓	+1.8	+4.9	
Confectionery	78	80	83	87	✓✓✓	+4.1	+11.7	
Alcoholic drinks	265	273	281	262	✓✓	-6.7	-1.2	
Beers	16	19	20	17	✓	-12.4	+4.5	
Lagers and continental beers	47	49	47	45	✓✓	-6.1	-5.5	
All household food and non-alcoholic drink	2 091	2 155	2 214	2 300	✓✓✓	+3.9	+10.0	yes
All household food and drink	2 356	2 428	2 495	2 562	✓✓✓	+2.7	+8.8	yes
Eating out expenditure								
total expenditure on alcoholic drink eaten out	362	354	341	304	✓✓	-10.8	-16.0	yes
total expenditure on food and drink eaten out (exc alcoholic drinks)	779	800	796	816	✓✓✓	+2.6	+4.8	
total expenditure on food and drink eaten out	1 141	1 154	1 137	1 120	✓✓✓	-1.4	-1.8	
Expenditure on all food and drink	3 497	3 582	3 632	3 683	✓✓✓	+1.4	+5.3	

(a) Relative Standard Error: 3 ticks: < 2.5%, 2 ticks: 2.5% - 5%, 1 tick: 5% - 10%, no ticks: 10% - 20%, cross: >20%, - not available

(b) "yes" if the change since 2007 is significant (if the change is more than twice its standard error)

Table 1.5 UK Expenditure on food and drink at constant 2008 prices

	1975 (a)(c)	1985 (a)(c)	1995 (a)(b)	2005-06	2006	2007	2008	% change since 2007	% change since 2005-06
Retail price index (1975 = 100)	100	277	436	565	579	604	628	4.0	11.2
	<i>£ per person per week</i>								
Household food and drink			25.56	26.21	26.33	25.94	25.62	-1.2	-2.2
Food and drink eaten out			8.40(d)	12.69	12.52	11.82	11.20	-5.2	-11.7
All food and drink			34.96	38.90	38.85	37.77	36.83	-2.5	-5.3
Household food & drink exc. alcohol	25.34	22.50	23.98	23.26	23.37	23.02	23.00	-0.1	-1.1
Food and drink eaten out exc. alcohol			6.21(d)	8.67	8.67	8.28	8.16	-1.4	-5.8
All food and drink exc. alcohol			30.19	31.93	32.04	31.30	31.17	-0.4	-2.4
% eaten out			21%	27%	27%	26%	26%		
Household alcoholic drink			2.59	2.95	2.96	2.92	2.62	-10.3	-11.2
Eaten out alcoholic drink			2.19(d)	4.02	3.84	3.54	3.04	-14.2	-24.5
All alcoholic drink			4.78	6.97	6.81	6.46	5.66	-12.4	-18.8
% eaten out			46%	58%	56%	55%	54%		

(a) Great Britain only

(b) Estimates on eating out in 1995 are based on National Food Survey which was considered less reliable

(c) Excludes confectionery, soft and alcoholic drinks

(d) Whilst National Food Survey food purchases were adjusted, eating out figures were not

- 9** The Retail Price Index (RPI) has risen by 11.2% between 2005-06 and 2008 and by 4.0% between 2007 and 2008. Removing this rise from the changes in expenditure on food and drink shows that since 2005-06 expenditure in real terms on household food and drink has fallen by 2.2% and expenditure in real terms on eating out has fallen by 12%. Expenditure in real terms on all alcoholic drinks has fallen by 19% since 2005-06, with alcoholic drinks eaten out showing the largest fall at 24%.
- 10** The food price index has risen by 16.6% between 2005-06 and 2008 and by 9.2% between 2007 and 2008. Despite the sharp rise in food prices in 2008 food prices have risen more slowly than the RPI since 1975 and foods are significantly cheaper in real terms.
- 11** Chart 1.1 shows that the prices of fruit and vegetables have been rising more slowly than food overall. Fruit and vegetables have become relatively cheaper since 1975, although vegetable prices have risen more steeply since 2006.

Table 1.6 Price Indices (1975 = 100)

Year	Retail price index	Food price index	Fruit price index	Vegetable price index
1975	100	100	100	100
1985	277	253	236	245
1995	436	364	291	303
2000	498	381	310	280
2005-06	565	410	339	335
2006	579	418	343	346
2007	604	437	349	383
2008	628	478	373	414
% Rise in 2008	4.0	9.2	6.8	8.1

Chart 1.1 Price changes since 1975 (1975=100)

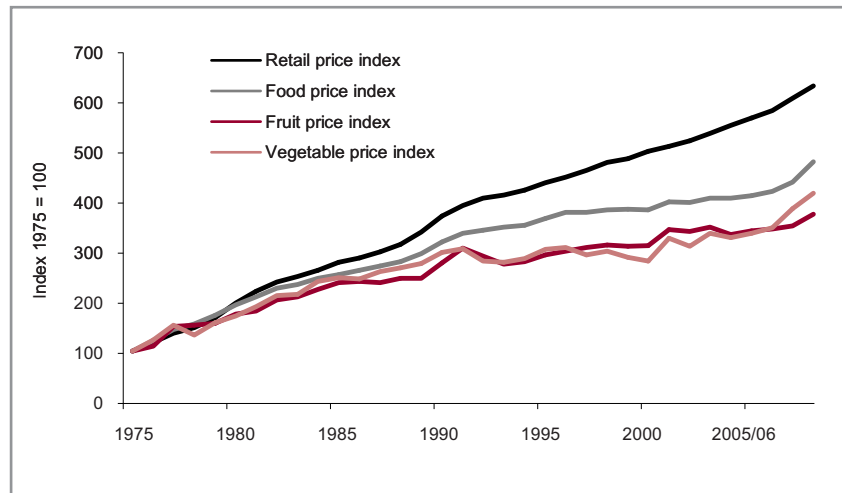
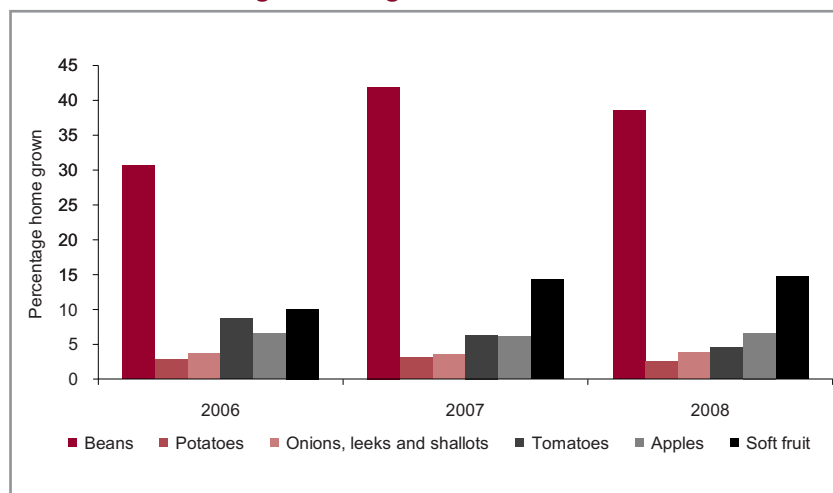


Table 1.7 Percentage of household food home-grown in gardens or allotments

Food item	2006	2007	2008
Beans	31	42	39
Potatoes	3	3	2
Onions, leeks and shallots	4	4	4
Tomatoes	9	6	5
Apples	7	6	7
Soft fruit	10	14	15
Overall percentage	3.3	3.5	3.0

Chart 1.2 Household food home-grown in gardens or allotments



12 About 3% of fruit and vegetables entering the household in 2008 came from free sources, mainly gardens and allotments. Fresh beans showed the highest proportion with 39% being home grown. There is no evidence of a trend towards producing more or less fruit and vegetables from gardens and allotments.

Chapter 2 UK trends in energy and nutrient intakes

This chapter looks at the energy and nutrient intakes derived from both household and eating out purchases of food and drink. Key points from the tables and charts in the following chapter cover changes since 2005-06.

Headlines (Tables 2.1, 2.2 and 2.5)

Energy

Data for 2008 reaffirms the downward trend in overall energy intake per person. Total energy intake for 2008 was 2276 Kcal per person per day. This is the largest year on year decrease since 2003-04 at 1.9%. Energy from household food and drink has fallen 2.6% since 2005-06 whilst energy from eating out has fallen more sharply with a drop of 11%. Eating out accounted for an average of 11% of energy intake per person in 2008. The consequential effect of this reduction in energy levels is the reduction on key nutrient intakes so it is important to take account of what percentage of daily energy intake macro-nutrients contribute.

Sodium

Intake of sodium was 9.9% lower in 2008 than in 2005-06. The latest data for 2008 supports the evidence of a downward trend in intake of sodium (excluding sodium from table salt). Household intakes have driven this fall since eating out intakes have remained stable since 2005-06.

Non-milk extrinsic sugars

Intakes of NMES continue to fall with a reduction of 5.0% since 2005-06 to 83 grams per person per day, although the rate of decline is slowing. The biggest drop of 18% was seen in intakes from food and drink eaten out, but these accounted for only 8.9% of all NMES intakes. Household intakes fell by only 3.5%, however there was a slight rise in the percentage of energy (excluding alcohol) from NMES since 2007.

Saturated fatty acids

Intakes of saturated fatty acids have remained fairly stable since 2005-06. However, intakes of saturated fatty acids from eating out have shown a steady decline with a drop of 9.6% since 2005-06.

Alcohol

Alcohol has seen the largest reduction of all intakes. Alcohol intake from all food and drink in 2008 was 12% lower than it was in 2005-06 and 9.9% lower than in 2007. Eating out intake has shown a large drop of 26% since 2005-06. Household intake has fluctuated from year to year, showing an overall decline of 4.5% since 2005-06, it fell by 8.8% between 2007 and 2008. The alcohol content of eating out purchases fell by 12.4% in 2008 and accounts for 28% of all alcohol intake.

Major sources of energy (Table 2.3)

A third of energy from household purchases is derived from a combination of; bread, other cereal products (which includes oat products, breakfast cereal, rice, pasta and pizza) and non-carcass meat and meat products. Eating out accounted for 11% of total energy intake in 2008, approximately one third of which comes from free meals and unspecified meals on the diaries. A further third is derived from meat & meat products, alcoholic drinks, sandwiches and potatoes.

Interpreting the results

- 1 Estimated nutrient intakes are calculated from food purchases using nutrient composition data supplied by the Food Standards Agency (FSA). The majority of the data is from the FSA's nutrient analysis programme, supplemented by values from manufacturers and retailers. The introduction documents which profiles have been updated in the last four years.
- 2 When interpreting the figures it should be noted that intakes from dietary supplements are not included. Also, the figures for sodium do not include purchases of table salt as purchases do not reflect consumption since salt can be used for a variety of household tasks. Therefore salt added to food during cooking or at the table is excluded from the estimate.
- 3 More detailed series for all years from 1974 onwards can be found on the Defra website along with estimates for some types of food and some nutritional intakes going back to 1940. These series, in particular those for energy, non-milk extrinsic sugars, fat and alcohol, are affected by the inclusion since 1992 of the contributions from alcoholic drinks, confectionery and soft drinks brought into the household. Because of these breaks in the series this chapter concentrates on trends that have emerged since 2005-06.
- 4 The definitions of certain nutrients can be found in the glossary at the back of the report.

Comparison with Reference Nutrient Intakes

- 5 Many tables in this chapter compare intakes derived from the survey with Reference Nutrient Intakes¹. These Reference Nutrient Intakes (RNIs) represent the best estimate of the amount of a nutrient that is enough, or more than enough, for about 97.5 per cent of people in a group. If average intake of a group is at or above the level of the RNI, then the risk of deficiency in the group is very small.
- 6 Energy intake is compared against the Estimated Average Requirement (EAR) for a group. Estimates of energy requirements for different populations are termed EARs and are defined as the energy intake estimated to meet the average requirements of the group. About half the people in the group will usually need more energy than the EAR and half the people in the group will usually need less.

¹ Reference Nutrient Intakes from Department of Health, *Dietary Reference Values for Food Energy and Nutrients for the United Kingdom*, HMSO, 1991

- 7** The reference nutrient intakes and estimated average requirements and the calculation are described in a technical note accessible from the Family Food web page, <http://statistics.defra.gov.uk/esg/publications/efs/default.asp>.
- 8** Tables 2.1, 2.2, 2.5 and 2.7 show average UK energy and nutrient intakes from food and drink per person per day as percentages of the weighted RNIs. An allowance of 10% is made for wastage of household food and drink (e.g. food left on the plate). For food and drink eaten out no allowance is made for waste.

Table 2.1 Estimated UK average energy and nutrient intakes from all food and drink

		2005-06	2006	2007	2008	% change since 2007	% change since 2005-06	% from food eaten out in 2008
Total Energy and Nutrient Intake (a)		<i>average intake per person per day</i>						
Energy	kcal	2 362	2 351	2 320	2 276	-1.9	-3.6	10.9
	MJ	9.9	9.9	9.7	9.6	-1.9	-3.7	10.9
Energy excluding alcohol	kcal	2 287	2 276	2 247	2 210	-1.7	-3.4	10.4
Total Protein	g	81.8	81.3	80.4	78.1	-2.9	-4.5	11.4
Fat	g	97	97	96	94	-1.2	-2.5	11.7
Fatty acids:								
Saturates	g	37.2	37.2	36.3	35.7	-1.4	-3.9	9.6
Monounsaturates	g	35.7	35.8	35.4	35.1	-1.1	-1.7	13.0
Polyunsaturates	g	17.4	17.7	17.6	17.4	-1.6	-0.3	13.2
Cholesterol	mg	275	274	273	262	-4.2	-4.8	13.7
Carbohydrate (b)	g	290	287	284	279	-1.6	-3.8	9.1
Total sugars	g	134	132	129	127	-1.5	-5.3	7.7
Non-milk extrinsic sugars	g	88	86	84	83	-0.6	-5.0	8.9
Starch	g	156	154	154	152	-1.7	-2.6	10.3
Fibre (c)	g	15.6	15.6	15.2	15.0	-1.4	-3.8	10.9
Alcohol	g	10.7	10.6	10.5	9.4	-9.9	-11.6	28.0
Calcium	mg	1 002	998	985	969	-1.6	-3.3	7.5
Iron	mg	12.7	12.2	12.0	11.8	-1.9	-7.8	10.1
Zinc	mg	9.7	9.7	9.6	9.2	-3.4	-4.6	11.1
Magnesium	mg	297	298	293	287	-2.4	-3.6	10.0
Sodium (d)	g	3.09	2.95	2.84	2.78	-2.2	-9.9	11.6
Potassium	g	3.35	3.34	3.28	3.22	-2.0	-3.8	11.2
Thiamin	mg	1.82	1.75	1.69	1.66	-1.8	-8.8	11.9
Riboflavin	mg	1.99	1.97	1.93	1.89	-2.3	-5.4	7.8
Niacin equivalent	mg	36.2	35.7	34.9	34.0	-2.6	-5.9	12.9
Vitamin B6	mg	2.6	2.5	2.5	2.5	-3.0	-5.0	13.6
Vitamin B12	µg	6.6	6.5	6.5	6.4	-2.6	-4.2	8.9
Folate	µg	312	306	308	299	-2.9	-4.1	13.4
Vitamin C	mg	78	80	79	76	-4.4	-3.2	11.2
Vitamin A:								
Retinol	µg	527	527	523	526	+0.6	-0.2	8.6
β-carotene	µg	2 272	2 295	2 283	2 225	-2.5	-2.1	15.6
Retinol equivalent	µg	909	913	906	898	-0.8	-1.2	11.5
Vitamin D	µg	3.25	3.20	3.16	3.03	-4.2	-6.7	10.8
Vitamin E	mg	12.71	13.08	11.98	12.17	+1.5	-4.3	13.5
<i>as a percentage of food and drink energy excluding alcohol</i>								
Fat	%	38.1	38.5	38.3	38.5	+0.4	+0.9	
Fatty acids:								
Saturates	%	14.6	14.7	14.5	14.6	+0.2	-0.6	
Monounsaturates	%	14.0	14.2	14.2	14.3	+0.6	+1.8	
Polyunsaturates	%	6.8	7.0	7.1	7.1	+0.1	+3.2	
Carbohydrate	%	47.6	47.2	47.3	47.4	+0.0	-0.5	
Non-milk extrinsic sugars	%	14.4	14.2	14.0	14.1	+1.1	-1.7	
Protein	%	14.3	14.3	14.3	14.1	+0.0	-1.2	

continued

Table 2.1 continued

		2005-06	2006	2007	2008	% change since 2007	% change since 2005-06	% from food eaten out in 2008
<i>as a percentage of weighted reference nutrient intake (f)</i>								
Energy (e)	%	103	102	101	99	-2.0	-3.9	
Energy excluding alcohol (e)	%	99	99	99	97	-1.9	-1.9	
Protein	%	163	162	160	155	-3.0	-4.8	
Calcium	%	132	131	130	127	-1.7	-3.3	
Iron	%	112	108	106	104	-1.9	-7.7	
Zinc	%	111	111	109	105	-3.5	-4.9	
Magnesium	%	102	102	101	98	-2.4	-3.8	
Sodium (d)	%	188	180	174	170	+0.5	-7.3	
Potassium	%	96	95	94	92	-2.1	-4.0	
Thiamin	%	197	190	183	179	-2.0	-9.0	
Riboflavin	%	159	157	153	150	-2.4	-5.6	
Niacin equivalent	%	237	234	229	223	-2.7	-6.2	
Vitamin B6	%	194	186	190	184	-3.2	-5.3	
Vitamin B12	%	435	425	427	416	-2.7	-4.4	
Folate	%	151	149	149	145	-3.1	-4.4	
Vitamin C	%	186	189	188	180	-4.5	-3.4	
Vitamin A (retinol equivalent)	%	133	134	133	131	-0.9	-1.5	

(a) Contributions from pharmaceutical sources are not recorded by the survey

(b) Available carbohydrate, calculated as monosaccharide equivalent

(c) As non-starch polysaccharides

(d) (i) Excludes sodium from table salt (ii) In May 2003 the Scientific Advisory Committee Nutrition recommended that average salt intake for adults should not exceed 6 g/day, equivalent to 2.4 grams of sodium.

(e) As a percentage of Estimated Average Requirement

(f) Department of Health, 'Dietary Reference Values for Food Energy and Nutrients for the United Kingdom', HMSO 1991. RNI values for protein, vitamins and minerals are set for each age/sex group at a level of intake considered likely to be sufficient to meet the requirements of 97.5% of the group. Weighted RNIs, based on the age/sex composition of the survey sample, have been calculated for comparison with population average intakes.

Table 2.2 Household energy and nutrient intakes

		2005-06	2006	2007	2008	RSE indicator (g)	% change since 2007	% change since 2005-06
Total Energy and Nutrient Intake (a)		<i>average intake per person per day</i>						
Energy	kcal	2 082	2 074	2 052	2 028	✓✓✓	-1.2	-2.6
	MJ	8.8	8.7	8.6	8.5	✓✓✓	-1.2	-2.7
Energy excluding alcohol	kcal	2 032	2 023	2 000	1 980	✓✓✓	-1.0	-2.6
Vegetable protein	g	72.0	71.5	70.8	69.1	✓✓✓	-2.4	-4.0
Animal protein	g	28.3	27.9	27.8	27.3	✓✓✓	-2.9	-3.4
Total Protein	g	43.7	43.6	43.1	41.8	✓✓✓	-1.6	-4.3
Fat	g	85	85	84	83	✓✓✓	-0.5	-1.6
Fatty acids:								
Saturates	g	33.4	33.4	32.6	32.3	✓✓✓	-1.0	-3.3
Monounsaturates	g	30.7	30.8	30.6	30.5	✓✓✓	-0.2	-0.6
Polyunsaturates	g	14.9	15.2	15.2	15.1	✓✓✓	-0.6	1.0
Cholesterol	mg	236	235	235	226	✓✓✓	-3.9	-4.4
Carbohydrate (b)	g	262	259	256	254	✓✓✓	-1.0	-3.0
Total sugars	g	123	121	119	117	✓✓✓	-1.1	-4.3
Non-milk extrinsic sugars	g	79	77	76	76	✓✓✓	-0.1	-3.5
Starch	g	139	137	137	136	✓✓✓	-0.9	-1.9
Fibre (c)	g	13.8	13.8	13.4	13.3	✓✓✓	-0.5	-3.2
Alcohol	g	7.1	7.3	7.4	6.8	✓✓✓	-8.8	-4.5
Calcium	mg	921	918	908	897	✓✓✓	-1.2	-2.7
Iron	mg	11.5	10.9	10.7	10.6	✓✓✓	-1.2	-7.8
Zinc	mg	8.6	8.5	8.5	8.2	✓✓✓	-3.0	-4.1
Magnesium	mg	265	266	262	258	✓✓✓	-1.8	-2.6
Sodium (d)	g	2.74	2.60	2.50	2.46	✓✓✓	-1.5	-10.2
Potassium	g	2.94	2.93	2.90	2.86	✓✓✓	-1.3	-2.9
Thiamin	mg	1.60	1.54	1.48	1.46	✓✓✓	-1.0	-8.8
Riboflavin	mg	1.83	1.81	1.77	1.74	✓✓✓	-1.9	-4.8

continued

Table 2.2 continued

		2005-06	2006	2007	2008	RSE indicator (g)	% change since 2007	% change since 2005-06
<i>average intake per person per day</i>								
Niacin equivalent	mg	31.2	30.8	30.2	29.6	✓✓✓	-1.9	-5.1
Vitamin B ₆	mg	2.2	2.1	2.2	2.1	✓✓✓	-2.3	-3.7
Vitamin B ₁₂	µg	6.0	5.9	5.9	5.8	✓✓✓	-2.3	-3.6
Folate	µg	267	261	264	259	✓✓✓	-2.1	-2.8
Vitamin C	mg	69	70	70	67	✓✓✓	-4.0	-2.4
Vitamin A								
Retinol	µg	477	477	476	481	✓✓✓	1.0	0.7
β-carotene	µg	1891	1901	1905	1879	✓✓✓	-1.4	-0.7
Retinol equivalent	µg	796	797	796	795	✓✓✓	0.0	-0.1
Vitamin D	µg	2.89	2.84	2.81	2.70	✓✓✓	-3.9	-6.6
Vitamin E	mg	10.92	11.29	10.23	10.52	✓✓✓	2.9	-3.6
<i>as a percentage of food and drink energy excluding alcohol</i>								
Fat	%	37.6	37.9	37.7	37.9			0.9
Fatty acids:								
Saturates	%	14.8	14.9	14.7	14.7			-0.8
Mono-unsaturates	%	13.6	13.7	13.8	13.9			2.1
Poly-unsaturates	%	6.6	6.8	6.8	6.8			3.7
Carbohydrate	%	48.3	47.9	48.1	48.1			-0.4
Non-milk extrinsic sugars	%	14.5	14.4	14.2	14.4			-1.0
Protein	%	14.2	14.1	14.2	14.0			-1.5
<i>as a percentage of weighted reference nutrient intake (f)</i>								
Energy (e)	%	89	89	88	87			-2.8
Energy excluding alcohol (e)	%	87	87	88	87			-0.7
Protein	%	142	141	139	136			-4.3
Calcium	%	120	120	118	117			-2.7
Iron	%	100	95	93	92			-7.7
Zinc	%	97	96	96	93			-4.3
Magnesium	%	90	90	89	87			-2.7
Sodium (d)	%	165	156	150	148			-7.3
Potassium	%	83	83	81	80			-3.0
Thiamin	%	172	165	158	156			-9.1
Riboflavin	%	144	142	140	137			-4.9
Niacin equivalent	%	202	199	195	191			-5.3
Vitamin B ₆	%	163	155	160	156			-3.9
Vitamin B ₁₂	%	390	380	384	375			-3.7
Folate	%	127	124	126	123			-3.0
Vitamin C	%	162	164	164	158			-2.6
Vitamin A (retinol equivalent)	%	115	115	115	115			-0.3

(a) Contributions from pharmaceutical sources are not recorded by the survey

(b) Available carbohydrate, calculated as monosaccharide equivalent

(c) As non-starch polysaccharides

(d) (i) Excludes sodium from table salt (ii) In May 2003 the Scientific Advisory Committee Nutrition recommended that average salt intake for adults should not exceed 6 g/day, equivalent to 2.4 grams of sodium.

(e) As a percentage of Estimated Average Requirement

(f) Department of Health, 'Dietary Reference Values for Food Energy and Nutrients for the United Kingdom', HMSO 1991. RNI values for protein, vitamins and minerals are set for each age/sex group at a level of intake considered likely to be sufficient to meet the requirements of 97.5% of the group. Weighted RNIs, based on the age/sex composition of the survey sample, have been calculated for comparison with population average intakes.

(g) Relative Standard Error: 3 ticks: < 2.5%, 2 ticks: 2.5% - 5%, 1 tick: 5% - 10%, no ticks: 10% - 20%, cross: >20%, - not available

Table 2.3 Estimated intakes from different types of household foods

	Energy	Fat	Saturated fatty acids	Calcium	Iron	Non-milk extrinsic sugars	Sodium	Folate	Vitamin C	β-carotene	Vitamin A (Retinol equiv.)
	<i>average per person per day</i>										
	kcal	grams	grams	mg	mg	grams	mg	µg	mg	µg	µg
Milk and cream (a)	173	7.5	4.7	342	0.2	3.0	133	19.1	3.9	41	90
Cheese	58	4.8	3.0	94	0.0	0.0	107	4.7	0.0	22	53
Carcase meat	58	3.9	1.6	2	0.4	0.0	18	2.8	0.0	0	1
Other meat and meat products	212	13.4	4.8	30	1.1	0.1	532	11.2	2.2	68	153
Fish	32	1.6	0.4	15	0.2	0.0	80	3.3	0.1	4	4
Eggs	17	1.3	0.4	7	0.2	0.0	16	5.8	0.0	0	22
Fats	178	19.5	6.0	4	0.0	0.2	87	14.0	0.0	85	154
Sugar and preserves	65	0.0	0.0	3	0.1	17.1	4	0.1	0.4	1	0
Fresh potatoes	46	0.1	0.0	3	0.2	0.0	5	20.7	3.7	0	0
Fresh green vegetables	5	0.1	0.0	9	0.2	0.0	2	15.0	2.6	75	13
Other fresh vegetables	18	0.2	0.0	15	0.3	0.0	9	18.6	5.4	1051	175
Processed vegetables	128	5.5	1.3	25	0.9	1.0	208	20.6	6.4	262	48
Fresh fruit	47	0.4	0.1	12	0.2	0.0	3	8.7	16.4	31	5
Processed fruit	51	2.0	0.4	10	0.3	6.1	15	10.7	17.1	11	2
Bread	217	2.5	0.6	135	1.8	0.1	446	28.3	0.0	1	5
Flour	31	0.1	0.0	8	0.2	0.0	0	1.4	0.0	0	0
Cakes, buns and pastries	75	3.2	1.3	17	0.3	5.1	64	2.5	0.2	4	14
Biscuits	114	5.2	2.6	28	0.5	5.7	81	2.7	0.0	3	1
Other cereal products (b)	231	4.4	1.5	73	2.3	4.5	227	41.2	0.6	45	21
Beverages	6	0.1	0.0	6	0.2	0.6	6	9.2	0.0	0	2
Other food (c)	76	4.2	1.4	22	0.4	5.3	376	12.1	0.7	102	18
Soft drinks	55	0.0	0.0	9	0.0	14.5	17	2.3	7.8	67	11
Confectionery	82	3.3	1.9	20	0.2	11.4	18	1.5	0.0	6	5
Alcoholic drinks	53	0.0	0.0	7	0.3	1.1	6	2.5	0.0	0	0
Total household intake	2028	83	32	897	11	76	2460	259	67	1879	795
	<i>percentage of total intake per person per day from household purchases</i>										
	%	%	%	%	%	%	%	%	%	%	%
Milk and cream (a)	9	9	15	38	2	4	5	7	6	2	11
Cheese	3	6	9	11	0	0	4	2	0	1	7
Carcase meat	3	5	5	0	4	0	1	1	0	0	0
Other meat and meat products	10	16	15	3	11	0	22	4	3	4	19
Fish	2	2	1	2	2	0	3	1	0	0	0
Eggs	1	2	1	1	2	0	1	2	0	0	3
Fats	9	23	19	0	0	0	4	5	0	5	19
Sugar and preserves	3	0	0	0	1	23	0	0	1	0	0
Fresh potatoes	2	0	0	0	2	0	0	8	5	0	0
Fresh green vegetables	0	0	0	1	2	0	0	6	4	4	2
Other fresh vegetables	1	0	0	2	3	0	0	7	8	56	22
Processed vegetables	6	7	4	3	9	1	8	8	9	14	6
Fresh fruit	2	0	0	1	2	0	0	3	24	2	1
Processed fruit	3	2	1	1	3	8	1	4	25	1	0
Bread	11	3	2	15	17	0	18	11	0	0	1
Flour	2	0	0	1	2	0	0	1	0	0	0
Cakes, buns and pastries	4	4	4	2	3	7	3	1	0	0	2
Biscuits	6	6	8	3	5	8	3	1	0	0	0
Other cereal products (b)	11	5	5	8	22	6	9	16	1	2	3
Beverages	0	0	0	1	2	1	0	4	0	0	0
Other food (c)	4	5	4	2	4	7	15	5	1	5	2
Soft drinks	3	0	0	1	0	19	1	1	12	4	1
Confectionery	4	4	6	2	2	15	1	1	0	0	1
Alcoholic drinks	3	0	0	1	3	1	0	1	0	0	0

(a) Includes all whole and skimmed liquid and instant milks, yoghurt and fromage frais, milk desserts and cream.

(b) Includes oatmeal and oat products, breakfast cereals, canned milk puddings, other puddings such as sponge puddings and pies, rice, cereal-based invalid foods, slimming foods, infant foods, frozen cakes and pastries, pasta, pizza, cereal convenience foods such as cake, pudding and dessert mixes, custard powder, other cereals such as barley, cous cous, corn and tapioca.

(c) Includes mineral or spring waters, baby foods, soups, other takeaway food brought home, meals on wheels, salad dressings and other spreads & dressings, pickles, sauces, takeaway sauces and mayonnaise, stock cubes and meat & yeast extracts, jelly squares or crystals, ice cream (all types), salt, artificial sweeteners, vinegar, spices and dried herbs, gravy granules, stuffing mix, baking powder, yeast, fruit, herbal and instant teas, and soya and novel protein foods.

9 Table 2.3 shows that a third of energy comes from 3 main categories; bread, other cereal products, and non-carcase meat and meat products. Table 2.4 splits these categories down to show more detail of their composition. Chapter 5 investigates how changes in purchases have affected changes in intakes of NMES, fat, saturated fat, sodium and fibre.

Table 2.4 Detailed energy intake from bread, other meat and meat products and other cereals and cereal products

Other meat and meat products	Energy Kcal	Bread	Energy Kcal
<i>average per person per day</i>		<i>average per person per day</i>	
Meat based ready meals and convenience meat products	35	White bread (inc premium and softgrain)	95
Chicken - whole or part	33	Other bread	70
Sausages, uncooked - pork	24	Brown and wholemeal bread	52
Meat pies, pasties and puddings - frozen or not frozen	21	Total	217
Bacon and ham, uncooked	18	Other cereals and cereal products	
Takeaway meats	14	<i>average per person per day</i>	
Meat pies and sausage rolls, ready to eat	12	Breakfast cereals	67
Ham and bacon	10	Rice	39
Cooked poultry (excluding canned)	8.7	Other cereal convenience foods	37
Burgers - frozen or not frozen	8.4	Pasta	34
Other canned meat and canned meat products	7.7	Pizza	24
Pate and delicatessen type sausages	6.5	Oatmeal and oat products	11
Other poultry, uncooked (including frozen)	3.7	Puddings	4.7
Other cooked meat	3.5	Canned milk puddings	4.0
Corned beef - canned or sliced	3.0	Cakes and pastries - frozen	3.9
Sausages, uncooked - beef etc.	1.6	Other cereals	2.9
Liver	0.6	Invalid foods, slimming foods and sports foods	2.3
Meat pastes and spreads	0.4	Infant cereal foods	0.7
Other fresh, chilled or frozen meat	0.3	Total	231
All offal other than liver	0.2		
Total	212		

Table 2.5 Eating out energy and nutrient intakes

		2005-06	2006	2007	2008	RSE indicator (g)	% change since 2007	% change since 2005-06
<i>average intake per person per day</i>								
Total Energy and Nutrient Intake (a)								
Energy	kcal	280	276	268	248	✓✓✓	-7.3	-11.3
	MJ	1.2	1.2	1.1	1.0	✓✓✓	-7.3	-11.3
Energy excluding alcohol	kcal	255	253	247	230	✓✓✓	-6.9	-9.9
Total Protein	g	9.8	9.8	9.5	8.9	✓✓✓	-6.4	-8.4
Fat	g	12	12	12	11	✓✓✓	-6.5	-8.7
Fatty acids								
Saturates	g	3.8	3.8	3.6	3.4	✓✓✓	-5.5	-9.6
Monounsaturates	g	5.0	5.0	4.9	4.5	✓✓✓	-6.7	-8.4
Polyunsaturates	g	2.5	2.5	2.5	2.3	✓✓✓	-7.5	-8.1
Cholesterol	mg	39	39	38	36	✓✓✓	-6.1	-7.2
Carbohydrate (b)	g	29	28	27	25	✓✓✓	-7.5	-11.5
Total sugars	g	12	11	10	10	✓✓✓	-6.1	-16.3
Non-milk extrinsic sugars	g	9	9	8	7	✓✓✓	-5.9	-18.1
Starch	g	17	17	17	16	✓✓✓	-8.3	-8.3
Fibre (c)	g	1.8	1.8	1.8	1.6	✓✓✓	-8.1	-8.4
Alcohol	g	3.5	3.3	3.0	2.6	✓✓	-12.4	-25.8
Calcium	mg	81	80	78	73	✓✓✓	-6.8	-9.9
Iron	mg	1.3	1.3	1.3	1.2	✓✓✓	-7.6	-7.4
Zinc	mg	1.1	1.1	1.1	1.0	✓✓✓	-6.3	-8.7
Magnesium	mg	33	32	31	29	✓✓✓	-7.5	-12.1
Sodium (d)	g	0.35	0.35	0.35	0.32	✓✓✓	-6.7	-7.5
Potassium	g	0.40	0.40	0.39	0.36	✓✓✓	-7.3	-10.6
Thiamin	mg	0.21	0.22	0.21	0.20	✓✓✓	-7.2	-8.5
Riboflavin	mg	0.17	0.16	0.16	0.15	✓✓✓	-6.6	-11.9

continued

Table 2.5 continued

		2005-06	2006	2007	2008	RSE(g)	% change since 2007	% change since 2005-06
<i>average intake per person per day</i>								
Niacin equivalent	mg	4.9	4.9	4.7	4.4	✓✓✓	-7.0	-10.7
Vitamin B ₆	mg	0.4	0.4	0.4	0.3	✓✓✓	-7.6	-12.4
Vitamin B ₁₂	µg	0.6	0.6	0.6	0.6	✓✓✓	-5.6	-10.0
Folate	µg	45	45	44	40	✓✓✓	-7.9	-11.6
Vitamin C	mg	9	10	9	9	✓✓	-7.0	-9.0
Vitamin A								
Retinol	µg	50	50	47	45	✓✓	-3.5	-9.0
β-carotene	µg	380	394	377	346	✓✓	-8.3	-9.0
Retinol equivalent	µg	113	116	110	103	✓✓	-6.2	-9.0
Vitamin D	µg	0.35	0.35	0.35	0.33	✓✓✓	-6.0	-7.6
Vitamin E	mg	1.79	1.79	1.76	1.64	✓✓✓	-6.5	-8.4
<i>as a percentage of total food & drink energy excluding alcohol</i>								
Fat	%	42.7	42.9	43.0	43.2			+1.3
Fatty acids:								+0.0
Saturates	%	13.4	13.4	13.3	13.5			+0.3
Monounsaturates	%	17.5	17.7	17.8	17.8			+1.6
Polyunsaturates	%	8.8	8.9	9.0	8.9			+2.0
Carbohydrate	%	42.1	41.7	41.6	41.3			-1.9
Non-milk extrinsic sugars	%	13.4	12.6	12.0	12.1			-9.2
Protein	%	15.3	15.4	15.5	15.5			+1.6
<i>as a percentage of weighted reference nutrient intake (f)</i>								
Energy (e)	%	13	13	13	12			-11.4
Energy excluding alcohol (e)	%	12	12	12	11			-10.0
Protein	%	21	21	21	19			-8.7
Calcium	%	12	12	11	11			-9.9
Iron	%	12	13	13	12			-7.2
Zinc	%	14	14	14	13			-8.9
Magnesium	%	12	12	12	11			-12.1
Sodium (d)	%	23	23	23	22			-7.5
Potassium	%	13	13	12	11			-10.7
Thiamin	%	26	26	25	23			-8.7
Riboflavin	%	15	14	14	13			-12.1
Niacin equivalent	%	35	35	34	32			-10.9
Vitamin B ₆	%	31	31	30	27			-12.5
Vitamin B ₁₂	%	45	45	43	41			-10.1
Folate	%	24	24	23	21			-11.8
Vitamin C	%	24	25	24	22			-9.2
Vitamin A (retinol equivalent)	%	18	19	18	17			-9.2

(a) Contributions from pharmaceutical sources are not recorded by the Survey

(b) Available carbohydrate, calculated as monosaccharide

(c) As non-starch polysaccharides

(d) (i) Excludes sodium from table salt (ii) In May 2003 the Scientific Advisory Committee Nutrition recommended that average salt intake for adults should not exceed 6 g/day, equivalent to 2.4 grams of sodium.

(e) As a percentage of Estimated Average Requirement

(f) Department of Health, 'Dietary Reference Values for Food Energy and Nutrients for the United Kingdom', HMSO 1991. RNI values for protein, vitamins and minerals are set for each age/sex group at a level of intake considered likely to be sufficient to meet the requirements of 97.5% of the group. Weighted RNIs, based on the age/sex composition of the survey sample, have been calculated for comparison with population average intakes.

(g) Relative Standard Error: 3 ticks: < 2.5%, 2 ticks: 2.5% - 5%, 1 tick: 5% - 10%, no ticks: 10% - 20%, cross: >20%, - not available

Table 2.6 Estimated intakes from different types of food eaten out^(a)

	Energy	Fat	Saturated fatty acids	Calcium	Iron	Non-milk extrinsic sugars	Sodium	Folate	Vitamin C	β-carotene	Vitamin A (Retinol equiv.)
	<i>average per person per day</i>										
	kcal	grams	grams	mg	mg	grams	mg	µg	mg	µg	µg
Indian, Chinese or Thai food	15	0.8	0.1	4	0.2	0.2	28.8	1.3	0.1	7.1	1.6
Meat and meat products	25	1.5	0.6	7	0.1	0.0	57.6	1.9	0.2	25.7	12.5
Fish and fish products	4	0.2	0.0	1	0.0	0.0	4.7	0.4	0.0	0.1	0.5
Cheese and egg dishes or pizza	7	0.5	0.2	5	0.0	0.0	11.6	2.3	0.1	4.9	5.0
Fresh and processed potatoes	17	0.7	0.1	1	0.1	0.0	2.8	4.5	1.4	0.4	0.5
Vegetables	3	0.1	0.0	2	0.0	0.0	9.2	1.5	0.3	45.4	7.9
Salads	3	0.2	0.0	1	0.0	0.0	4.5	1.0	0.5	22.5	4.4
Rice, pasta or noodles	3	0.1	0.0	0	0.0	0.0	1.0	0.1	0.0	0.2	0.1
Soups	1	0.0	0.0	0	0.0	0.0	6.3	0.3	0.0	0.2	0.0
Breakfast cereals	0	0.0	0.0	0	0.0	0.0	0.4	0.1	0.0	0.0	0.0
Fresh and processed fruit	1	0.0	0.0	0	0.0	0.0	0.0	0.1	0.2	1.0	0.2
Yoghurt and fromage frais	0	0.0	0.0	0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Bread	4	0.2	0.1	1	0.0	0.0	6.7	0.3	0.0	0.9	1.6
Sandwiches	21	1.0	0.3	12	0.1	0.0	46.3	2.4	0.2	13.6	7.0
Beverages	2	0.1	0.0	2	0.0	0.1	1.2	0.3	0.0	0.4	0.5
Soft drinks including milk	13	0.1	0.0	5	0.0	3.0	2.7	0.6	1.1	0.9	0.8
Alcoholic drinks	25	0.0	0.0	4	0.0	1.7	4.7	5.8	0.2	0.1	0.0
Confectionery	8	0.3	0.2	2	0.0	1.1	1.7	0.1	0.0	0.4	0.2
Ice cream, desserts and cakes	12	0.6	0.3	3	0.0	0.8	8.9	0.4	0.1	3.6	4.8
Biscuits and chocolate	2	0.1	0.0	0	0.0	0.1	0.7	0.1	0.0	0.1	0.0
Crisps, nuts and snacks	6	0.4	0.1	0	0.0	0.1	8.5	0.4	0.1	0.3	0.1
All food and drink eaten out	171	6.8	2.2	52	0.8	7.2	209	24	4.5	128	48
	<i>percentage of total intake per person per day from food and drink purchased for consumption outside the home</i>										
	%	%	%	%	%	%	%	%	%	%	%
Indian, Chinese or Thai food	9	11	6	8	20	3	14	5	2	6	3
Meat and meat products	15	22	26	13	18	0	28	8	4	20	26
Fish and fish products	2	3	2	2	2	0	2	1	0	0	1
Cheese and egg dishes or pizza	4	7	7	9	6	0	6	10	3	4	11
Fresh and processed potatoes	10	10	4	2	7	0	1	19	32	0	1
Vegetables	2	2	1	4	6	1	4	6	6	36	16
Salads	2	2	2	2	3	0	2	4	11	18	9
Rice, pasta or noodles	2	1	0	0	1	0	0	1	0	0	0
Soups	0	0	0	0	1	0	3	1	0	0	0
Breakfast cereals	0	0	0	0	0	0	0	0	0	0	0
Fresh and processed fruit	0	0	0	0	0	0	0	1	5	1	0
Yoghurt and fromage frais	0	0	0	1	0	0	0	0	0	0	0
Bread	2	3	4	3	2	0	3	1	0	1	3
Sandwiches	12	16	14	23	15	0	22	10	5	11	15
Beverages	1	1	2	4	2	2	1	1	1	0	1
Soft drinks including milk	7	1	2	9	1	41	1	3	23	1	2
Alcoholic drinks	15	0	0	8	5	24	2	24	5	0	0
Confectionery	4	4	8	4	2	15	1	0	0	0	0
Ice cream, desserts and cakes	7	10	13	6	4	11	4	2	1	3	10
Biscuits and chocolate	1	1	2	1	1	2	0	0	0	0	0
Crisps, nuts and snacks	3	5	6	1	2	1	4	2	1	0	0

(a) The category 'Other food products' has been removed from this table since it predominantly comprises unspecified meals which is an imputed category.

Table 2.7 Energy and nutrient intakes in the UK in 2008 as a percentage of weighted Reference Nutrient Intakes

		Nutrient intakes in 2008			Intake as a percentage of weighted Reference Nutrient Intake (a)		
		Household	Eaten Out	Total	Household (b)	Eaten Out	Total
							<i>per person per day</i>
Energy (c)	kcal	2 028	248	2 276	87	12	99
Energy excluding alcohol (c)	kcal	1 980	230	2 210	87	11	97
Protein	g	69	9	78.1	136	19	155
Calcium	mg	897	73	969	117	11	127
Iron	mg	11	1.2	11.8	92	12	104
Zinc	mg	8.2	1.0	9.2	93	13	105
Magnesium	mg	258	29	287	87	11	98
Sodium (d)	g	2.46	0.32	2.78	148	22	170
Potassium	g	2.86	0.36	3.22	80	11	92
Thiamin	mg	1.46	0.20	1.66	156	23	179
Riboflavin	mg	1.74	0.15	1.89	137	13	150
Niacin equivalent	mg	29.6	4.4	34.0	191	32	223
Vitamin B ₆	mg	2.1	0.3	2.5	156	27	184
Vitamin B ₁₂	µg	5.8	0.6	6.4	375	41	416
Folate	µg	259	40	299	123	21	145
Vitamin C	mg	67	9	76	158	22	180
Vitamin A (retinol equivalent)	µg	795	103	898	115	17	131

(a) Department of Health, 'Dietary Reference Values for Food Energy and Nutrients for the United Kingdom', HMSO 1991. RNI values for protein, vitamins and minerals are set for each age/sex group at a level of intake considered likely to be sufficient to meet the requirements of 97.5% of the group. Weighted RNIs, based on the age/sex composition of the survey sample, have been calculated for comparison with population average intakes.

(b) After deduction of a 10 per cent allowance for wastage.

(c) Estimated Average Requirement.

(d) (i) Excludes sodium from table salt (ii) In May 2003 the Scientific Advisory Committee Nutrition recommended that average salt intake for adults should not exceed 6 g/day, equivalent to 2.4 grams of sodium.

10 Based on the food and drink purchases recorded in 2008:

- Average energy intake including alcohol was close to the weighted Estimated Average Requirement (EAR) at 99%.
- Average energy intake excluding alcohol was slightly below the weighted EAR at 97%.
- Potassium intake was below the weighted RNI at 92%.
- Magnesium intake was below the weighted RNI at 98%.

Average energy and micronutrient intakes were near or above recommended levels, ranging from 92% of the RNI for potassium to 416% of the RNI for vitamin B₁₂.

Chapter 3 Geographic comparisons

This chapter presents estimates for the four countries of the United Kingdom and the nine Government Office Regions of England.

Headlines

Key points from the tables in the following chapter cover the period January 2006 to December 2008:

In the countries of the UK,

- quantities of fruit purchased for the household were highest in England and lowest in Northern Ireland.
- quantities of vegetables (excluding fresh and processed potatoes) purchased for the household were highest in Wales and lowest in Northern Ireland.
- quantities of fresh and processed potatoes purchased for the household were highest in Northern Ireland and lowest in Scotland.
- English households purchased the most fish and Northern Ireland the least.
- purchases of alcoholic drinks (i.e. including both household and eating out purchases) were highest in Wales and lowest in Northern Ireland, this is reflected in the level of alcohol intake.
- Scottish households had the highest intake of non-milk extrinsic sugar (NMES) at 15% of food energy, compared to the recommended maximum level of 11%.
- expenditure on all food and drink was highest in Northern Ireland at £37.66 per person per week compared to Wales who spent the least at £35.45.

In the regions of England,

- household purchases of vegetables (excluding fresh and processed potatoes) were highest in the South West and lowest in the North West.
- household purchases of fruit were highest in London and lowest in the North East.
- household purchases of alcoholic drinks were highest in the North West, and lowest in London, whilst purchases for eating out were highest in the North East and lowest in the South East.
- eating out expenditure as a percentage of overall food and drink spending was highest in London at 36% and lowest in the West Midlands at 30%. England as a whole was 31%.
- South West has the highest dietary intake of sodium (excluding table salt).
- London has the lowest percentage of energy intake from NMES
- total energy intake is highest in the South West and lowest in the North West and North East.

- 1 To improve reliability, the figures shown in the tables are all averages of the estimates for January 2006 to December 2008. The total sample size for this time period is given at the top of each column as an indication of the reliability of the figures. Differences in relative prices and household income should also be borne in mind when interpreting the data.
- 2 The purchases and expenditure tables contain data from both household food and drink and eating out. The energy and nutrient intake tables not only include the combined intakes from food brought into the home and eaten out but also the contributions from soft drinks, alcoholic drinks and confectionery.
- 3 For a more detailed breakdown of the data in respect of the countries and regions please refer to the datasets which are published on the Defra website at:
<http://statistics.defra.gov.uk/esg/publications/efs/datasets/default.asp>

Table 3.1 Highest and lowest countries (average 2006 to 2008)

	Lowest	Highest	Ratio of lowest to highest
Household purchases			
Milk and cream	England	N. Ireland	1.1
Cheese	N. Ireland	Wales	1.4
Carcase meat	Scotland	N. Ireland	1.3
Other meat and meat products	England	Wales	1.1
Fish	N. Ireland	England	1.5
Eggs	Wales	England	1.0
Fats and oils	Scotland	England	1.1
Sugar and preserves	N. Ireland	Scotland	1.1
Potatoes	Scotland	N. Ireland	1.4
Vegetables excluding potatoes	N. Ireland	Wales	1.4
Fruit	N. Ireland	England	1.2
Total cereals	England	N. Ireland	1.1
Beverages	N. Ireland	Wales	1.3
Soft drinks	England	Scotland	1.3
Alcoholic drinks	N. Ireland	Wales	1.4
Confectionery	England	Scotland	1.2
Eating out purchases			
Indian, Chinese and Thai meals	Wales	England	1.5
Meat and meat products	Scotland	N. Ireland	1.3
Fish and fish products	N. Ireland	England	1.5
Cheese and egg dishes and pizza	Scotland	England	1.2
Potatoes	Scotland	N. Ireland	1.3
Vegetables excluding potatoes	Scotland	England	1.5
Sandwiches	N. Ireland	Scotland	1.3
Ice creams, desserts and cakes	Wales	N. Ireland	1.5
Beverages	N. Ireland	England	1.2
Soft drinks including milk	England	N. Ireland	1.4
Alcoholic drinks	N. Ireland	Wales	1.5
Confectionery	England	N. Ireland	1.6
Household expenditure			
Total all food & drink excluding alcohol	England	N. Ireland	1.1
Total alcoholic drinks	N. Ireland	Scotland	1.3
Total all food & drink	England	Scotland	1.0
Eating out expenditure			
Total all food & drink excluding alcohol	Wales	N. Ireland	1.2
Total alcoholic drinks	N. Ireland	Wales	1.1
Total all food & drink	Wales	N. Ireland	1.1

Table 3.2 Selected foods by country (average 2006 to 2008)

	England	Wales	Scotland	Northern Ireland	
Number of households in sample	14 437	855	1 583	1 756	
Average age of HRP	53	53	53	51	
Average number of adults per household	1.9	1.9	1.8	2.0	
Average number of children per household	0.5	0.4	0.4	0.6	
Average gross weekly household income (£)	676	569	608	590	
Household purchases		<i>grams per person per week unless otherwise stated</i>			
Milk and cream	ml	1 974	2 100	2 015	2 110
Cheese		116	119	110	87
Carcase meat		228	249	200	264
Other meat and meat products		786	873	828	840
Fish		169	152	154	116
Eggs	no.	2	2	2	2
Fats and oils		185	180	172	180
Sugar and preserves		127	123	127	114
Potatoes		775	854	775	1 123
Vegetables excluding potatoes		1 159	1 197	924	885
Fruit		1 277	1 245	1 211	1 095
Total cereals		1 580	1 610	1 647	1 742
Beverages		56	58	51	44
Soft drinks (a)	ml	1 670	1 896	2 113	1 898
Alcoholic drinks	ml	748	814	736	590
Confectionery		125	135	145	133
Eating out purchases		<i>grams per person per week unless otherwise stated</i>			
Indian, Chinese and Thai meals		32	22	28	30
Meat and meat products		79	78	75	99
Fish and fish products		14	11	14	9
Cheese and egg dishes and pizza		23	19	19	20
Potatoes		69	70	64	83
Vegetables excluding potatoes		31	29	20	24
Sandwiches		74	75	93	71
Ice creams, desserts and cakes		26	23	29	33
Beverages	ml	130	117	129	105
Soft drinks including milk	ml	306	314	385	423
Alcoholic drinks	ml	508	584	437	395
Confectionery		12	14	17	20
Household expenditure		<i>pence per person per week</i>			
Total all food & drink excluding alcohol		2 211	2 212	2 311	2 328
Total alcoholic drinks		272	272	293	224
Total all food & drink		2 483	2 484	2 604	2 552
Eating out expenditure		<i>pence per person per week</i>			
Total all food & drink excluding alcohol		804	718	820	896
Total alcoholic drinks		333	343	328	318
Total all food & drink		1 138	1 061	1 148	1 214

(a) Converted to unconcentrated equivalent by applying a factor of 5 to concentrated and low calorie concentrated soft drinks

Table 3.3 Energy and nutrient intakes by country (average 2006 to 2008)

		England	Wales	Scotland	Northern Ireland
Number of households in sample		14 437	855	1 583	1 756
Average age of HRP		53	53	53	51
Average number of adults per household		1.9	1.9	1.8	2.0
Average number of children per household		0.5	0.4	0.4	0.6
Average gross weekly household income (£)		676	569	608	590
Total Energy and Nutrient Intake (a)		<i>intake per person per day</i>			
Energy	kcal	2 307	2 359	2 355	2 385
	MJ	9.7	9.9	9.9	10.0
Energy intake excluding alcohol	kcal	2 236	2 282	2 281	2 328
Total Protein	g	79.7	82.4	80.0	82.4
Fat	g	96	97	97	98
Fatty acids:					
Saturates	g	36.2	37.3	37.8	37.3
Monounsaturates	g	35.4	35.9	35.4	36.2
Polyunsaturates	g	17.6	17.4	17.1	17.6
Cholesterol	mg	269	274	269	272
Carbohydrate (b)	g	282	287	290	298
Total sugars	g	129	134	134	132
Non-milk extrinsic sugars	g	84	87	90	87
Starch	g	153	153	156	166
Fibre (c)	g	15.3	15.6	14.8	15.4
Alcohol	g	10.1	10.9	10.6	8.2
Calcium	mg	979	1 023	1 004	1 014
Iron	mg	12.0	12.3	11.9	12.3
Zinc	mg	9.5	9.8	9.4	9.8
Magnesium	mg	292	300	292	291
Sodium (d)	g	2.84	2.93	3.00	3.01
Potassium	g	3.28	3.38	3.22	3.33
Thiamin	mg	1.69	1.75	1.68	1.81
Riboflavin	mg	1.93	2.02	1.91	1.96
Niacin equivalent	mg	34.8	36.1	34.7	35.8
Vitamin B ₆	mg	2.5	2.6	2.5	2.7
Vitamin B ₁₂	µg	6.5	6.6	6.4	6.2
Folate	µg	305	316	290	304
Vitamin C	mg	79	78	77	76
Vitamin A:					
Retinol	µg	529	537	508	453
β-carotene	µg	2 284	2 417	2 078	2 073
Retinol equivalent	µg	912	942	857	804
Vitamin D	µg	3.14	3.24	2.98	3.08
Vitamin E	mg	12.46	12.29	11.96	12.47
<i>percentage contributions of macronutrients to energy intake excluding alcohol</i>					
Fat	%	38.5	38.3	38.2	37.8
Fatty acids:					
Saturates	%	14.6	14.7	14.9	14.4
Monounsaturates	%	14.2	14.2	14.0	14.0
Polyunsaturates	%	7.1	6.9	6.7	6.8
Carbohydrate	%	47.2	47.2	47.8	48.0
Non-milk extrinsic sugars	%	14.0	14.3	14.7	14.1
Protein	%	14.3	14.4	14.0	14.2
<i>as a percentage of weighted reference nutrient intake (f)</i>					
Energy (e)	%	100	102	102	104
Energy excluding alcohol (e)	%	98	100	100	102
Protein	%	158	163	161	166
Calcium	%	129	135	132	133
Iron	%	106	109	104	107
Zinc	%	108	111	108	113
Magnesium	%	100	102	101	101
Sodium (d)	%	174	179	186	187
Potassium	%	93	96	93	96
Thiamin	%	184	189	183	196
Riboflavin	%	153	160	153	157

continued

Table 3.3 continued

		England	Wales	Scotland	Northern Ireland
Niacin equivalent	%	228	236	228	235
Vitamin B ₆	%	186	195	185	202
Vitamin B ₁₂	%	423	430	422	411
Folate	%	148	152	142	148
Vitamin C	%	186	184	184	180
Vitamin A (retinol equivalent)	%	134	138	127	119

(a) Contributions from pharmaceutical sources are not recorded by the survey

(b) Available carbohydrate, calculated as monosaccharide equivalent

(c) As non-starch polysaccharides

(d) (i) Excludes sodium from table salt (ii) In May 2003 the Scientific Advisory Committee on Nutrition recommended that average salt intake for adults should not exceed 6 grams per day, equivalent to 2.4 grams of sodium.

(e) As a percentage of Estimated Average Requirement

(f) Department of Health, 'Dietary Reference Values for Food Energy and Nutrients for the United Kingdom', HMSO 1991. RNI values for protein, vitamins and minerals are set for each age/sex group at a level of intake considered likely to be sufficient to meet the requirements of 97.5% of the group. Weighted RNIs, based on the age/sex composition of the survey sample, have been calculated for comparison with population average intakes.

Table 3.4 Highest and lowest regions (average 2006 to 2008)

	Lowest	Highest	Ratio of lowest to highest
Household purchases			
Milk and cream	London	South West	1.2
Cheese	London	South West	1.3
Carcase meat	North East	West Midlands	1.4
Other meat and meat products	London	Yorkshire & the Humber	1.3
Fish	North East	London	1.2
Eggs	North West	South West	1.2
Fats and oils	North East	London	1.2
Sugar and preserves	North East	West Midlands	1.4
Potatoes	London	West Midlands	1.4
Vegetables excluding potatoes	North West	South West	1.3
Fruit	North East	London	1.4
Total cereals	London	South West	1.1
Beverages	London	South West	1.4
Soft drinks	London	West Midlands	1.4
Alcoholic drinks	London	North West	1.6
Confectionery	London	East Midlands	1.4
Eating out purchases			
Indian, Chinese and Thai meals	South West	London	2.3
Meat and meat products	South East	London	1.1
Fish and fish products	North West	Yorkshire & the Humber	1.5
Cheese and egg dishes and pizza	South West	London	1.4
Potatoes	South East	North East	1.3
Vegetables excluding potatoes	North West	North East	1.2
Sandwiches	South West	Yorkshire & the Humber	1.4
Ice creams, desserts and cakes	North West	South West	1.4
Beverages	North West	South West	1.3
Soft drinks including milk	South West	London	1.4
Alcoholic drinks	South East	North East	1.8
Confectionery	South East	North East	1.3
Household expenditure			
Total all food & drink excluding alcohol	North East	South East	1.2
Total alcoholic drinks	London	South East	1.3
Total all food & drink	North East	South East	1.2
Eating out expenditure			
Total all food & drink excluding alcohol	North East	London	1.5
Total alcoholic drinks	West Midlands	North East	1.3
Total all food & drink	West Midlands	London	1.3

Table 3.5 Selected foods by region (average 2006 to 2008)

		England	North East	North West	Yorkshire and The Humber	East Midlands
Number of households in sample		14 437	773	1 891	1 566	1 361
Average age of HRP		53	53	52	52	52
Average number of adults per household		1.9	1.9	1.9	1.8	1.9
Average number of children per household		0.5	0.4	0.5	0.5	0.5
Average gross weekly household income (£)		676	542	578	576	610
Household purchases		<i>grams per person per week unless otherwise stated</i>				
Milk and cream	ml	1 974	2 030	1 948	2 051	2 117
Cheese		116	103	110	107	119
Carcase meat		228	190	217	220	196
Other meat and meat products		786	829	836	839	802
Fish		169	157	168	172	161
Eggs	no.	2	2	1	2	2
Fats and oils		185	166	167	178	194
Sugar and preserves		127	106	115	129	139
Potatoes		775	783	794	828	821
Vegetables excluding potatoes		1 159	1 046	1 001	1 088	1 206
Fruit		1 277	999	1 107	1 157	1 230
Total cereals		1 580	1 571	1 543	1 591	1 591
Beverages		56	55	53	56	59
Soft drinks (a)	ml	1 670	775	1 679	1 728	1 798
Alcoholic drinks	ml	748	843	867	824	738
Confectionery		125	135	124	135	139
Eating out purchases		<i>grams per person per week unless otherwise stated</i>				
Indian, Chinese and Thai meals		32	25	26	32	28
Meat and meat products		79	83	78	80	80
Fish and fish products		14	12	12	18	14
Cheese and egg dishes and pizza		23	25	22	24	22
Potatoes		69	79	67	74	75
Vegetables excluding potatoes		31	34	28	30	34
Sandwiches		74	76	70	91	73
Ice creams, desserts and cakes		26	27	22	26	27
Beverages	ml	130	139	111	134	135
Soft drinks including milk	ml	306	344	319	321	316
Alcoholic drinks	ml	508	711	557	662	562
Confectionery		12	15	13	13	12
Household expenditure		<i>pence per person per week</i>				
Total all food & drink excluding alcohol		2 211	2 016	2 088	2 144	2 162
Total alcoholic drinks		272	253	293	260	249
Total all food & drink		2 483	2 270	2 381	2 404	2 411
Eating out expenditure		<i>pence per person per week</i>				
Total all food & drink excluding alcohol		804	679	700	789	752
Total alcoholic drinks		333	381	327	378	333
Total all food & drink		1 138	1 060	1 027	1 168	1 085

continued

Table 3.5 continued

		West Midlands	East	London	South East	South West
Number of households in sample		1 513	1 671	1 544	2 534	1 584
Average age of HRP		52	53	50	53	55
Average number of adults per household		1.9	1.9	1.9	1.9	1.9
Average number of children per household		0.5	0.5	0.5	0.5	0.4
Average gross weekly household income (£)		619	714	847	818	630
Household purchases					<i>grams per person per week unless otherwise stated</i>	
Milk and cream	ml	1 934	1 976	1 752	1 973	2 137
Cheese		112	121	101	133	135
Carcase meat		271	245	224	236	232
Other meat and meat products		796	789	668	783	794
Fish		161	168	186	167	169
Eggs	no.	1	2	2	2	2
Fats and oils		190	178	199	188	190
Sugar and preserves		150	123	108	125	147
Potatoes		864	753	598	769	854
Vegetables excluding potatoes		1 093	1181	1 243	1 229	1 282
Fruit		1 183	1 330	1 439	1 395	1 433
Total cereals		1 627	1 588	1 529	1 574	1 633
Beverages		59	58	46	60	63
Soft drinks (a)	ml	1 803	1 752	1 333	1 726	1 625
Alcoholic drinks	ml	747	747	530	766	771
Confectionery		135	129	98	125	126
Eating out purchases					<i>grams per person per week unless otherwise stated</i>	
Indian, Chinese and Thai meals		30	27	55	33	23
Meat and meat products		79	77	83	75	77
Fish and fish products		14	14	15	13	13
Cheese and egg dishes and pizza		23	23	28	23	20
Potatoes		74	68	65	63	64
Vegetables excluding potatoes		32	31	30	31	32
Sandwiches		67	78	82	70	64
Ice creams, desserts and cakes		24	29	27	27	32
Beverages	ml	127	138	125	131	141
Soft drinks including milk	ml	301	291	351	270	257
Alcoholic drinks	ml	506	454	414	405	492
Confectionery		13	12	12	11	12
Household expenditure					<i>pence per person per week</i>	
Total all food & drink excluding alcohol		2 142	2 279	2 213	2 386	2 324
Alcoholic drinks		265	284	239	299	285
Total all food & drink		2 407	2 562	2 452	2 686	2 609
Eating out expenditure					<i>pence per person per week</i>	
Total all food & drink excluding alcohol		716	833	990	862	778
Total alcoholic drinks		299	317	360	308	328
Total all food & drink		1 015	1 150	1 350	1 169	1 106

(a) Converted to unconcentrated equivalent by applying a factor of 5 to concentrated and low calorie concentrated soft drinks

Table 3.6 Energy and nutrient intakes by region (average 2006 to 2008)

	England	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East	London	South East	South West
Number of households in sample	14 437	773	1 891	1 566	1 361	1 513	1 671	1 544	2 534	1 584
Average age of HRP	53	53	52	52	52	52	53	50	53	55
Average number of adults per household	1.9	1.9	1.9	1.8	1.9	1.9	1.9	1.9	1.9	1.9
Average number of children per household	0.5	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.4
Average gross weekly household income (£)	676	542	578	576	610	619	714	847	818	630
Total energy and nutrient intakes (a)	<i>intake per person per day</i>									
Energy	2 307	2 235	2 229	2 325	2 337	2 327	2 320	2 259	2 328	2 406
Energy excluding alcohol	9.7	9.4	9.4	9.8	9.8	9.8	9.7	9.5	9.8	10.1
Total Protein	2 236	2 155	2 149	2 249	2 267	2 255	2 249	2 203	2 258	2 332
Fat	79.7	77.6	78.4	80.6	79.8	79.8	80.1	78.0	80.2	82.5
Fatty acids:	96	92	91	96	97	95	97	94	98	100
Saturates	36.2	35.5	34.6	36.8	36.7	36.4	37.0	33.2	37.5	38.7
Monounsaturates	35.4	33.7	33.5	35.5	35.7	35.2	35.8	35.5	36.1	36.9
Polyunsaturates	17.6	16.3	16.6	17.5	17.8	17.3	17.4	19.0	17.9	17.9
Cholesterol	269	264	262	274	268	266	272	263	274	282
Carbohydrate (b)	282	272	271	283	288	287	282	278	281	293
Total sugars	129	123	123	129	135	132	131	118	132	139
Non-milk extrinsic sugars	84	80	81	85	89	89	85	74	85	89
Starch	153	149	148	153	152	155	151	160	149	154
Fibre (c)	15.3	14.2	14.2	15.0	15.6	15.0	15.4	15.5	15.6	16.3
Alcohol	10.1	11.3	11.4	10.8	10.0	10.3	10.1	7.9	10.1	10.6
Calcium	979	978	959	994	1017	985	991	891	992	1045
Iron	12.0	11.4	11.5	12.0	12.1	11.9	12.2	11.7	12.2	12.6
Zinc	9.5	9.2	9.3	9.5	9.4	9.5	9.5	9.3	9.5	9.9
Magnesium	292	281	281	293	297	289	296	285	299	310
Sodium (d)	2.84	2.85	2.85	2.91	2.88	2.83	2.88	2.54	2.90	2.98
Potassium	3.28	3.15	3.16	3.29	3.33	3.26	3.31	3.18	3.34	3.49
Thiamin	1.69	1.61	1.65	1.70	1.72	1.69	1.71	1.65	1.72	1.79
Riboflavin	1.93	1.88	1.88	1.97	2.00	1.90	1.96	1.79	1.95	2.06
Niacin equivalent	34.8	33.8	34.3	35.5	34.9	34.8	35.1	33.9	35.1	35.8
Vitamin B6	2.5	2.4	2.4	2.5	2.6	2.5	2.5	2.4	2.5	2.6
Vitamin B12	6.5	6.5	6.5	6.7	6.5	6.3	6.6	6.1	6.5	6.8
Folate	305	287	289	304	311	301	309	300	312	330
Vitamin C	79	68	72	74	77	76	80	86	83	84
Vitamin A:										
Retinol	529	494	506	544	529	492	571	482	563	570
β-carotene	2 284	2 151	2 104	2 192	2 344	2 116	2 352	2 295	2 403	2 531
Retinol equivalent	912	856	860	911	923	847	966	866	966	993
Vitamin D	3.14	3.02	3.13	3.11	3.27	3.15	3.20	2.96	3.19	3.26
Vitamin E	12.46	11.62	11.68	12.34	12.75	12.25	12.33	13.36	12.61	12.66

continued

Table 3.6 continued

	England	North East	North West	Yorkshire and The Humber	East Midlands	West Midlands	East	London	South East	South West
Fat	38.5	38.2	38.0	38.5	38.3	38.0	38.7	38.5	39.1	38.6
Percentage contributions of macronutrients to energy intake excluding alcohol										
Fatty acids:										
Saturates	14.6	14.8	14.5	14.7	14.6	14.5	14.8	13.6	15.0	14.9
Monounsaturates	14.2	14.1	14.0	14.2	14.2	14.0	14.3	14.5	14.4	14.2
Polyunsaturates	7.1	6.8	7.0	7.0	7.1	6.9	7.0	7.8	7.1	6.9
Carbohydrate	47.2	47.3	47.3	47.2	47.6	47.8	47.1	47.4	46.7	47.2
Non-milk extrinsic sugars	14.0	13.9	14.1	14.2	14.6	14.7	14.2	12.5	14.1	14.3
Protein	14.3	14.4	14.6	14.3	14.1	14.1	14.2	14.2	14.2	14.1
As a percentage of weighted reference nutrient intake (f)										
Energy (e)	100	97	97	101	102	101	101	98	101	104
Energy excluding alcohol (e)	98	95	95	99	100	99	99	97	99	102
Protein	158	153	157	160	159	158	161	155	157	162
Calcium	129	128	127	131	134	129	131	118	130	136
Iron	106	100	102	107	107	105	106	104	109	111
Zinc	108	106	106	108	108	108	109	106	108	113
Magnesium	100	96	97	101	102	99	102	98	101	105
Sodium (d)	174	174	176	179	178	173	179	157	177	182
Potassium	93	89	91	94	95	92	95	90	94	98
Thiamin	184	174	179	184	187	182	186	179	185	193
Riboflavin	153	150	150	157	159	150	156	142	154	163
Niacin equivalent	228	222	226	232	229	227	230	222	229	234
Vitamin B6	186	180	183	189	191	187	187	177	184	195
Vitamin B12	423	423	426	439	431	408	437	396	419	438
Folate	148	138	141	148	151	145	151	145	149	159
Vitamin C	186	161	170	176	184	179	190	203	194	198
Vitamin A (retinol equivalent)	134	125	127	133	136	124	142	127	140	145

(a) Contributions from pharmaceutical sources are not recorded by the survey

(b) Available carbohydrate, calculated as monosaccharide equivalent

(c) As non-starch polysaccharides

(d) (i) Excludes sodium from table salt (ii) In May 2003 the Scientific Advisory Committee on Nutrition recommended that average salt intake for adults should not exceed 6 grams per day, equivalent to 2.4 grams of sodium.

(e) As a percentage of Estimated Average Requirement

(f) Department of Health, 'Dietary Reference Values for Food Energy and Nutrients for the United Kingdom', HMSO 1991. RNI values for protein, vitamins and minerals are set for each age/sex group at a level of intake considered likely to be sufficient to meet the requirements of 97.5% of the group. Weighted RNIs, based on the age/sex composition of the survey sample, have been calculated for comparison with population average intakes.

Chapter 4 Demographic patterns in key dietary indicators

- 1** In addition to collecting data on all food and drink purchases the survey includes a questionnaire that gathers information on many demographic characteristics of the households.
- 2** The objective of this chapter is to see how key dietary intakes vary with the demographic characteristics of age, region, income, ethnicity and household composition. Equivalised income is used because it is a better measure of standard of living than income alone. It adjusts household income for differences in household composition taking into account economies of scale. Since correlations between the demographic characteristics are common, and make simple tables difficult to interpret, the approach taken here is to use multiple regression¹ to control for differences in the other demographic variables to allow the effects of changes in one to be isolated.
- 3** A simple form of multiple regression is used with no attempt made to model the inter-relationships between different demographic characteristics. Each demographic variable is separated into a number of categories, e.g. income is split into ten bands. A main effects regression² is carried out to provide separate estimates for each category.
- 4** The method is synonymous to finding the average demographic pattern in the data. For example if the percentage of energy from fat increases with age then the method finds the average pattern of increase across all regions, ethnic groups, household compositions and incomes.
- 5** The analysis includes both household and eating out food and drink purchases apart from when considering fruit and vegetables, for which only household purchases are considered. When considering energy intake, energy from alcohol is excluded.
- 6** The analysis uses regions as defined in the Nomenclature of Territorial Units for Statistics (NUTS) which is an internationally agreed standard developed by the European Union. The level 1 regions of the UK are nine regions of England, plus Wales, Scotland and Northern Ireland, making 12 NUTS I regions in all. For more information on NUTS codes see:<http://www.statistics.gov.uk/geography/nuts.asp>
- 7** This chapter uses the concept of the Household Reference Person (HRP) to categorise the data, see the glossary for a definition.

¹ Multiple regression is a statistical technique that relates values of one variable (e.g. intake of fat) to values of two or more other variables (e.g. age, region and income).

² A main effects regression does not allow the effect of an explanatory variable (e.g. age) to change when another explanatory variable (e.g. region) changes.

Baseline household

- 8** In drawing out the comparisons a baseline group is used which is the most frequently occurring category of household in the data. The characteristics of the baseline household are as follows:

Region	= South East of England
Household composition	= 2 adults, no children
Age of HRP	= 40-50 years
Ethnicity of HRP	= White British
Income	= Income decile 5 (around average income)

Analyses in this section

- 9** Five analyses are presented. They focus on public health targets and aim to identify key demographic differences which may be useful in developing a clearer understanding of the barriers towards healthier eating.

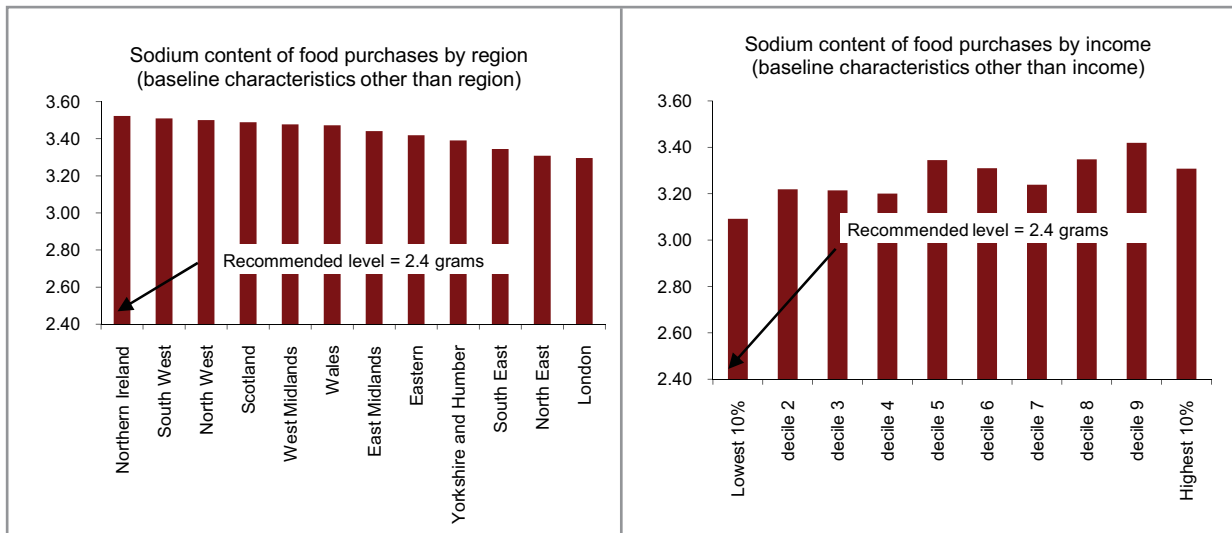
Item	Target (per person per day) and reason for analysis
Sodium	Less than 2.4 grams. Figures in this analysis do not include table salt and so are not directly comparable with the recommended upper level of 2.4 grams, however data still give a good indication of patterns in sodium intake by demographics.
Percentage of energy intake derived from saturated fatty acids	Contributes no more than 11% of food energy to diet – Chapter 2 shows that the current percentage is above the target with no signs of a downward trend.
Percentage of energy intake derived from non-milk extrinsic sugars	Contributes no more than 11% of food energy to diet - Chapter 2 shows that the current percentage is well above the Government target and increased slightly in 2008.
Fruit	400g of fruit and vegetables - Chapter 1 shows that the UK population are not achieving 5 A DAY fruit and vegetables coupled with a 6.4% drop in purchases of fruit in 2008.
Vegetables	400g of fruit and vegetables - Chapter 1 shows that the UK population are not achieving 5 A DAY fruit and vegetables coupled with a 2.0% drop in purchases in vegetables in 2008.

- 10** Results of each analysis concentrate on demographic variables where there was most correlation shown, hence each section may focus on different variables. Note that, although the target for fruit and vegetable consumption does not separate out the two, the analysis here has done so as different patterns were seen for fruit and vegetables.

Sodium

- 11** Sodium intake data from this survey excludes the contribution from table salt and so is an underestimate of total intake. On average people obtained 2.86 grams of sodium from household and eating out purchases.

Chart 4.1 Relationship between Sodium intake and region and equivalised income



Region

- 12** Sodium intake (excluding table salt) is lowest in London and highest in Northern Ireland. The sodium content of food purchases in Northern Ireland is estimated by the model to be about 3.5 grams per person per day which is equivalent to 8.75 grams of salt. Sodium intake is also high in the South West region, North West region and Scotland.

Equivalised income

- 13** Sodium intake is highest in households with a greater income. The effect is not very large but the lowest ten percent of households, by equivalised income, purchased foods with the lowest sodium content. In all cases sodium intake (excluding table salt) is above the recommended levels.

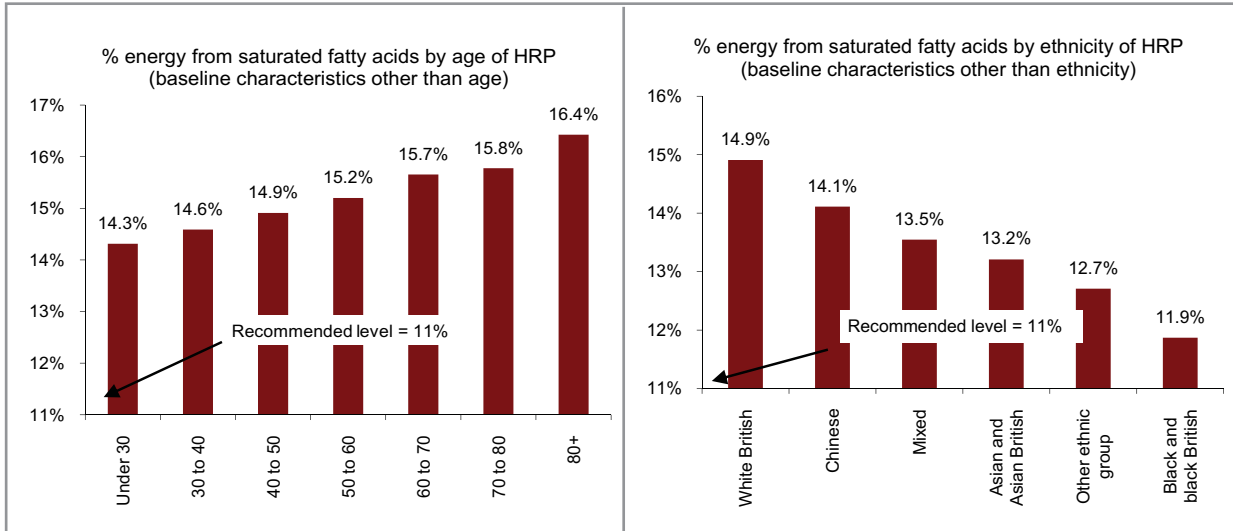
Household composition

- 14** Patterns analysis on sodium also showed that single person households purchased food with high sodium content. The sodium content of their food purchases would lead to 3.6 grams of sodium intake per day. However, data published in Family Food 2007 showed higher levels of food wastage in single person households so this may offset the higher sodium levels found in purchases.

Saturated fatty acids

- 15** On average people obtained 14.6% of food energy from saturated fatty acids in 2008 based on both household and eating out purchases.

Chart 4.2 Relationship between percentage of energy intake from saturated fatty acids and ethnic origin and age



Age (HRP)

- 16** The percentage of energy intake derived from saturated fatty acids rises in line with the age of the HRP. Households where the HRP is under 30 have the lowest energy intakes from saturated fatty acids at 14.3%, still above the recommended upper level of 11%. Households with the HRP over 80 years old derive the greatest percentage of energy from saturated fatty acids at 16.4%. This is 1.52 percentage points above the baseline group of the HRP aged 40 to 50.

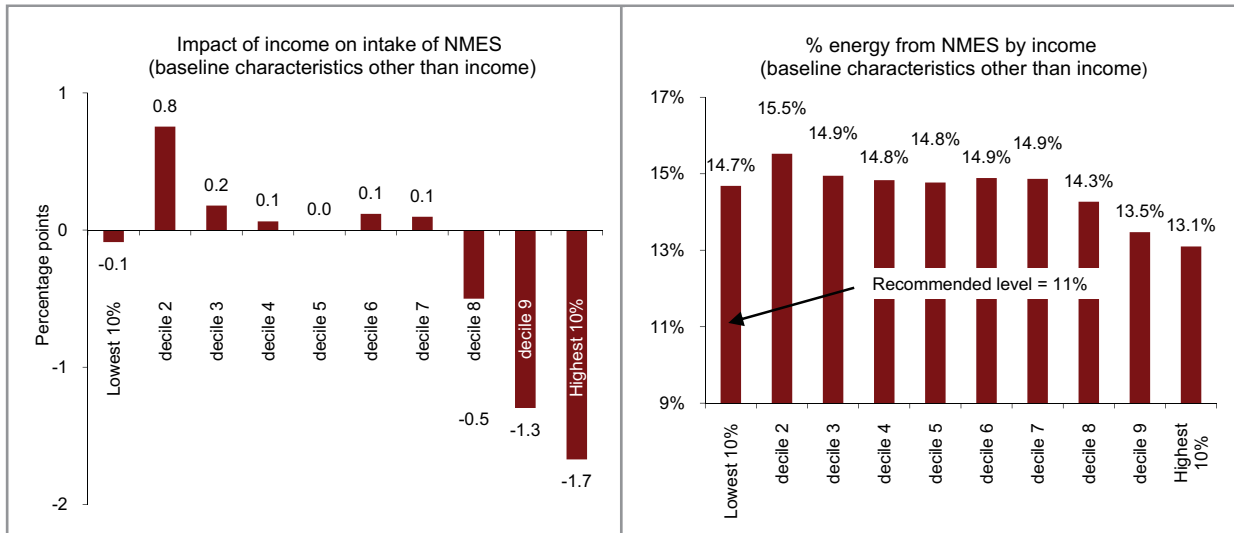
Ethnicity

- 17** There are differences in saturated fatty acid intake associated with ethnic origin of the HRP. Black and black British households had the lowest levels of energy derived from saturated fatty acids at 11.9%, slightly above the recommended level. White British households obtained 3 percentage points more of their energy from saturated fatty acids, well above the recommended upper level.

Non-milk extrinsic sugars (NMES)

- 18** On average people obtained 14.1% of food energy from NMES in 2008, based on both household and eating out purchases.

Chart 4.3 Relationship between percentage of energy intake from NMES and income



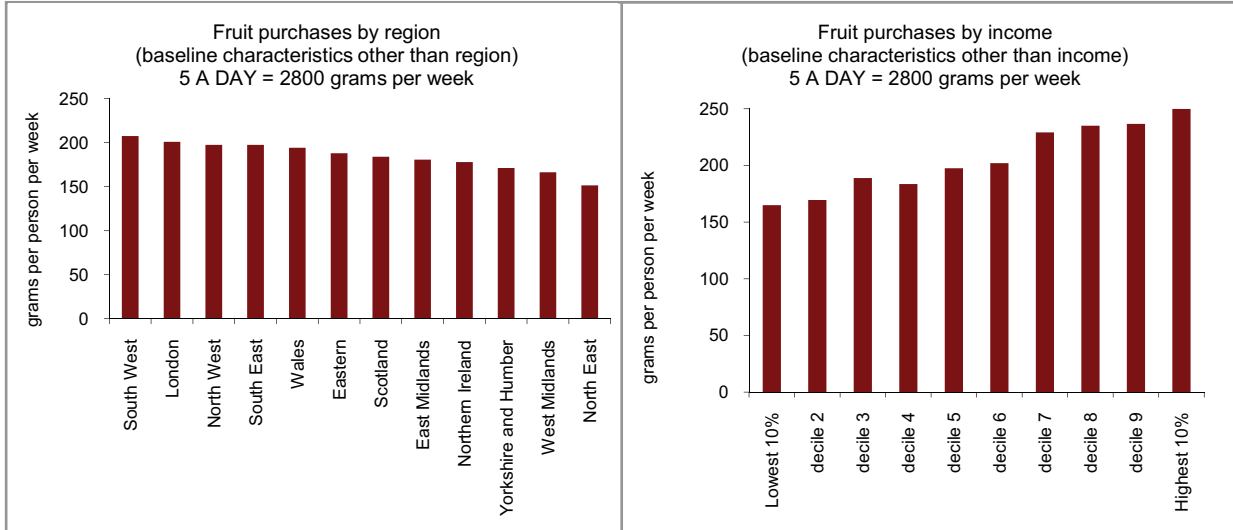
Equivalised Income

- 19** Income can be an important factor in determining percentage of food energy intake from NMES. The highest income groups have the lowest intake of NMES. Intake in households with an income in the highest 10% is estimated to be 1.7 percentage points lower than equivalent households with an average income (income decile 5). All income levels are estimated to have exceeded the Government recommended level of 11% of energy from NMES, mostly by around 3.5 – 4 percentage points.
- 20** The first chart gives an estimate of the relationship between income and the percentage of energy intake from NMES, relative to the baseline group of decile 5 (around average income). The second chart shows the estimated percentage energy intakes across the different income deciles for households with two adults and no children in the South East region where HRP is White British and aged 40 to 50.

Fruit

- 21** This analysis includes all purchases of fresh and processed (e.g. dried, frozen and canned) fruit including fruit juice but it excludes nuts, fruit contained in composite products and all fruit eaten out.

Chart 4.4 Relationship between fruit purchases and region and equivalised income



Region

- 22** There are regional differences in purchasing patterns for fruit with lower purchasing in the North and Midlands. Highest purchasing of fruit takes place in the South West region at 207 grams per person per day or 2.6 portions. Households in the North East of England, Yorkshire and Humberside, West Midlands and Northern Ireland purchase the least fruit at less than 180 grams per person per day or 2.2 portions.

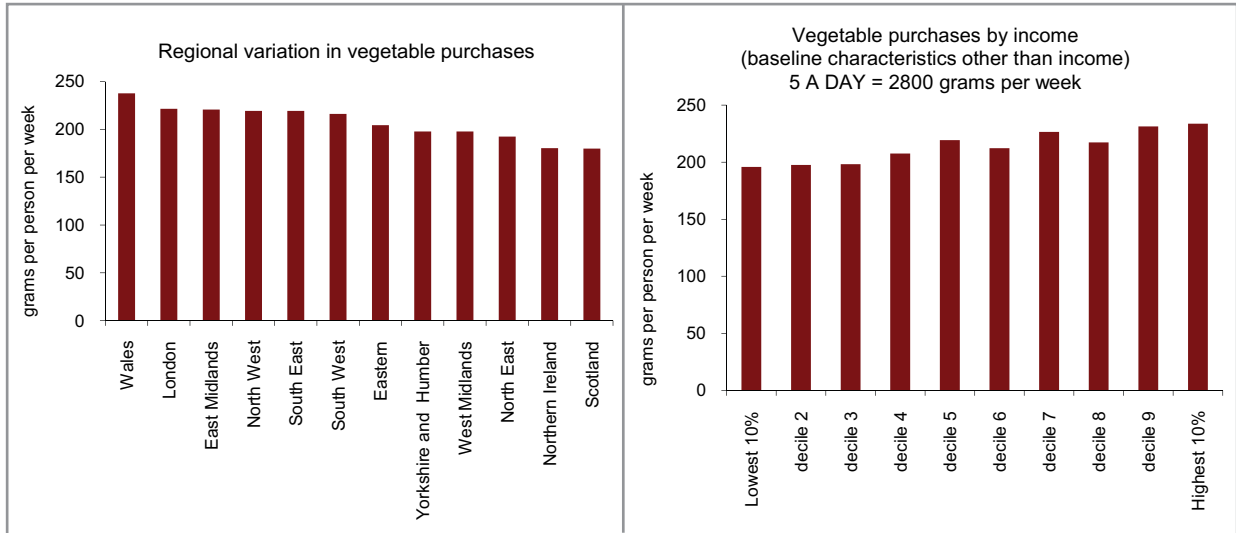
Equivalised Income

- 23** Purchases of fruit increase with income. Households in the lowest two income deciles purchase less than 170 grams per person per day which, at 80 grams per portion is 2.1 portions per day. Households in the highest income decile purchase 250 grams per person per day equivalent to 3.1 portions per day.

Vegetables

- 24** This analysis includes all purchases of vegetables apart from potatoes, vegetables contained in composite products and all vegetables eaten out.

Chart 4.5 Relationship between vegetable purchases and region and equivalised income



Region

- 25** There are regional differences in purchasing patterns for vegetables with lower purchasing in the North and Scotland. Highest purchasing of vegetables takes place in Wales at 207 grams per person per day or 2.6 portions. Households in Scotland and Northern Ireland have the lowest purchases of vegetables at 180 grams per person per day or 2.2 portions.

Equivalised Income

- 26** Purchases of vegetables increase with income. Households in the lowest three income deciles purchase less than 200 grams per person per day which, at 80 grams per portion is 2.5 portions per day. Households in the highest income decile purchase over 230 grams per person per day equivalent to 2.9 portions per day.

Chapter **5** Exploratory analysis and trends informing policy

- 1 This chapter is used for exploratory analysis, and to examine trends in purchases and energy and nutrient intake relating to Government policies. This chapter investigates what effect the food price rises in 2008 had on consumer purchasing. There is also analysis on healthy eating, in particular: an investigation into intakes of sodium, NMES, fat, saturated fatty acids, fibre and alcohol and comparison to the fruit and vegetable 5 A DAY target.

Food prices

- 2 Food prices rose significantly during 2008 and peaked soon after. Annual food and non-alcoholic drink inflation reached as high as 12.8% in August 2008 as measured by the Retail Price Index. This increase was driven by commodity price rises, fuel price rises and the weakening of sterling against the euro. Officially the UK was in recession from 9th August 2007. For this reason, analysis concentrates on the price changes between 2007 and 2008 and the effect this had on consumer purchasing behaviour.
- 3 Most foods rose in price and on average there was a 9% rise in food prices between 2007 and 2008. Note that because the survey is continuous with households being surveyed gradually throughout the year, it is necessary to examine the average price rise over the year.
- 4 The economic recession may have had a marked effect on spending on eating out and on purchases of alcoholic drinks. These two areas did not suffer large price rises but both saw reduced consumer demand in 2008.
- 5 Table 5.1 shows the Retail Price Index of key food groups and highlights the percentage change from 2007 to 2008. From this it is clear that the commodities hardest hit were; eggs, butter, cheese, beef, pork, bread, milk, poultry and cereals. Whilst little or no price changes were seen in: soft drinks, coffee & hot drinks, alcoholic drinks and eating out.

Unit value analysis

- 6 The price rises shown in Table 5.1 are likely to have affected consumers' purchasing decisions, as many consumers try to keep their shopping bills down. In some cases this may mean buying less food, but many food items are essential purchases and consumers look for other ways to save money such as trading down to cheaper produce. To examine the extent of trading down, 'unit values' have been used. This calculates pence per kg or per litre for various types of food categories using data from the survey. Trading down is only identified here where consumers find cheaper produce in the same food group.
- 7 Unit values rise or fall if prices rise or fall but they also change if the pattern of purchases within a food code changes. Such a change may be towards purchases of more expensive or less expensive items within the products in a code. It may also indicate that products within a code have changed in terms of value added such as pre-packed salads or organic produce.

Table 5.1 Average annual price indices in 2007 and 2008 compared to 2001

	price indices in 2001-02	price indices in 2007	price indices in 2008	% rise between 2007 and 2008
All Items Retail Price Index (2001-02 = 100)	100	121	125	+4
RPI food items				
Food	100	114	125	+9
Seasonal food	100	122	132	+9
Bread	100	130	150	+15
Cereals	100	107	121	+13
Biscuits and cakes	100	111	123	+11
Beef	100	106	121	+15
Lamb	100	124	135	+9
Pork	100	115	132	+15
Bacon	100	116	127	+9
Poultry	100	106	120	+13
Fish	100	115	124	+7
Butter	100	113	139	+23
Cheese	100	115	132	+15
Eggs (000's)	100	127	161	+27
Milk	100	132	151	+14
Tea	100	103	109	+6
Coffee and hot drinks	100	108	112	+4
Soft drinks	100	106	108	+2
Sugar and preserves	100	124	130	+6
Sweets and chocolates	100	126	135	+7
Potatoes	100	108	119	+11
Vegetables	100	136	147	+8
Fruit	100	111	119	+7
of which fresh fruit	100	101	107	+6
Alcoholic drinks	100	116	121	+4
Catering: Restaurant meals	100	123	128	+4
Catering: Canteen meals	100	132	137	+4

8 Table 5.2 shows unit values or expenditure per unit of quantity for various types of food and drink purchases. To make these comparisons it is necessary to compare Family Food estimates with retail price index estimates by mapping Family Food food groupings onto the retail price index food groupings. These groupings differ from those in the rest of this report and lead to slightly different estimates of changes.

9 The percentage change between 2007 and 2008 is shown for quantities purchased, price, expenditure and the unit value. Using these four pieces of information the following approximation can be deduced:

$$\begin{aligned} \text{Change in expenditure} &= \text{change in price} \\ &+ \text{change in quantity purchased} \\ &+ \text{change in deflated unit value}^1 \text{ achieved} \end{aligned}$$

10 For example, for butter there was a change in expenditure of +17%. This is approximated by a change in price of +23% and change in quantity of -3% and change in deflated unit value of -3% (17 = 23 - 3 - 3).

¹ Deflated unit value is calculated as the unit value with the effect of price removed.

Trading down	=	reduction in 'deflated unit value'
Buying less	=	purchased quantities reduced significantly between 2007-2008
Spending more	=	expenditure increased

Table 5.2 Unit values analysis

	Indices of unit values (expenditure/purchased quantity) deflated by price rises in the category			Percentage change between 2007 and 2008				consumer action
	2001-02	2007	2008	quantity purchased	price	expenditure	deflated unit value	
	<i>pence per kg or pence per litre</i>			<i>percentage change</i>				
Food	100	103	100	-3	9	4	-3	
Seasonal food	100	102	98	-4	9	0	-4	
Bread	100	109	105	-3	15	8	-4	
Cereals	100	96	89	0	13	5	-7	trading down
Biscuits & cakes	100	104	101	0	11	9	-2	
Beef	100	106	106	-12	15	1	0	buying less
Lamb	100	95	97	-19	9	-5	3	buying less
Pork	100	104	96	2	15	8	-8	trading down
Bacon	100	90	91	-1	9	10	1	
Poultry	100	110	102	0	13	4	-7	trading down
Fish	100	102	98	-3	7	0	-4	
Butter	100	102	99	-2	23	17	-3	
Cheese	100	98	95	-7	15	4	-4	buying less
Eggs (pence per egg)	100	110	103	-1	27	16	-7	trading down
Milk	100	92	89	-1	14	9	-3	
Tea	100	101	97	-2	6	-1	-4	
Coffee & hot drinks	100	98	99	-3	4	3	2	
Soft Drinks	100	105	104	0	2	2	0	
Sugar & preserves	100	105	106	1	6	8	1	
Sweets & chocolates	100	82	78	2	7	4	-5	trading down
Potatoes	100	117	108	0	11	2	-8	trading down
Vegetables	100	88	83	-2	8	0	-6	trading down
Fruit	100	109	108	-6	7	-1	-1	buying less
of which fresh fruit	100	116	118	-8	6	1	2	buying less

11 Table 5.2, shows that for commodities where price rises were most marked, people made different choices depending on the product.

Trading down

- Cereals
- Pork
- Poultry
- Eggs
- Sweets & chocolate
- Potatoes
- Vegetables

Buying less

- Beef
- Lamb
- Cheese
- Fruit (fresh & processed)
- Fresh fruit

Spending more

- Bread
- Biscuits & cakes
- Bacon
- Butter
- Milk
- Sugar & preserves

12 Even though some commodities, including lamb and fruit, experienced a modest price rise, this was enough to sway some consumers into purchasing smaller quantities of these items in 2008. Consumers appear to be resistant to price rises in some food groups, notably butter and bacon, where large price rises have resulted in large expenditure rises.

- 13** This analysis implies that for some products (those traded down or where purchases have not shown any adverse reaction to price rises) consumers see these as an essential part of their food shopping and will continue to buy them in some form or other. Other products are more sensitive to price changes, fruit being a good example of this. Further work needs to be done in the area of price elasticities which will give us more insight.
- 14** The section on healthy eating looks in more detail at how purchasing changes in key food groups in 2008 impacted on energy and nutrient intakes.

Healthy eating

- 15** The rest of this chapter focuses on how the UK diet compares with Government dietary guidelines using data from Family Food. The Government has set various nutrient recommendations and dietary guidelines, most of which were published by the Committee on Medical Aspects of Food and Nutrition Policy (COMA). Its successor the Scientific Advisory Committee on Nutrition (SACN) is currently reviewing some of these nutrient recommendations, see www.sacn.gov.uk.
- 16** Estimates of average intakes from this survey indicate that many of these guidelines are not being met. A significant proportion of the population consumes less than the recommended amount of fibre and fruit and vegetables and more than the recommended amount of saturated fatty acids, total fat, salt and sugar. Such a diet could contribute to ill health and premature death.
- 17** Some recommended intakes are shown as a percentage of food energy (excluding energy from alcohol). This allows comparisons between groups with different levels of energy expenditure and/or intake. Unless otherwise stated, all statistics in this chapter are based on food energy intake and do not take food waste into account.
- 18** The following pages focus on key policies in health and nutrition across all Government departments. The Government targets along with data from Family Food are summarised in Table 5.3.

Table 5.3 Key Government dietary and health targets

Item	Target per person per day	2001-02	2002-03	2003-04	2004-05	2005-06	2006	2007	2008
Fruit & vegetables (excl. potatoes)	400g	321	330	324	325	350	351	346	311
Total fat	Contributes no more than 35% of food energy to diet	38.4	38.1	38.3	38.2	38.1	38.5	38.3	38.5
Saturated fatty acids	Contributes no more than 11% of food energy to diet	14.8	14.7	14.8	14.7	14.6	14.7	14.5	14.6
NMES	Contributes no more than 11% of food energy to diet	14.8	14.9	15.0	14.8	14.4	14.2	14.0	14.1
Sodium	2.4g	3.25	2.81	3.12	3.07	3.09	2.95	2.87	2.78
Fibre	18g	15.3	15.4	15.0	15.0	15.6	15.6	15.2	15.0

Obesity/Energy

- 19** Levels of obesity are linked with the risk of developing diseases such as; diabetes, coronary heart disease and some cancers, all of which affect the future cost of health care. Government policy is to stop the increase in obesity especially among children and by 2020, the aim is to reduce the proportion of overweight and obese children to 2000 levels.
- 20** Energy intake together with energy expenditure determines the overall energy balance. Family Food provides the best long term trends available in energy intake per person in the UK (Great Britain before 1996). Over the long term, changes in energy intake largely reflect changes in energy expenditure and therefore physical activity.

Long term trends in energy intake

- 21** Table 5.4 shows values of the various different forms of estimate of energy intake based on the National Food Survey and the Family Food module of the Living Costs and Food Survey (formally the Expenditure and Food Survey). The most important changes in the surveys are highlighted but in reality smaller changes occur each year as factors used to convert purchases into intakes are periodically reviewed and updated. Chart 5.1 shows energy intake as the surveys have evolved.

Table 5.4 Different estimates of energy intake as the surveys have evolved

		1940	1974	1990	1995	2000	2001-02	2003-04	2005-06	2006	2007	2008
		<i>kcal per person per day</i>										
National Food Survey	Excluding asc (a)	2 355	2 320	1 870	1 780	1 750						
	Including asc (a)				1 881	1 881						
	Aligned with EFS (b)		2 534	2 058	2 143	2 152						
	NFS eating out				240	230						
EFS/LCF (c)	Household						2 098	2 079	2 082	2 074	2 052	2 028
	Eating out						310	303	280	276	268	248
	Combined						2 409	2 381	2 362	2 351	2 320	2 276
Combined series (d)	Household	2 355	2 534	2 058	2 143	2 152	2 098	2 079	2 082	2 074	2 052	2 028
	Eating out				240	230	310	303	280	276	268	248
	HH + EO (e)	2 355	2 534	2 058	2 383	2 382	2 409	2 381	2 362	2 351	2 320	2 276
Index of change			100	81	77	76	74	73	74	74	73	71

(a) "asc" is alcoholic drinks, soft drinks and confectionery

(b) includes alcoholic drinks, soft drinks and confectionery from 1992 onwards

(c) Expenditure and Food Survey/Living Costs and Food Survey

(d) uses fullest information available each year

(e) this is the series with breaks shown in chart 5.1

- 22** The energy intake from food and drink has been declining for many years. Since the basis of estimation of energy intake has evolved over the years, an index is calculated such that yearly changes only compare like with like i.e. eating out energy is only added to the calculation once there are two years' worth of data. The last line of Table 5.4 shows this index. Chart 5.2 shows year on year changes in total energy. Since 1974 it is estimated that the average energy intake per person has dropped by 29%.

- 23** From 1974 to 1992 the index was based solely on household purchases excluding confectionery, soft drinks and alcoholic drinks. Thus the drop shown for that period implies a drop in energy from household purchases only. Since 2001 the estimation includes all food and drink purchases for the household and eating out. A decline in energy intake is visible throughout the series.

Chart 5.1 Average energy intake from food and drink since 1940

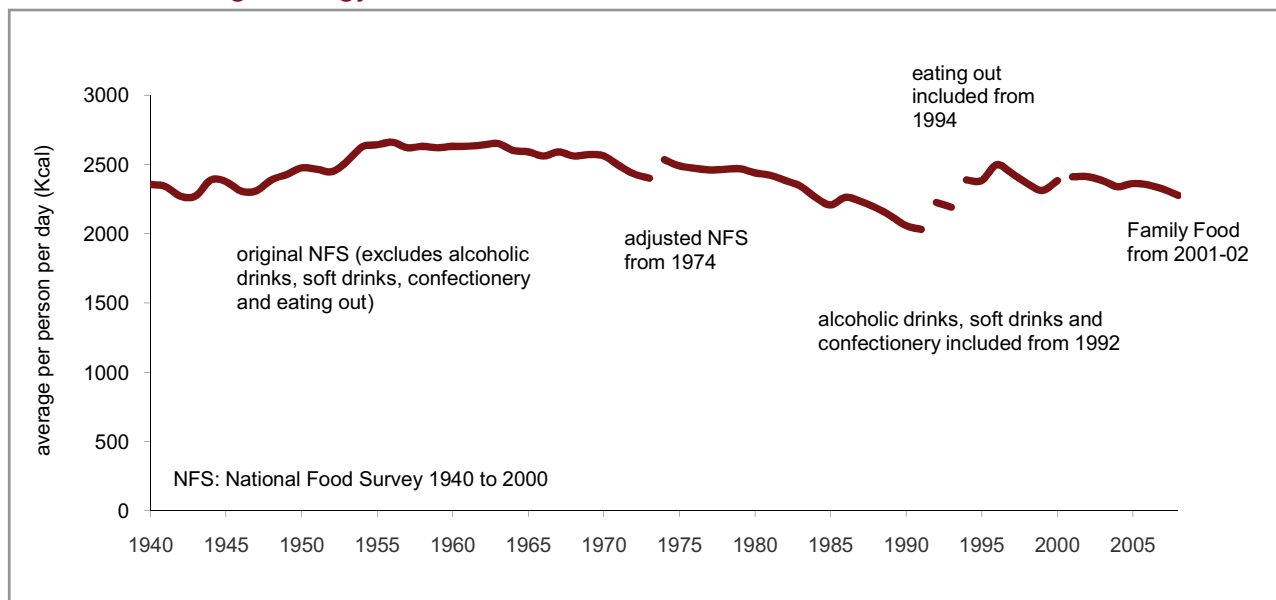
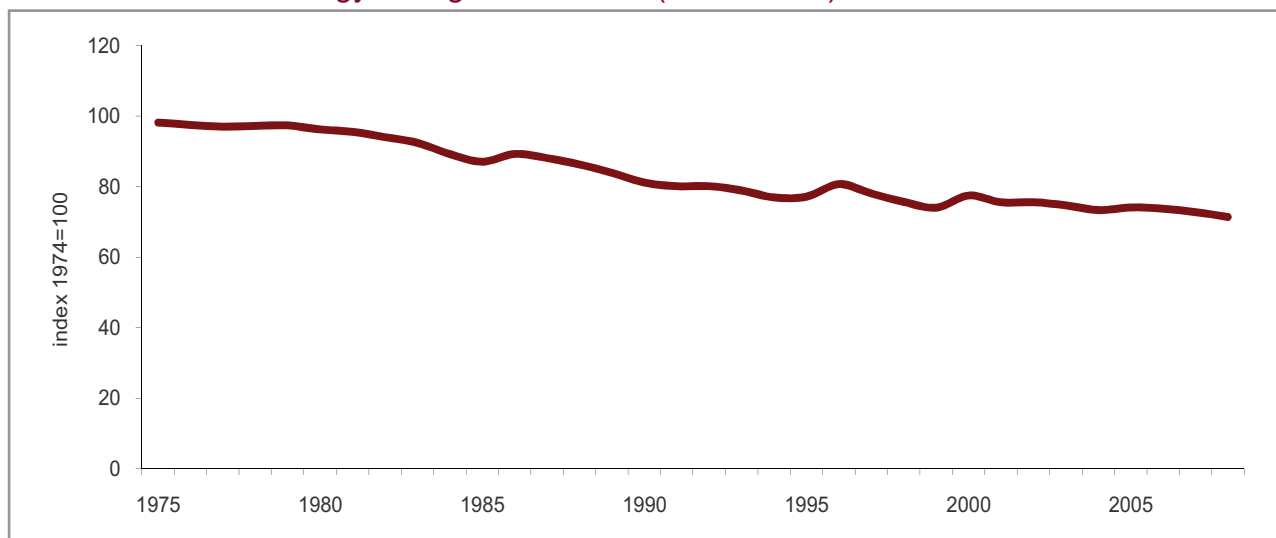


Chart 5.2 Index of energy change since 1974 (1974 = 100)



Investigating the drop in energy intake from 2007-2008

- 24** Energy intake dropped by 1.9% in 2008, the biggest drop since Family Food began. For household energy intake (which accounts for almost 90% of all intake) Table 5.5 shows where the major changes occurred.
- 25** Most calories come from bread, cereal products, and non-carcass meat and meat products; consumers have responded to price rises either by spending more or by trading down to cheaper products, but not by buying significantly less. Food groups where the reduction is due

to a large drop in quantities purchased are bread, cheese, carcase meat and fresh fruit. Alcoholic drinks had only a modest price rise of 4%. However, the survey reported a larger reduction in quantities purchased and therefore a notable reduction in calories from alcohol.

Table 5.5 Foods contributing to increases and decreases in household energy intake

Household food groups	2007	2008	change	% change
				<i>Kcal per person per day</i>
Other cereals and cereal products	232	231	-0.2	-0.1
Bread	224	217	-6.2	-2.8
Non-carcase meat and meat products	214	212	-1.2	-0.6
Fats	174	178	3.6	2.0
Milk and cream	176	173	-2.4	-1.4
Processed vegetables	128	128	-0.1	-0.1
Biscuits and crispbreads	112	114	1.7	1.5
Confectionery	80	82	1.4	1.7
Other foods	78	76	-1.9	-2.4
Cakes, buns and pastries	79	75	-3.4	-4.3
Sugar and preserves	64	65	0.8	1.2
Carcase meat	64	58	-6.3	-9.8
Cheese	61	58	-3.8	-6.2
Soft drinks	54	55	0.6	1.0
Alcoholic drinks	58	53	-5.0	-8.7
Processed fruit and fruit products	52	51	-0.9	-1.7
Fresh fruit	51	47	-3.7	-7.2
Fresh and processed potatoes	46	46	-0.2	-0.5
Fish	32	32	-0.8	-2.4
Flour	27	31	4.5	16.9
Other fresh vegetables	18	18	0.0	0.2
Eggs	17	17	-0.1	-0.8
Beverages	6	6	-0.5	-8.4
Fresh green vegetables	6	5	-0.5	-9.5
Total	2 052	2 028	-25	-1.2

26 Table 5.2 shows where consumers traded down within the same food group. Where this has been achieved there is normally little effect on calories contributed. It is also worth noting that purchases of bread and milk have been on downward trends for the past four years as shown in Chapter 1 Table 1.1 so the reductions in 2008 cannot solely be linked to price.

27 The drop in purchases of fresh fruit will be explored in more detail in the fruit and vegetable section.

Fruit and vegetables

28 Increasing the consumption of fruit and vegetables has long been a Government policy. Using estimates of purchases as a proxy for consumption, long term trends become apparent. Table 5.6 and Chart 5.3 show details of the changes in purchases.

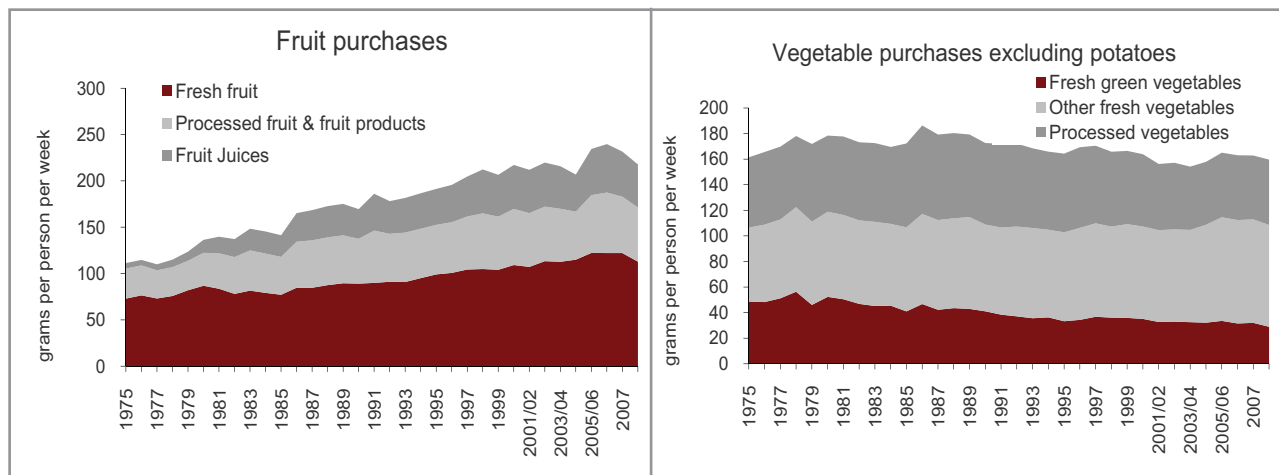
Table 5.6 Quantities of household purchases of fruit and vegetables in the UK

	1975	1990	2000	2005-06	2006	2007	2008	RSE (a)	% change since 2007	% change since 2005-06	trend (b)
<i>grams per person per week unless otherwise stated</i>											
Fruit and vegetables (excl potatoes)	1 868	2 170	2 336	2 448	2 454	2 421	2317	✓✓✓	-4.3	-5.4	↘
Fruit	738	962	1 189	1 292	1 313	1281	1199	✓✓✓	-6.4	-7.2	↘
Fresh fruit	511	624	765	856	855	855	790	✓✓✓	-7.7	-7.7	↘
Processed fruit	228	338	424	437	458	426	409	✓✓✓	-3.9	-6.2	↘
Fruit Juices (ml)	42	225	332	350	366	340	325	✓✓✓	-4.4	-7.1	↘
Fresh green vegetables	341	287	246	235	221	224	203	✓✓✓	-9.6	-13.7	↘
Other fresh vegetables	405	475	506	567	566	566	557	✓✓✓	-1.6	-1.8	
Processed vegetables (excl potatoes)	385	446	395	354	355	350	358	✓✓✓	+2.3	+1.2	
Fresh and processed potatoes	1 378	1 199	1 002	842	810	781	776	✓✓✓	-0.6	-7.8	↘

(a) Relative Standard Error: 3 ticks: < 2.5%, 2 ticks: 2.5% - 5%, 1 tick: 5% - 10%, no ticks: 10% - 20%, cross: >20%, - not available

(b) an arrow indicates a statistically significant linear trend since 2005, see website for more details

Chart 5.3 Household purchases of fruit and vegetables excluding potatoes



29 The rise in purchases since the 1970s is observable in all fruit categories but has taken a dip in the last two years and fruit purchases are now on a downward trend according to the four year trend estimate. The long term decline in fresh green vegetable purchases since the mid seventies is no longer as dramatic, though a downward trend is still evident over the last four years. Overall purchases of fruit and vegetables excluding potatoes are now on a downward trend according to the 4 year trend estimate and back at 2005-06 levels.

30 The following section compares the new downward trend in purchases of fruit and vegetables to:

- Price of fruit and vegetables and unit values for 2007-2008
- Estimate of 5 A DAY intake

Consumer response to higher prices

- 31** Fruit prices rose 7% in 2008 and vegetable prices rose 8%. Consumers' main response to the higher prices was to buy less fruit and to trade down to cheaper vegetables. For fruit, consumers spent almost the same amount in 2008 but bought less and did not find ways to significantly trade down to cheaper fruits. For vegetables, consumers bought slightly less but mainly traded down. It is possible that they have traded down from more expensive fresh green vegetables to cheaper root vegetables.
- 32** These responses suggest that consumers see vegetables as more of a necessity and fruit as more of a luxury. A proper analysis of these consumer responses requires modelling of price and income elasticities of demand.
- 33** Price elasticities were estimated for food purchases between 1988 and 2000 and reported in the National Food Survey 2000. This analysis found that income elasticities are relatively high for processed cheese, fish, fresh green vegetables, fresh fruit and fruit juices. This means that demand for these foods is likely to suffer when overall food prices rise. The evidence here supports these conclusions but also suggests that consumers were able to trade down to cheaper vegetables rather than buy less.

Comparing to 5 A DAY

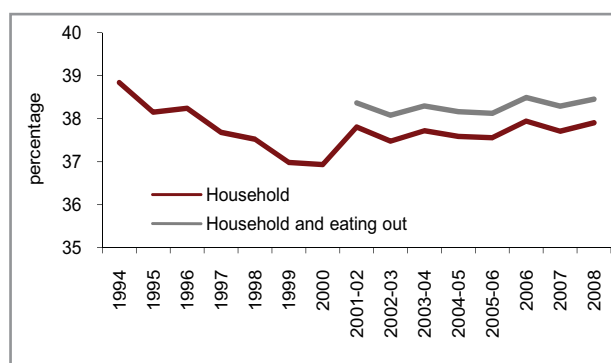
- 34** The 5 A DAY policy is aimed at increasing consumption of fruit and vegetables. An adult portion of fruit is considered to be 80 grams. Following the 5 A DAY advice this leads to a recommended average daily consumption of 400 grams of fruit and vegetables excluding potatoes. Consumption at this level is associated with a reduced risk of cardiovascular disease and some cancers.
- 35** Using purchases data from Family Food a basic estimation of 5 A DAY can be calculated. It is difficult to define 5 A DAY based on the classification of food recorded in the Family Food Module of the Living Costs and Food Survey so the following must be borne in mind:
- Data here includes all purchases of fruit and vegetables plus nuts, all fruit juice, beans and pulses, but excludes fruit and vegetables contained in composite products and all fruit and vegetables eaten out.
 - Only a crude allowance of 10% is made for waste.
 - The figures may over-estimate due to the inclusion of nuts which are excluded from 5 A DAY or the inclusion of all fruit juices which are restricted in 5 A DAY. The figures may underestimate due to exclusion of eating out and no allowance being made for smaller portions for children or composite foods.
- 36** Family Food estimated that purchases of fruit and vegetables were an average of 2317 grams per person per week in 2008. Converting to daily portions this is 311 grams, and allowing for 10% wastage, this becomes 298 grams per person per day. This is 74% of the 5 A DAY target and approximately equivalent to 3.7 portions per person per day after wastage. In 1975 purchases were 60% of this benchmark target, equivalent to 3.0 portions per day.

- 37** The Department of Health takes the policy lead on public health. According to the Department of Health's 2008 Health Survey for England, women aged 16 and over consumed an average of 3.8 portions per day, whilst men aged 16 and over consumed an average of 3.5 portions per day. Reported daily consumption of five or more portions of fruit and vegetables increased between 2001 and 2006 but has since fallen back to 25% for men and 29% for women in 2008.
- 38** The Health Survey for England is a separate data source that provides different estimates of fruit and vegetable consumption in England, see:
<http://www.ic.nhs.uk/pubs/hse08physicalactivity>.

Fat and saturated fatty acids

- 39** The guidelines for fat intake are that total fat should account for no more than 35% and saturated fatty acids for no more than 11% of food energy intake. Data here shows that population average intakes of both total fat and saturated fatty acids exceed these Government recommendations
- 40** Having too much saturated fat can increase the amount of cholesterol in the blood, which increases the chance of developing heart disease. It is better to eat foods rich in monounsaturated fatty acids and polyunsaturated fatty acids than foods rich in saturated fatty acids.
- 41** In 2008 people obtained 38.5% of food energy from fat, based on both household purchases and eating out. This level is little changed over the last 4 years but remains above the recommended maximum of 35%. Chart 5.4 shows that the increase in percentage of energy from fat has fluctuated around the 38% level since the Family Food began in 2001-02.

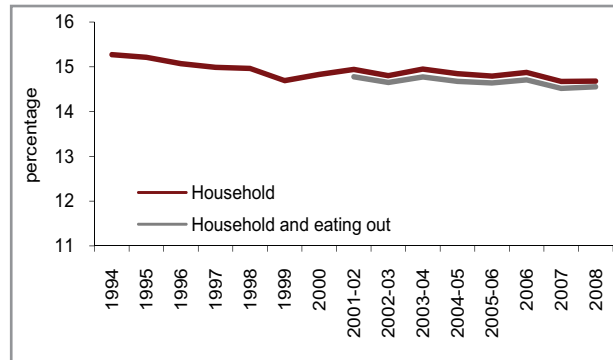
Chart 5.4 Intakes of fat as a percentage of food energy intake from household supplies and all food



Macronutrient	Dietary Reference Value recommended by COMA	Percentage of food energy intake in 2008	DRV exceeded by
Total fat	35%	38.5%	9.9%

- 42** The percentage of food energy derived from saturated fatty acids was estimated to be 14.6% in 2008, based on both household purchases and eating out, which is over the recommended level of 11%. It has fluctuated since 2001-02. Chart 5.5 shows the gradual decline over the years.

Chart 5.5 Intakes of saturated fatty acids as a percentage of food energy intake from household supplies and all food

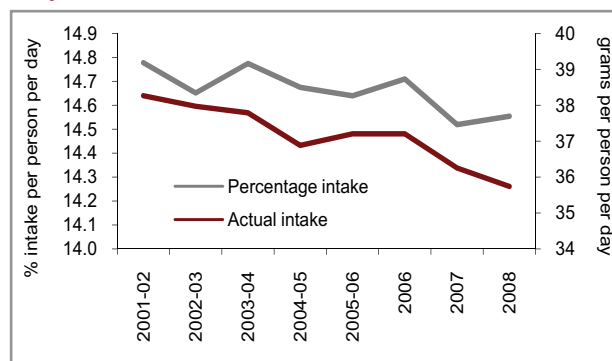


Macronutrient	Dietary Reference Value recommended by COMA	Percentage of food energy intake in 2008	DRV exceeded by
Saturated fatty acids	11%	14.6%	32%

43 Chart 5.6 shows actual intakes and percentage energy intakes of saturated fatty acids. Actual intakes are showing a downward trend which continued in 2008, whilst the percentage intake increased slightly.

44 Since overall energy intake is decreasing, a decrease in intakes across the board of nutrients is not unexpected. However the slight increase in percentage energy derived from saturated fatty acids in 2008 implies that most of the energy decrease has come from foods lower in saturated fatty acids.

Chart 5.6 Intakes of saturated fatty acids as a percentage of food energy intake from all food and actual saturated fatty acids intake from all food



45 Table 5.7 shows that the main foods leading to a drop in saturated fatty acids were; cheese, carcass meat and to some extent milk and cream. However two of the largest three contributors to saturated fatty acids, 'fats' and 'non-carcass meat and meat products', hardly changed in terms of quantities purchased. It is possible that consumers switched from carcass meat to cheaper non-carcass meat as a way of saving money.

46 Alternative estimates for 2001 are available from the National Diet and Nutrition Survey (NDNS) which measured food consumption directly for adults. NDNS and Family Food are in broad agreement except for total fat where NDNS found an average of 35% of energy to be derived from total fat, which is in line with Government recommendations. Results from the new NDNS rolling programme are expected in 2010.

Table 5.7 Foods contributing to increases and decreases in household saturated fatty acids intake

Household food groups	2007	2008	change	% change
	<i>grams per person per day</i>			
Fats	6.0	6.0	0.0	0.7
Non-carcase meat and meat products	4.8	4.8	0.0	0.0
Milk and cream	4.8	4.7	-0.1	-1.7
Cheese	3.2	3.0	-0.2	-6.0
Biscuits and crispbreads	2.5	2.6	0.1	5.6
Confectionery	1.8	1.9	0.0	0.6
Carcase meat	1.8	1.6	-0.2	-10.2
Other cereals and cereal products	1.5	1.5	0.1	3.5
Other foods	1.4	1.4	0.0	-1.8
Cakes, buns and pastries	1.3	1.3	0.0	0.0
Processed vegetables	1.3	1.3	0.0	-1.9
Other (various)	2.1	2.0	0.0	-2.0
Total	32.6	32.3	-0.3	-1.0

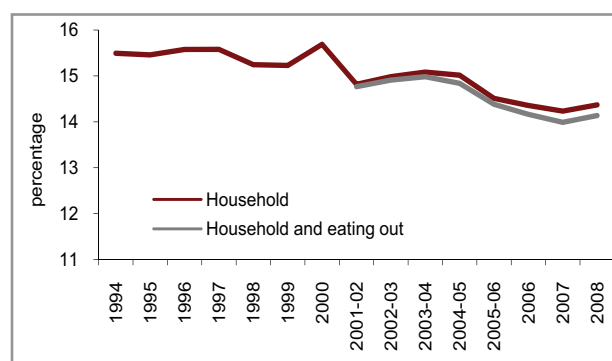
Non-milk extrinsic sugars

47 Non-milk extrinsic sugars can be a major contributor to the development of dental decay when consumption is accompanied by poor dental hygiene.

48 Extrinsic sugars are any sugars not contained within the cellular structure of a food, either because they have been added to a food in the form of table sugar, honey etc; or because the food has been processed which has released sugars from the cell structure e.g. fruit juice. The guidelines for NMES are that intake should account for no more than 11% of food energy intake. This survey shows that population average intake of NMES exceeds this recommendation.

49 The sugar naturally present in milk and milk products (lactose) is excluded from the definition as it is not considered to contribute substantially to dental decay.

Chart 5.7 Non-milk extrinsic sugars as a percentage of food energy intake from household supplies and all food



Nutrient	Dietary Reference Value recommended by COMA	Percentage of food energy intake in 2008	DRV exceeded by
NMES	11%	14.1%	29%

50 In 2008 the percentage of food energy derived from NMES was 14.1%. This is 29% above the recommended level of 11%. The contribution of NMES to energy intake hardly changed between 1994 and 2000. The recorded drop in 2001 is unreliable because it coincided with a major change in the survey. Between 2003 and 2007 the percentage of energy from NMES was dropping but this downward trend did not continue in 2008.

51 Chart 5.8 shows that overall NMES intake has decreased in 2008 but the percentage of food energy intake derived from NMES has increased, implying that energy reduction has come from foods lower in NMES. Table 5.8 shows the main contributors to NMES.

Chart 5.8 Intakes of non-milk extrinsic sugars as a percentage of food energy intake from all food and actual non-milk extrinsic sugars intake from all food

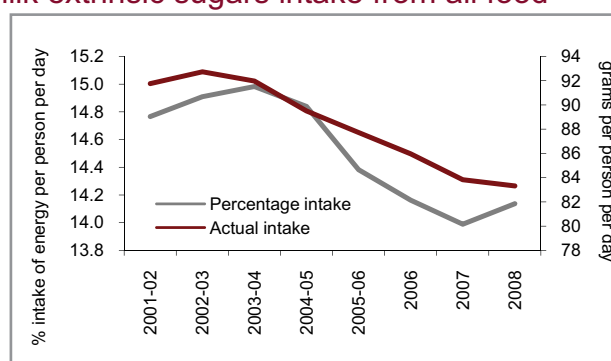


Table 5.8 foods contributing to increases and decreases in household and eating out non-milk extrinsic sugars intake

Household and eating out food groups		2007	2008	change	% change
<i>grams per person per day</i>					
Household	Sugar and preserves	16.9	17.1	0.2	1.2
Household	Soft drinks	14.4	14.5	0.1	1.0
Household	Confectionery	11.1	11.4	0.3	2.4
Household	Processed fruit and fruit products	6.3	6.1	-0.2	-3.6
Household	Biscuits and crispbreads	5.6	5.7	0.1	1.4
Household	Other foods	5.3	5.3	0.0	-0.2
Household	Cakes, buns and pastries	5.6	5.1	-0.6	-10.0
Household	Other cereals and cereal products	4.3	4.5	0.2	3.8
Eating out	Soft drinks including milk	3.1	3.0	-0.1	-3.0
Household	Milk and cream	2.9	3.0	0.1	1.9
Eating out	Alcoholic drinks	2.0	1.7	-0.2	-12.5
Household	Alcoholic drinks	1.2	1.1	-0.1	-8.1
Eating out	Confectionery	1.1	1.1	-0.1	-5.5
Household	Processed vegetables	1.0	1.0	0.0	3.2
Eating out	Ice cream, desserts and cakes	0.8	0.8	0.0	-2.0
Household	Beverages	0.7	0.6	-0.1	-13.9
Combined	Other (various)	1.5	1.4	0.0	-3.0
Total		83.8	83.3	-0.5	-0.6

52 The largest three contributors to NMES, 'sugar and preserves', 'soft drinks' and 'confectionery' all increased in 2008, whilst the largest three drops in contribution to NMES were: 'cakes, buns and pastries', 'alcoholic drinks (eating out and household)' and 'processed fruit and fruit products'.

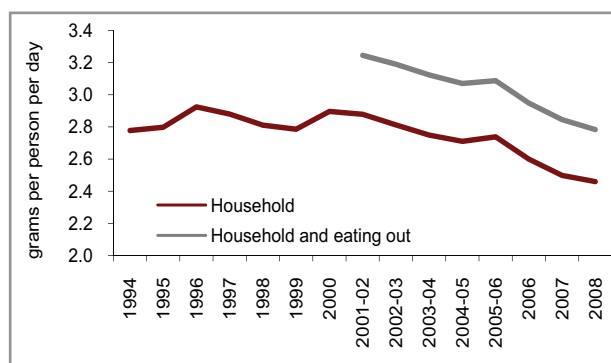
53 The main contribution to the small drop in NMES in 2008 came from cakes, buns and pastries. Prices of biscuits and cakes in the RPI rose by 11%. Family Food data suggests that in the main consumers responded to price rises in biscuits and cakes (which includes biscuits and crispbreads) by spending more rather than buying less. The estimated reduction in NMES for cakes, buns and pastries is partly due to updated nutrient content factors for this food group.

Sodium

54 Salt is also called sodium chloride. It is the sodium in salt that can be bad for health. Eating too much sodium can raise blood pressure, which triples the risk of developing heart disease or having a stroke at any age. Salt = sodium x 2.5.

55 In the report on Nutritional Aspects of Cardiovascular Disease, COMA recommended an intake of salt of 6 grams per day or less for adults. This is equivalent to an intake of 2.4 grams of sodium per day. This recommendation was endorsed by the Scientific Advisory Committee on Nutrition in its report Salt and Health, available at:
http://www.sacn.gov.uk/reports_position_statements/reports/salt_and_health_report.html

Chart 5.9 Sodium intake from household supplies and all food



Nutrient	Dietary Reference Value recommended by COMA	Intake in 2008	DRV exceeded by
Sodium	2.4g	2.78g	16%

56 Sodium intake (excluding sodium from table salt because purchases are not closely related to consumption) from household and eating out is estimated to be an average of 2.78 grams per person per day. This is 16% over the recommended level despite excluding sodium from table salt so is likely to underestimate. Sodium intake was 9.9% lower in 2008 than it was in 2005-06 and the latest data for 2008 supports the evidence of a downward trend, although it remains well above the recommended level.

57 Table 2.3 in Chapter 2 shows that for household food the biggest contributors to sodium intake were 'other meat and meat products' and 'bread'. Both of these along with cheese saw a reduction in purchases and helped to contribute to the reduction in sodium intakes in 2008. The introduction shows which products underwent re-formulation and new composition profiles which affect estimates of sodium intake.

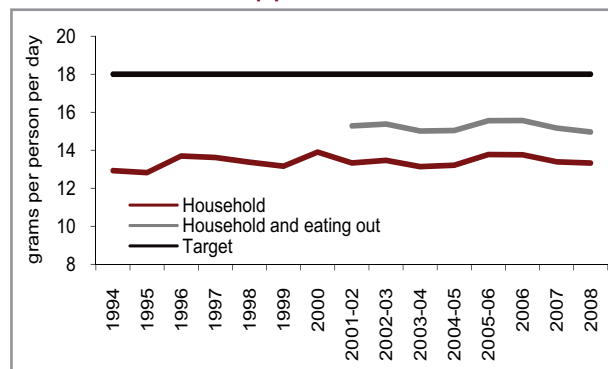
58 The data displayed here are valuable for assessing trends in sodium intake, but are not the best source of data for accurately measuring intakes. The best method of measuring sodium intake is by analysis of sodium excretion in urine samples collected over a 24-hour period. The Food Standards Agency has carried out surveys to estimate sodium intake using this method.

The most recent survey was carried out in early 2008. Information on the findings is available at <http://www.food.gov.uk/science/dietarysurveys/urinary>. The Health Survey for England also assesses trends in sodium intake by analysis of single urine samples.

Fibre

- 59** Dietary fibre has a number of positive health effects, it helps to prevent constipation, lower blood cholesterol levels and control blood glucose levels.
- 60** The Government guideline is for an average of 18 grams of fibre intake per person per day. For 2008 we estimate the fibre content of food purchases, both household and eating out, to be 15.0 grams per person per day which is 17% below the recommended level. There has been a small increase in fibre intake since 1994 but has fallen 3.8% since 2005-06.

Chart 5.10 Fibre intake from household supplies and all food



Nutrient	Dietary Reference Value recommended by COMA	Percentage of food energy intake in 2008	DRV fell short by
Fibre	18g	15.0g	17%

- 61** Focusing on household purchases, Table 5.9 shows that the reduction in fibre intake in 2008 has been driven by a reduced intake of fresh fruit and bread, though slightly counteracted with increases seen in biscuits and crispbreads which saw a 4.4 per cent increase in purchases since 2007, as seen in Table 1.1.

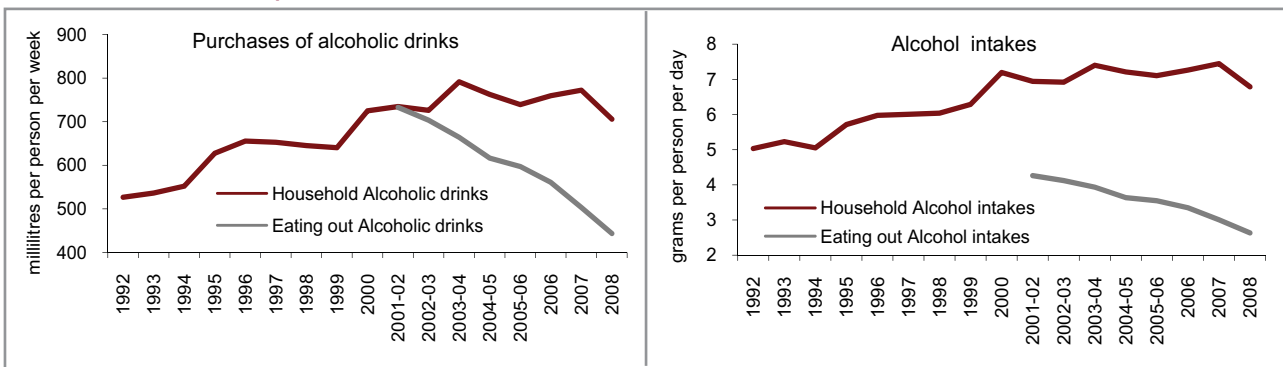
Table 5.9 Foods contributing to increases and decreases in household fibre intake

Household food groups	2007	2008	change	% change
	<i>grams per person per day</i>			
Bread	2.7	2.6	-0.1	-3.5
Other cereals and cereal products	2.4	2.4	0.0	-1.2
Processed vegetables	2.1	2.2	0.1	2.8
Fresh fruit	1.3	1.2	-0.1	-8.0
Other fresh vegetables	1.1	1.1	0.0	-0.4
Fresh and processed potatoes	0.8	0.8	0.0	-0.1
Biscuits and crispbreads	0.5	0.6	0.1	20.2
Non-carcass meat and meat products	0.4	0.4	0.0	-3.7
Fresh green vegetables	0.4	0.4	0.0	-9.3
Processed fruit and fruit products	0.4	0.4	0.0	-0.8
Other (various)	1.2	1.3	0.1	6.4
Total	13.4	13.3	-0.1	-0.5

Alcohol

- 62** Chapter 1 shows that purchases of alcoholic drinks significantly dropped in 2008. Since 2007, household purchases fell by 8.6% and eating out purchases fell by 12.4%.
- 63** Chapter 2 shows that between 2007 and 2008 there was a reduction in alcohol intake from both eating out and household purchases, down by 8.8% and 11.9% respectively. Since 2005-06 eating out intakes of alcohol fell by 26%.
- 64** A reduction is evident in both purchases of alcoholic drinks and in intakes of alcohol which suggests consumers are making reductions overall rather than switching between types of drinks.
- 65** The Department of Health is responsible for Government health policy on alcohol misuse. Regularly drinking above the recommended daily limits for lower risk drinking of 2-3 units for women and 3-4 units for men, significantly increases the risk of ill health.

Chart 5.11 Alcohol purchases and intake



The Family Food Committee

We are extremely grateful to the Family Food Committee whose advice on the conduct of the Expenditure and Food Survey and the form of the annual report is invaluable.

Jim HOLDING (chair)
Department for Environment, Food and Rural Affairs

Mike PRESTWOOD
Office for National Statistics

Professor Judith BUTTRISS
British Nutrition Foundation

Rachel SKENTELBERY
Office for National Statistics

Professor Andrew CHESHER
University College, London

Dr Kathy JOHNSTON
Scottish Government

Andrew BARNARD
Office for National Statistics

Dermot DONNELLY
Department of Agriculture and Rural Development for Northern Ireland

Dr Michael NELSON
Kings College, London

Sheela REDDY
Department of Health

Gillian SWAN
Food Standards Agency

Professor Martin WISEMAN
University of Southampton

Karen TONKS
Tesco Stores Ltd

Gaynor BUSSELL
Dietician

Helen MUNDAY
Food and Drink Federation

Development issues

The Defra team in conjunction with the Family Food Committee agreed the following development issues as recorded in Family Food 2007.

- (1) reduce the dependence of eating out estimates on unspecified meals,
- (2) update portion sizes to improve the quality of eating out estimates,
- (3) monitor accuracy of reporting,
- (4) analyse EFS data to get estimates of price elasticities,
- (5) assess non-response bias,
- (6) make use of the new estimates of food waste,
- (7) updating and accuracy of nutrient composition of food codes,

Aspects where progress was made for Family Food 2008

(1) reduce the dependence of eating out estimates on unspecified meals

Defra have discussed with ONS the level of unspecified meals being recorded and ONS will emphasise the importance to interviewers of avoiding this category wherever possible.

(3) monitor accuracy of reporting

Defra met with the ONS to discuss coding issues and the rise in recording of unspecified meals and miscoding. ONS are aware of the need to reduce the number of unspecified meals and ensure that annotations to the diary/till receipts are meaningful enough for the coders to interpret them correctly. A request to reduce the number of generic descriptions has also been made. In addition Defra explored the possibility of checking the way till receipts have been coded by using supermarket information held on the till receipt. This approach is not feasible since the information on the till receipt can not be mapped back to products.

(4) analyse Family Food data to get estimates of price elasticities

The committee felt that this was an area that would be useful to pursue, particularly in light of the level of food prices during 2007-08 and the concern over the affordability of healthy food. Defra has taken the first investigative steps by carrying out some Unit Value Analysis to examine how purchasing behaviors may have been affected by the rises in food prices. This analysis is covered in Chapter 5.

(7) updating and accuracy of nutrient composition profiles

Defra has obtained data from Taylor Nelson Sofres (TNS) and have begun data comparisons to investigate its suitability to provide new market share data. If the data is robust enough then it will be used to provide updated nutrient composition data. It is planned to include this new data in Family Food 2009.

Aspects where progress was not made for Family Food 2008

(2) update portion sizes to improve the quality of eating out estimates

The committee agreed that a survey should be commissioned to pursue this. Defra has sought funding and permission for this but is not currently in a position to pursue it any further.

(5) assess non-response bias

Non-response bias has taken a lower priority during 2008 as areas such as price increases have required extra resource investment.

(6) accuracy of reporting

During 2009 WRAP have published updated food waste estimates which include waste disposed of down the drain. Defra intends to use this data to supplement the household waste analysis published in Family Food 2007. The data was not available for inclusion in this publication.

Development issues for Family Food 2009

The committee will meet in 2010 and as part of this will discuss progress made as reported above. A new set of development issues and priorities for Family Food 2009 will be agreed and reported on the Family Food website.

Links to Family Food datasets on the Defra website

Datasets for the Family Food publication can be accessed through the web at:
<http://statistics.defra.gov.uk/esg/publications/efs/default.asp>

Information is available on purchases, expenditure and nutrient intakes for both household and eating out. Datasets available are:

- United Kingdom
- UK regions
- Gross income quintile
- Household composition
- Age group of household reference person
- Age at which household reference person ceased full-time education
- Ethnic origin of household reference person
- Socio-economic classification of household reference person
- Economic activity of household reference person

Glossary

General terms

Term	Meaning
Household Reference Person (HRP)	The HRP is the person who owns the household accommodation, or is legally responsible for the rent of the accommodation, or has the household accommodation by virtue of their employment or personal relationship to the owner who is not a member of the household. If more than one person meets these criteria the HRP will be the one with the higher income. If the incomes are the same then the eldest is chosen.
Retail Price Index (RPI)	The Retail Price Index is a statistical measure of a weighted average of prices of a specified set of goods and services. It is used as an indicator of inflation, which is the percentage change in the index compared with the same month one year previously.

Nutrients

Term	Meaning
Macronutrients	Major nutrients that are consumed in largest amounts and provide bulk energy – protein, carbohydrate and fat.
Micronutrients	A substance needed only in small amounts for normal body function e.g. vitamins and minerals.
Sodium	Salt is also called sodium chloride. It is the sodium in salt that can be bad for your health and the nutrient that is reported in this report. Salt = sodium x 2.5
Non-milk extrinsic sugar (NMES)	These sugars are more likely to damage teeth than other types of sugar. Products that contain this sugar include fruit juices and honey and 'added sugars', which comprise recipe and table sugars. NMES are found in a wide range of foods, the main sources in the diet being table sugar, confectionery, soft drinks, fruit juices, biscuits and cakes.
Fibre	Non-starch polysaccharides as determined by the Englyst method.
COMA	Committee on Medical Aspects of Food and Nutrition Policy (COMA)
Scientific Advisory Committee on Nutrition (SACN)	A UK-wide advisory committee set up to replace COMA. It advises UK health Departments as well as the Food Standards Agency
Dietary Reference Values (DRV)	Department of Health, 'Dietary Reference Values for Food Energy and Nutrients for the United Kingdom', HMSO 1991.
Reference Nutrient Intakes (RNI)	Reference Nutrient Intake (RNI) values for protein, vitamins and minerals are set for each age/sex group at a level of intake considered likely to be sufficient to meet the requirements of 97.5% of the group.
Estimated Average Requirement (EAR)	Estimates of energy intake required to meet the average needs of the group to which they apply. About half the people in the group will usually need more energy than EAR and half the people will need less.

Statistical terms

Term	Meaning
Main effect regression	A statistical technique that does not allow the effect of an explanatory variable (e.g. age) to change when another explanatory variable (e.g. region) changes
Multiple linear regression	A statistical technique that predicts values of one variable (e.g. intake of fat) on the basis of two or more other variables (e.g. age, region and income)
Equivalent income	The income a household needs to attain a given standard of living will depend on its size and composition. Equivalent income means adjusting a household's income for size and composition so that the incomes of all households are on a comparable basis.

Household and eating out food & drink codes

Some items have been grouped together within each of the categories for ease of reference. A more comprehensive breakdown of these categories is available on our website

Household purchases	Eating out purchases
Milk and milk products excluding cheese UHT milk Sterilised Pasteurised/ homogenised Fully skimmed milk Semi-skimmed milk Condensed or evaporated milk Infant milks Instant dried milk Yoghurt and fromage frais Dairy desserts - not frozen Dried milk products Milk drinks Non-dairy milk substitutes Cream	Indian, Chinese or Thai food Meat or fish based curry with/without sauce Vegetable or fruit based curry Dhal and dhal dishes Samosas Other Indian dishes Indian breads Indian buffet or shared meal Chinese or Thai meat or fish based dishes Chop suey and fu yung dishes Chinese or Thai vegetable based main course dishes Spring rolls Other Chinese or Thai dishes Chinese or Thai buffet or shared meal
Cheese Hard cheese Cottage cheese Soft natural cheese Processed cheese	Meat and meat products Steak - without sauce e.g. braised, sirloin Roast meat with sauce or gravy Pork chops with sauce or gravy Lamb chops with sauce or gravy Spare ribs Bacon/Gammon/Ham All offal including liver, kidney, tongue Chicken or turkey with sauce or gravy Chicken or turkey in breadcrumbs or batter Duck with sauce or gravy Game with sauce or gravy Burgers Kebabs - all types Sausages and sausage rolls Hot dogs and sausage sandwiches Meat pies (pastry or potato topped) and pasties Meat and vegetable stews, casseroles or hotpots Chicken or turkey stews, casseroles or hotpots Meat-based oven baked dishes e.g. lasagne, cannelloni, moussaka Pate
Carcase meat Beef joints Beef steak Minced beef All other beef and veal Mutton Lamb joints Lamb chops All other lamb Pork joints Pork chops Pork fillets and steaks All other pork	Fish and fish products White fish - grilled, steamed, baked or boiled White fish - fried (incl in batter/breadcrumbs) Trout, tuna and salmon Herring, mackerel, sardines Shellfish Kippers and other smoked fish e.g. smoked salmon Fish, processed, in breadcrumbs (fish fingers, fish cakes, scampi) Fish burgers (in bun) Fish based pie or other dish e.g. paella, kedgeree, tuna pasta bake
Non-carcase meat and meat products Liver All offal other than liver Bacon and ham, cooked or uncooked Chicken/Turkey cooked or uncooked - whole or pieces Takeaway chicken Corned beef Other cooked meat Canned meat and canned meat products Other poultry, uncooked (including frozen) Other fresh, chilled and frozen meat Sausages, uncooked - pork/beef/other Meat pies and sausage rolls, ready to eat Meat pies, pasties and puddings, frozen or not frozen Burgers, frozen or not frozen Complete meat-based ready meals Other convenience meat products Pate and delicatessen type sausage Meat pastes and spreads Takeaway meat pies and pasties Takeaway burger and bun	Cheese and egg dishes or pizza Cottage cheese including with pineapple Soft, continental or processed cheese e.g. brie Cheddar, blue or other hard cheese and unspecified 'cheese' Quiche and cheese pies or pasties Other cheese dishes e.g. Welsh rarebit, cheese and biscuits Pizza Eggs - boiled or poached Eggs - scrambled, fried, omelettes or unspecified 'egg'

Household purchases**Non-carcase meat and meat products (continued)**

- Takeaway kebabs
- Takeaway sausages and saveloys
- Takeaway meat based meals
- Takeaway miscellaneous meats

Fish

- White fish, fresh, chilled or frozen
- Herrings and other blue fish, fresh, chilled or frozen
- Salmon, fresh, chilled or frozen
- Blue fish, dried or salted or smoked
- White fish, dried, salted or smoked
- Shellfish
- Takeaway fish
- Salmon, tinned
- Other tinned or bottled fish
- Ready meals and other fish products - frozen or not frozen
- Takeaway fish meals and fish products

Eggs**Fats**

- Butter
- Margarine
- Lard, cooking fat
- Olive oil
- Other vegetable and salad oils
- Reduced fat spreads
- Low fat spreads
- Suet and dripping
- Imitation cream

Sugar and preserves

- Sugar
- Jams and fruit curds
- Marmalade
- Syrup, treacle
- Honey

Fresh and processed potatoes

- Fresh new potatoes
- Fresh baking potatoes
- Other fresh potatoes
- Chips and takeaway chips
- Instant potato
- Canned potatoes
- Crisps and potato snacks
- Other potato products, frozen or not frozen

Fresh and processed vegetables, excluding potatoes

- Fresh cabbages
- Fresh brussels sprouts
- Fresh cauliflower
- Leafy salads
- Fresh peas
- Fresh beans
- Fresh carrots
- Fresh turnips and swede
- Other fresh root vegetables
- Fresh onions, leeks and shallots
- Fresh cucumbers
- Fresh mushrooms
- Fresh tomatoes
- Fresh vegetable stewpack, stirfry pack etc.
- Fresh stem vegetables
- Fresh marrow, courgettes, aubergine, pumpkin and other vegetables
- Fresh herbs
- Tomatoes, canned or bottled
- Peas, canned

Eating out purchases**Cheese and egg dishes or pizza (continued)**

- Other egg dishes e.g. egg mayonnaise

Fresh and processed potatoes

- Chips and french fries - from fast food outlet or served with meal
- Potatoes - boiled, mashed, roast
- Sautéed potatoes, potato croquettes, hash browns etc.
- Baked or jacket potatoes
- Other potato dishes e.g. wedges, potato salad

Vegetables

- Lettuce and cress
- Green vegetables e.g. spinach, cabbage, sprouts
- Peppers - raw or cooked
- Courgettes, marrow, aubergine, pumpkin, plantain, cucumbers
- Peas and sweetcorn
- Baked beans and other beans/pulses
- Tomato - fresh, cooked or processed
- Carrots
- Onions - raw, cooked
- Other root vegetables or tubers e.g. turnip, parsnip, radish, beetroot
- Mushrooms
- Mixed vegetables or unspecified 'vegetable'
- Other vegetables e.g. artichoke, asparagus
- Vegetables in batter or breadcrumbs e.g. onion rings
- Onion and other vegetable bhajis and pakora
- Veggie burger, bean burger, veggie sausage, nut roast
- Oven baked vegetable dishes eg Vegetable lasagne, cannelloni, moussaka
- Stuffed vegetables (e.g. stuffed pepper) and vegetable based starter
- Vegetable based stews and casseroles and vegetable based pies

Salads

- Mixed salad
- Green salad
- Vegetable or fruit and nut salad
- Pasta, rice, mixed bean or cereal-based salads
- Meat salad e.g. beef, lamb, chicken salads
- Fish salad e.g. tuna, salmon salads
- Cheese salad including ploughmans
- Egg salad
- Other salads e.g. Greek, Florida, Russian
- Salad buffet or buffet meal where items not specified

Rice, pasta or noodles

- Fried rice and risotto
- All cooked rice e.g. boiled, pilau, savoury
- Pasta - not filled and plain noodles
- Pasta - filled e.g. ravioli, tortellini
- Noodles with meat, vegetables etc.

Soups

- Meat & fish soups
- Vegetable based soups
- Chinese soups, consommé (meat, fish or veg)

Breakfast cereals

- Muesli and oat crunch cereals
- Other high fibre breakfast cereals e.g. Allbran, Weetabix
- Sweetened breakfast cereals e.g. Frosties, Sugar Puffs
- Hot breakfast cereals e.g. porridge, Ready Brek
- Other breakfast cereals e.g. Cornflakes, Rice Krispies, Special K

Fresh and processed fruit

- All citrus fruit e.g. orange, grapefruit
- Bananas
- Apples
- Pears
- Stone fruit e.g. apricot, plum, peach, cherry, avocado

Household purchases**Eating out purchases****Fresh and processed vegetables, excluding potatoes (continued)**

Baked beans in sauce
 Other canned beans and pulses
 Other canned vegetables
 Dried pulses other than air-dried
 Air-dried vegetables
 Tomato puree and vegetable purees
 Vegetable juices eg tomato juice, carrot juice
 Peas, beans frozen
 Ready meals and other vegetable products, frozen or not frozen
 All vegetable takeaway products
 Other frozen vegetables

Fresh and processed fruit

Fresh oranges
 Other fresh citrus fruits
 Fresh apples
 Fresh pears
 Fresh stone fruit
 Fresh grapes
 Other fresh soft fruit
 Fresh bananas
 Fresh melons
 Other fresh fruit
 Tinned peaches, pears and pineapples
 All other tinned or bottled fruit
 Dried fruit
 Frozen strawberries, apple slices, peach halves, oranges and other frozen fruits
 Nuts and edible seeds
 Peanut butter
 Pure fruit juices

Bread

White bread
 Brown and wholemeal bread
 Rolls - white, brown or wholemeal
 Malt bread and fruit loaves
 Vienna and french bread
 Starch reduced bread and rolls
 Continental breads eg garlic, ciabatta, bagel, naan
 Sandwiches
 Sandwiches from takeaway
 Takeaway breads

Flour**Cakes, buns and pastries**

Cakes and pastries, not frozen
 Takeaway pastries
 Buns, scones and teacakes

Biscuits and crispbreads

Chocolate biscuits
 Sweet biscuits (not chocolate) and cereal bars
 Cream crackers and other unsweetened biscuits
 Crispbread

Other cereals and cereal products

Oatmeal and oat products
 Muesli
 High fibre breakfast cereals
 Sweetened breakfast cereals
 Other breakfast cereals
 Canned or fresh carton custard
 All canned milk puddings
 Puddings
 Rice - dried, cooked or takeaway
 Invalid foods, slimming foods and sports foods
 Infant cereal foods

Fresh and processed fruit (continued)

Melon
 Pineapple
 Fresh fruit salad
 Other fresh fruit (kiwi, passion)
 Free school fruit
 Dried fruit e.g. sultanas, raisins
 Tinned, stewed, baked or processed fruit

Yoghurt and fromage frais**Bread**

White bread (toasted or untoasted)
 Brown or wholemeal bread (toasted or untoasted)
 Rolls, baguettes etc. White/Brown or Wholemeal
 Garlic bread
 Croissant
 Continental breads e.g. pitta, ciabatta, focaccio
 Muffins, crumpets
 Fried bread, including croutons
 Other bread, rolls, toast, unspecified 'bread' etc.

Sandwiches

Meat based sandwich
 Chicken or turkey based sandwich
 Bacon and egg based sandwich
 Fish based sandwich
 Cheese based
 Egg based sandwich
 Vegetarian based
 Sweet-filled sandwich
 Unspecified sandwiches

Other food products

Cheese or cream based sauce e.g. carbonara, cauliflower cheese
 Meat-based sauce e.g. bolognese, chilli con carne
 Fish or seafood based sauce
 Tomato based sauce containing vegetables including ratatouille
 Other savoury sauce
 Sweet sauce e.g. syrup, treacle, chocolate sauce
 Fruit or vegetable based condiments
 Other condiments or sauces
 Salad dressings and dips
 Mayonnaise
 Coleslaw
 Fruit filling e.g. peaches for pancakes
 Vegetable filling
 Cheese filling including cheddar cheese, cottage cheese
 Fish based filling e.g. tuna mayonnaise
 Butter and margarine
 Jam, marmalade and honey
 Cream - single, double, sour etc.
 Custard
 Sugar (as an addition to tea, coffee etc.)
 Commercial baby food in a jar or can
 Yorkshire puddings and dumplings
 Unspecified meal e.g. 'meal', 'school meal' or 'meal at work'

Beverages

Coffee, black/white/latte
 Tea, white/black/herbal/fruit
 Hot chocolate or cocoa

Soft drinks including milk

Mineral water
 Soft drink (incl carbonates and still)
 Pure fruit juices
 Vegetable juices e.g. tomato juice, carrot juice
 Milk as a drink
 Milk on cereal
 Milkshake and flavoured milk

Household purchases**Other cereals and cereal products (continued)**

Cakes and pastries - frozen
 Canned, dried and fresh pasta
 Takeaway pasta and noodles
 Pizzas, frozen and not frozen
 Takeaway pizza
 Cake, pudding and dessert mixes
 Cereal snacks
 Quiches and flans, frozen and not frozen
 Takeaway crisps, savoury snacks, popcorn, popadums, prawn crackers
 Other cereals

Beverages

Tea
 Coffee beans and ground coffee
 Instant coffee
 Coffee essences
 Tea and coffee from takeaway
 Cocoa and chocolate drinks
 Malt drinks and chocolate versions of malted drinks

Other food and drink

Mineral or spring waters
 Baby foods
 Soups - canned or cartons
 Soups - dehydrated or powdered
 Soups - from takeaway
 Salad dressings
 Other spreads and dressings
 Pickles
 Sauces
 Takeaway sauces and mayonnaise
 Stock cubes and meat and yeast extracts
 Jelly squares or crystals
 Ice cream tub or block
 Ice cream cornets, choc-ices, lollies with ice cream
 Ice lollies, sorbet, frozen mousse, frozen yoghurt
 Takeaway ice cream, ice cream products, milkshakes
 Soya and novel protein foods
 Salt
 Other takeaway food brought home

Soft drinks

Soft drinks, concentrated
 Soft drinks, not concentrated

Confectionery

Chocolate bars
 Chewing gum
 Mints and boiled sweets
 Fudges, toffees, caramels
 Takeaway confectionery

Alcoholic drinks

Beers
 Lagers and continental beers
 Ciders and perry
 Wine and champagne
 Spirits with mixer
 Fortified wines
 Spirits, Liqueurs and cocktails
 Alcopops

Eating out purchases**Soft drinks including milk (continued)**

Free school milk

Alcoholic drinks

Spirits
 Liqueurs
 Cocktails
 Spirits or liqueurs with mixer e.g. gin & tonic, Bacardi & coke
 Table wine
 Sparkling wines (e.g. Champagne) and wine with mixer (e.g. Bucks Fizz)
 Fortified wine e.g. sherry, port, vermouth
 Cider or perry
 Alcoholic soft drinks (alcopops), and ready-mixed bottled drinks
 Bitter
 Lager or other beers
 Round of drinks, alcohol not otherwise specified

Confectionery

Solid, unfilled chocolate bars and sweets
 Filled chocolate-coated bars and sweets e.g. Mars, Snickers, Minstrels
 Single chocolate (after dinner)
 Chewing gum and bubble gum
 Mints e.g. Polo, Extra Strong
 Boiled sweets, jellies
 Toffee or fudge, e.g. Chocolate eclairs, caramels
 Pick 'n' mix, nougat, liquorice and other sweets

Ice cream, desserts and cakes

Ice cream
 Iced lollies and sorbets
 Doughnut
 Cream pastries e.g. chocolate eclairs, profiteroles
 Cream sponge or gateau
 Rich chocolate cake or chocolate gateau e.g. Death by Chocolate
 Fruit and other pies or pastries
 Fruit cake
 Other sponge cakes or desserts
 Custard desserts or sweet soufflé
 Meringue desserts including pavlova
 Cheesecake
 Fool, trifle and mousse desserts
 Jelly
 Milk and rice puddings including tapioca, semolina
 Other cakes and desserts, unspecified
 Waffles and pancakes
 Teacakes, scones, currant buns, iced buns

Biscuits

Fully-coated chocolate biscuits or wafers
 Sweet biscuits including half-coated chocolate biscuits
 Cereal bars and cereal based cakes
 Savoury biscuits

Crisps, nuts and snacks

Nuts, nut products and seeds
 Potato crisps or snacks including unspecified 'crisps', prawn crackers
 Cornsnacks, based on maize
 Wheat based savoury snack
 Popcorn
 Other savoury snacks (including hors d'oeuvres)