

Reformulation for Health.

Removing hundreds of millions
of calories and tonnes of salt
from the Scottish diet.

Putting
healthier food
on Scotland's
tables.

The Reformulation for Health programme, funded by the Scottish Government, is transforming the way we produce food and drink in Scotland. Since our launch in 2019, we have:

- ✓ **engaged** hundreds of businesses to help make Scotland healthier
- ✓ **supported** businesses to reformulate Scotland's everyday food, cutting fat, sugar and salt and improving nutritional content
- ✓ **involved** the whole food system – from suppliers to retailers and caterers – in our drive for healthier food

Innovative initiatives

A range of successful and practical initiatives have been developed to support reformulation, all steered by consumer and business research:

- **Reformul8 Regional programme** improving the health of communities nationwide
- **Reformul8 Challenge Fund** supporting food businesses with the associated costs of reformulating
- **Reformul8 Partnership** with the upstream and downstream supply chain
- **Reformul8 Advice Tool and upskilling events and training**

Positive progress

“Our sales volumes mean that the overall benefits from our reformulation project could be significant. A 10% reduction in salt or calories across our products could add up to some huge figures – almost Brian Cox scale numbers – in reduced calorie and salt consumption nationwide.”

James Smiles, Technical Manager,
Strathmore Foods

“As a key food manufacturer in Scotland we consider ourselves to have an important responsibility to offer consumers healthier alternatives to traditional favourites...it makes sound commercial sense too and there is definitely strong consumer demand.”

Carlyn Paton,
Director, We Hae Meat

Showcasing success

33

businesses supported to make healthier products through the Reformul8 Challenge Fund

640

businesses targeted by Reformul8 Regional programme – improving dietary health in communities nationwide

9

student placements developing innovative ideas for a healthier future

32

local authorities engaging in improving community health

1.09 million

fewer calories in Macaroni cheese recipe

20%

salt reduction in trial haggis recipes

MAKING EVERYDAY FOOD HEALTHIER

The Reformulation for Health Programme focuses on commonly consumed products, helping businesses apply the 8 core reformulation elements to some of Scotland's favourite meals and snacks.

The 8 elements of the Reformulation for Health programme



Ice cream



Arran Dairies received £1500 Reformul8 funding, along with bespoke support, to reformulate its base ice cream recipe and bring it into amber for front-of-pack labelling.

- 2730 kg of saturated fat and 4430 kg of sugar removed pa (based on estimated sales)
- 42 million calories removed pa from Scottish diets.

“Anything we can do to help on obesity and health is a positive outcome for us. We also expect sales benefits from meeting consumer trends in the sector.”

Matthew Dobson, Arran Dairies

Mac and cheese



Strathmore Foods was awarded £2000, along with tailored advice, to review its existing food range and develop an action plan to meet UK calorie and salt reduction targets.

- Over 109 million calories (based on estimated sales) removed from macaroni cheese products, through just 1 small change to the base recipe.

“A 10% reduction in salt or calories across our products could add up to some huge figures in reduced calorie and salt consumption nationwide.”

James Smiles,
Technical Manager, Strathmore Foods

Haggis and black pudding

Macsween has used funding of £2500 to reformulate its core branded products of haggis, vegetarian haggis and black pudding and to explore reformulation options for its white label ranges for retailers. The aim is to bring core ranges in line with front-of-pack amber labelling.

- Trials have reduced salt levels in haggis by approx. 20%.

“We'd like to shift the way consumers traditionally consume and think about black pudding and haggis.”

Joyce Fox, NPd Manager, Macswee



Sausages, pies and burgers

Scobie and Junor developed a no added salt and higher-fibre gluten-free rusk for butchers to use in sausages, pies and burgers. It's also trialling lower-salt Scotch pies and Lorne sausage.

- Salt in the rusk reduced from 2g to 0g per 100g.
- Fibre increased from 3g to 7g per 100g.

“With government promoting healthier lifestyles and tackling obesity, we expect rising consumer interest in low-salt and low-fat food.”

Jonathan Cannovan & Anna Wilson



“The businesses involved range from small island producers to some of the best-known brands in Scotland. They're excited about the opportunity to open up new markets as well as the health impacts.”

Joanne Burns

Manager, Reformulation for Health programme
October 2021

DELIVERING CHANGE: PROGRAMME ELEMENTS

From the start of the Reformulation for Health programme, we have developed a range of support to reach different businesses and communities, targeting those who can make a real difference.

Supporting Scotland's communities – Reformul8 Regional Programme



Developed to improve the dietary health of communities across Scotland, Reformul8 works with Local Authority Environmental Health Officers and Scotland Food & Drink Regional Food Groups. Working to recruit 640 local food businesses across Scotland's 32 local authorities.

Financial Support – Reformul8 Challenge Fund

Assisting with the associated costs of reformulation, including trialling recipe and process changes, improving production capacity, and accessing nutritional testing and technical support. To date, 52 applications have been received and 33 projects awarded funds, including Bells, Mackies, We Hae Meat, JG Ross, Peacock Salts and Cobbs.

Industry collaboration – Reformul8 Partnership

Recognising the need to enlist the whole food system, the Reformul8 Partnership brings together different stakeholders who can influence and facilitate reformulation for health:

- ingredients manufacturers and suppliers
- food and drink manufacturers at any stage of the reformulation process
- wholesalers, retailers and caterers who procure and sell healthier options
- stakeholders (academia, trade associations, government agencies) who can assist with relevant research, training and policy



To date over 30 businesses have signed up to support reformulation in Scotland including ingredient manufacturers, food producers, contract caterers, academia, innovation partners and trade associations.

Advice and guidance – Reformul8 Advice Tool

Our user-friendly advice tool generates sector-specific advice to help producers use health as a business driver. Guidance includes details on nutritional targets, replacement ingredients, and links to relevant support mechanisms.

Fat Reduction

Fats are important in the structure, taste, texture and appearance of cheese products.

All types of fat are high in energy. A gram of fat, saturated or unsaturated, provides 9 kcal of energy compared with 4 kcal for carbohydrates and protein. Unused energy is stored in the body as fat, in the form of triglycerides. An excess of energy may lead to an individual becoming overweight or obese. Therefore, too much fat can contribute to poor health which can increase the risk of heart disease and stroke.

Sugar Reduction

Almost 90% of the Scottish population is eating too much sugar and on average consumers are eating more than twice the government recommendation. Sugar contains 4 kcal per gram and no nutritional value.

Eating too much sugar can cause weight gain and is associated with both obesity and poor dental health. Reducing the sugar content in foods is a key goal of the reformulation program.

Reformulation Timeline

2019

Jan 2019

Launch of Reformulation for Health programme

Aug 2019

First Student placement

2020

Sept 2020

Reformul8 Advice Tool goes live

Oct 2020

Healthier sweet and savoury bakery webinars

Nov 2020

Reformul8 Champions launched

Dec 2020

First round of Reformul8 Challenge Fund (RCF), £15k funding, 19 businesses supported

2021

Aug 2021

Second round of RCF, £30k funding, 14 businesses supported

Sept 2021

Launch of Reformul8 Partnership

Sept 2021

Focus on Fibre webinar

Nov 2021

Spotlight on Sugar podcast

“ We know from dealing with retailers that “health” has become a key driver.

International Fish Canners (Scotland)

PRACTICAL SUPPORT THAT DELIVERS CHANGE

We continually roll out resources and events to support SMEs with reformulation, such as:



Quarterly upskilling on topics such as reduction of fat, salt, sugar and fibre enrichment, with involvement from innovative ingredient manufacturers, food manufacturers and academia. Outputs include podcasts, webinars, partner updates and media campaigns.



Healthier Bakery webinars, through the SF&D Opportunities Fund and in partnership with Queen Margaret University. Over 70 businesses registered for 2 training sessions focusing on lower fat, sugar and salt within key product ranges such as biscuits, cakes and pastry.



Consumer and business research, delivered for us by Levercliff, has clarified Scottish consumer and food industry attitudes to dietary health, reformulation and purchasing patterns. We have used this to develop a clear business case for food businesses to make their products healthier.

Student Placements

We work with Scottish academia to place final year students within food manufacturers in Scotland. As well as supporting reformulation projects, the initiative is developing a talent pipeline of food technologists and innovators.

“ I feel very much inspired by the placement, giving me a strong desire and determination to help improve public health. I am very grateful for the opportunity that I have been given as this is not something that I considered prior to my placement as a Food Science student.

If you would like further information on any elements of the Reformulation for Health programme, please contact us on:

Email: reformulation@fdfscotland.org.uk
 Telephone: **0131 2228050**
 Website: www.fdfscotland.org.uk

“ A 10% reduction in salt or calories across our products could add up to some huge figures in reduced calorie and salt consumption nationwide.

James Smiles, Technical Manager, Strathmore Foods

“ FDF Scotland’s Reformulation Health Team has always presented the positives of reformulation to our members, with many now recognising there is an opportunity to build their business by offering a range of products that are healthier.

Gordon King, Executive Manager, Scottish Craft Butchers

“ We’re trying to create a radically innovative product ... and we believe the support of the Reformul8 fund will help us meet and exceed our goals.

Treat Cheats