

Fibre February

Working together to help bridge the gap
between dietary intakes and fibre
recommendations 2024

28 February

11:00 – 12:30



Introduction



Chair: Amy Glass

Head of UK Diet & Health Policy

FDF

FDF Action on Fibre



Fiyin Makinwa

Senior Diet and Health Executive

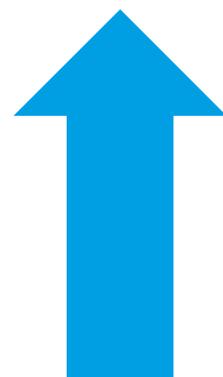
FDF

FDF Action on Fibre and working in partnership

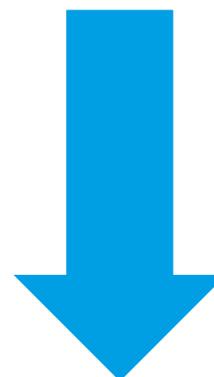


Fiyin Makinwa, Senior Diet and Health Executive

All about fibre



Bowel function
May support a healthy body weight
Beneficial effect on gut bacteria

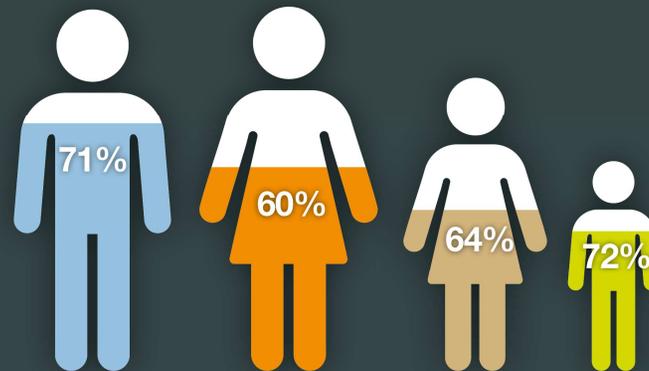


Cardiovascular disease
Type 2 diabetes
Certain types of cancer

Consumption in the UK

On average men and women consume **71%** and **60%** of the recommended amount of fibre, respectively.

Children consume only **64%** (11 - 18 years) and **72%** (4 - 10 years) of the recommended amount.



FDF Action on Fibre



Member companies signed up to this commitment are working to help **'bridge the gap'** between fibre intakes and the dietary recommendation. This will be achieved by **making higher fibre diets more appealing, normal and easy for the population**. This is in the context of a healthy, balanced diet and in line with the Eatwell Guide and dietary recommendations.



FDF Action on Fibre Framework



Bring new higher fibre products and innovations to the market



Use the power of marketing to shift consumers to higher fibre options



Provide on pack messaging, recipe suggestions and meal kit ideas that increase fibre



Engage stakeholders on the importance of fibre



Encourage higher fibre foods in the workplace



Increase the fibre content of current products through reformulation



Use labelling to identify higher fibre options



Support annual events promoting fibre



Encourage food service suppliers to provide higher fibre options



Members can create their own pledge



FDF Action on Fibre

fdf



Action on Fibre – Year 1 Achievements

fdf

25

brands signed up to help bridge the fibre gap



90 pledges were made to help make higher fibre diets more appealing, normal, and easy for the population

Action on Fibre – Year 1 Achievements



143
new products
and **33**
reformulated products
were brought to market that
are a source of or high in fibre
from a variety of categories



Action on Fibre – Year 1 Achievements



This delivered  **7.2 billion** more servings of fibre to the population 

That's the equivalent to around

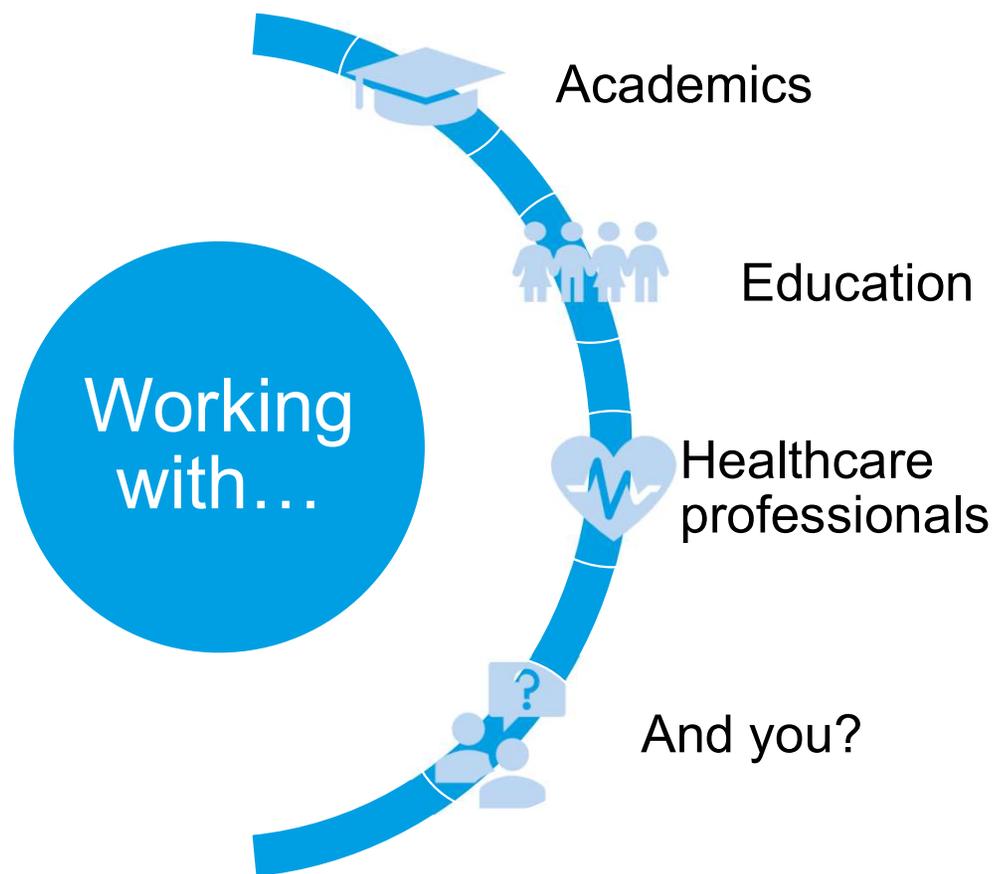
5.5 billion bowls of bran flakes  or **7.8 billion** slices of wholemeal bread ¹ 

This has had a demonstrable impact in the average shopping basket... 

Kantar Worldpanel data shows a **↑ 2% increase** in fibre content of products purchased by consumers from participating brands².

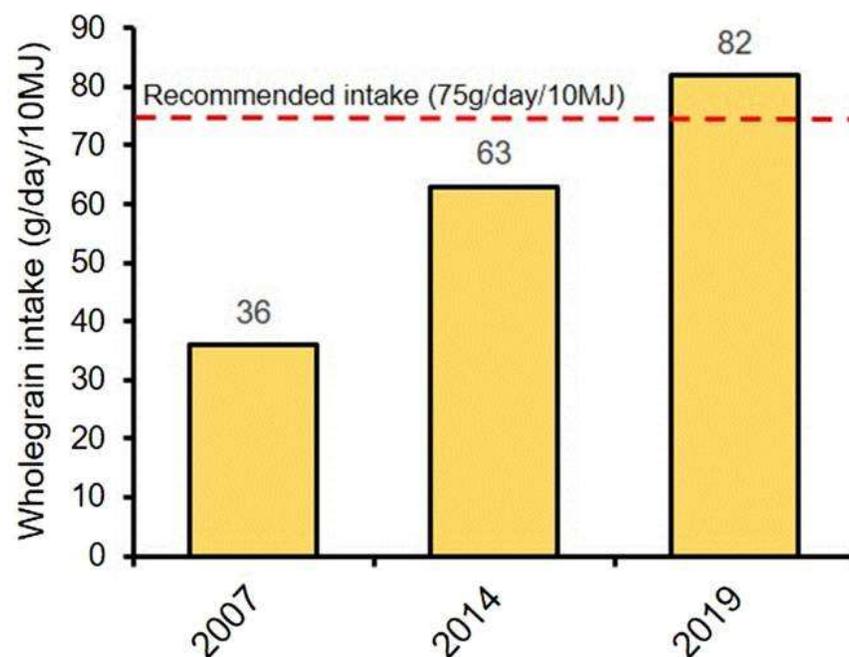
This is almost **4x**  times the growth  in fibre of products  purchased by consumers  from the total food and drink market. 

Working in partnership



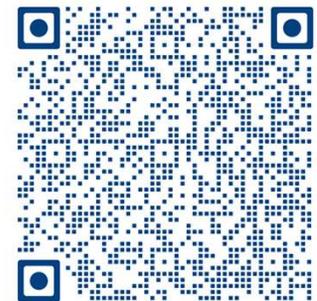
Danish wholegrain partnership

- Public private partnership set up in 2008
- Widely seen as a best practice example
- *Increasing fibre intake in the UK: lessons from the Danish Whole Grain Partnership (Boyle et al, 2022)*



Thank you for listening!

Fiyin Makinwa
Senior Diet and Health Executive
Fiyin.Makinwa@fdf.org.uk





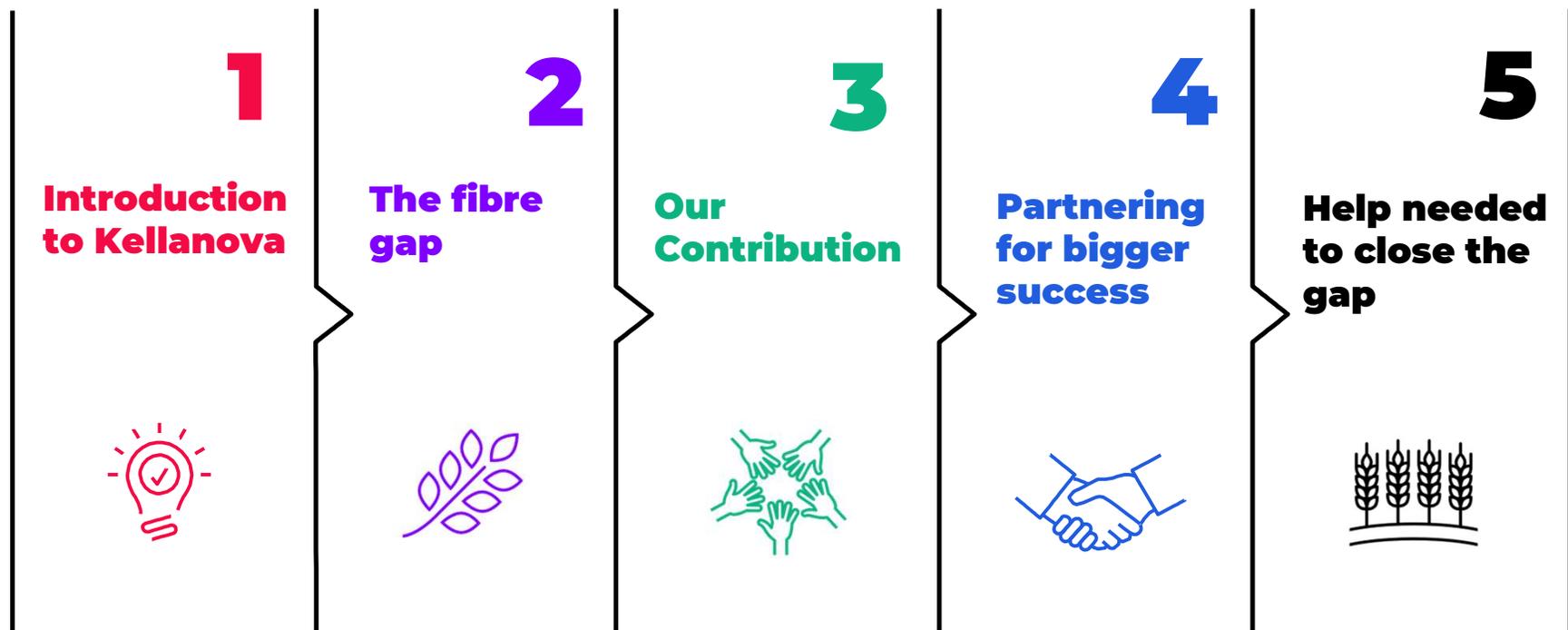
Melanie Hargraves, RD
Wellbeing Market Activation
Leader,
Kellanova



Kellanová

The Power of Partnerships

Contents:





Kellanova

INTRODUCTION TO KELLANOVA





Our Vision

To be the world's best performing snacks-led powerhouse, unleashing the full potential of our differentiated brands and our passionate people

Our Purpose

Creating better days and a place at the table for everyone through our trusted food brands

The Kellanova portfolio offering is >90% plant-based





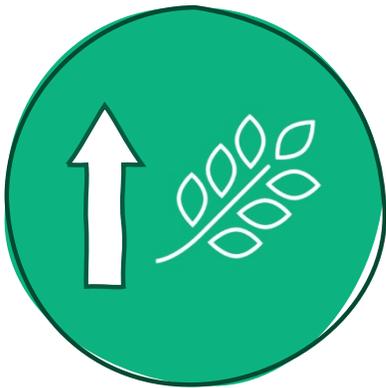
Kellanova

THE FIBRE GAP



The *fibres gap* is the difference between the daily recommended fibre intake and that which is *consumed*

The gap persists despite knowledge of fibre benefits



UK Women need a **75% increase** in their fibre intake (men 50%) to meet current recommendations

(Hooper *et al* 2015)



If UK fibre intakes increased by **3-11g/day**, £127m could be saved on cost of treating constipation alone

(Schmier *et al* 2015)



Breakfast cereals contribute **7% of daily adult fibre** intakes in the UK

(Public Health England 2020)



Kellanova

OUR CONTRIBUTION



Promoting the goodness of grains: It's in our very fibre



1915

All-Bran flakes were first created in Battle Creek USA



1952

Launch of the iconic Bran Flakes in UK



2010

EFSA authorises two health claims on wheat bran fibre



2014-16

All-Bran partners with the world gastroenterology organisation



2019

All-Bran prebiotic cereal launched. All-bran communication moves away from 'regularity' to 'fuel a healthy gut'



2022

Special K flake reaches high in fibre



2024

Average fibre in our Kids cereals is 74% higher now than it was in 2010

1922

All-Bran one of the first Kellogg's cereals introduced to UK



1984

Fruit 'n Fibre launched



2011

Launch of tasty high fibre All-Bran golden crunch



2015

Bran Flakes reformulated and feel all-bran new campaign



2021

Kellogg pledges to help the UK population increase fibre intakes as part of the FDF action on fibre



2023

Increased fibre by 35% across four Kids Cereals FDE launch action plan on wholegrain & fibre



Our portfolio has some fibre heavy hitters



27g

per 100g



17g

per 100g



14g

per 100g



13g

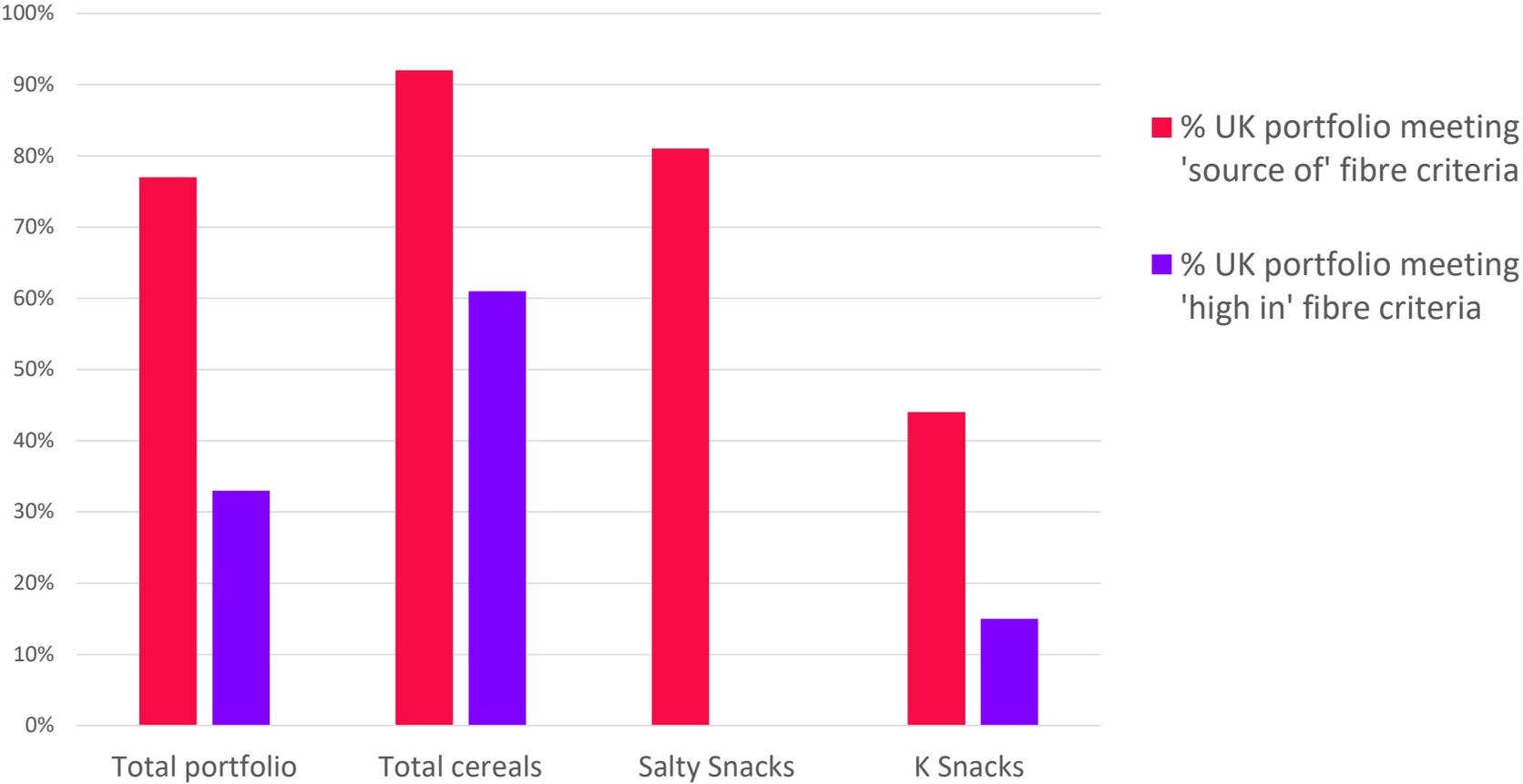
per 100g



11g

per 100g

Fibre is a whole portfolio priority for us





....But we can't do it alone

Kellanova





Kellanova

PARTNERING FOR BIGGER SUCCESS



(Some of) our Partnerships



**British Dietetic
Association
(BDA)**

**Food & Drink
Federation
(FDF)**

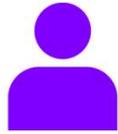
**Other Food
Companies**

**Schools &
Food Banks**

Improving workplace health with BDA

AUDIENCE

200 employees working for Pilkington Glass participated in a workplace wellbeing day run by BDA dietitian Alison Clark in Oct 2023.



EDUCATION

Addressing the fibre gap, the dietitians included ways to increase fibre for satiety and good gut health, along with effective weight loss strategies.



BDA The Association
of UK Dietitians

Kellanova

MAKING IT REAL

Kellogg's supplied packs of All Bran, Bran Flakes and Special K Cereal Snack bars to use as support on ways to incorporate fibre into the diet; helping to visualise the advice.



GETTING STARTED

Kellanova supplied samples of high fibre products for people to take away; helping support behaviour change.



.... a food sampling story

- In December 2023 140 dietitians came together in Birmingham for the BDA's annual Research Symposium.
- Kellanova supplied samples of our high fibre crunchy oat granola for the dietitians to enjoy on arrival; showcasing industry innovation in this space.



Raising political awareness of fibre with FDF

- Kellanova had a stand at FDF's 2023 Parliamentary tasting event
- AIM: showcase healthier product innovation
- Sampled:
 - Kellogg's Special K Crunchy Oat Granola
 - Kellogg's Rice Krispies Honey Multigrain Shapes
 - Kellogg's Coco Pops Chocos
 - Kellogg's Multigrain Pringles
- Kellanova also held our own Parliamentary briefing event on fibre [photo]



Partnering for plant-based with Alpro



Kellogg's x alpro
Shake up your Breakfast
partnership highlighting product combinations and recipes created by culinary influencers

Peach & raspberry breakfast parfait

🍽 Serves 1 ⌚ Prep 15 mins

Treat yourself to this fruity creation by Chigs – it features delicious layers of crunchy Special K Granola and Alpro Simply Smooth Plain

Ingredients

- 100g Alpro Simply Smooth Plain Alternative to Yogurt
- 50g raspberries, crushed, plus a few extra to serve
- 45g Kellogg's Special K Granola with Dark Chocolate Curls
- ½ peach, sliced

Method

1. Add the Alpro Simply Smooth Plain and crushed raspberries to a bowl and gently mix to create a ripple effect.
2. Spoon or pipe a third of the mixture into another bowl or Kilner jar, then layer over half of the Special K Granola and half of the sliced peaches.
3. Add another third of the Alpro mixture, followed by the remaining Special K Granola and the final third of the Alpro mixture. Top with a few whole raspberries and the remaining peach slices and serve.



Kellogg's Special K Granola with Dark Chocolate Curls
A rich oat base with puffed grains, chocolate curls and plenty of oat grain fibre.
[Shop now >](#)



Alpro Simply Smooth Plain
A plant-based alternative to yogurt with a rich, creamy texture.
[Discover more >](#)



Watch Chigs' favourite flavour combinations
2:00 min

Kellanova



Feeding young minds with school breakfast programs



Supporting and supplying food banks

Kellanova



- We partner with several food sharing organisations including FareShare
- In 2023 we donated 563,726kgs of food (roughly 18.6m servings)
- We have worked with FareShare for 10+ years and have redistributed over 100 million servings since then



Kellanova



Kellanova

HELP NEEDED TO CLOSE THE GAP





What's needed

Kellanova has strived for decades to support public health by increasing fibre (as well as reducing salt and sugar, and providing nutrients of need through fortification.)

Successful reformulation and innovation can be effective and meaningful...

... but it takes time, money and many rounds of testing to make this happen; as taste is still the main driver. Also....



Current EU (used by UK) rules:

- ✘ Do not allow communication of small, significant changes a couple of years in a row to the consumer.
- ✘ Do not give companies the ability to communicate health benefits of fibre/wholegrain in a way which is appealing and meaningful to the consumer..

.....a post-BREXIT opportunity?

The right policy framework is crucial to support further reformulation and innovation efforts.



Claire Theobald

BA (Hons) QTS

Education Services Manager,

British Nutrition Foundation

Working together to help bridge the gap between dietary intakes and fibre recommendations

Claire Theobald
Education Services Manager

28 February 2024



Introduction to the British Nutrition Foundation

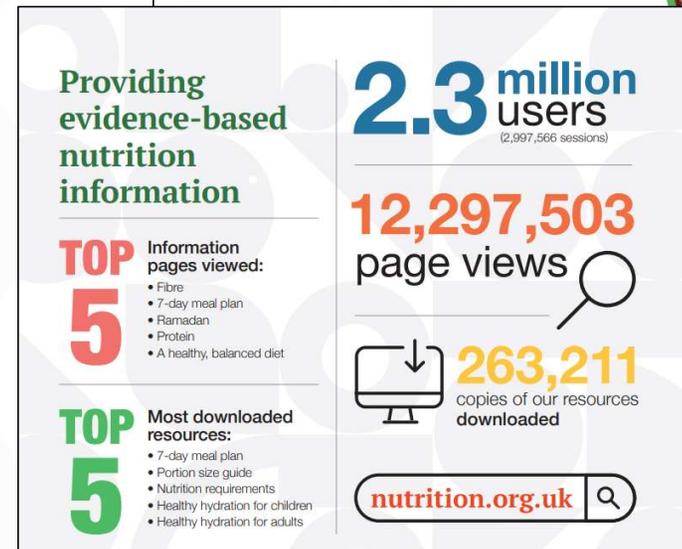
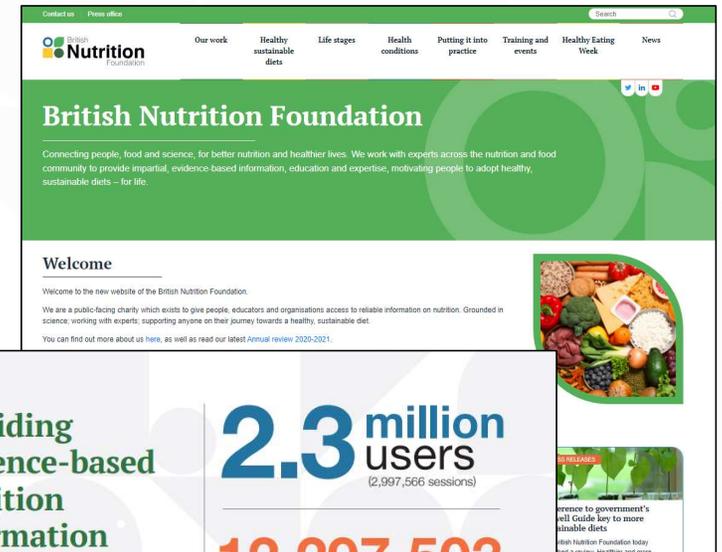
British Nutrition Foundation www.nutrition.org.uk

Who we are

- A public-facing charity which exists to give people, educators and organisations access to reliable information on nutrition
- Established in 1967
- Governance – Board of Trustees, Advisory, Scientific and Education committees
- Our Patron is Her Royal Highness, The Princess Royal

Vision: Everyone can access healthy, sustainable diets

Mission: Translating evidence-based nutrition science in engaging and actionable ways

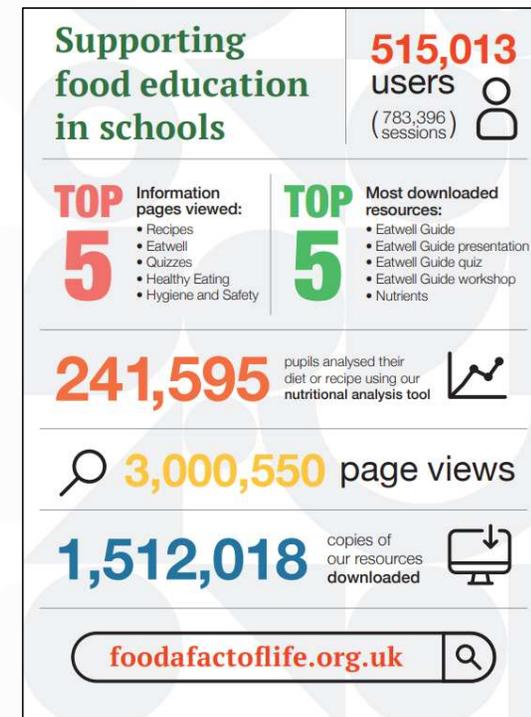
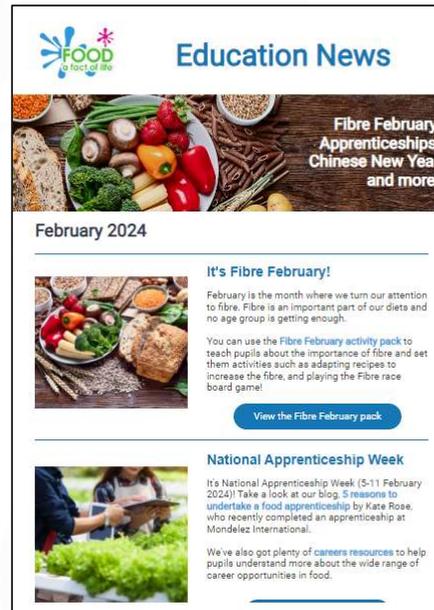
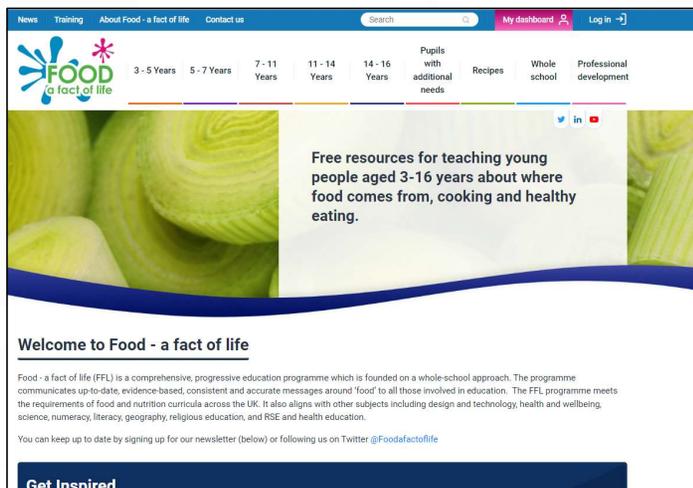


Introduction to the British Nutrition Foundation

Our education programme, **Food – a fact of life** www.foodafactoflife.org.uk

Delivered in partnership with the Agriculture & Horticulture Development Board (AHDB)

- Website, 500k users per year (approx.)
- Education News, monthly email 22k+ subscribers
- Twitter, 10k+ followers



Developing resources focused on fibre

UK Flour Millers – Fibre February pack

- Teachers' guide
- Resources
 - Fibre cards
 - Recipe modification
 - Case studies
 - Fibre challenge
 - Games – Fibre race, Find your fibre fortune

Fibre Facts
How much fibre do we need?

Age 2-5 years 15g per day	Age 5-11 years 20g per day
Age 11-16 years 25g per day	Age 17 and over 30g per day

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Fibre race 20 GRAMS
Ages 5-11 years

Tractor Tokens

Fruit and Veg draw pile

Grain draw pile

START

Fibre February Teachers' Guide

Find your fibre fortune

Enter a randomly selected three digit number in the squares below.

1) White bread
Serving: 2 slices (85g)
Fibre: 2.3g

2) White pasta
Serving: 100g cooked
Fibre: 4.5g

3) Bagel
Serving: 1 bagel (85g)
Fibre: 2.6g

4) Brown rice
Serving: 100g cooked

5) Sweetcorn

6) Ham

Recipe modification

Below are resources to help students modify recipes as part of the Fibre February pack.

Recipe modification (bread)
A worksheet that looks at recipe modification.

Recipe modification (Bolognese)
A worksheet that looks at recipe modification.

Kidney beans 8.2g fibre per 100g 6.6g fibre per 80g	Broad beans 7.2g fibre per 100g 6.6g fibre per 80g
Red lentils 2.9g fibre per 100g 2.6g fibre per 80g	Peas 6.5g fibre per 100g 4.6g fibre per 80g
Wholemeal bread 7.0g fibre per 100g 5.6g fibre per 80g	White bread 2.9g fibre per 100g 2.3g fibre per 80g
Naan bread 2.9g fibre per 100g 2.6g fibre per 70g	Gran flakes 13.4g fibre per 100g 6.4g fibre per 40g

Case study 3: Rhys

Name: _____ Date: _____

Design a daily diet for Rhys so that he reaches his recommended fibre consumption. Make sure to account for the dietary information you have been given about Rhys (see box).

- Go to Explore Food <http://explorefood.foodfactoflife.org.uk/>
- Select 'Calculate a diet' and enter in the details of the diet diary.
- Print the results of their analysis. Attach the printout to this worksheet.

Time of day	Food/drink consumed

Further information:
Rhys does not like the taste of plain vegetables.

Fibre challenge

Small change, big difference
Most people in the UK are not having enough fibre in their diets.

By making small changes to a recipe, such as swapping from white to wholemeal flour or adding vegetables, the amount of fibre provided can be easily increased.

Your challenge:

- Increase the fibre provided by a recipe or meal.
- Think about ingredients that can be added or swapped to increase fibre, such as using wholemeal flour, seeds, fruit, vegetables, beans, peas and lentils.

How to show how the fibre has been increased!

Before	Cooking and photographing the dish.	Undertaking nutritional analysis* to compare the fibre content before and after. (*Using our free tool, Explore Food .)
After	Creating a poster to show the fibre swaps/additions that you have made.	Devising and recording an advert for your dish.

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Developing resources focused on fibre

UK Flour Millers – Fibre February

Promotion

Homepage

- Banner image
- Blog
- Recipes

Education News

- General
- Special issue

Twitter campaign

The screenshot displays the website's homepage for 'Food - a fact of life'. At the top, there is a navigation bar with links for 'News', 'Training', 'About Food - a fact of life', and 'Contact us'. A search bar and 'My dashboard' are also present. Below the navigation, there are filters for age groups: '3 - 5 Years', '5 - 7 Years', '7 - 11 Years', '11 - 14 Years', and '14 - 16 Years'. There are also links for 'Pupils with additional needs', 'Recipes', 'Whole school', and 'Professional development'. The main banner features a large image of bread and text: 'Free resources for teaching young people aged 3-16 years about where food comes from, cooking and healthy eating.' Below the banner, there is a 'Welcome to Food - a fact of life' section with a brief description of the program. To the left, a Twitter post from 'Food - a fact of life' promotes the 'Fibre February' activity pack. Below the Twitter post, there is a 'Latest news and events' section with a 'NEWS' tab and an article titled 'It's Fibre February!' dated 01/02/2024. To the right, there is a 'Fibre favourites!' section with a grid of recipe cards, each showing a dish, its complexity level, and cooking time. The recipe cards include: Soda bread (Complexity: Low-Medium, Time: 45 mins), Spinach, potato and chickpea curry (Complexity: Medium, Time: 45 mins), Oatscakes and scrambled eggs (Complexity: Medium, Time: 45 mins), Red lentil bake (Complexity: Medium, Time: 60 mins), Potato wedges (Complexity: Low-Medium, Time: 45 mins), and Awesome overnight oats (Complexity: Low-Medium, Time: 30 mins).



Developing resources focused on fibre

Healthy Eating Week

- Annual event since 2013 to highlight healthier lifestyles
- 7,645 registrants (young people and adults) in 2023, approx. 2 million participants)
- 66,000 resources downloaded in 2023
- Annual overarching message and daily themes
- Resources, e.g. posters, lesson ideas, trackers, recipes
- Events, e.g. online assembly, webinar, recipe competition
- 'Focus on fibre' theme included in '22, '23 and '24

Focus on fibre
For meals and snacks

Build a brilliant snack
Create your own fibre packed snack!

Choose your wholegrain base
1 For example: wholemeal bread, oatcake, rye crispbread.

Spread on your fibre provider topping
2 For example: reduced fat hummus, mashed avocado, salsa (choose a lower salt option).

Useful equipment

- Chopping board
- Vegetable knife
- Table knife
- Grater

Top fibre tips!
Wash your carrots but leave the skin on for an extra fibre boost!
Add plenty of fruit or veg toppings!

Find the fruit and vegetables

Protein cards

Red lentils	Red kidney beans
4.1g protein (120g, cooked)	10.5g protein (120g, canned, drained)

With vegetables (or fruit!)
e.g. grated carrot, sliced tomato or cucumber.

creations on twitter
@HEW23
#HEW23
For more information visit us at
nutrition.org.uk

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Ingredients into Schools

Supporting practical cookery lessons with free ingredients and resources

- AHDB proof of concept pilot project, supported by the British Nutrition Foundation
- Free ingredients and teaching resources provided to registered pilot schools
- Pork, dairy and beef provided by AHDB (through school's contract caterer*)
- Flour provided by UK Flour Millers' members
- Remaining ingredients, including alternatives to support dietary needs, provided by Lidl (through a voucher to be used by the teacher in store)

Three focus fortnights:

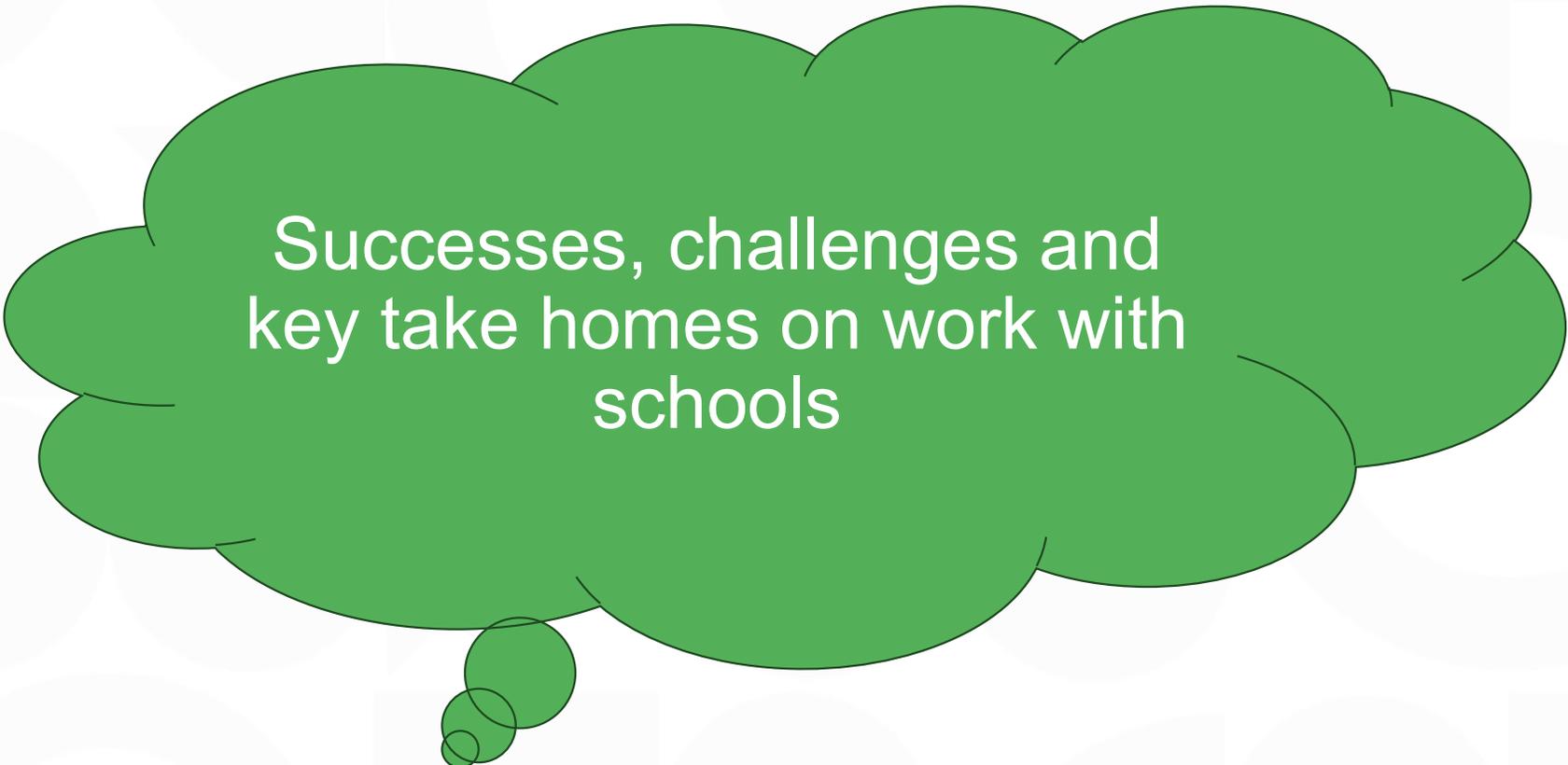
Dates	Focus
29 January to 9 February 2024 (inclusive)	British pork
4 March to 15 March 2024 (inclusive)	British dairy & flour
22 April to 3 May 2024 (inclusive)	British beef



For more information, contact Frances: f.meek@nutrition.org.uk

*For those with school meals provided by Taylor Shaw, Edwards & Blake, Elior, or Hutchison





Successes, challenges and key take homes on work with schools



Upcoming plans for fibre

Register for Healthy Eating Week 2024

www.nutrition.org.uk

Register for our newsletters

- BNF News www.nutrition.org.uk
- Education News www.foodafactoflife.org.uk

Get in touch: c.theobald@nutrition.org.uk or
education@nutrition.org.uk





Harriet Heath

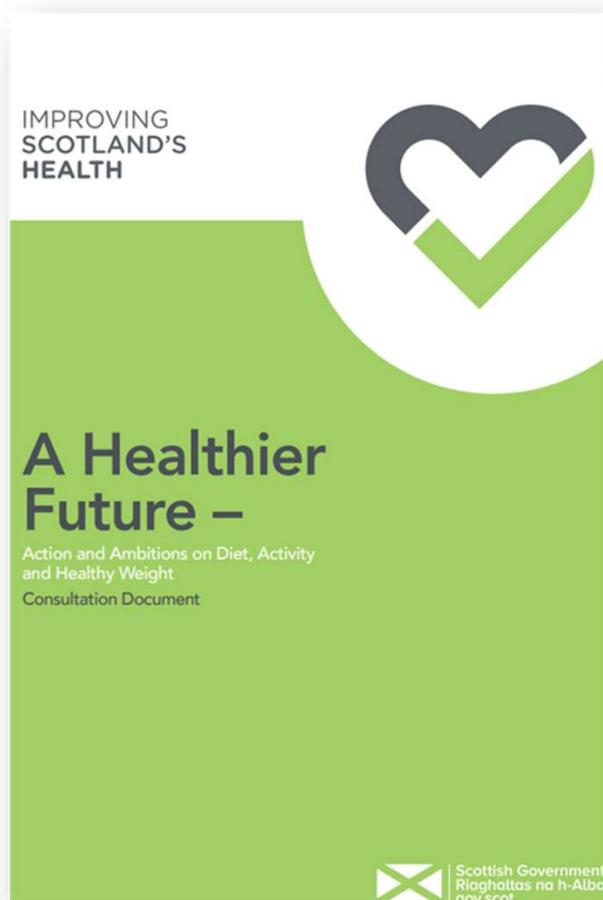
Reformulation for Health Executive,
FDF Scotland

Improving the health of Scottish produce

Small changes can make a big difference!



Harriet Heath, Reformulation for Health Executive



Launched in 2019 To support SMEs in Scotland to reformulate commonly consumed products for maximum impact on dietary health.

Funded by Scottish Government through the **A Healthier Future** strategy

Outcome 1 Children have the best start in life – they eat well and have a healthy weight

Outcome 2 The food environment supports healthier choices

Outcome 3 people have access to effective weight management services

Outcome 4 Leaders across all sectors promote health, diet and weight

Outcome 5 Diet related health inequalities are reduced

Reformulation journey



Common Challenges

Access to innovative ingredients

Time & resource

Knowledge and skills

Understanding relevant targets

Cost

Where to go for help

Sensory analysis

Drivers for change

NPM HFSS restrictions

Salt Reduction targets 2024

Calorie reduction programme

Mandatory calorie labelling

Front of Pack labelling

Health Claims

Improve health of product

Customer request

Retailer request

Text	LOW*	MEDIUM	HIGH	
Colour code	Green	Amber	Red	
			>25% of RIs	>30% of RIs
Fat	3.0g/100g	> 3.0g to 17.5g/100g	> 17.5g/100g	> 1g/portion
Saturates	1.5g/100g	> 1.5g to 5.0g/100g	> 5.0g/100g	> 50g/portion
(Total) Sugars	5.0g/100g	> 5.0g to 22.5g/100g	> 22.5g/100g	> 22g/portion
Salt	0.3g/100g	> 0.3g to 1.5g/100g	> 1.5g/100g	> 1g/portion

Helping food businesses

Reformul8 Partnership



Who is it aimed at?

- ✓ Ingredient manufacturers and suppliers
- ✓ Food and drink manufacturers
- ✓ Wholesalers, retailers and caterers
- ✓ Stakeholders and Academia

By working together and supporting each link in the chain, Scotland can lead the way in reformulation and health innovation.

What are the benefits?

- ✓ Through collaboration show a demonstrable improvement in the nutritional profile of Scottish products
- ✓ Ensure local supply chains are healthier to support the growing demand for healthier products
- ✓ Support the food industry in Scotland to highlight reformulated products
- ✓ Your organisation will be promoted on the partnership platform and network with other partnership organisations
- ✓ Full support of FDF Scotland's dedicated Reformulation for Health team who will help you achieve your commitment

Reformul8 Partnership

Helping Scottish food businesses **Reformul8** for a healthier future



Scotland's whole food system working together for a healthier future.

Sign up at [Reformul8 Partnership](https://www.fdfscotland.org.uk)

For more information visit www.fdfscotland.org.uk

Helping food businesses
REFORMUL8
for a healthier future 



Scotland's whole food system working together for a healthier future



Toolkit



Free to access resources

Resources

Reformulation for health resources



Podcasts



Webinars



2024 salt and calorie targets



Advice Tool



Reformulation guides



FDF Scotland Research



IGD reformulation guidance



Guide: Spotlight on sugars

PDF Salt reduction supplier database



Reformulation is a growing priority for manufacturers navigating market trends, as health grows as a priority in consumer purchasing. Nutritional guidance and legislation are also driving reformulation, including the following frameworks focused on salt reduction:

- 2024 Salt reduction targets
- [View full document](#)
- [View our supplier sheets](#)
- [Exemption instructions for products deemed high in Fat, Sugar and Salt \(PDF\)](#)
- [List of salt reduction suppliers](#)

The Food and Drink Federation Scotland Reformulation for Health's programme has developed this database to help food and drink manufacturers source ingredients that can be used to achieve sodium reduction. The list acts as a signposting resource only, and quality checks remain the responsibility of the manufacturer prior to use. If you produce or supply a product that you would like included in this resource, or if you would like to update any of the information, please contact reformulation@fdfscotland.org.uk

Supplier	Brand	Product description	Page
British Food Group	Smart Salt	Low sodium salt	1
Foodology by Unilever	NSF 14	Natural Flavouring	2
Healy Group	Saltwell	Low sodium sea salt	3
JPL Flavour Technologies Ltd	JPL Flavour Technologies	Natural Flavouring	4
Plorgan Foods Ltd	LoSalt	Low sodium salt blend	5
Crunchy Salt	Salt of the Earth	Unrefined extract	6
Mara Searoad	Mara Searoad	Sea-salt	7
Pharmax salt	Saltwell	Low sodium salt blend	8
Searoad & Co	Searoad & Co	Sea-salt	10



Reformulation for Health

Reformulation Support

A guide to sensory analysis for SMEs



Facts on PHE nutrition targets: Ready meals, pizza, sides & soup

Public Health England have published UK wide guideline targets and upper limits for calorie and salt content in many products, with the aim that these are achieved by 2024.

Calorie targets

A target of 10% calorie reduction has been set for ready meals, and 20% reduction for pizzas.

Product	Target calorie reduction %	Target per portion	Maximum per portion
Pizza	20	830	1230
Pastry	20	430	670
Complete main meals	10	430	570
Sauces & battered products	10	240	320
Meal centres	10	280	410
Chips & potato products	10	205	270
Cake/heavy breads	10	235	320

Click [here](#) for full information.

Salt targets

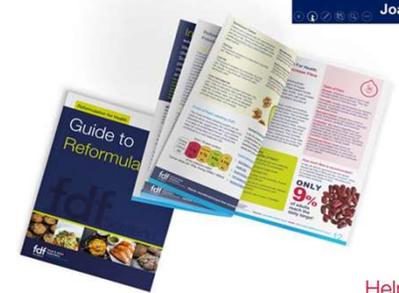
Targets per 100g of product are set out below, for both sodium and salt (Sodium x 2.5 = Salt).

Product	Target salt (g)	Target Sodium (mg)	Maximum Sodium (mg)	Maximum Salt (g)
Ready meals & meal centres	0.6	240	615	360
Ready meal sides & accompaniments	0.09	37.5	93.8	30
Soups	0.5	200	615	235

Click [here](#) for full information.

Could you be making additional nutritional claims on your product? Click [here](#) to view the legal guidance on making nutritional claims.

Contact joanne.burns@fdfscotland.org.uk for more information and guidance on how to reformulate towards these targets.



Helping food businesses
REFORMUL
for a healthier future

Student placements

16 student placements facilitated

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.

Externally funded projects

Reformul8 Challenge Fund

£159k of funding for 4 funds by Scotland Food and Drink recovery plan

Healthier Product Innovation Fund

£80k from Scotland Food & Drink recovery plan

Healthier Bakery Fund

£50k from Food Standards Scotland



Reformul8 Challenge Fund



Financial Support – Reformul8 Challenge Fund

Assisting with the associated costs of reformulation, including trialling recipes and process changes, improving production capacity, and accessing nutritional testing and technical support. To date, over 80 applications have been received and 60 projects awarded funding, including Bells, Malcolm Allan, Simon Howie, We Hae Meat, Borders, Deans, Arran Dairies, Strathmore foods, JG Ross and Cobbs

Scottish brands are reformulating



SUTHERLANDS OF PORTSOY



BORDER



Speciality and Artisan Bread



Healthier Product Innovation Fund Scotland



Innovating for Health



SUTHERLANDS
OF PORTSOY



Queen Margaret
University
EDINBURGH



Healthier Bakery Fund



- 13 businesses from across Scotland funded to improve the health of their products
- Range of businesses from multinationals, food service to community bakers
- £50k from FSS to support reformulation of sweet and savoury bakery products for both retail and food service
- In response to calorie content research by Food Standards Scotland



Bakers Dozen



The Bread Guy
Speciality and Artisan Bread



Case study: Tower Bakery

- Family-owned bakery in Abernethy
- Nutritional Requirements for Schools Regulations 2020
 - *All bread, bread rolls and breakfast cereals now need to meet a new minimum requirement of 3g AOAC fibre per 100g*
- Local authority supply standard: higher fibre white morning roll
- Reformul8 Challenge Fund
- In-house trials struggled with colour
- Bakery consultant quickly sourced an off-catalogue product



Original recipe:	2.1g fibre per 100g	1.14g fibre per roll
New recipe:	4.3g fibre per 100g	2.36g fibre per roll
Increase:	2.2g fibre per 100g	1.22g fibre per roll

Case study: Scobies Direct

Scobie & Junor

- Supply into butchery sector
- Development of easy-swap ingredient for butchers
- Gluten-free range: rusk using high-fibre pea protein
- Inulin to boost succulence, flavour, and texture in fat reduced traditional products



New action: Promotion of these products on website

Case study: Aldomak



- Glasgow based confectionary manufacturer
- Reformul8 Challenge Fund 3
- HFSS compliant oat bar
 - Fat reduction
 - Sugar reduction
- Student placement from Glasgow Caledonian University
- Used Inulin for:
 - Fat reduction
 - Sugar reduction
 - Fibre enrichment

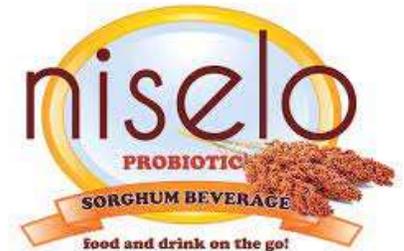


- Bakery and confectionery ingredients supplier
 - Preparing for customer demand for HFSS-friendly ingredients
 - Reformul8 Challenge Fund 3
 - Student placement from Glasgow Caledonian University
 - HFSS compliant caramel sauce
 - Remove salt, reduce saturated fats, reduce sugar, enrich with fibre or protein
- Original NPM: 26
- Reformulated NPM: 2
- Reduction of saturated fats, sugar, salt, and fibre enrichment

Biago



- Niselo range of dairy and gluten-free probiotic drinks
- Funding from Healthier Product Innovation Fund
- Abertay University food and drink innovation laboratories
- Proof of concept project for enriched product:
 - 250ml drink containing 15g fibre



Helping food businesses

REFORMUL

for a healthier future



Harriet Heath, Reformulation for Health Executive
Harriet.Heath@fdfscotland.org.uk

Panel Discussion



Thank you for listening!

#FibreFebruary #ActionOnFibre



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DEADLINE
EXTENDED:
15 MARCH

fdf
AWARDS

food and drink federation

2024