

Children's Food and Health

*Why legislation is urgently required to protect children from
unhealthy food advertising and promotions*

Submitted to:

Rt Hon Tony Blair MP, Prime Minister

Sir John Krebs, Chair, Food Standards Agency

Rt Hon John Reid MP, Secretary of State for Health

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Rt Hon Tessa Jowell MP, Secretary of State for Culture, Media and Sport

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About Sustain

Sustain: The alliance for better food and farming represents around 100 public interest organisations working at international, national, regional and local levels.

Sustain's aim is to advocate food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture. Sustain is a registered charity and does not accept funding from any source which may compromise, or appear to compromise, the alliance's principles.

Sustain has worked for many years to ensure that food labelling and marketing encourage healthy eating, particularly among children and other vulnerable groups. We seek to achieve this by improving regulations and their enforcement, raising awareness about food labelling and marketing practices, monitoring promotional trends and promoting healthier foods.

Summary

Children's Food and Health explains why legislation is urgently required to protect children from the promotion of unhealthy food (high in fat and/or sugar and/or salt). In putting forward the case for effective controls on the promotion of unhealthy foods to children a number of key issues are discussed. These include the extent and nature of food promotion to children, the influence of food promotion on children's diets, the impact upon children's health, the ineffectiveness of current controls on food promotion and the wide and growing support for regulation from health professionals and parents.

This report is submitted for the attention of:

- **the Prime Minister** in response to the 'Big Conversation'¹, which asks specifically whether advertising of unhealthy food targeted at children should be banned;
- **the Food Standards Agency**, in response to its focus on the promotion of food to children;²
- **the Secretary of State for Culture, Media and Sport**, in response to her instruction to Ofcom to review the "inadequate" code governing the advertising of food and drink products to children;³ and
- **the Secretary of State for Health and the Minister for Public Health**, with reference to the Chief Medical Officer's recommendation that the precautionary principle for the marketing of foods to children should be adopted.⁴

Sustain co-ordinates a campaign calling for legislation to protect children from unhealthy food advertising, which is currently supported by 106 national organisations (see Appendix I).

A summary of recommendations arising from this report, which are directed at the Food Standards Agency and the Government, is given on page 3.

Summary of recommendations

1. In making policy recommendations to Government on the promotion of food to children, the **Food Standards Agency** should recognise and acknowledge that:
 - a. children have a right to grow up free from commercial pressures to buy, or pester their families to buy foods which are high in fat and/or sugar and/or salt that put their current and future health at risk. (p.4)
 - b. the foods promoted to children are dominated by those which are high in fat and/or sugar and/or salt. (p.6)
 - c. advertising and promotions affect children's food choices. (p.6)
 - d. the diets of children in the UK are unhealthy, containing far too much saturated fat, sugar and salt, affecting their health in adult life, if not before. (p.7)
 - e. codes of advertising practice do not take account of any potential for harm to children's health from the total effect of advertising of foods which are high in fat and/or sugar and/or salt directly to children. (p.9)
 - f. young children are not able to comprehend fully the purpose of advertising, nor the health consequences of their food choices. (p.9)
 - g. the long and growing list of organisations which support the call for legislation to protect children from unhealthy food advertising demonstrates that the strength of professional concern matches the high level of parental concern. (p.11)
 - h. effective controls to protect children from excessive and imbalanced food advertising and promotions are urgently required. (p.11)

2. In developing policy on the regulation of advertising and promotions of unhealthy foods* to children, the **Government** should take the above factors into consideration and should:
 - a. introduce legislation to protect children from advertising and promotions, targeted directly at children, which promote foods that contribute to an unhealthy diet. These include confectionery, crisps, savoury snacks, soft drinks and other processed products containing high levels of fat, sugar or salt, excessive consumption of which is known to be detrimental to children's health. Voluntary approaches are not working, so statutory controls are needed to end commercial activities which promote these foods specifically to children.

This recommendation is currently supported by the 106 national organisations listed in Appendix I.

* These are processed foods which contain high levels of fat and/or sugar and/or salt and include confectionery, crisps and savoury snacks, soft drinks and other so-called 'fast' or pre-prepared 'convenience' foods.

Introduction

There is a crisis in children's health. In his 2002 Annual Report on the state of health of the nation, the Chief Medical Officer warned that obesity is a "health time bomb"⁴ and the Food Standards Agency (FSA) has also recently observed that there is a real prospect of life expectancy falling for the first time in a hundred years.⁵ The reality of this prospect is highlighted by the diagnoses of adult-onset diseases, such as Type II diabetes, in children.⁶ It is clear that children's diets contain too many energy-dense foods and too much saturated fat, sugar and salt.

Whilst medical and health professionals urge that children should be encouraged to consume much less fat, saturated fat, sugar and salt, the food culture to which children are exposed promotes these foods as positive and desirable choices. The development of this unhealthy food culture arises from an environment of marketing campaigns which selectively target children.

This has led to increasing concern amongst public interest groups, health and medical professionals and parents about the effects of the promotion of unhealthy food on children's dietary patterns. In response the FSA decided, as part of its focus on food promotions to children, to commission an independent systematic review of relevant research.⁷ This review concludes that there is a causal link between promotional activity and children's food knowledge, preference and behaviours. Following publication of the review in September 2003, the FSA issued a list of potential policy options on the promotion of food to children and is due to agree recommendations to Government at their open Board meeting in March 2004.

Meanwhile, the Government has also begun to take an interest in these issues. In response to "the growing crisis of obesity in children", Tessa Jowell, Minister of State for Culture, Media and Sport, has called upon Ofcom to revise the "inadequate code" on advertising.⁸ One of the questions posed in Tony Blair's 'Big Conversation' asks, "Should the advertising of unhealthy food targeted at children be banned or further restricted?"¹

In addition to the conclusive evidence linking promotional activities to children's dietary choices, there is substantial support for effective controls from parents, health and medical professionals and organisations which are concerned about children's health and well being. In fact the only people who appear to oppose controls on the promotion of unhealthy foods to children are some of those who represent the vested interests of the advertising and food industries.

Already 106 national organisations have confirmed their support for Sustain's call for legislation to protect children from unhealthy food advertising (Appendix I), including three Royal Colleges of Medicine (General Practitioners, Physicians and Surgeons), the Faculty of Public Health, the British Dietetic Association, the British Heart Foundation, the National Obesity Forum, The Obesity Awareness & Solutions Trust, the Consumers' Association and the Consumer Councils in England, Northern Ireland, Scotland and Wales.

Recommendation

In developing regulatory policy, the Government should recognise and acknowledge that children have a right to grow up free from commercial pressures to buy, or pester their families to buy, foods which are high in fat and/or sugar and/or salt that put their current and future health at risk.

The extent and nature of food promotion to children

Wherever children turn, they are confronted by words, characters and images promoting unhealthy foods. Advertising messages designed to capture children's imagination, appear on television and radio, on the internet and in text messages, at the cinema, in comics and magazines, on food labels and even at school. Acknowledging the integrated, multi-faceted nature of marketing campaigns, the FSA lists on its website the wide range of methods used by industry to promote foods to children.⁹ These include celebrity endorsements, voucher and loyalty schemes, linking food with toys and play and in-store promotions. Marketing techniques used by fast food companies harness 'pester power', encourage brand loyalty and ensure repeat purchases.¹⁰ Whilst parents, and medical, health and education professionals endorse Government advice that fatty, sugary and salty foods should be eaten infrequently and in limited quantities, food advertising and promotions targeted at children portray these unhealthy foods as attractive food choices.

The food industry recognises television as a particularly powerful advertising medium, which reaches tens of millions of children and adults on a daily basis. The diet promoted and reinforced by television advertising is very distant from the recommended nutritionally balanced diet. Sustain believes that children deserve to be protected from the constant promotion, during their own television programming and at other times when large numbers of children are viewing, of foods which contribute towards an unhealthy diet. Some European countries, most notably Sweden, recognise the need to protect children from commercial pressures created by television advertising and have well-established controls to ensure that advertisements are not targeted at children under the age of 12 years.¹¹

In July 2001, Sustain published '*TV Dinners – what's being served up by the advertisers?*' research which compares the nature and extent of television food advertising during children's and adult television viewing periods.¹² The report confirms the findings of previous research which demonstrates that advertising on children's television presents a grossly imbalanced nutritional message,^{11, 13, 14, 15} creating a conflict between the types of food promoted to children and national dietary recommendations.

Analysis of the nutritional content of food and drink advertised during children's viewing times demonstrates that up to 99% of the products contained high levels of fat and/or sugar and/or salt. The largest categories of advertised food on children's television were confectionery and cakes and biscuits. Whilst fruit and vegetables were not advertised at all, fatty and sugary foods were advertised in proportions up to 11 times higher than the proportion recommended in dietary guidelines. The *TV Dinners* report illustrates how children viewing Saturday morning television will see more than twice as many adverts per hour for unhealthy foods as adults viewing after the 9.00pm watershed. So there is selective targeting of children by the promoters of unhealthy foods.

A 1998 content analysis study undertaken by researchers at the Division of Psychiatry and Behavioural Sciences at Leeds University¹⁵ found that "advertisements during children's TV are still dominated by foods of questionable nutritional value". Their report, published in the *International Journal of Obesity*, concludes that adverts aimed at children are designed in a manner "to engage attention and emotional response" and more widely, that "food advertising is an example of directed and coercive influence that is of little benefit to its audience".

The September 2003 FSA review of the evidence of the effects of food promotion to children⁷ has also confirmed the findings of academic and consumer research. The review concludes that the diet advertised to children contrasts sharply with the recommended one and is dominated by pre-sugared breakfast cereals, soft drinks, confectionery, savoury snacks and fast foods.

Recommendation

In developing regulatory policy, the Government should recognise and acknowledge that the foods promoted to children are dominated by those which are high in fat and/or sugar and/or salt.

The influence of food promotion on children's diets

At recent FSA meetings to discuss the promotion of foods to children, food and advertising industry representatives have confirmed the obvious: that food advertising does influence children's food choices.¹⁶ This clearly must be the case, for if it were not, food manufacturers would not spend millions of pounds a year creating advertisements and promotions for food products.¹⁷

The FSA's review of research on the effects of food promotion to children⁷ concludes not only that food promotion affects children's food preferences, purchase behaviour and food consumption, but also that this effect is independent of other factors and operates at both a brand and category level. This is very important, as over many years the food and advertising industries have argued vigorously that the only effect of advertising is at a brand level and that it has no effect at all on the types of food which children eat. Furthermore, as the review focuses principally on television advertising and only considers direct influences on children, the researchers explain that their findings are likely to understate the effect that food promotions have on children.

Somewhat predictably, industry has not welcomed the review and has sought to discredit its findings. The Food Advertising Unit (FAU – part of the Advertising Association) commissioned and submitted to the FSA an alternative review of research into food promotion and children. In response, the FSA convened an academic panel, which included five professors to examine the two reviews.¹⁸ As well as criticising the selective and inconsistent methodology of the research commissioned by the FAU, the academic panel stated that the evidence did not support the industry view that advertising plays only a minor role in influencing children compared to other influences. The panel further concluded that further research was not necessary and that the FSA commissioned review had “provided sufficient evidence to indicate a causal link between promotional activity and children's food knowledge, preference and behaviours”.

The power of promoting certain types of food has been demonstrated by the ‘Food Dudes’ research project conducted by psychologists at Bangor University. This project utilised the same promotional strategies used by the food industry. For instance, children followed video adventures of hero cartoon figures who enjoy fruit and vegetables and they were given small gift-type rewards for tasting the foods. These promotional strategies have produced significant and long-term increases in children's consumption of fruit and vegetables.¹⁹

Recommendation

In developing regulatory policy, the Government should recognise and acknowledge that advertising and promotions affect children's food choices.

The impact on children's health

Nevertheless, health professionals are right to highlight the importance of a healthy balance in children's diets. The problem is that the 2000 National Diet and Nutrition Survey²⁰ confirms that children's diets need major changes if such a healthy balance is to be widely realised. The Survey found that the vast majority of children have intakes of saturated fat, sugar and salt which exceed the maximum recommended dietary levels for adults. Excessive consumption of these macronutrients are linked to arteriosclerosis (hardening of the arteries), tooth decay and high blood pressure.

The relevance to children's health was highlighted at a conference, hosted by the Royal College of Paediatrics and Child Health in 2002, which heard how our snack food culture is creating a whole generation of children which is "eating itself sick".²¹ The alarming increase in childhood obesity and the first diagnoses of Type II diabetes (previously known as 'adult-onset' diabetes) in 13 to 15 year old children were given as evidence for this claim.

Many health experts maintain that the cumulative effect of advertising which portrays unhealthy food and soft drinks as desirable and positive choices, is to reinforce children's bad dietary habits and undermine the efforts of parents and health professionals to encourage healthier patterns of eating. High consumption of unhealthy foods and soft drinks is likely to displace more nutritious food (for instance, fruit and vegetables) from children's diets; result in excess energy intake leading to overweight and obesity; cause dental diseases (the National Diet and Nutrition survey found that 53% of all 4 to 18 year olds have some decay in either their primary or permanent teeth), and contribute towards the early development of adult-onset diseases such as coronary heart disease, cancer and diabetes.^{22, 23, 24, 25} Given that medical professionals are unanimous that children should reduce their consumption of fatty, sugary and salty processed foods, effective controls should be introduced to restrict promotions which present these foods to children as attractive options.

The rate of increase in the prevalence of childhood obesity is particularly alarming. Between 1984 and 1994, there was a 140% increase in obesity in primary school children.²⁶ A February 2000 British Medical Journal editorial, entitled, 'Childhood obesity: time for action, not complacency', states unambiguously, "*Children should be encouraged to eat fewer high fat snacks such as crisps and biscuits and to avoid consuming a large proportion of total energy from sweetened drinks*".²⁷ However, it is precisely these types of foods which are constantly promoted to children.

Given the scientific evidence that diets high in fats (especially saturated fats), sugar and salt have a detrimental effect on children's current and future health, the selective targeting of children as the recipients of advertisements for foods high in these components is unjustifiable. Referring to obesity as a "health time bomb" in his 2002 Annual Report, the Chief Medical Officer called for the adoption of the precautionary principle for the marketing of foods high in fat, salt and added sugars to children.⁴

Recommendation

In developing regulatory policy, the Government should recognise and acknowledge that the diets of children in the UK are unhealthy, containing far too much saturated fat, sugar and salt, affecting their health in adult life, if not before.

Current controls on food advertising

At first sight, advertising codes of practice seem to go some way in acknowledging that the effect of food advertising on children's diets may be detrimental. For example, the current Independent Television Commission (ITC) Code of Advertising Standards and Practice²⁸ states, "*advertising should not undermine progress towards national dietary improvement by misleading or confusing consumers or by setting bad examples, particularly to children.*" The Code also states that "*advertisements must not encourage or condone excessive consumption of any food*" and that "*advertisements must not disparage good dietary practice*".

However, the ITC Code is only applied to individual advertisements, which by themselves may not contravene these specific provisions. This application of the Code does not recognise any potential for a cumulative effect of advertising on children and thus fails to protect children from the current state of imbalanced food advertising on television.

The Code does however contain clear provisions to protect children from the harmful effects of alcohol and tobacco advertisements. These rules are specific and comprehensive, for example including a prohibition on "*smoking in any advertising which might be of particular interest to children or teenagers*". This degree of protection of children is clearly very important and the ITC notes accompanying a recent draft revision of its Code²⁹ explain that young viewers "*may not have the knowledge or experience to make reasoned decisions for themselves*". Having acknowledged children's natural credulity, the Code still makes no provision to protect children from the overall advertising of foods which contain high levels of fat, saturated fat, sugar or salt.

Ofcom, the new communications regulator, assumed its powers in December 2003. Disappointingly, their proposals for the future regulation of broadcast advertising ignore the current crisis in public health and contain no provisions to protect children from the detrimental effects of unhealthy food advertising. Under the proposals, Ofcom will delegate its statutory responsibilities to the industry-funded Advertising Standards Authority (ASA), in a move to towards much weaker industry self-regulation.

Under this self-regulatory model, it is proposed that the ASA will 'own' the broadcast advertising codes, assuming responsibility for their review and maintenance. Thus the proposed model is far from independent, as it is difficult to imagine how this industry body can adopt a robust approach to the regulation of food advertising to children. That this is a genuine concern is demonstrated by the ASA's inaction following the Government's 1994 Nutrition Task Force which asked both the ITC and the ASA to consider a review of their codes of practice in light of concerns about children and food advertising. Although the ITC undertook a public consultation and review process that resulted in changes to its code (e.g. the provision of the clause stating that advertising should not undermine progress towards national dietary improvement), the ASA - in a closed industry process - decided that such a review was unnecessary.³⁰

Ofcom's response to Tessa Jowell's (Minister of State for Culture, Media and Sport) recent call for a tightening of the "inadequate code" on advertising in respect of food and children is not encouraging.³¹ In spite of the FSA's comprehensive systematic review of the effects of promotion of food to children, Ofcom have announced that they too will commission yet more research.

Given the size and disparate nature of the food industry and the highly competitive environment within which it operates, it is not likely that a voluntary code will be effective in restricting the selective and targeted promotion of fatty, sugary and salty foods to children. Indeed, some in the

food and advertising industries are vociferous in their objections to any controls which will restrict their capacity to promote unhealthy foods to children.

Recommendation

In developing regulatory policy, the Government should recognise and acknowledge that codes of advertising practice do not take account of any potential for harm to children's health from the total effect of advertising of foods which are high in fat and/or sugar and/or salt directly to children.

Advertising and the vulnerability of children

It is well recognised that children, particularly young children, are not fully capable of understanding the purpose and subtleties of advertising, especially on television.^{32, 33} Research commissioned by the ITC has shown that at 4 years of age children see advertising as entertainment and by 6 or 7 years of age children think that advertising is there purely to provide information about goods and services.³⁴ A study quoted in the same ITC report suggests that only a quarter of 11-to 12-year olds are able to provide an explanation of why advertisements are shown on television that demonstrates an understanding of selling and profit motives.³⁵ A more recent review of research, published in 2001, also concludes that most children only develop an ability to explain the underlying motives and aims of advertising at around the age of 10 to 12 years.³³

Thus, younger children, even if they can distinguish between adverts and programmes are far less likely to realise that the purpose of television advertising is to persuade them to buy something. Young children have no real concept that those responsible for advertising view them as a source of sales and profit. It is only when children have an understanding of the intention, motives and aims of advertising, that they are able to begin to develop a critical attitude towards advertising. Even then, it is not at all clear that this makes children a legitimate target. Most children, for example, are aware that smoking is harmful. But we also know that the prospect of 'harm', particularly when it will occur at a distant time called 'adulthood', is not sufficient to deter some children from smoking. As already discussed above, controls therefore exist to protect children from advertisements which promote tobacco.

Further ITC commissioned research into the influence of television advertising on children suggests that many parents are in practice "*less than successful*" in monitoring children's television consumption.³⁶ This research shows that parents have a widespread belief that children are affected by advertising on television and that parents recognise that any negative impact of advertisements is magnified by their frequent repetition.

Recommendation

In developing regulatory policy, the Government should recognise and acknowledge that young children are not able to comprehend fully the purpose of advertising, nor the health consequences of their food choices.

Wide support for effective controls

Already 106 national organisations have confirmed their support for Sustain's campaign calling for legislation to protect children from the advertising and promotion of unhealthy foods (see Appendix I). In addition to concerned parents' and children's organisations, the campaign has received support from many national medical, health and consumer organisations and obesity awareness bodies. A joint statement from the International Obesity Task Force (IOTF), concerned not-for-profit organisations and obesity and public health specialists published in November 2003, calls upon the Government to "ban the marketing to children of high fat/sugar/salt products on television and elsewhere".³⁷

Independent research conducted by NOP and MORI, commissioned separately by the National Food Alliance and the Co-op, has also clearly established strong parental support for controls on food advertising aimed at children. The MORI study found that nearly two thirds (of 633 parents) thought that there should be tougher restrictions on the advertising of foods and soft drinks to children.³⁸ The NOP research, found that more than three in four (77% of 1,216 adults) wanted to see a ban on the advertising of sugary/fatty foods during children's television programmes.³⁹

In August 2003 the Consumers' Association reported that 70% of parents surveyed (490) thought that there should be no advertising of junk foods during children's viewing times.⁴⁰ An October 2003 ICM opinion poll commissioned by the Guardian newspaper showed that 66% of those in social classes D and E supported a ban on advertising aimed at children, "with strong support across all social groups for restrictions on other unhealthy forms of marketing, such as soft drinks and fatty snacks in school vending machines".⁴¹

Further evidence of the strength of parental support for effective controls comes from a petition organised by Netmums, a local information site run on a voluntary basis by mothers. More than 3,000 parents signed their campaign, 'Stop Pushing Junk Food To Our Children!' within the first four days of its launch and hundreds of concerned parents have also left comments on-line.⁴²

A number of national reports also point to the need for action to address the major imbalance in children's food advertising. The House of Common's Public Accounts Committee (PAC) 'Tackling Obesity in England' report⁴³, expresses concern about "*the potentially harmful effects of advertising products high in fat, sugar and salt to children*". The Government's Policy Commission report on the Future of Farming and Food,⁴⁴ also highlights the poor nutritional value of food advertised to children and calls for more responsible food advertising to children.

At a European level, an EC Consumer Committee working group paper, 'Commercial Practices aimed at Children',⁴⁵ acknowledges the potential for food promotions to influence children's nutrition and health and calls for "*a general horizontal piece of legislation to protect children from commercial communication*". Internationally, a Trans Atlantic Consumer Dialogue (TACD) resolution passed in January 2004 calls for restrictions on the advertising and marketing of energy-dense, nutrient-poor foods to children.⁴⁶

In 2003, the World Health Organisation (WHO) published an expert report,⁴⁷ which draws attention to the link between diet, chronic diseases and the heavy marketing of energy-dense foods and fast-food outlets. The WHO's proposed Global Strategy on Diet, Physical Activity and Health, published in draft, is critical of marketing, advertising, sponsorship and promotion practices which encourage unhealthy diets, including the availability of fatty, sugary and salty foods in schools.⁴⁸

Recommendation

In developing regulatory policy, the Government should recognise and acknowledge that the long and growing list of organisations which support the call for legislation to protect children from unhealthy food advertising demonstrates that the strength of professional concern matches the high level of parental concern.

In conclusion

It is clearly not the fault of parents or children that processed foods very often contain unacceptably high levels of fat, sugar or salt. It is also not the fault of children that the food industry selectively targets them in their promotion of these fatty, sugary and salty foods.

No one should be surprised by the attempts made by the food and advertising industries to persuade the public that there is no relationship between food advertising and promotions and children's health. There are, after all, profits at stake.

Parental and professional efforts to encourage healthy patterns of eating are undermined by advertisements and promotions which present fatty, sugary and salty processed foods as positive and desirable choices. However, with the right measures in place, the commercial presentation of these foods to children as attractive food choices, could be readily controlled.

The issue of children's health is sufficiently important to adopt a precautionary approach.

Recommendation

In developing regulatory policy, the Government should recognise and acknowledge that effective controls to protect children from excessive and imbalanced food advertising and promotions are urgently required.

APPENDIX I: List of current organisations supporting the call for legislation to protect children from unhealthy food advertising and promotions

The organisations listed below have formally confirmed their support for the following position statement:

We call upon the UK Government to introduce legislation to protect children from advertising and promotions, targeted directly at children, which promote foods that contribute to an unhealthy diet. These include confectionery, crisps, savoury snacks, soft drinks and other processed products containing high levels of fat, sugar or salt, excessive consumption of which is known to be detrimental to children's health. Voluntary approaches are not working, so statutory controls are needed to end commercial activities which promote these foods specifically to children.

Campaign supporters as at 01 March 2004:

Action Against Allergy	Gingerbread
Allergy Alliance	Guild of Food Writers
Alliance for Childhood	Hands Up For
Arid Lands Initiative	Haemolytic Uraemic Syndrome Help (HUSH)
Autism Unravelled	Health Education Trust
Baby Milk Action	Human Scale Education
Biodynamic Agricultural Association	Hyperactive Children's Support Group
Blood Pressure Association	International Society for Food Ecology and Culture
British Allergy Foundation	Land Heritage
British Association for Community Child Health	Latex Allergy Support Group
British Association for the Study of Community Dentistry	Maternity Alliance
British Cardiac Society	McCarrison Society for Nutrition and Health
British Dental Association	Migraine Action Association
British Dental Hygienist Association	National Children's Bureau
British Dietetic Association	National Council of Women
British Heart Foundation	National Consumer Council
British Heart Foundation Health Promotion Research Group	National Consumer Federation
British Hypertension Society	National Family and Parenting Institute
British Institute for Allergy & Environmental Therapy	National Federation of Women's Institutes
British Society for Cardiovascular Research	National Heart Forum
Centre for Food Policy	National Obesity Forum
Chartered Institute of Environmental Health	National Oral Health Promotion Group
Child Growth Foundation	National Union of Teachers
Child Poverty Action Group	Netmums
Children's Society	New Economics Foundation
Coeliac UK	Northern Ireland Chest, Heart and Stroke Association
Co-operative Group (CWS) Ltd	Organix Brands
Community Health UK	Parent Organisation Ltd
Community Nutrition Group	Permaculture Association
Community Practitioners' and Health Visitors' Association	Positive Parenting
Compassion in World Farming (CIWF)	Realfood
Consumers' Association	Royal College of General Practitioners
Consensus Action on Salt and Health (CASH)	Royal College of Physicians
Coronary Artery Disease Research Association	Royal College of Surgeons
Coronary Prevention Group	Royal Institute of Public Health
Day Care Trust	Royal Society for the Promotion of Health
Diabetes UK	Scottish Consumer Council
Digestive Disorders Foundation	Scottish Heart and Arterial Disease Risk Prevention
Elm Farm Research Centre	Soil Association
Faculty of Public Health	Soroptimist International of Great Britain
Family Heart Association	Stroke Association
Family Welfare Association	TOAST (The Obesity Awareness & Solutions Trust)
FARM	UK Public Health Association
Farmers' Link	UNISON
Federation of City Farms and Community Gardens	Vega Research
Food Additives Campaign Team	Vegetarian and Vegan Foundation
Food and Chemical Allergy Association	Viva! (Vegetarians International Voice for Animals)
Food Commission	Weight Concern
Food and Health Research	Welsh Consumer Council
Food Matters	Welsh Food Alliance
Foundation for Local Food Initiatives	World Cancer Research Fund
Friends of the Earth	World Wide Opportunities on Organic Farms
General Consumer Council for Northern Ireland	Young Minds

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