2018:
What happened? What next?
WARNING

Strong Currents
Shifting Sands
But 2018 ........
CHOOSE YOUR BATTLES
STATE OF THE NATION:
Children’s food in England, 2018

Peas Please
Making a pledge for more veg

babybuddy
the app for young parents and parents-to-be

childrensfood.org.uk
Children’s Food Campaign

henry
Healthy Start, Brighter Future
Baby foods in the UK
A review of commercially produced jars and pouches of baby foods marketed in the UK

Fruit and vegetable based purées in pouches for infants and young children

Processed dried fruit snacks for young children
A review of processed dried fruit snacks marketed for young children in the UK
• About 70% sugar
• 6g packets = £10 per 100g
• Claims to be ‘1 of your 5’ a day, packed with fruit, lactose free, no preservatives, delicious
• You might dispute the delicious ......
And if you haven’t tried a pouch of baby fruit puree before ...

• Take a spoon and try it.
• Is 74% apple and pear puree, 20% banana
• And do we know how much sugar?
So at some point today (but not now) get to know your tablemates and give a processed dried fruit snack a try.

And please write any thoughts on the cards in the bags about how we might discourage the marketing of these foods to young children.
And in 2019

MORE OF THE SAME AHEAD
so a big thank you to **Lizzie Vann** our funder for supporting us to remain *flexible* within our overall strategic aim of promoting good nutrition from pre-conception to five years.
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www.firststepsnutrition.org