

**KNOW WHAT'S
GOING INSIDE
YOU**



(AND YOUR SHOPPING BASKET)

HELLO

Most nutritionists agree that there is no such thing as good and bad or 'healthy' and 'unhealthy' food – it's the balance of what you eat throughout the course of the day that's important.

Until now it hasn't always been easy to work out how an individual food fits into a balanced diet, but that's about to change. Now there's a label on food that will help you see at a glance just what your food contains and what it contributes to your Guideline Daily Amounts (GDAs).

The 'What's Inside Guide' aims to explain how GDAs can make it easy for you and your family to make informed choices which, in turn, will help you eat a healthy balanced diet.

The scheme is supported by many leading nutrition experts (including me!) and is being used by many of the leading food manufacturers, which means that you'll find it on a range of different food and drinks.

Enjoy using it to help you enjoy what you eat.



Fiona Hunter

Fiona Hunter
Bsc (Hons) Nutrition, Dip Dietetics

WHAT'S INSIDE THE OOH, AAH AND YUM IN YOUR BASKET?



Take a peek at the new What's Inside Guide shown below. You'll find it on the packaging of many of your favourite foods and drinks next time you shop. And since it shows you exactly how much of your Guideline Daily Amounts (GDAs) for calories, sugars, fat, saturates and salt are inside – you'll know exactly what it is you're about to pop in your basket (and of course, yourself).

The What's Inside Guide will look like this, but of course, the figures shown will differ depending on what food or drink it's on:

Each portion contains:



of an adult's guideline daily amount

GDA_s IN A NUTSHELL



Wondering what Guideline Daily Amounts are? Well, quite simply, Guideline Daily Amounts (GDAs) are a guide to how much energy and key nutrients the average healthy person needs in order to have a balanced diet. They can be used to take the guesswork out of what and how much we should be eating if we want to stay healthy.

Let's take calories, for example. We all know that we need a certain amount of calories a day (around 2000 for the average adult). Well, 2000 is our Guideline Daily Amount for calories. Simple. But calories aren't the only thing that you may want to keep an eye on in your diet. There are also Guideline Daily Amounts for other key nutrients such as sugars, fat, saturates and salt.

Mind you, it's worth mentioning that GDAs aren't a target but a guide – and whilst it's OK to stick pretty close to your GDA for calories, you should really aim to eat no more than your GDA for the other four nutrients.

HOW TO KNOW WHAT TO TOSS IN THAT BASKET



Here's how the What's Inside Guide can help you keep tabs on what you're eating:



This figure tells you how many grams/calories there are in one serving or portion of your food.

This is the percentage of your overall Guideline Daily Amount that you are about to eat.

So if you're concerned about how much salt you're eating and are having trouble deciding which pasta sauce to have for dinner, why not have a quick look at the labels and go for the one with the lowest percentage of salt in it (because this is the one that will give you less of your GDA for salt).

Remember though that men and women have different GDAs for some nutrients and that – to keep things simple – the What's Inside Guide uses the GDAs for an average woman of healthy weight and average level of activity. Children have different needs and different GDAs too. So where appropriate, your labels will use the GDAs for an average child aged between 5 and 10.

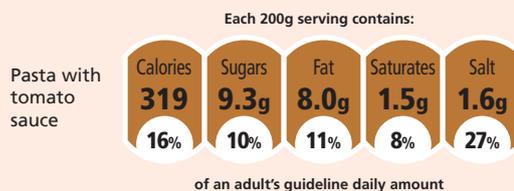
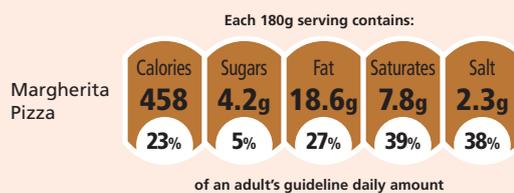
UNPACKING PERCENTAGES

(MAKES A CHANGE FROM THE GROCERIES)



By turning all those numbers on your What's Inside Guide into percentages – figures out of one hundred – we've done all the hard work for you. Because now you can see at a glance how much of your Guideline Daily Amounts are in a portion of food or drink.

You can then use these percentages to compare different foods:

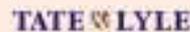


So, say for example you're watching those calories, you can see straightaway that the pizza is higher in calories because the percentage is more. If, on the other hand, it's salt you're keeping an eye on, you might still want to opt for the pasta with tomato sauce, as this is the one with the smaller percentage of salt in it.

Whatever it is you're comparing, you can use your label to help you – because let's face it, there are better things to do in life than stand in the supermarket for hours wondering what to eat for tea.

THE TROLLEY LOAD OF NAMES BEHIND THE LABEL

There's hardly an aisle or shelf that won't soon be sporting the new What's Inside Guide. In fact, you'll find it clearly displayed on many of your favourite foods and drinks. Why? Well, it's supported by some of the biggest names in the industry. We're talking about names like Cadbury, Coca-Cola, Danone, Kellogg's, Kraft, Masterfoods, Nestle, Quaker, Ryvita, Tate & Lyle, Unilever and Walkers.



WHY NOT POP THIS IN YOUR PURSE OR WALLET?

Guideline Daily Amounts for an average healthy adult or child

An adult's guideline daily amount is:

Calories	Sugars	Fat	Saturates	Salt
2000	90g	70g	20g	6g

A 5-10 year old's guideline daily amount is:

Calories	Sugars	Fat	Saturates	Salt
1800	85g	70g	20g	4g

WANT TO KNOW MORE?
visit www.whatsinsideguide.com



Know what's going inside you

Brought to you by members of the Food and Drink Federation