



For safe food and
healthy eating

FSS Progress on the Out of Home Action Plan

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Aim to cover

- Overview of the out of home (OOH) action plan
 - FSS priority areas and progress :
 - Mandatory calorie labelling
 - Eating Out, Eating Well Framework and Children's menus Code of Practice
 - Monitoring and evaluation
 - Next Steps
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How OOH contributes to our diet



'Out of Home' refers to:

- Any food or drink bought and eaten away from home, including 'on the go'
- Any takeaway or home delivered food



25%

of calories
come from OOH

Approximately
41,000 outlets

Value of **£3.6 billion**
in Scotland alone in
2021

“No longer the occasional treat”

Background

- Scottish Government: [Diet and healthy weight delivery plan](#), 2018
- [FSS Public consultation](#) in 2018/19
- [Recommendations to FSS Board](#) and then to Scottish Government Ministers - August 2019
- [Scottish Government OOH Action Plan](#) for Scotland - September 2021



Content of the OOH Action Plan



1. A new Eating Out, Eating Well (EOEW) Framework (voluntary)

2. Consultation on legislation to bring forward mandatory calorie labelling

3. Voluntary standard for full nutrition information

4. Calorie reduction

5. Development of Code of Practice (COP) for children's menus (voluntary)

6. Improving food in communities

7. The public sector

8. Coherence across SG policy areas

9. Monitoring and evaluation

Healthier Catering Guides



Healthier Catering Guide for Businesses

Healthier eating is becoming more important to customers. Here are some practical catering suggestions to help support your customers with a healthier lifestyle.

You may already be achieving several of these tips but be prepared to go further and make real changes to help your customers make healthier choices.



Portion size

Eating too many calories can lead to weight gain, which in turn increases the risk of type 2 diabetes, heart disease and some cancers. Even small reductions at each meal can make a real difference.

- Think about the size of your portions. **Have a set portion for each ingredient** (for example, a certain size of scoop/spoon or a fixed number of slices/pieces) and ask staff to keep to these portion sizes to provide consistency for your customers –this could help you save money.
- Consider reducing portion sizes across your menu to a level that is acceptable to customers. If customers are tending to leave food on their plates, this is a clear signal that portion sizes are too large and a smaller size would be acceptable. This could also help reduce costs and food waste.
- Make small portions or children's portions available, especially of popular dishes, and market these to everyone.

Healthier Catering Guide for Indian and South Asian takeaways and restaurants

Healthier eating is becoming more important to customers. Here are some practical catering suggestions to help support your customers with a healthier lifestyle.

You may already be achieving several of these tips but be prepared to go further and make real changes to help your customers make healthier choices.



Portion size

Eating too many calories can lead to weight gain, which in turn increases the risk of type 2 diabetes, heart disease and some cancers. Even small reductions at each meal can make a real difference.

- Give customers who want smaller portions a choice. In addition to your standard portions, try at least one of the following:
 - Offer **reduced-size specials** (a container with half the rice and half the meat of a standard portion size).
 - **Make small portions** or children's portions available, especially of popular dishes, and market these to everyone.
- **Try not to overfill or compress food in containers** or try using a slightly smaller container for takeaway dishes. Ask staff to keep to these portion sizes to provide consistency for your customers.
- Consider reducing portion sizes across your menu to a level that is acceptable to customers. If customers are tending to leave food on their plates, this is a clear signal that portion sizes are too large and a smaller size would be acceptable. This could also help reduce costs and food waste.

Healthier Catering Guide for chip shops

Healthier eating is becoming more important to customers. Here are some practical catering suggestions to help support your customers with a healthier lifestyle.

Following these tips when you're frying can help you;

- use less oil.
- make your chips crispier and tastier
- lower the amount of fat, saturated fat and salt in a portion

Try to achieve as many tips as possible. You may already be achieving several of these but be prepared to go further and make real changes to help your customers make healthier choices.

Fats and frying

High-fat foods contain lots of calories which can lead to weight gain. This in turn can lead to type 2 diabetes, heart disease and some

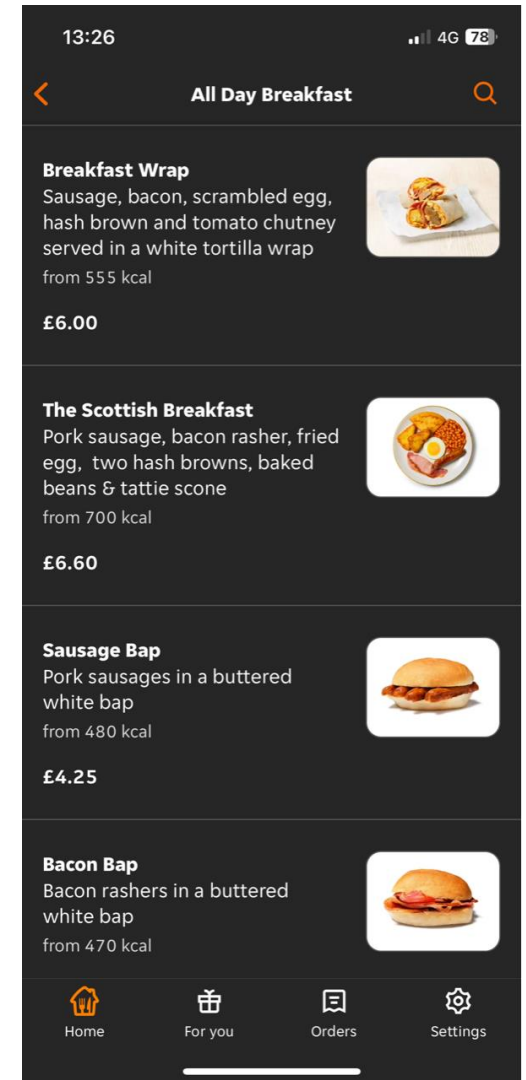


customers. Make your chips using a cutter with at least a 14mm (just over half an inch) cross-section.

- Fry at **160-165°C (high efficiency fryer) or 175°C (traditional fryer)**.
- Heating oil to 160-165°C if you have a high efficiency fryer or 175°C if you have a traditional fryer before you start frying gives you crispier, more appealing chips that absorb less fat and means you use less oil.
- Each time you fry a new batch, let the oil come back up to the appropriate temperature before you start

Mandatory Calorie Labelling

- Priority area of work during 2021/22
- Development of the evidence base
- Supported preparation for SG public consultation
- Led drafting of impact assessments, including economic and socio-economic



Voluntary calorie labelling guidance



MenuCal
helps you put allergens and calories on your menu

[Login to MenuCal](#)

Welcome to MenuCal

MenuCal has been developed for food businesses that wish to calculate calories for their menu. It has been developed with the input of chefs, caterers and small business owners.

Register now to begin calculating calories for your recipes!

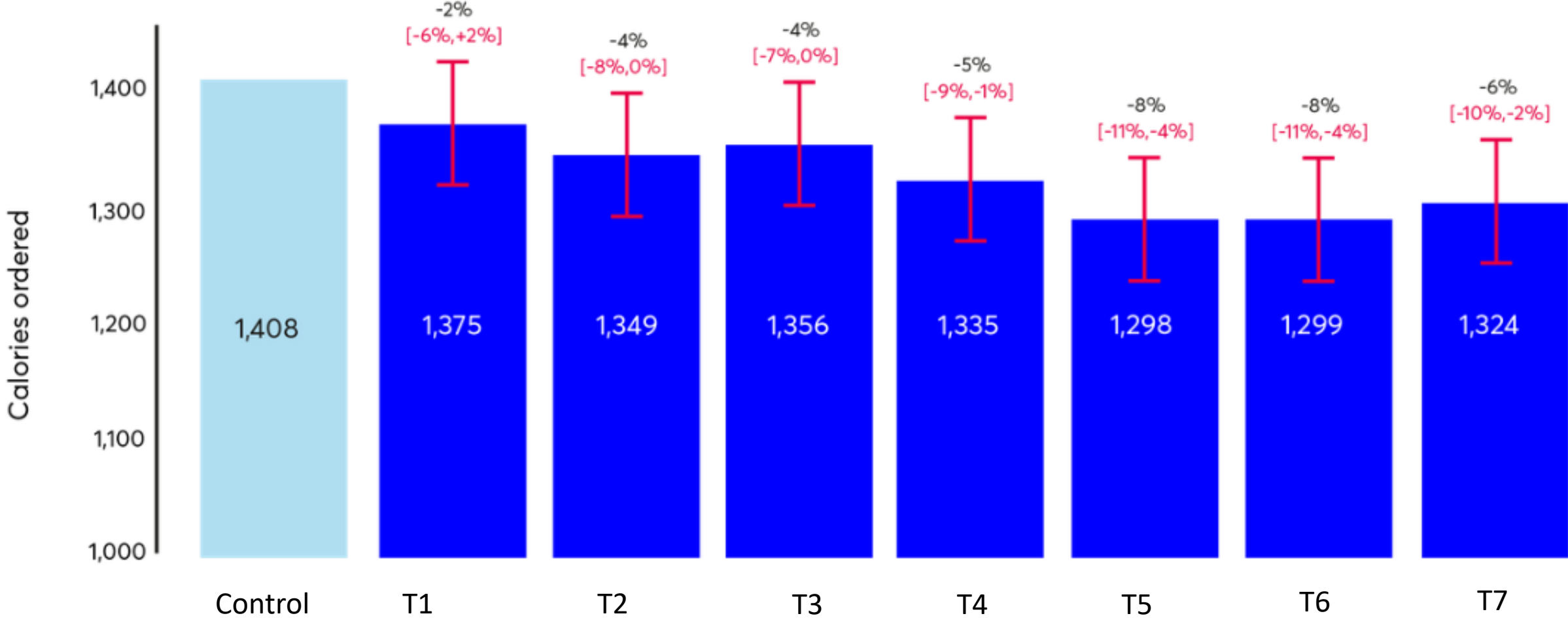
MenuCal's free online training

This guide shows you how to:

- Organise your business so that it's easy to manage allergen and calorie information for your menu.
- Use MenuCal to manage allergens on a day-to-day basis
- Calculate calories
- Display calorie and allergen information

[Begin Training](#)

Randomised Control Trial of Calorie Labelling using an online delivery platform simulator



https://media.nesta.org.uk/documents/Promoting_lower_calorie_options_on_food_delivery_apps_through_calorie_labels_Nesta_BIT.pdf

Calls to scrap 'destructive' calorie-labelling-law that's 'normalising' eating disorders

Many feel that 'It serves to encourage guilt, shame and anxiety around food' and not a 'common-sense-approach'

Calories on menus: Eating disorder fears over new rules

© 5 April 2022

Calorie counts on restaurant menus will do more harm than good – Alex Cole-Hamilton MSP

Putting calories on menus won't solve obesity, but it will harm those of us with eating disorders

Clare Finney



Putting calories on menus is harmful to people with eating disorders, says research

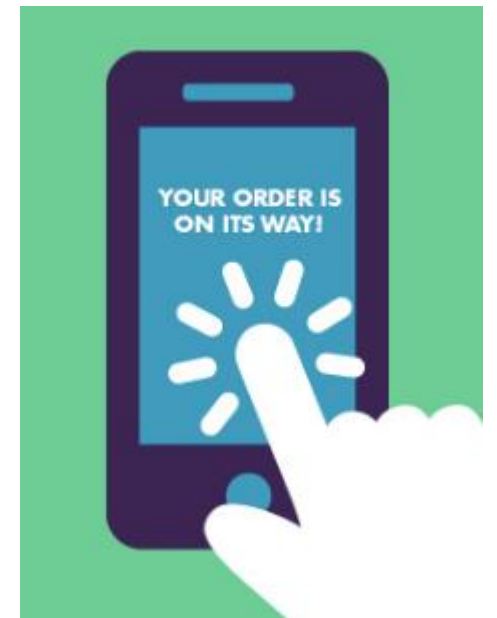
More than 80% of those asked said it was detrimental

EOEW Framework and Children's menus COP



The **voluntary** framework for OOH food outlets will:

- help outlets provide healthier foods to support achievement of the Scottish Dietary Goals
- Support the ambition to half childhood obesity by 2030
- Provide coherence across food policy



Approach to Development of EOEW Framework and COP

- Principle based framework
- Stakeholder Engagement
- Industry working group
- Oversight Group
- Research



EOEW Draft Principles



1. Action on Calories
 2. Action on Portion Sizes
 3. Increase fruit, vegetables, fibre and oily fish across the menu
 4. Reducing levels of fat, sugar and salt in recipes and pre-packed products
 5. Promotions to support increasing uptake and availability of healthier choices
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Key findings from research with OOH businesses



Customers want good value which means big portions

Its not their responsibility to change what people eat, including children

Action on calories likely to be most challenging

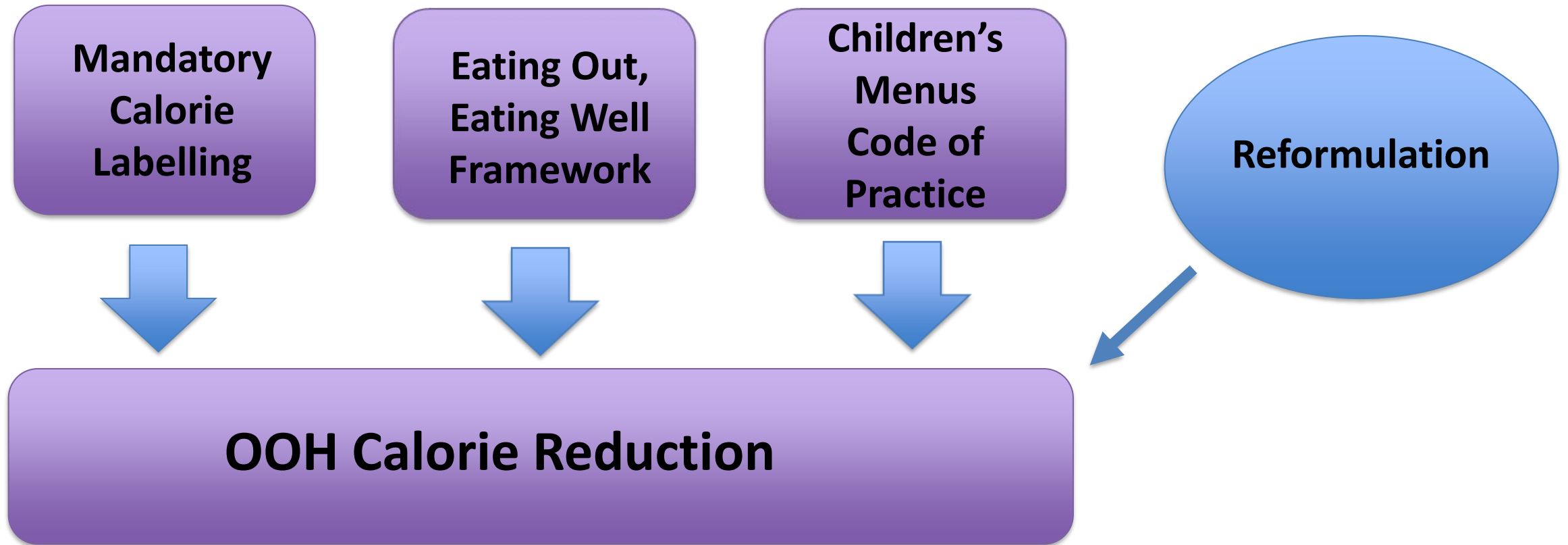
23 depth interviews
243 surveys

Focus on survival and making a profit

Stick to what works

Want to provide for the treat occasion

Monitoring and Evaluation Strategy



Energy content of sweet discretionary products

Distribution of reported calorie contents for all products

Products containing*:	% recorded for all products
Less than 325 kcal	18%
Between 325 – 600 kcal	61%
Between 601 – 800 kcal	14%
Between 801 – 1,000 kcal	5%
Between 1,001 – 1,400 kcal	2%
More than 1,400 kcal	1%

* Note 325 kcal limit as per the UK government sugar reduction programme technical guidance suggested maximum calories per portion



Healthier Bakery Fund

UP TO £5,000 TO HELP ADD SOME HEALTH TO YOUR RECIPE

Public Health Nutrition Strategy

VISION: A healthier and more sustainable food environment

Drive change through legislative and voluntary measures

Science and evidence

FSS nutrition monitoring and evidence

Expertise

Leading authority on public health nutrition

Collaboration

Partnership working

Influence

Rebalance the food environment

UNDERPINNED BY: Public health nutrition monitoring and evidence

Reducing health inequalities

Next Steps



- Policy position on MCL announced
 - Pilot EOEW Framework and COP and commission evaluation
 - Further develop monitoring strategy
 - Commission research on influence and impact of promotions on digital ordering platforms
 - Potential for further collaboration opportunities with Nesta
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Key Publications

- [OOH Nutrition Research home page](#)
- [Rapid Evidence Review](#)
- [Consumer Research](#)
- [Scottish Government MCL Consultation document](#)
- [Sweet discretionary Report](#)
- [Provision of calorie information by branded out of home businesses in Scotland](#)
- [Nesta digital ordering platform research](#)
- [SG OOH Promotions research](#)
- [Voluntary calorie labelling guidance](#)
- [FSS Healthier Catering Guides](#)
- [The OOH food Environment in Scotland, 2021](#)



Questions?

