



Our position on “5 A-DAY”

Boots recognises its responsibility to support healthy eating and will continue to offer a range of freshly prepared fruit and vegetables, salads, fruit juice, smoothies, dried fruit and pre-prepared fruit and vegetable snacks that contribute towards “5 A-DAY”.

Relevant products will be labelled with the Boots ‘apple logo’ to clearly state the number portions in a serving and help our customers achieve their daily five.

Dick Metcalfe
Head of Quality & CSR

Position support document

On 5 A-DAY

Background

Supporting healthy eating remains a key element of our product development strategy and enables us to continue to support customers in adopting a healthier diet and lifestyle. We support “5 A-DAY” and provide our customers with the message that a healthy diet is a diet that is rich in fruit and vegetables.

The Department of Health launched its ‘5 a day’ logo in 2003 to raise awareness of the health benefits of fruit and vegetables and provide clear and consistent messages about eating at least 5 portions of a variety of fruit and vegetables every day.

Boots healthy eating commitment has been supported by strict nutrition criteria^{1,2} since the relaunch of its’ Boots Shapers and Delicious brands in 2004 and this included adoption of the Department of Health ‘5 a day’ labelling scheme. In April 2007 we relaunched these ranges again and introduced the Boots ‘apple logo’ to label the number of fruit and vegetable portions in a serving. This helps our customers achieve their daily five by encompassing a wider range of foods than the current Department of Health scheme with the inclusion of salads and fruit dips.

The issue

Diets rich in fruit and vegetables, including a variety of different types prepared in different ways help support a healthier lifestyle. Eating at least 5 portions of a variety of fruit and vegetables a day may also help to reduce the risk of heart disease and certain cancers and can help maintain a healthy weight³.

Variety is important as eating a wide variety of different fruit and vegetables will provide a combination of essential vitamins and minerals, fibre and important phytonutrients such as antioxidants.

Despite a growing awareness of the importance of healthy eating, we don't always make the best food choices. In a recent National Diet and Nutrition Survey (NDNS) it was shown that only 37% of men and 33% of women in the UK were actually consuming the recommended minimum of five portions of fruit and vegetables per day⁴.

Nutritionist and product development team actions

- Continue to develop products that support “5 A-DAY” and label them with the Boots “5 A-DAY” ‘apple logo’ to clearly illustrate the number of portions provided per serving
- Only use Boots “5 A-DAY” ‘apple logo’ in accordance with the product healthy eating criteria, that is the latest nutritional criteria for Boots Shapers and Boots Delicious ranges^{3,4}



A member of
Alliance Boots

- Ensure that one portion equals at least 80 grams of fresh, frozen or tinned fruit and vegetables as eaten, or an amount of dried fruit equivalent to the fresh weight, or 150mls of 100% fruit juice. At least 80g of one variety of whole fruit and/or vegetable and at least 150ml of a different variety of 100% fruit and/or vegetable juice, or at least 80g of one variety of whole fruit and/or vegetable and at least 80g of another variety of whole fruit and/or vegetable counts as a maximum of two portions for smoothies¹
- Boots "5 A-DAY" 'apple logo' will only be used to promote fruit and vegetable products with at least one whole portion per serving - one, two, three and so on⁵
- Each portion must be made up from one or more different fruits and vegetables and or juices. One portion (80g) will comprise one or more different varieties / sources, two portions (160g) shall contain at least two different varieties / sources, three portions (240g) at least three different varieties / sources and so on. This provides the appropriate amount and promotes variety as no single fruit or vegetable contains the ideal mix of vitamins and minerals and other nutrients
- The "5 A-DAY" message will be placed in the context of a healthy overall diet. Boots will only apply the Boots "5 A-DAY" 'apple logo' to healthy foods by ensuring that the level of calories, fat, saturated fat, salt and sugars is not high (i.e. colour coded red). 'High' is defined in accordance Boots nutritional criteria for Shapers¹ and Delicious² and the Food Standards Agency (FSA) guidance for traffic light signpost labelling⁶

References

¹Boots Shapers Nutritional Criteria

²Boots Delicious Nutritional Criteria

³<http://www.5aday.nhs.uk/>

⁴ Bates B et al. (2010). National Diet and Nutrition Survey: headline results from year 1 of the rolling programme (2008/2009)

⁵ IGD's Best Practice Guidance for Calculating the Fruit and Vegetable Content of Composite Foods, October 2007

⁶ FSA Front-of-pack Traffic Light Signpost Labelling. Technical Guidance. Issue 2, November 2007

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