



IGD Nutrition Newsletter December '09

Welcome to the December 2009 IGD Nutrition Newsletter.

This year the focus of our Industry Nutrition Strategy Group was on portion size. Two INSG working groups were formed, one to carry out consumer research, the other to look at terminology and the development of guidance on communicating portion size to consumers.



The consumer research working group investigated consumer attitudes to portion size and portion size information provided on food and drink products.

Portion size: Understanding the consumer perspective was published on igd.com in July.

The report has been downloaded 720 times in total, and by over 230 food and grocery companies.

Articles featuring the report were published in *The Grocer* on 25 July and 1 August. Articles also appeared in *Food Manufacture*, *Food Navigator*, *FMCG news* (Aug/Sept 2009 edition) and *The Daily Star*.



The second working group looked at portion size communication and terminology. The consumer research group's findings, together with other evidence, were used to produce voluntary guidelines on communicating portion size to consumers.

The **voluntary guidelines** were published on igd.com in October 2009. In addition to the full report, a hard copy summary was printed. This has been distributed to over 200 organisations, while over 400 download requests for the electronic copy have so far been received.



As part of the research for the voluntary guidelines, the working group carried out a survey of dietitians and nutritionists communicating portion size in therapeutic practice. The results from the survey were published in a separate **report** on igd.com also in October.

The voluntary guidelines on communicating portion size to consumers are already generating interest within the industry. *The Grocer* reported publication of the Voluntary Guidelines in its 28th November edition, and articles have also appeared in a series of online industry journals.



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Horizon Scanning

This summer the INSG held a horizon scanning session to prioritise challenges to the food industry in nutrition, food technology and public health.

The following topics were identified as a priority for INSG in 2010:

- Sugars - Improving information and messages to consumers
- Defining and communicating a healthy balanced diet

Space has also been reserved in the INSG programme for further work on portion size in the second half of 2010.

Please let me know if you have not received any of the reports mentioned, I would be delighted to send them to you.

Kind regards,

Rachel Hackett

Nutrition Manager, IGD

*IGD'S Industry Nutrition Strategy group is a group of 30 nutritionists, dietitians, regulatory and scientific affairs personnel from the food industry and related organisations. More information is available on our [web site](#).