



fdf | **FOOD & DRINK
POWERS OUR NATION**

Fibre February Webinar

25 February 2025

10:30 - 12:00

#fibrefebruary

FIBRE FEBRUARY WEBINAR



Chair: Louise Allen
Senior Diet and Health Executive,
FDF

FIBRE FEBRUARY WEBINAR



Fiyin Makinwa, RNutr
Senior Diet and Health Executive
FDF

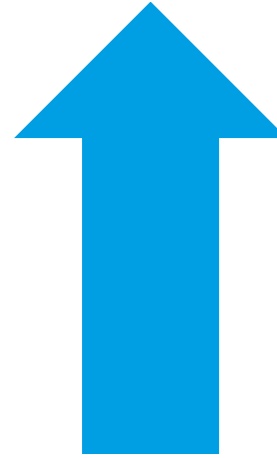
FIBRE FEBRUARY WEBINAR

Action on Fibre: Bridging the fibre gap

Fiyin Makinwa, RNutr, Senior Diet and Health Executive
The Food and Drink Federation



All about fibre



Bowel function

May support a healthy body weight

Beneficial effect on gut bacteria



Cardiovascular disease

Type 2 diabetes

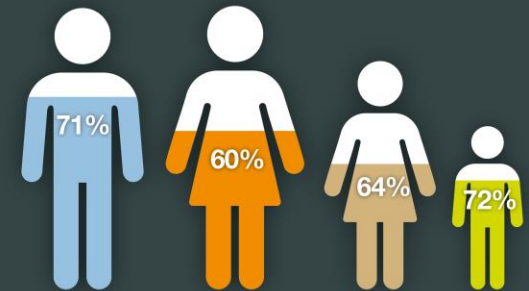
Certain types of cancer

- Only 9% of UK adults meet the dietary recommendation of 30g fibre per day
- Average consumption is 19.7g per day
- Lower income households consume even less
- There has been little change in intake over the past few years

Action on Fibre

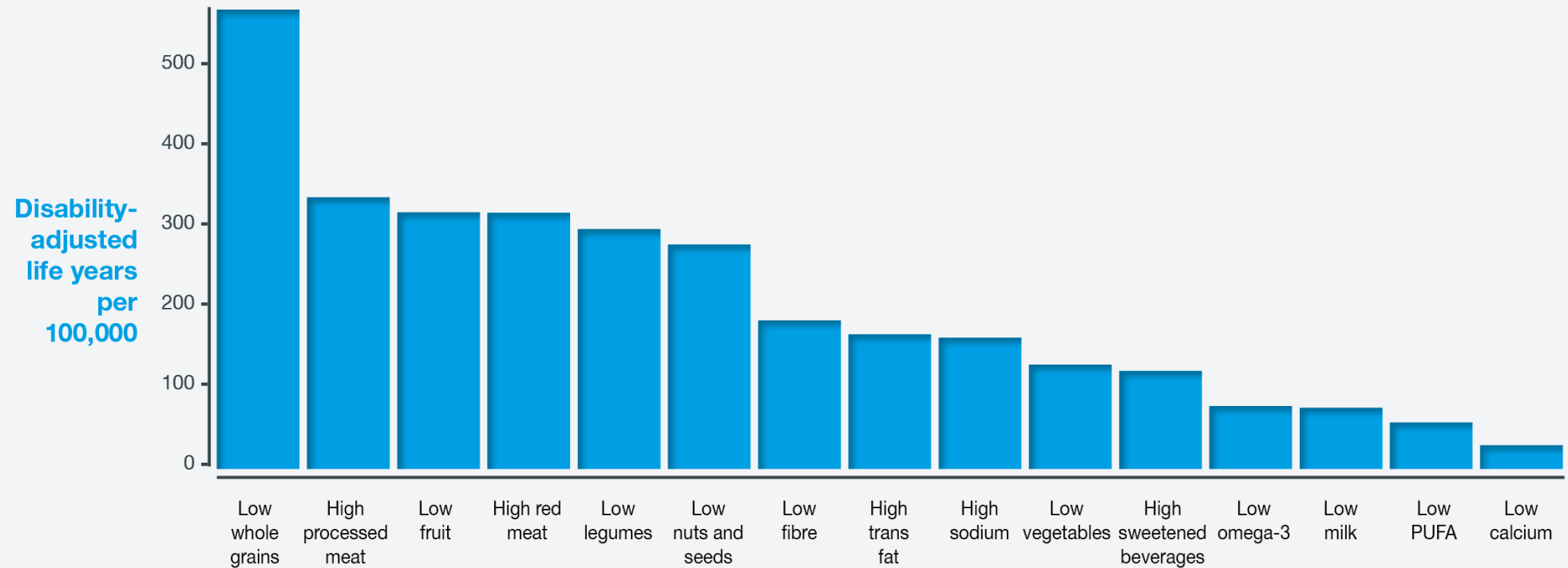


On average men and women consume **71%** and **60%** of the recommended amount of fibre, respectively. Children consume only **64%** (11 - 18 years) and **72%** (4 - 10 years) of the recommended amount.



Global burden of disease

The Impact of Dietary Risk Factors in the UK



United Kingdom, both sexes, 2019

Member companies are working to help ‘**bridge the gap**’ between fibre intakes and the dietary recommendation. This will be achieved by **making higher fibre diets more appealing, normal and easy for the population**. This is in the context of a healthy, balanced diet and in line with the Eatwell Guide and dietary recommendations.



FDF Action on Fibre Framework

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Bring new higher fibre products and innovations to the market



Use the power of marketing to shift consumers to higher fibre options



Provide on pack messaging, recipe suggestions and meal kit ideas that increase fibre



Engage stakeholders on the importance of fibre



Encourage higher fibre foods in the workplace



Increase the fibre content of current products through reformulation



Use labelling to identify higher fibre options



Support annual events promoting fibre



Encourage food service suppliers to provide higher fibre options



Members can create their own pledge



FDF Action on Fibre

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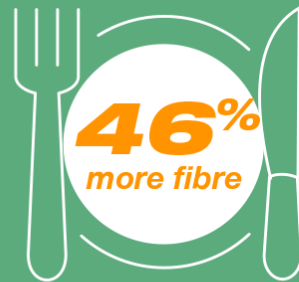
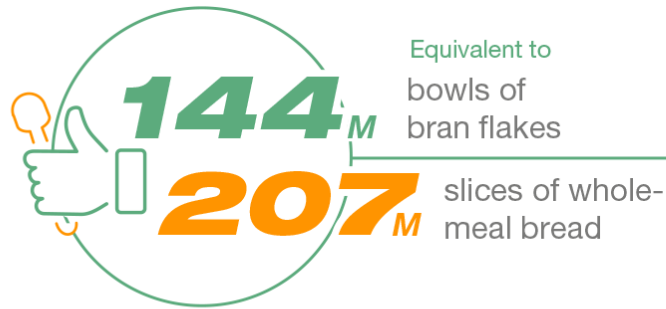


AB Mauri UK & Ireland



2023 results

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FDF Action on Fibre member products contained more fibre than the total food & drink market**

Higher fibre products

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Members supporting breakfast clubs



- In 1998, Kellogg's supported schools with training, funding and supplies for the introduction of breakfast clubs
- Since then, they have **invested over £5.5 million**
- Work with Magic Breakfast, offering Kellogg's Corn Flakes and Rice Crispies

- In May 2024, Nestlé partnered with Arla to **donate the equivalent of 1.25 million breakfasts** to FareShare
- They provided cereal, including Shreddies for organisations that support venerable and disadvantaged people in the UK



- Partner with FareShare and Magic Breakfast to **donate around 3 million meals every year**
- They provide cereal to breakfast clubs in school and during the pandemic and over school holidays via home delivery packs

Action on Fibre retail partnership

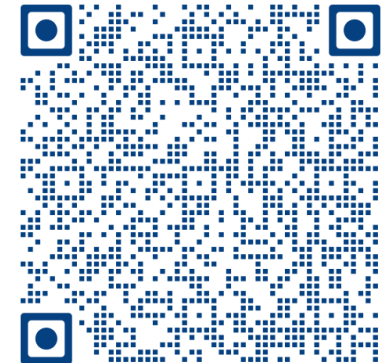
- Welcome Lidl as our first retail partner
- Lidl GB pledges:
 - To increase total fibre sold, in tonnage, by 20% by 2026.
 - To increase the proportion of wholegrain to 25% of total grains sold by 2030.



If you are a retailer and interested in working together to bridge the fibre gap, please get in touch!

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Thank you for listening!



FIBRE FEBRUARY WEBINAR



Helena Gibson-Moore
BSc (Hons), RNutr (PH)
Nutrition Scientist,
British Nutrition Foundation

25th February 2025

FDF Fibre February Webinar: Supporting higher fibre breakfasts

**Insights from the British Nutrition Foundation -
supporting healthy breakfasts in school-aged
children and young people**

Helena Gibson-Moore
Nutrition Scientist



Outline

- The contribution of breakfast for health, educational attainment and wellbeing of school-aged children and young people.
- Recommendations for breakfast club provision.
- Activities and learnings from National Schools Breakfast Week 2024.



The need for change...

Poor dietary quality among certain groups

Children are arriving at school hungry

Childhood obesity

Around 1 in 10 children in Reception



22.1% overweight (incl. obesity)

More than 1 in 5 children in Year 6



5.5% severely obese

35.8% overweight (incl. obesity)

National Child Measurement Programme 2023 to 2024

	Current recs	Average daily intakes	
		4-10 y	11-18 y
Sat fat (% E)	< 10%	13.1%	12.6%
Free sugars (% E)	< 5%	12.1%	12.3%
Salt (Max g/day)	< 3-5g: 4-10 y < 6g: 11-18 y	3.9g: 4-6 y 5.3g: 7-10 y	7.0g
Fibre (g/day)	20g: 4-10 y 25-30g: 11-18 y	14.3g	16.0g
Oily fish (g/day)	140g/week	14g/week	21g/week
Fruit & veg	5 a day	Not reported	Achieved by 12%

NDNS: results from years 9 to 11 (2016 to 2017 and 2018 to 2019)

In 2024¹, 31% of primary teachers said more children were showing up to class hungry.

19% of primary teachers said they were specifically spending money on pupils' pastoral needs e.g. clothing or food.

¹National Foundation for Educational Research (2024)

Vitamin D: 21% (boys) and 17% (girls) of 11-18 y have low blood levels
Iron: ~50% of 11-18 y girls have low intakes, evidence of anaemia in girls (low blood levels of iron)
Folate: Evidence of low blood levels in girls

Disparities between most and least deprived populations



Narrative Review:

Published online: 16th November 2023

Can healthy breakfast at home /schools have potential to alleviate hunger and help children meet nutrient requirements, especially in vulnerable groups?

REVIEW

Nutrition Bulletin 

No food for thought—How important is breakfast to the health, educational attainment and wellbeing of school-aged children and young people?

Helena Gibson-Moore  | Ayela Spiro  | Sara Stanner

**magic
breakfast**
fuel for learning



Poha - flattened rice tempered with spices and onions.

A popular breakfast in India, especially in the North and West.

Sponsored by Magic Breakfast as part of wider programme of deliverables on healthier breakfasts, which through, Magic Breakfast, was kindly supported by Arla, Kraft Heinz and Quaker (PepsiCo).



Summary of findings

- Breakfast skipping is common, particularly in adolescent girls.
- Children who regularly eat breakfast compared to those who eat breakfast infrequently/skip breakfast are more likely to have better:
 - **nutrient intakes;**
 - **dietary patterns;**
 - **dietary quality;**
 - **weight status;**
 - **school related outcomes,.**
- Breakfast can alleviate hunger and evidence suggests there may be small improvements to short-term learning.

Eating nutrient dense breakfast foods can be important providers of essential nutrients.



What does this mean for school breakfast provision?

- Having a healthy breakfast can help address inequalities in health and education outcomes.
- Many schools offer breakfast provision but they often have low attendance.
- More inclusive and non-stigmatising breakfast club models can increase participation in the most vulnerable groups.
- Approaches to increase breakfast consumption in adolescents are needed – could be an area of innovation.
- Consideration of unintended consequences e.g. multiple breakfasts.



New guidance for better breakfasts

22nd May 2024

“The British Nutrition Foundation have published new recommendations for policy makers, schools and others on better breakfast provision for school-aged children”



1) Raise awareness of the importance of breakfast for young people



2) Increase recognition that every meal matters



3) Promote inclusivity of breakfast provision



4) Implement Evaluation

<https://www.nutrition.org.uk/news/new-recommendations-for-better-breakfasts/>



A GUIDE TO HEALTHY BREAKFASTS FOR SCHOOL-AGED CHILDREN

Why is breakfast important for school-aged children?



Studies show that healthy breakfasts can benefit children's diet quality, body weight and can support learning.

Many school-aged children skip breakfast.

Missing out on a nutritious breakfast can make it harder for children and young people to get enough of the nutrients they need.



WHAT DOES A GOOD BREAKFAST PROVIDE?

Nutrient	Function	Examples
Carbohydrate	Provides energy to support growth, activity, learning and development after the overnight fast	Starchy foods like cereals and breads
Protein	Needed for healthy muscles and for bone development in children	Beans, eggs, milk, yogurt, cheese
Fibre	Important for a healthy gut and for long-term health	Wholegrain cereals, wholemeal breads, fruit, vegetables, beans
B vitamins	Help release energy from food and support the nervous system	Fortified breakfast cereals, milk, yogurt
Vitamin C	Helps support the immune and nervous system and important for healthy skin	Fruit (e.g. citrus and berries) and some vegetables (e.g. tomatoes and peppers)
Calcium	Needed for growth and development of bones in children	Milk, cheese and yogurt. If serving plant-based versions, choose those fortified with calcium
Iodine	Needed for cognitive function and healthy growth in children	Milk, cheese, yogurt and eggs
Iron	Needed for cognitive development in children and for healthy red blood cells	Fortified breakfast cereals, wholemeal breads, dried fruit
Zinc	Needed for cognitive function, healthy skin and to support the immune system	Wholegrain breakfast cereals, wholemeal breads

WHAT MAKES A GOOD BREAKFAST?

Starchy foods (wholegrain where possible)

- Lower-sugar breakfast cereals, ideally wholegrain and higher fibre
- Porridge or oats
- Bread or toast – ideally wholemeal or 50/50
- Bagels, rolls or pitta breads – ideally Wholemeal or 50/50



Fruit and vegetables

- Bananas
- Apples
- Oranges/easy peelers
- Berries (fresh or frozen)
- Canned fruit, in juice not syrup
- Dried fruit such as raisins, apricots or prunes
- Tomatoes
- Cucumber
- Vegetable sticks, e.g. pepper or carrot



Protein and dairy

- Milk
- Yogurts and fromage frais (lower or no added sugar)
- Reduced fat soft cheese
- Baked beans
- Eggs



Drinks

- Water
- Milk
- If providing plant-based milk alternatives, choose unsweetened ones that are fortified with calcium



Fruit juice should be kept to 1 small glass a day. Water and milk are best at breakfast.

Limit/avoid sugary cereals, cakes, pastries, jams, sugar, honey, syrups and juice drinks.

Consider food allergies and cultural, religious or vegan diets. Check labels for food allergens.

Present food well and serve in clean, calm and attractive surroundings.

- Wholemeal bagel with reduced fat soft cheese and sliced fruit
- Wholegrain cereal with sliced banana, raisins and milk
- Wholemeal toast with baked beans and sliced pepper
- Wholemeal roll with sliced boiled egg, cherry tomatoes and orange segments
- Porridge or overnight oats with frozen berries or dried fruit
- One pan shakshuka with canned beans, chopped tomatoes, peppers and eggs
- Scrambled eggs or omelette with mushrooms, sweetcorn and wholemeal toast
- Baked oats made with fresh or dried fruit



Some examples of healthy breakfasts



For more information about nutrition for children go to www.nutrition.org.uk
A summary of the breakfast report is available [here](#)



National Schools Breakfast Week (NSBW) 2024

9-13 September 2024

Aims:

- Raise awareness of the importance of a healthy breakfast in schools

Resources:

- Poster, planning guide, activities, comms pack
- Parent factsheets and Good Breakfast Guide
- Recommendations for better breakfasts



FoodTeachersCentre @FoodTCentre

It's National Schools Breakfast Week – 9-13 Sep!

Raise the awareness of a healthy breakfast.

A healthy breakfast can benefit children's health & learning, yet many skip breakfast.

Get free resources: nutrition.org.uk/national-schools-breakfast-week @Foodafactoflife @NutritionOrgUK

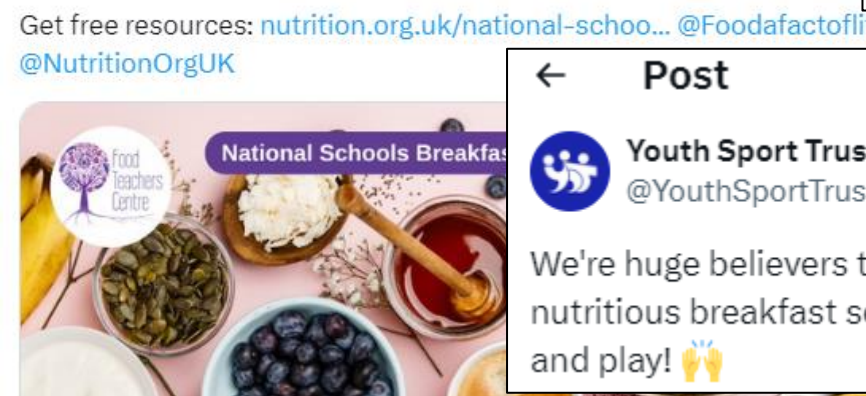
Design & Technology Association @DTassoc

Celebrate National Schools Breakfast Week!

A healthy breakfast is key for students' learning, yet many skip it. Access free resources, lessons and recipes to help promote healthy habits tinyurl.com/mr3dbery #NationalSchoolsBreakfastWeek

School Food Matters @sfmtweet

Happy National Schools **#BreakfastWeek!** A healthy, nutritious breakfast each day boosts children's concentration, learning, and overall wellbeing. This week, we'll be sharing breakfast club recipes + stories to inspire more **#SchoolFood** egg-celence @NutritionOrgUK **#HealthyZones**



← **Post**

Youth Sport Trust @YouthSportTrust

We're huge believers that all young people need a balanced and nutritious breakfast so that they can access the benefits of PE, sport and play! 🙌



Family Action @family_action

On **#BreakfastWeek**, we celebrate the importance of a nutritious school breakfast to fuel learning, concentration, and wellbeing to ensure **#NoChildIsLeftBehind**. Our goal is to give pupils the **#BestChanceToLearn** every school day: bit.ly/47f4Hx4 @NutritionOrgUK

ALT

If I don't have time to have my breakfast at home then I know I can have it at school and I won't be stuck with a sore tummy all day. If I eat in the morning I will be able to concentrate.

ALT



Amesbury Archer Primary S... 24 followers 1w • [Follow](#)

This week was National Schools Breakfast Week and we helped to raise awareness in our school community about the importance of eating a healthy breakfast and giving our pupils the best start to their day.

We shared a breakfast overnight oats recipe with parents and carers and all of our pupils had the opportunity to use our dedicated kitchen classroom to make it themselves using oats, milk, yoghurt (including dairy-free options), honey and fruit. All ingredients were provided by the school and our lovely Class Teachers and TAs ensured that every child had a turn in the kitchen classroom over the week. 🍌 🍌 ...more

👍❤️ 7 1 comment · 2 reposts

NSBW 2024

Social reach (BNF posts)

- 15K impressions, average 7% engagement

User feedback:

“Was a hit with our students and gave them an opportunity to try different breakfast options they wouldn’t usually”

“Breakfast week allowed for a really nice morning for our Parent Student Breakfast”

“You provided a great variety of ideas included in the pack and we were able to use many of them. There was excellent feedback about the week from both children and adults and we hope to continue to provide healthier breakfasts going forward.”



NSBW 2024

- Well received by key stakeholders on social and positive comments from users.
- Small campaign, but visits to website higher than we expected.
- School breakfast appears to be a good area to generate engagement with schools and other stakeholders as well as a policy priority.
- The Week's main aim was to amplify recent BNF work on breakfast – not planned as an annual campaign.



Snack-tember 2025



Who's it for?

Children & young people aged 5-16 years old – with special focus on young people in the first two years of secondary school (years 7 & 8)

What's the ambition?

- To help children & young people make and choose healthy, sustainable snacks
- 6,000 schools to register (reaching > 1 million young people)

We will be providing:

- classroom materials for teachers, tips for school caterers, information for parents/carers
- If you are a retailer or caterer and are interested in finding out more, please get in touch with Claire: c.theobald@nutrition.org.uk





Thank you

h.gibson-moore@nutrition.org.uk



FIBRE FEBRUARY WEBINAR



Professor Louise Dye
Chair in Nutrition & Behaviour
Institute for Sustainable Food



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School breakfast clubs can improve fibre intakes with positive health and behavioural outcomes

Professor Louise Dye

Chair in Nutrition & Behaviour

Co-Director Institute for Sustainable Food
University of Sheffield & CoCentre for
Sustainable Food Systems



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Disclosures



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- Since 2005, I have collaborated with and received funding from:
- UKRI: ESRC, BBSRC, MRC & TSB
- **Charities:** The ME Society; The Schools Partnership Trust, The Rosetrees Trust; Cerebra
- **Industry:** Kelloggs UK, Europe & Global
- Arlafoods, Sweden; Arla Food Ingredients, Denmark,
- Unilever, Friesland Campina
- Alpro (Danone) Sanofi Consumer Health,
- Nestle; Welch's (Concord Grape Juice)
- GSK; National Starch; Cargill; Kemin; Pepsico; Mars
- Dept of Citrus, State of Florida,
- Hass Avocado Board
- California Walnut Commission
- National Honey Board
- *WBANA*
- *And served on the Scientific Advisory Board and as Past President of ILSI Europe and ILSI Global*

"Any opinions or scientific interpretations expressed in this presentation are those of the authors"



HEALTHY SOIL
HEALTHY FOOD
HEALTHY PEOPLE

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Cognitive Function across the Lifecourse



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infant

child

adult

elderly



Why breakfast?



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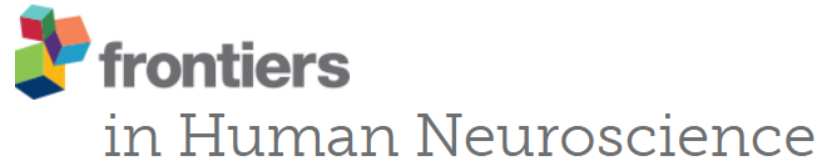
- Modifiable
- Higher brain glucose metabolism
- Longer overnight fast
- Dietary habits



Adolphus, K., Lawton, & Dye, L. (2013). The effects of breakfast on behaviour and academic performance in children and adolescents. *Frontiers in Human Neuroscience* 7. doi:10.3389/fnhum.2013.00425



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Health

More on impact >

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< Articles

THIS ARTICLE IS PART OF THE RESEARCH TOPIC
Nutritional influences on human neurocognitive functioning [View all 14 Articles >](#)

REVIEW ARTICLE

Front. Hum. Neurosci., 08 August 2013 | <https://doi.org/10.3389/fnhum.2013.00425>

The effects of breakfast on behavior and academic performance in children and adolescents

Katie Adolphus*, Clare L. Lawton and Louise Dye

Human Appetite Research Unit, Institute of Psychological Sciences, University of Leeds, Leeds, UK

Download Article Export citation

415,740
TOTAL VIEWS

Am score 766

View Article Impact



684,815
TOTAL VIEWS AND DOWNLOADS



Habitual Breakfast Consumption and academic performance



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Positive association between HBC and academic performance

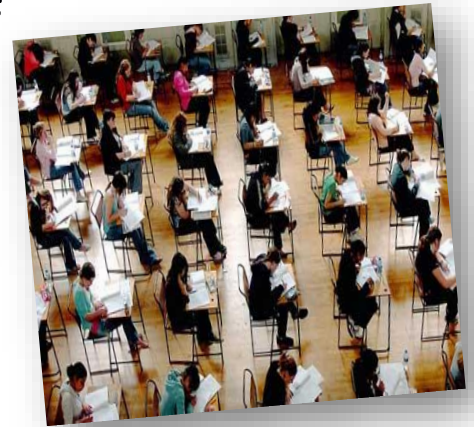
- HBC frequency was positively associated with academic performance
- Some evidence that HBC composition is related to academic performance

Subject specific effects

- Mathematics grades or test scores

Consistent across all socio-demographic groups

- The effects were not modulated by socio-demographic characteristics
- **School breakfast programmes increase attendance**



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Breakfast and academic performance



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News > Education > Education News

i News Politics Opinion Culture Money Sport Lifestyle Features

Children who rarely eat breakfast secure lower GCSE grades than classmates, study finds

'Britain has growing problem of food poverty,' academics warn

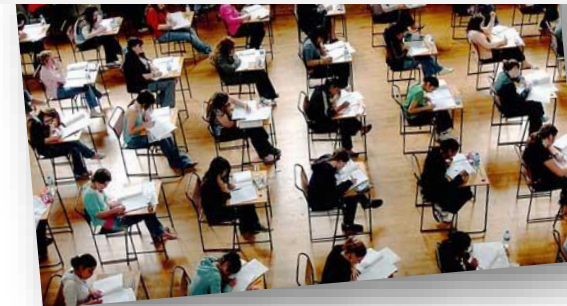
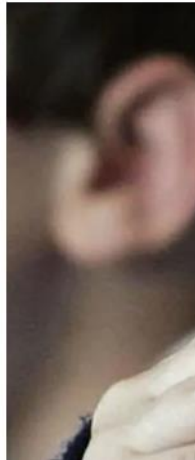
Eleanor Busby Education Correspondent • Wednesday 20 November 2019 08:19
• Comments

Education

Teenagers who miss breakfast get worse GCSE grades, study finds

Researchers warned that the rising number of young people going

Children who ate breakfast regularly achieved an average of 2 GCSE grades higher than children who rarely ate breakfast



Adolphus, Lawton & Dye, Frontiers in Public Health (2019)



Breakfast and classroom behaviour



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19 studies

Measures: Classroom observations or teacher rating scale

Design: Mostly acute or SBP, few habitual.

Findings:

- Mixed with +tive effects for **on-task** classroom behaviour
- Less consistent – distractible, hyperactive & disruptive behaviour
- Effects in:

Well & undernourished

Low SES & more affluent

Young children <13 years

Measure*	Studies	Sig effects
Classroom observations: Live or filmed	11	7
Teacher rating scales and questionnaire	12	6

Adolphus, K., Lawton, C. L., & Dye, L. (2013) *Frontiers in Human Neuroscience*



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All about nutrition?



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Important to remember that nutrition is **just one** of many other environmental factors that play an important role in neural development and subsequent cognitive function

These include:

- Socioeconomic status
- Maternal attachment
- Level of parental education
- Poverty
- Environmental stimulation
- Stress

Nutrition has an important role:

1. It is unique in that it can directly modify genetic structure and mediate how genetic factors are expressed.
2. It is more amenable to modification than many other factors.



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H3 work package on fibre



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How can we most effectively increase fibre intake in low SES populations?

- Reformulation and innovation and promotion - products to increase fibre/WG (health by stealth)
- Community interventions with low-income consumers
- **School meals and school breakfast programme in schools with high deprivation**
- Rollout reformulated products to schools/community interventions for longer term evaluation (taste panels, repeated exposure studies)



Interventions
to increase
fibre access &
intake

Important to implement a range of behaviour change strategies to improve diet quality in those likely to benefit most and to consider what works best for whom under what circumstances



Access to food is related to psychological well-being and mental health

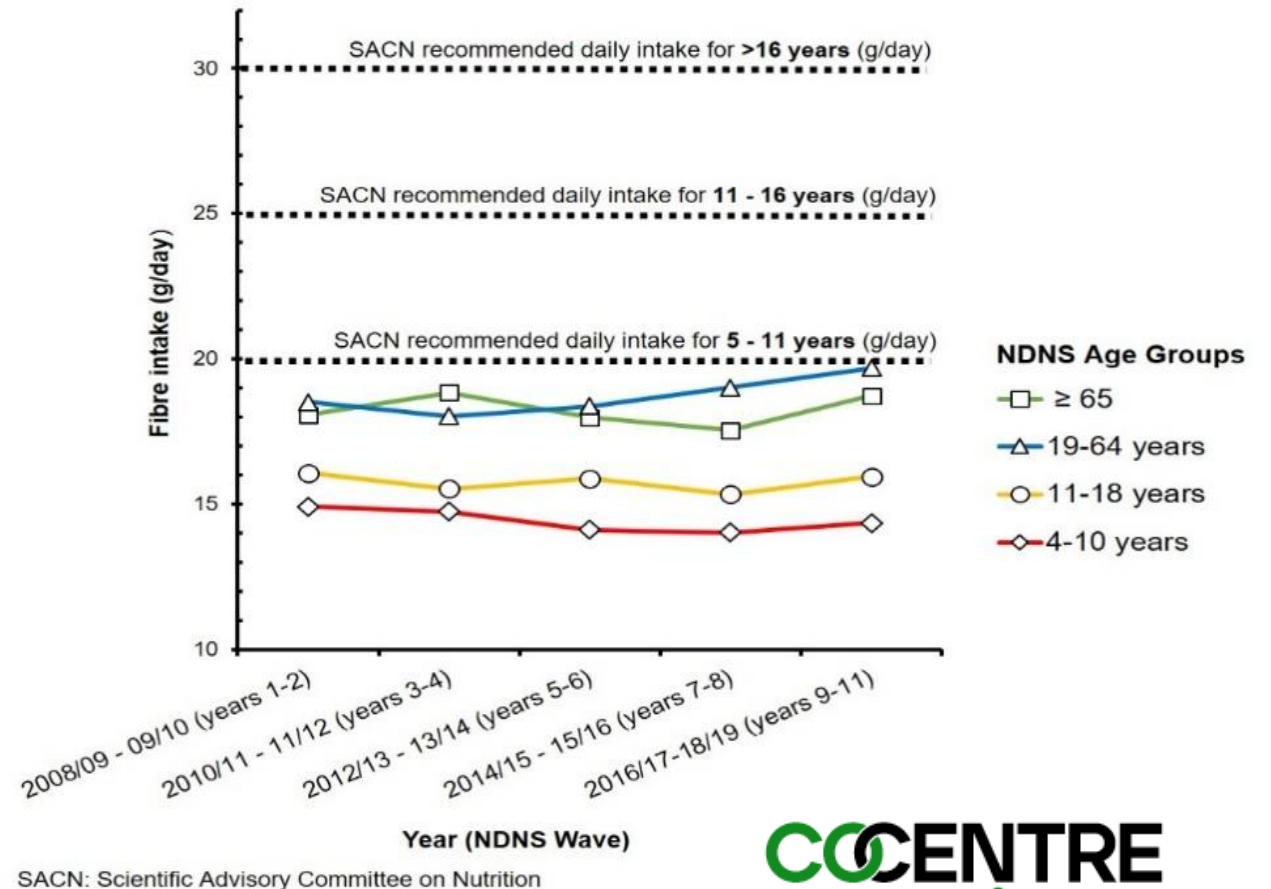
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Fibre intakes in the UK



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- Mean intake of fibre is below 30g/day for all age groups
- Adults (19-64 years): mean intake of fibre is 19.7g and 9% meet the recommendation.
- Fibre intakes are fairly stable over time
- Public health information campaigns and reformulation/innovation actions **ineffective** at increasing fibre intake in UK.
- Income is associated with fibre intake & most micronutrients



National Diet and Nutrition Survey Rolling programme Years 9 to 11 (2016/2017 to 2018/2019)
<https://www.gov.uk/government/statistics/ndns-results-from-years-9-to-11-2016-to-2017-and-2018-to-2019>



Constipation in kids – NHS data



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The Guardian news article titled "Primary-age child constipation rates up 60% in England". The article is by Hannah Devlin, Science Correspondent, dated Tue 18 Feb 2025 06:00 CET. The main headline is "Primary-age child constipation rates up 60% in England". A sub-headline reads "Experts say greater awareness is needed of the misery that can be caused by the condition". A link is provided: "Laxatives and nappies: how schools are coping with constipation in pupils". The article includes a photograph of a school hallway with blue doors, one of which has a purple circle with "Y1-1" on it. A caption below the photo states: "A recent survey suggests schools are not set up to teach healthy toilet habits and in some cases may be exacerbating anxiety due to draconian rules. Photograph: Aaron Chown/PA". The article concludes with: "More than 44,000 children were admitted to hospital with constipation last year, according to NHS figures that highlight the potentially serious health consequences of the condition."

- 46% increase for 0-16yrs
- 60% increase 4-11yrs

Impact of childhood constipation:

- time off school
- physical & emotional problems.
- 44,000 admissions



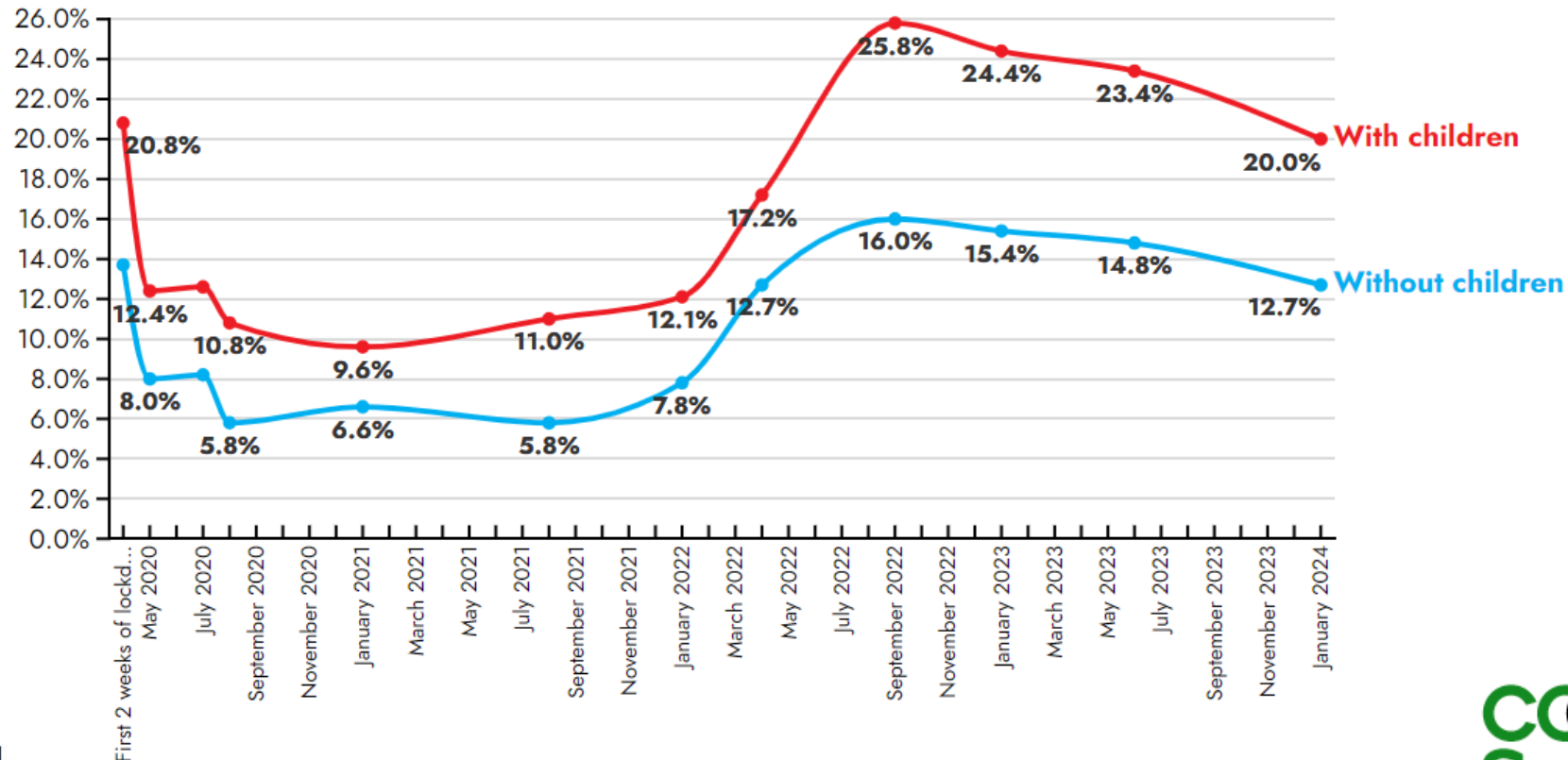
Food Insecurity in the UK



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20.0% of households with children reported experiencing food insecurity compared with 12.7% of households without children

Percentage of households experiencing food insecurity*:



[New data show 4 million children in households affected by food insecurity | Food Foundation](#)

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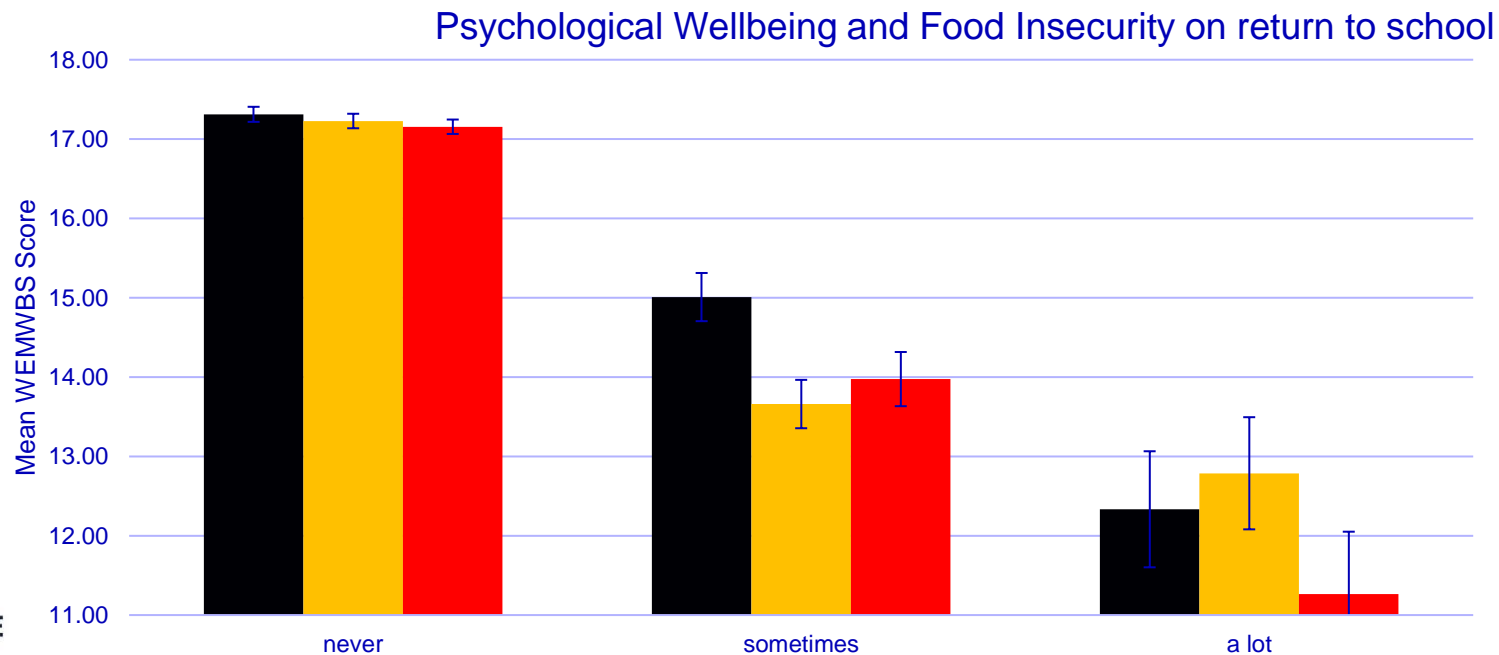
Food insecurity & Psychological Wellbeing



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Food Insecurity- 3 questions scored from 0-2 (never, sometimes, a lot)

- Q1 Did you worry about not having enough food ?
- Q2 I didn't go hungry but I think my mum or dad or carer did miss meals because there wasn't enough money for food
- Q3 Were you hungry but didn't eat because your family didn't have enough food?



Shropshire
N=3664 CYP



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Higher-fibre breakfast Intervention



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Aim: Investigate feasibility/practicality of offering **only higher-fibre breads** at primary SBP (220 pupils, ~50% FSM eligible).

Methods:

- Changed in class breakfast
- generic toasted white bread
- **4 higher-fibre breads donated by Jacksons of Yorkshire (all 4.4 - 7g fibre/100g).**
- ‘Taste & Rate’ sessions pre intervention, and after 6 months.
- Pupils rated each bread as ‘liked’, ‘ok’ or ‘didn’t like’.
- Assessed pupil attendance & SDQ scales – emotional problems & hyperactivity



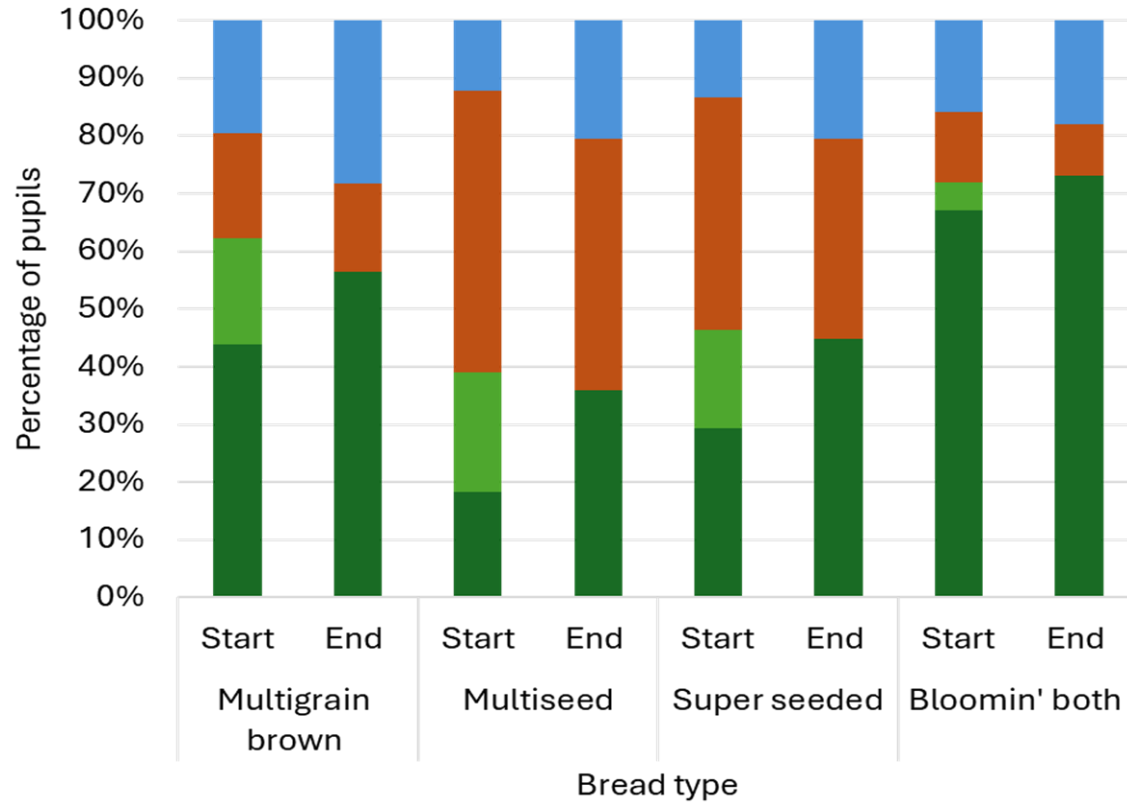
Taste & Rate - Jacksons Breads



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ESTABLISHED 1851

Jacksons
OF YORKSHIRE



■ Liked
 ■ Indifferent
 ■ Didn't like
 ■ Did not try or absent



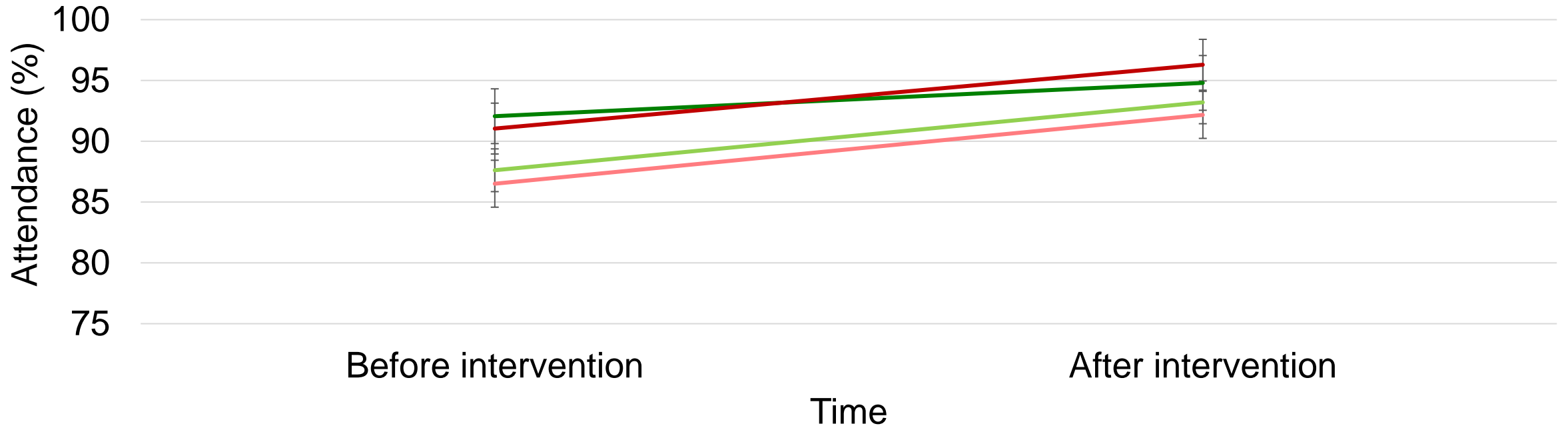
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Pupil attendance before & after intervention



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Mean (se) attendance before and after SBP intervention for pupils by gender and FSM eligibility

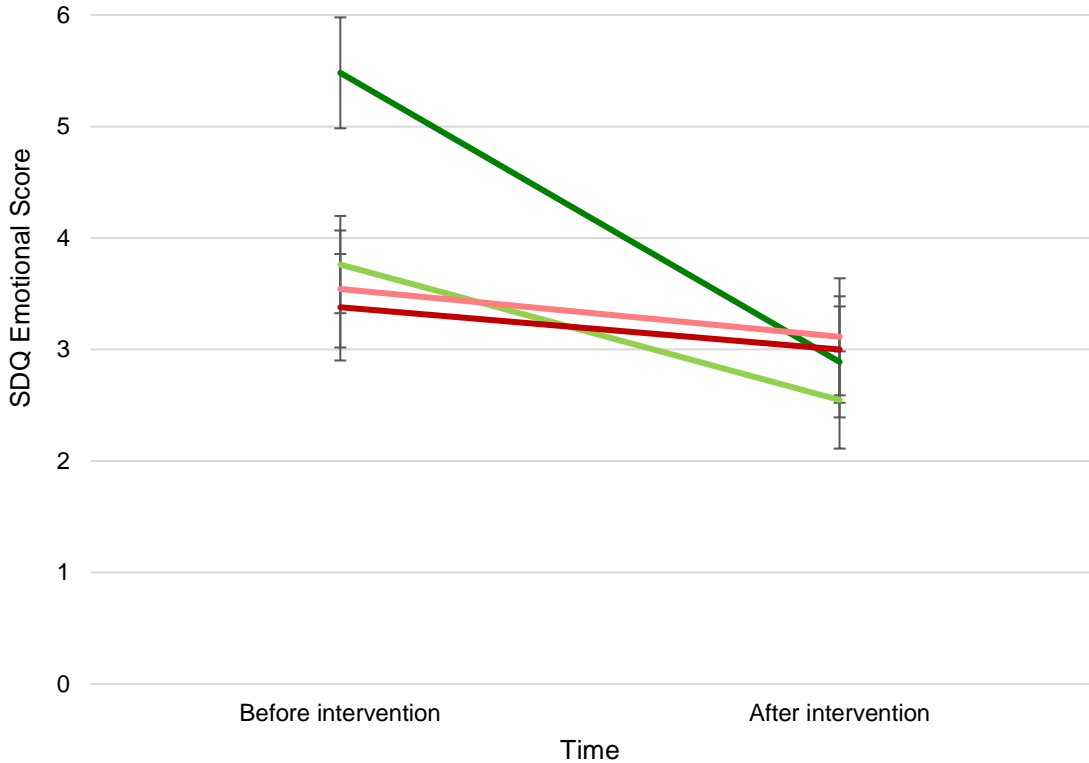


— Male not FSM — Male FSM — Female not FSM — Female FSM

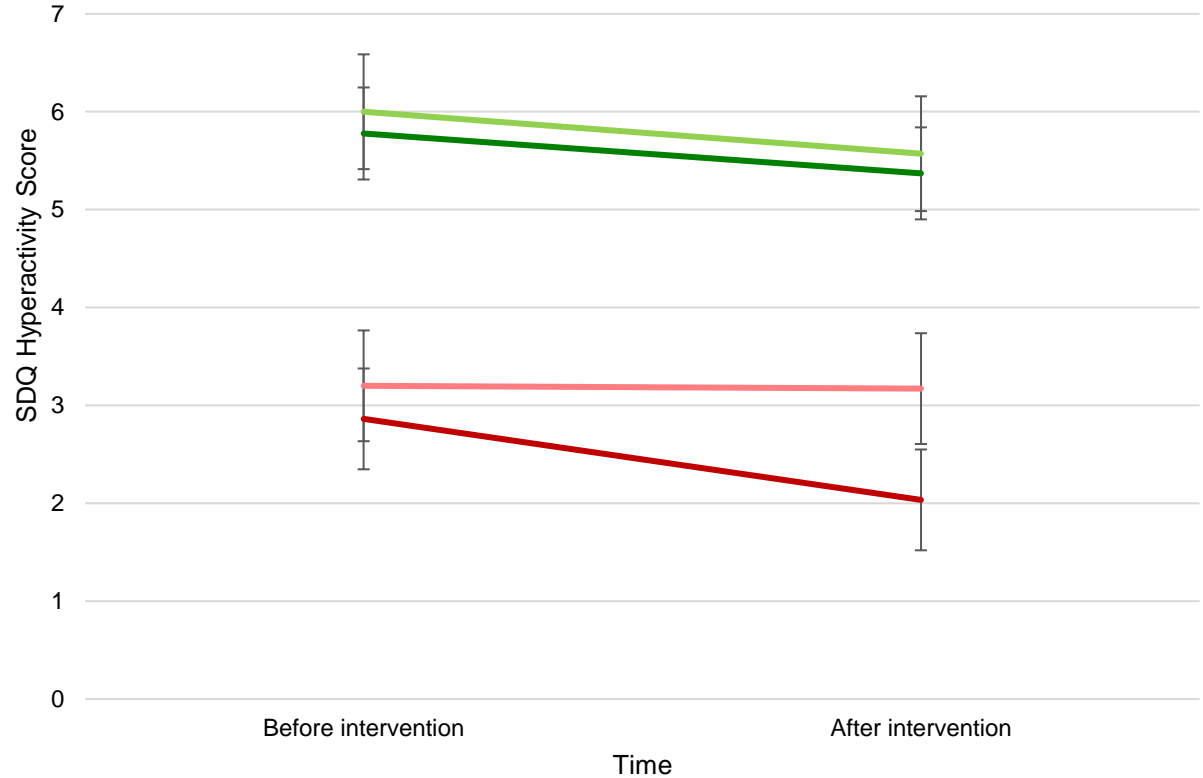


Emotional Problems & hyperactivity before & after intervention

Mean (se) emotional problems (SDQ) before and after SBP intervention for pupils by gender and FSM eligibility



Mean (se) hyperactivity problems (SDQ) before and after SBP intervention for pupils by gender and FSM eligibility

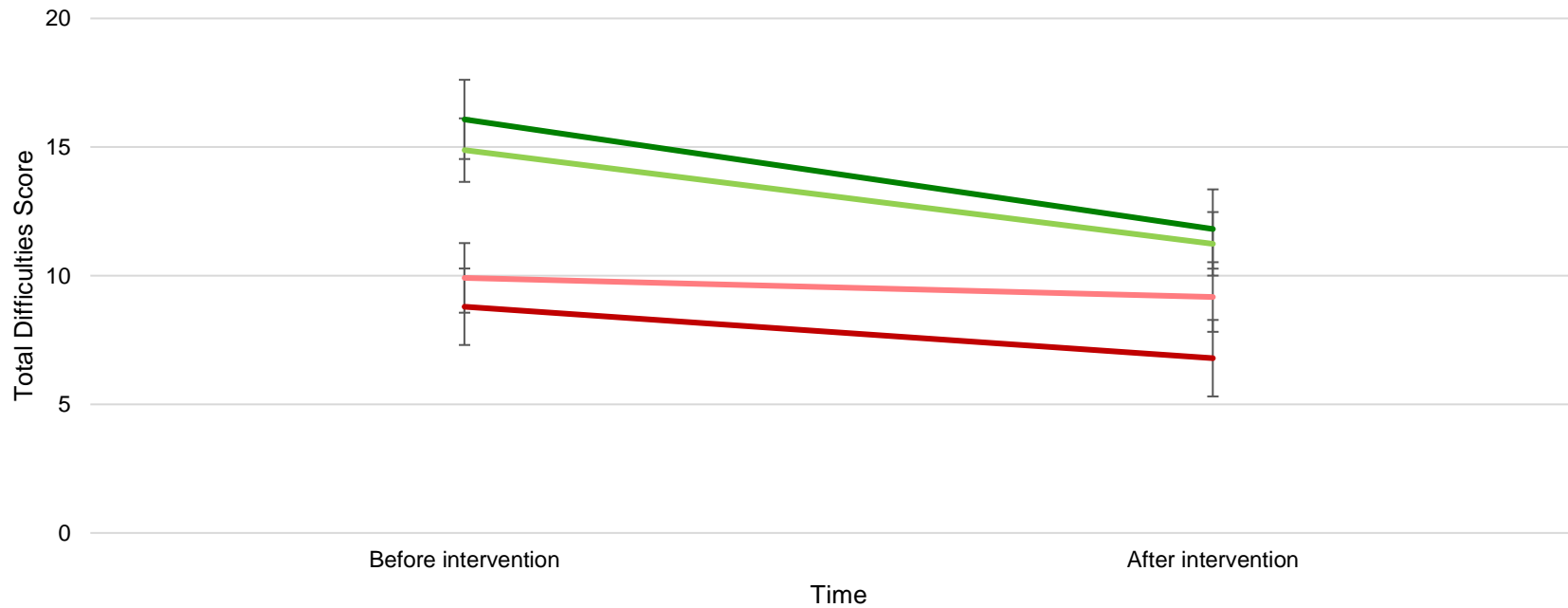


Total SDQ difficulties score before & after intervention



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Sustainable Food.

Mean (se) total difficulties (SDQ) before and after SBP intervention for pupils by gender and FSM eligibility



— Male not FSM — Male FSM — Female not FSM — Female FSM



School Breakfast Survey

Aim: Map breakfast provision in Leeds

Method: Online survey rolled out to all schools in Leeds May-September 2024 (n=170, 60%).

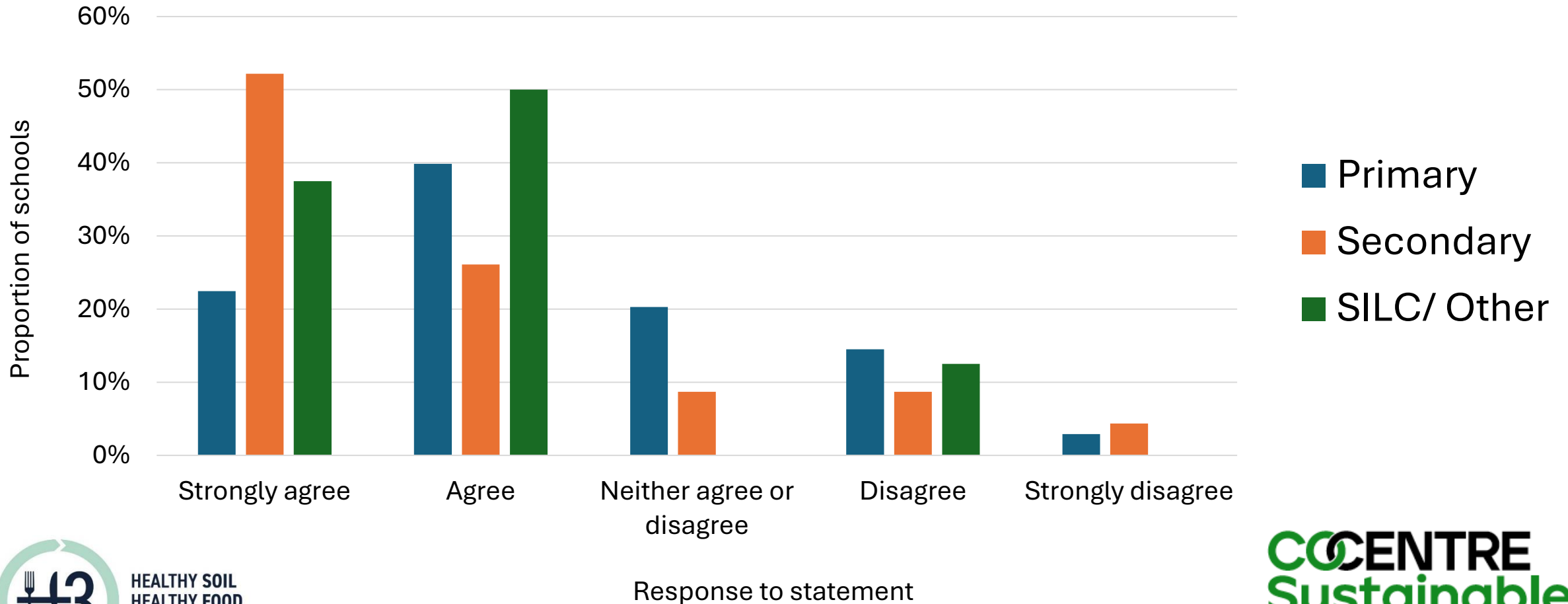
Findings:

- 89% of schools - Breakfast provision
- The most commonly served foods were toast with butter/ spread, and plain (lower fibre) cereal with semi skimmed milk.
- ~75% of school BFs did not comply with school food standards.
- If bread/ bagels offered, 37% only white ; 24% only offer HF with no white offered.
- ¼ schools recently increased whole-grain options available at BF.

To what extent do you agree, or disagree, with the following statement? - 'Pupils often arrive to school hungry due to not having eaten breakfast'



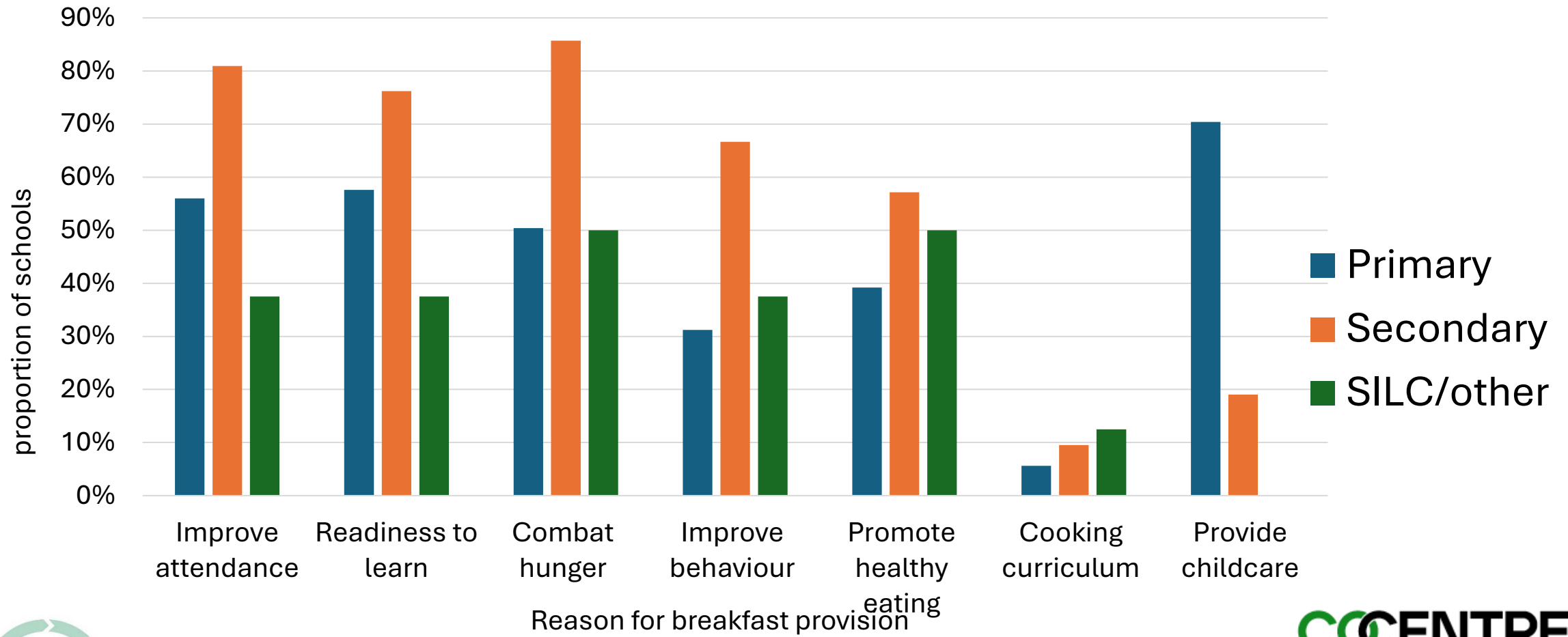
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Why are schools providing breakfasts?



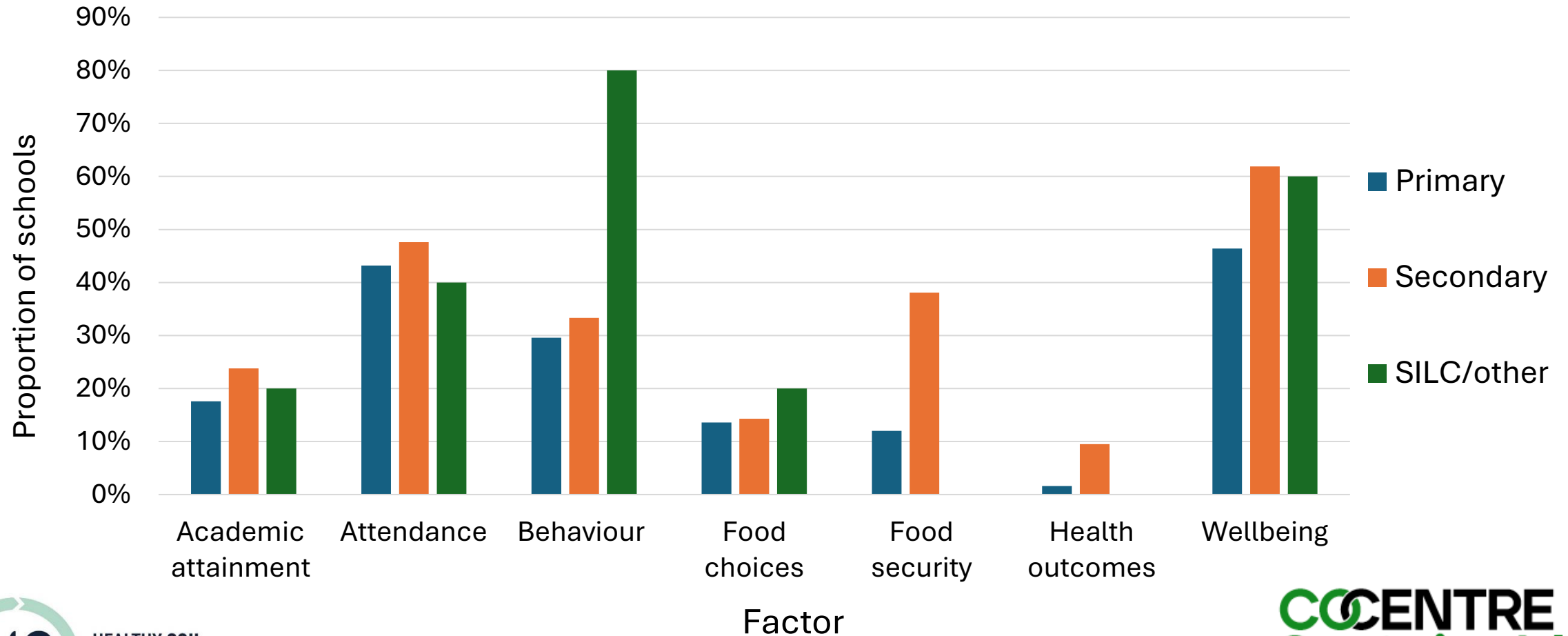
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Have you noticed the breakfast provision improve any of the following factors at your school?



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H3 Bagel



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HEALTHY SOIL
HEALTHY FOOD
HEALTHY PEOPLE

COCENTRE
Sustainable
Food Systems



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Of Sheffield.
Institute for
Sustainable Food.

Thank You

H3 team:

Eloise Tann

Fiona Croden

Dr Nick Wilkinson

Dr Neil Boyle



COCENTRE
Sustainable
Food Systems

FIBRE FEBRUARY WEBINAR



Vicky McColl

BA (Hons) QTS

Education Services Manager,

British Nutrition Foundation



FDF's Fibre February Webinar:

Supporting Higher Fibre Breakfasts

AB | MAURI

AB Mauri UK & Ireland

Business overview

7

MANUFACTURING
SITES

300+

EMPLOYEES

750+

PRODUCTS

200+

PRODUCTS DEVELOPED
LAST YEAR







PINNACLE.



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AB Mauri UK & Ireland

Action on Fibre: AB Mauri's commitment

-  Engage stakeholders in the supply chain
-  Invest in academic research
-  Promote higher fibre ingredients
-  Encourage consumption of higher fibre foods in the workplace



Proud signatory
since 2021



AB | MAURI

AB Mauri UK & Ireland

Case study: an exciting collaboration

For the past 2 years, we've collaborated with academics from the University of Sheffield on the Healthy Soil, Healthy Food, Healthy People (H3) project to boost fibre intake across the UK, focusing on school breakfast clubs.



School breakfast clubs

The government's commitment to providing free breakfast clubs for all primary schools in England offers a unique opportunity.

By offering higher-fibre breakfast foods, we can boost children's fibre intake nationwide helping them reach the recommended daily intake of this important nutrient (despite a common preconception that children won't eat or like high fibre bread products).



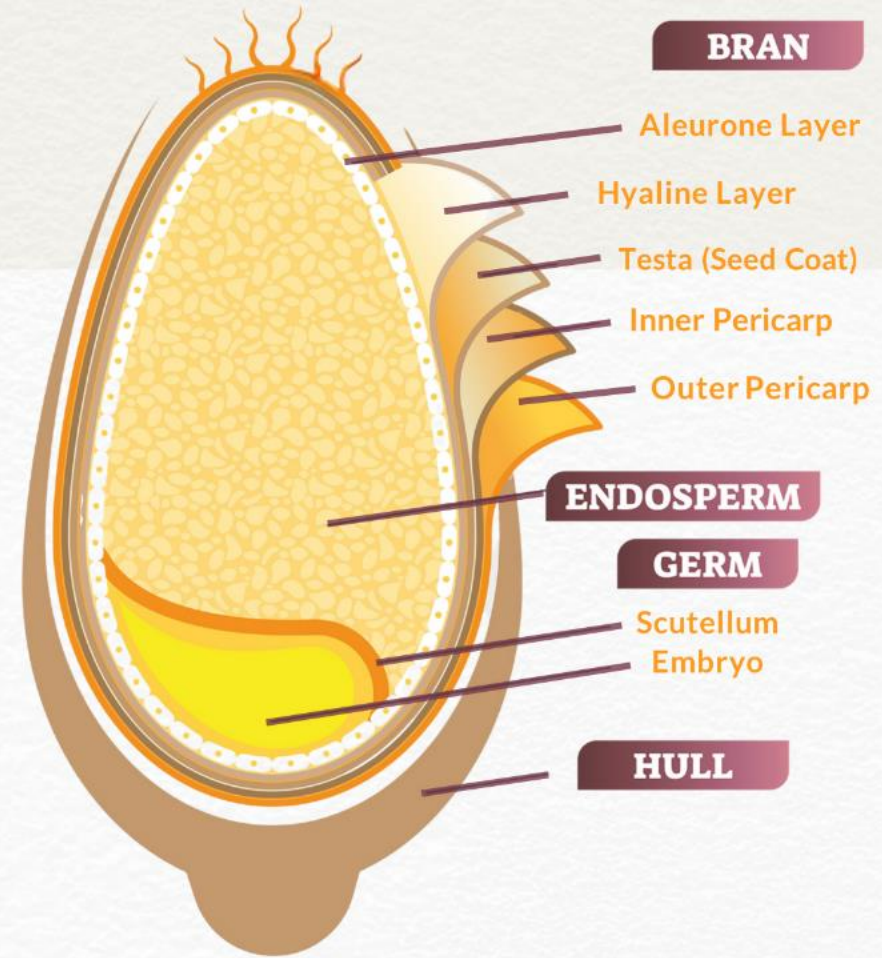
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Wholegrains

- ✔ Not all fibre is equal
- ✔ Offer more than just fibre (B-Vitamins, Iron, Magnesium etc)
- ✔ Interesting taste and texture
- ✔ Technical benefit
- ✔ Desirable on the label



What do children want for breakfast?

Through tasting studies in schools, the H3 team found that children enjoy toasted bagels for breakfast and generally prefer a smooth-textured product with a lighter crumb.



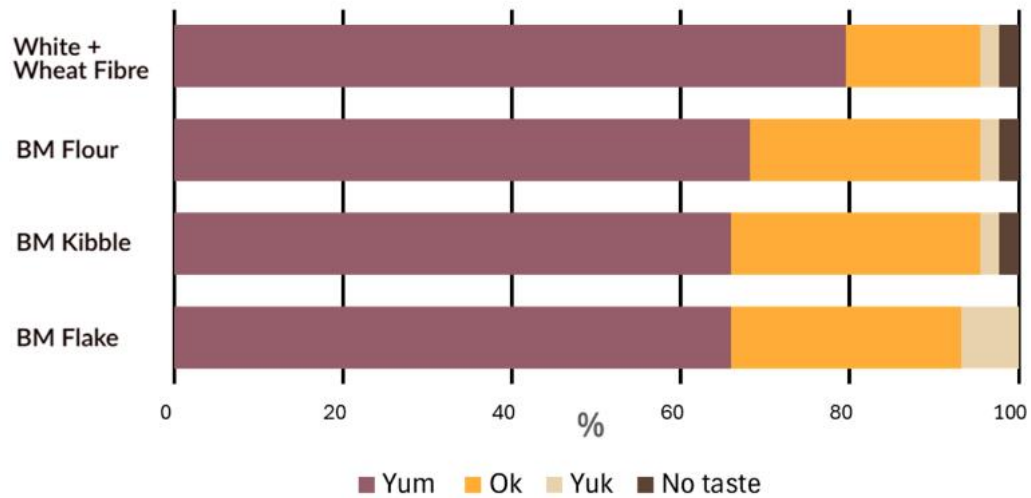
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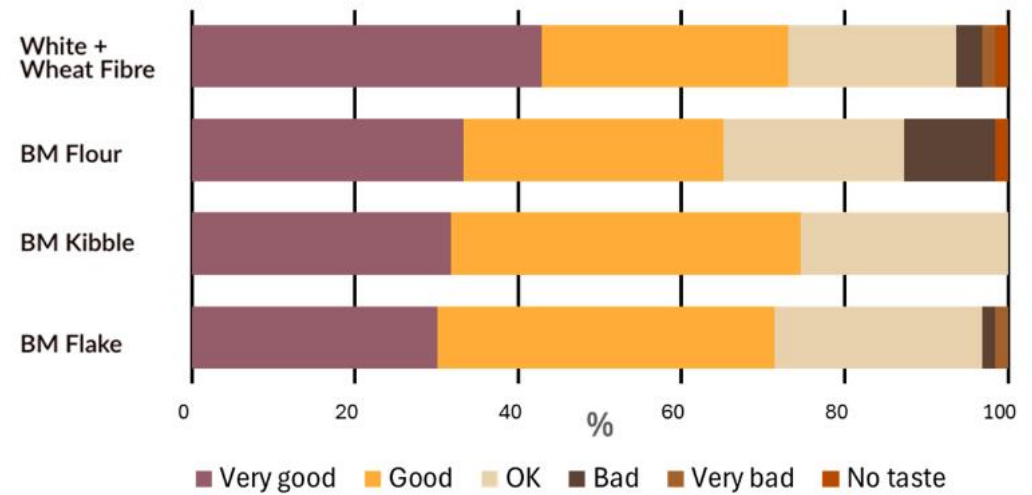
What did the children say?

The feedback was overwhelmingly positive, with students enjoying the taste and texture of these high fibre bagels.

*Student Reactions to Eating High-Fibre Bagels
Primary Schools*



*Student Reactions to Eating High-Fibre Bagels
Secondary Schools*



What's next...

We are excited to expand our taste studies on a larger scale to further evaluate this intervention's feasibility and its potential to boost fibre consumption for the next generation.



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Thank you for listening!


Vicky McColl


Development Manager – Nutrition & Insights



AB Mauri UK & Ireland

 AB Mauri UK & Ireland

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 www.abmauriukandireland.com

FIBRE FEBRUARY WEBINAR



Natalie Fitzpatrick
Community Manager,
Warburtons Ltd

WARBURTONS: SUPPORTING OUR COMMUNITIES



- 

FAMILY
- 

QUALITY
- 

RESPONSIBILITY
- 

AMBITION
- 

CARE

WARBURTONS FOUNDATION

KEV'S DOING A WHEELIE GREAT JOB



And we're not talking about his sick skills. We've teamed up with Kev, who runs the Wheelie Good Dads project. They help young dads in the North East build meaningful, active relationships with their children through cycling. Warburtons provides community grants between £200 and £20,000. For more info search Warburtons Good Stuff.
Good stuff. It's baked in.

Warburtons
BAKERS, BORN AND BRED

EVIE HAS A THEORY ABOUT WHERE BREAD COMES FROM



Spoiler alert: It isn't orange cows. We've teamed up with The Country Trust to offer schools a free Farm-in-a-Box, so kids can learn where their food really comes from. Get your school involved, search Warburtons Good Stuff.
Good stuff. It's baked in.

Warburtons
BAKERS, BORN AND BRED



RUN! CRUMPY RUN!

Meet Crumpy (AKA Lee from sales in a crumpet suit). Crumpy has run miles as part of our effort to raise £3m for Cancer Research UK, despite having size 22 feet. Follow Crumpy, search Warburtons Good Stuff.
Good stuff. It's baked in.

Warburtons
BAKERS, BORN AND BRED

The Warburtons 
Foundation

PRODUCT DONATIONS & SUPPORTING BREAKFAST CLUBS



Over 5 million products donated in 3-years across our product donation programme

Offer a range of products for our donations, including Half & Half

500,000+ products donated in 2023/2024

Supporting 500+ breakfast clubs and holiday hunger groups

+ Magic Breakfast partnership

OUR PARTNERSHIP WITH MAGIC BREAKFAST



Initial trial – wider learnings for fresh, short-shelf-life products

Half & Half selected by Magic Breakfast – 1.7g / 3.4g fibre

Full roll out of our partnership in 2022/2023 academic year

Over 4 million breakfasts donated so far...

Supporting partner schools across England and Scotland

Breakfast Club poster, featuring toast made with Warburtons Half & Half bread, created by two students at St Aloysius Boys Secondary School.



Barwick Parade Community Primary School's Breakfast Bar, filled with delicious sandwiches made using Warburtons Half & Half bread

Panel Discussion



Thank you for listening!



Tag us with **#FDFFEvents**

 @fdfevents

 @The Food and Drink Federation

 @Foodanddrinkfed

 www.fdf.org.uk

FIBRE FEBRUARY WEBINAR

fdf | *FOOD & DRINK
POWERS OUR NATION*

Don't forget to nominate your projects and colleagues in the FDF Awards 2025. Has your company made a significant contribution to improve the health of its customers, or do you work with a talented nutritionist? It's free to enter.

- Open to both FDF members and non-members
- Deadline extended: **14 March**
- Visit <https://www.fdf.org.uk/fdf/events-and-meetings/fdf-awards/>



The background of the entire image is a dark, almost black, field filled with numerous small, glowing particles of confetti. These particles are primarily yellow and orange, with some appearing as small squares and others as irregular shapes, scattered across the frame. The overall effect is that of a celebratory or festive atmosphere.

fdf
AWARDS

food and drink federation

2025

Deadline extended: 14 March

Free to enter



Fibre February Webinar

25 February 2025

10:00 - 12:30

FIBRE FEBRUARY WEBINAR



Louise is Senior Executive of Diet and Health at the Food and Drink Federation. With over two decades of experience at FDF, Louise helps promote the food industry position on diet and health to stakeholders and policy makers.

Louise works with a range of food and drink manufacturers to help them interpret scientific and regulatory developments in diet and health policy, including most recently on HFSS advertising and promotional restrictions and on the UK soft drinks industry levy.



Fiyin is an Associate Registered Nutritionist and Senior Diet and Health Executive at the Food and Drink Federation. Fiyin studied Nutrition and completed a master's in Food Technology.

Since January 2021, Fiyin has been working in the Diet and Health team at the FDF supporting on key areas such as UK obesity strategy and the launch of the FDF Action on Fibre initiative.



Helena is a Nutrition Scientist at the British Nutrition Foundation, whose responsibilities include: the dissemination of evidence-based nutrition science to a variety of audiences; delivering projects to create a healthier and more sustainable food environment; and advising on scientific and regulatory issues.

Helena has played a key role in the organisation of the BNF webinar programme. She is an AfN Registered Public Health Nutritionist with a particular interest in nutrition for pregnancy, early years and school-aged children.



Louise Dye is Professor of Nutrition and Behaviour in the School of Psychology, Co-Director of the Institute for Sustainable Food at the University of Sheffield, Co-Director of the SFI/DAERA/UKRI funded Co-Centre for Sustainable Food Systems and Co-Director of the National Alternative Protein Innovation Centre (NAPIC).

Louise has held MRC and Royal Society Postdoctoral Fellowships in the UK and Europe and a EU funded Marie Curie Professorial Fellowship in Jena, Germany. She is a Chartered Health Psychologist and member of the British Psychological Society. Professor Dye began her career in Human Psychopharmacology and has over 30 years' experience in the assessment of cognitive function following nutritional and pharmacological intervention.



Vicky is a dedicated professional with a strong background in nutrition, supported by her BSc (Hons) degree from Oxford Brookes University. With 18 years in the baking industry, she has gained substantial experience, mainly as a Development Technologist for bakery ingredients in the UK and global markets.

In recent years, Vicky has focused on developing and implementing AB Mauri's health and nutrition strategy. She has been actively engaging with customers and working closely with key stakeholders to promote healthier food innovation, with a particular emphasis on enhancing fibre content.



As a member of the Responsible Business team, Natalie has led Warburtons Community Investment strategy over the last 10-years across a broad range of programmes and charity partnerships aiming to maximise impact for communities.

Based on a long history of supporting communities, Warburtons Foundation aims to support families across Great Britain who are facing challenges by providing food education, product donations, financial grants and community initiatives.