

# SGF Healthy Living Programme - Guidance for Promoting Produce



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## Guidance for the Scottish Grocers Federation Healthy Living Programme - Foods suitable for promotion

### 1. BACKGROUND

The Scottish Grocers Federation (SGF) Healthy Living Programme was established in 2004 by the Scottish Government to encourage the sale of fruit and vegetables through convenience stores. These local stores provide shoppers with an important and easy way of topping up with fresh produce, especially for those on lower incomes or without a car.

The programme is still going strong today, delivering increased sales thanks to materials and training to help retailers improve the presentation and promotion of fruit and vegetables.

There are now over 1,400 stores who have joined the Programme with the majority in low income areas.

The SGF and Scottish Government recognise, however, that beyond fruit and veg, a much broader range of healthier produce needs to be promoted if we are to improve the Scottish diet.

This guidance is designed to help retailers decide what foods they can promote through the Healthy Living Programme and how to do it.

These foods support the **Scottish Dietary Goals** which were developed with assistance from the Food Standards Agency in Scotland and can be found on the Scottish Government website<sup>1</sup>. These goals will help to improve the nation's diet and in so doing help prevent obesity and a range of diseases including type 2 diabetes and heart disease.

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<sup>1</sup> <http://www.scotland.gov.uk/Topics/Health/Healthy-Living/Food-Health>

## 2. FOOD AND DRINKS ALLOWED FOR PROMOTION

Details of products which SGF Healthy Living Programme retailers may promote using Programme materials are given below in Table 1. Most of the foods and drinks included in this table support more than one Scottish Dietary Goal.

Criteria are set out for certain products to ensure that promotions included in the programme do not increase intakes of sugars, fats or salt. For example, the list encourages retailers to promote bread as it is a great replacement for high fat and sugary foods with starchy foods. However, it is equally important that the salt content of bread is capped.

If you are unsure about any of the criteria, you should contact the Healthy Living Programme for assistance.

The Scottish Dietary Goals underpin and set the direction for dietary improvement in Scotland. To achieve our goals it is important that dietary intakes are rebalanced to contain more fruit and vegetables, more foods that are rich in starchy carbohydrates and fibre, more oil rich fish, fewer calories and less fat, salt and sugar.

Positive promotion of the following foods, coupled with fewer promotions of high fat, salt and sugar foods, will help shift the balance toward a diet that better reflects our dietary goals.

Table 1: Foods and drinks supporting the Scottish Dietary Goals Food Offerings and Promotions	
Category number and description	Guidance notes
<b>FRUIT AND VEGETABLES</b>	
1 Fresh fruit and vegetables	All plain varieties, including ready prepared
2 Canned Fruit	Only fruit with no added sugar or syrup
3 Canned Vegetables	Only vegetables with no added salt or sugar
4 Frozen Fruit and Vegetables	Only fruit and vegetables without added salt or sugar
5 Beans and Pulses	All plain varieties, including dried and frozen and canned without added salt or

	sugar
6 Canned beans and pulses in sauce, including baked beans in tomato sauce	Only varieties that meet the following criteria: No more than 5g sugar per 100g <i>No more than 0.56g salt or 225mg sodium per 100g</i>
<b>FOODS RICH IN STARCHY CARBOHYDRATES AND FIBRE</b>	
7 Bread	All plain bread and rolls containing no more than <i>1.13g salt or 450mg sodium per 100g</i> . Excludes bread and rolls with additional ingredients  Wholemeal bread should always be included in any bread promotion
8 Potatoes	All plain fresh varieties (including sweet potatoes and yams), and canned potatoes with no added salt.
9 Oven chips and other potato products	Only chilled and frozen chips and potato products that meet the following criteria: No more than 5% total fat, and require no addition of fat in preparation <i>No more than 0.69g salt or 275mg sodium per 100g</i> Excludes crisps and snacks
10 Grains including rice, cous cous, bulgar wheat, polenta and quinoa	All plain varieties of grains Excludes products with added ingredients
11 Pasta and noodles	All plain varieties of pasta and noodles Excludes products with added ingredients
12 Rolled oats, oatmeal and barley	All plain varieties Excludes products with added ingredients
13 Breakfast cereals	Only breakfast cereals that meet the following criteria:

	<p>No more than 10g sugar/100g</p> <p><i>No more than 1.0g salt or 400mg sodium per 100g (maximum)</i></p>
<b>FISH, MEAT AND OTHER NON DAIRY PROTEIN SOURCES</b>	
14 Fresh and frozen oil rich fish	<p>All plain oil rich fish including salmon, mackerel, sardines, tuna</p> <p>Excludes smoked products and products with additions such as sauces, batters or crumbs</p>
15 Canned oil rich fish	<p>All varieties that meet the following criteria:</p> <p><i>No more than 1.5g salt or 600mg sodium per 100g (maximum)</i></p> <p>Excludes canned tuna because the essential fatty acids are largely removed in the canning process</p>
16 Fresh and frozen white fish,	<p>All plain white fish</p> <p>Excludes smoked products and products with additions such as sauces, batters or crumbs</p>
17 Fresh and frozen lean white meat	<p>All plain products</p> <p>Excludes products with additions such as sauces, batters or crumbs</p>
18 Fresh and frozen vegetarian lean meat substitutes	<p>All plain products</p> <p>Excludes products such as vegetarian sausages , burgers</p> <p>Excludes products with additions such as sauces, batters or crumbs</p>
<b>DAIRY PRODUCTS</b>	
19 Milk	<p>Only plain skimmed, 1% and semi skimmed milk</p> <p>Excludes milk with added ingredients</p>
20 Plain yoghurt	<p>All plain yoghurt containing no more than 3g per 100g fat</p>

21 Flavoured yoghurt	Only products containing no more than 3g per 100g fat and 10g per 100g sugars.
<b>DRINKS (in addition to milk)</b>	
22 Water	Only plain (still and sparkling) with no added flavourings or ingredients
23 Sugar free drinks	<p>Only sugar free drinks containing no more than 0.5g of sugar per 100g/ml</p> <p>Excludes drinks containing more than 150mg caffeine per litre, where manufacturers are required to declare “High Caffeine Content” on the packaging, in accordance with food labelling regulations<sup>2</sup></p> <p>Excludes drinks based on tea or coffee extracts.</p>
<b>COMPOSITE PRODUCTS</b>	
24 Pasta sauces	Only tomato or vegetable based sauces containing no more than 0.93g salt or 370mg sodium per 100g
25 Ready meals and takeaway dishes	Only products that code green or amber with respect to Front of Pack labelling criteria – see <b>Annex D</b>
26 Vegetable based soup	<p>Vegetable and / or pulse (e.g. lentil) based soups.</p> <p>Only products containing no more than 0.63g salt or 250mg sodium per 100g as consumed (i.e. not as dried)</p> <p>Excludes creamed soups</p>
27 Prepared salad dishes with a carbohydrate base e.g. potatoes, pasta, rice or couscous	Only products that code green or amber with respect to Front of Pack labelling criteria – see <b>Annex D</b>
28 Sandwiches, wraps, filled rolls.	Only products that meet the following

<sup>2</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:02011R1169-20131206&rid=2>

baguettes.	criteria: contains salad/vegetables no more than 400 kcals per serving/ pack no more than <i>1.5g salt or 600mg sodium</i> <i>per 100g per serving/pack</i>
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**Note on “Plain”**

The definition of ‘plain’ as applied to these products in Annex B excludes all additions to products, such as cheese or olives to bread, oil to rice or noodles and syrup to tinned fruit. However, ‘ready to heat’ plain versions of products could be included, e.g. microwaveable rice or straight-to-wok noodles, as well as ready prepared items such as pre-chopped plain fruit and vegetables.



## MEAL DEALS

### Guidance on Healthier Meal Deals

The following guidelines are set with the aim of rebalancing meal deals, especially where customers include school-age children and young people. Meal deals available for breakfast, lunch and/ or dinner should all be considered

#### Guiding Principles:

- Meals should be based around starchy carbohydrates such as bread, potatoes, rice and pasta
- Meals should contain a portion fruit and / or vegetables
- Items included should not be high in fats, salt or sugars

#### Combination:

Examples of foods to include:

Note: All items included should meet the criteria set in Table 1

- Sandwich (Table 1, category 28)
- Prepared salad dish that includes starchy carbohydrate (Table 1, category 27)
- Heated takeaway dish (Table 1, category 25)
- Baked potato (Table 1, category 8)
- Vegetable based soup (Table 1, category 26)
- Yogurt (Table 1, categories 20, 21)
- Portion of fruit or vegetables (Table 1 categories 1,2,3,4,5,6)
- Drinks, if included, as detailed in Table 1 (including reduced fat milk). (Table 1, categories 19, 22 ,23)
- Breakfast cereal ( Table 1, category 13)
- Ready meal (Table 1, category 25)
- Frozen vegetables (Table 1, category 4)
- Whole grain bread ( Table 1, category 7)
- Canned fruit ( Table 1, category 2)
- Salmon (Table 1, category 14)
- Potatoes (Table 1, category 8)

**Table 2: Examples of ‘meal deal’ combinations for promotion**

Main item	Suggested combination
Sandwich	<i>Example 1</i> <ul style="list-style-type: none"><li>• sandwich (Table 1, category 28)</li><li>• portion of fresh fruit ( Table 1, category 1)</li><li>• 200ml reduced fat milk (Table 1, category 19)</li></ul>
Salad dish	<i>Example 2</i> <ul style="list-style-type: none"><li>• salad dish containing potatoes, rice, pasta or cous cous</li></ul>

	<p>(Table 1, category 27)</p> <ul style="list-style-type: none"> <li>• 150g yogurt (Table 1, categories 20, 21)</li> <li>• bottled water (Table 1, category 22)</li> </ul>
Soup and sandwich	<p><i>Example 3</i></p> <ul style="list-style-type: none"> <li>• vegetable soup (Table 1, category 26)</li> <li>• sandwich (Table 1, category 28)</li> </ul>
Takeaway dish or ready meal	<p><i>Example 4</i></p> <ul style="list-style-type: none"> <li>• takeaway dish (Table 1, category 25)</li> <li>• apple (Table 1, category 1)</li> </ul>
Breakfast	<p><i>Example 5</i></p> <ul style="list-style-type: none"> <li>• breakfast cereal (Table 1, category 13)</li> <li>• reduced fat milk (Table 1, category 19)</li> <li>• portion of fresh fruit (Table 1, category 1)</li> </ul>
Evening meal (for home consumption)	<p><i>Example 6</i></p> <ul style="list-style-type: none"> <li>• ready meal (Table 1, category 25)</li> <li>• frozen vegetables (Table 1, category, 4)</li> <li>• whole grain bread (Table 1, category 7)</li> <li>• canned fruit (Table 1, category 2)</li> </ul>
Evening meal (for home consumption)	<p><i>Example 7</i></p> <ul style="list-style-type: none"> <li>• salmon filet (Table 1, category 14)</li> <li>• new potatoes (Table 1, category 8)</li> <li>• fresh vegetables (Table 1, category 1)</li> <li>• fresh fruit salad (Table 1 category 1)</li> </ul>

### 3. USE OF PROMOTIONAL MATERIALS

The SGF Healthy Living Programme provides a range of materials to help promote the products in this guidance. These include two sizes of stands so that retailers can choose what best fits the store. The Programme also uses chiller units which are subsidised for use by members. Finally, the Programme produces a broad range of branded in-store materials including shelf strips, wobblers, signage and recipe leaflets.

All materials are designed to stand out in-store and feature the Healthier Scotland brand. Examples of templates available for use in the creation of leaflets featuring produce is shown in chapter 4.

When creating or using any Healthy Living Programme materials to promote produce, retailers:

1. Should only use foods from the tables in this guidance;
2. Can use branded as well as unbranded produce;
3. Could speak to their suppliers to source produce that meets the criteria in this guidance;
4. Should only use phrases from tables 3 and 4 below<sup>3</sup>; and
5. Should use materials to promote a range of produce or categories rather than individual products.

**Table 3: General Statements permitted in the Healthy Living Programme**

Phrase
Breakfast – A great way to start the day
Fruit and Vegetables – Get on your way to 5 a day
Starchy Foods – Helping you to eat well
Making Lunch? - Helping you to eat well
Lunchtime – Grab one of these deals
Dinnertime – Try one of these recipes
Dinnertime – Enjoy a meal together

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<sup>3</sup> This is to help avoid making health claims under EU Regulations (Regulation 2006/1924)

**Table 4: Specific Product Statements permitted in the Healthy Living Programme**

Phrase
Frozen is as good for you as fresh
Low fat milk helps cut back fat
Fresh, frozen and tinned fish all contain vitamins and minerals.
Fruit and veg all contain vitamins and minerals
Check food labels before you buy and choose those containing less salt
Adding chopped fruit to your breakfast cereal counts towards your 5 a day
Adding vegetables to pasta sauces counts towards your 5 a day
Breakfast is a good way to start the day
Try lower fat milk
Lower fat milk is always an option
Water is always an option
Fruit is always an option



## 4. EXAMPLES OF SIGNAGE AND FORMAT

Below is an example of the sort of format that can be adopted through the SGF Healthy Living Programme. Image A shows a Programme branded leaflet template, though something similar could be adopted for a stand.

### IMAGE A – EXAMPLE LEAFLET TEMPLATE

# Headline here

Sub heading here

Product image Product descriptor	Product image Product descriptor	Product image Product descriptor	Product image Product descriptor
Product image Product descriptor	Product image Product descriptor	Product image Product descriptor	Product image Product descriptor
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Retailer logo

TAKE LIFE ON, ONE STEP AT A TIME.



healthier  
scotland  
SCOTTISH GOVERNMENT

IMAGE B – EXAMPLE MEAL DEAL TEMPLATE

# Lunchtime

Grab one of these deals



TAKE LIFE ON, ONE STEP AT A TIME.

Retailer logo



## 5. FURTHER INFORMATION

For more information about the SGF Healthy Living Programme including how to join or to receive advice or a visit, you should go to:

<http://www.scottishshop.org.uk/sgfhlp> or call 0131 343 3300.

For more information about the Scottish Government's policies on food and health, go to: <http://www.scotland.gov.uk/Topics/Health/Healthy-Living/Food-Health>





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