

# CHILD HEALTH & PACKAGED FOOD CONSUMPTION

**DR REKHA HARISH MD, FIAP.**

- PROF & HEAD, DEPT OF PEDIATRICS, GMC JAMMU
- CONVENER IAP TASK FORCE FOR PREVENTION OF CHILDHOOD OBESITY & LIFESTYLE DISORDERS
- ADVISOR IAP TASK FORCE FOR PREVENTION OF NON COMMUNICABLE DISEASES
- NATIONAL PROJECT COORDINATOR IAP AAP NCD Collaboration

**A STORY OF TWO CHILDREN**

**GAUTAM**

**GARRY**

**GARRY**

**[both were 2.9 kg at birth]**

**Bottle Feed**



**GAUTAM**

**[both were 2.9 kg at birth]**

**Mother's feed**



# CITIES

[started going to school]

GARRY



GAUTAM



# GARRY's BREAKFAST



# GAUTAM'S Breakfast





# School Lunch

**GARRY [Money]**



**GAUTAM [Home made]**



# School Activities

**GARRY**

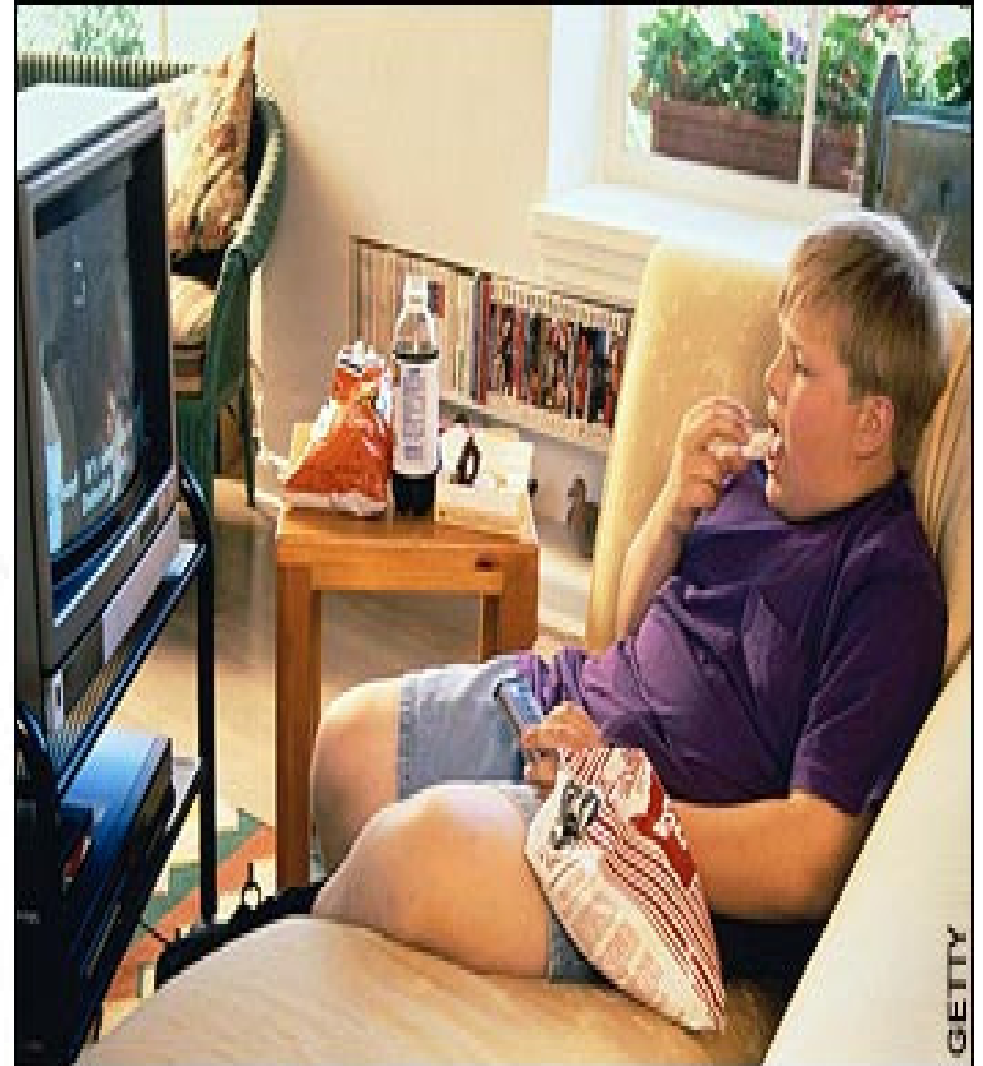


**GAUTAM**





# GARRY'S HOME & MEAL TIME!!



# GAUTAM'S HOME & MEAL TIME



www.shutterstock.com · 88430068

# EVENING SNACKS/REWARDS/GIFTS

**GARRY**



**GAUTAM**



# FOOD CHOICES

**GARRY**



**GAUTAM**



# GAUTAM'S PLAYGROUND







## **GARRY'S PLAYGROUND ?**

**Physical Inactivity**

**Advertising**

**Promotions on mobile**

**MEDICAL CHECK UP**

**AT 4 YRS -23KG [NORMAL 16 KG]**  
**GARRY'S TEETH**



**GARRY:**  
**TYPE 2 DIABETES AT 12 YRS**  
**HYPERTENSION AT 17 YRS**



Download from  
**Dreamstime.com**

This watermarked comp image is for previewing purposes only.

ID 7358458

© Andrzej Tokarski | Dreamstime.com



**AT 19 YRS**

**GARRY**



**GAUTAM**





**GARRY'S DR ADVISED ['L'FSS]**

**DIET LOW IN**

- **FAT**
- **SUGAR**
- **SALT**

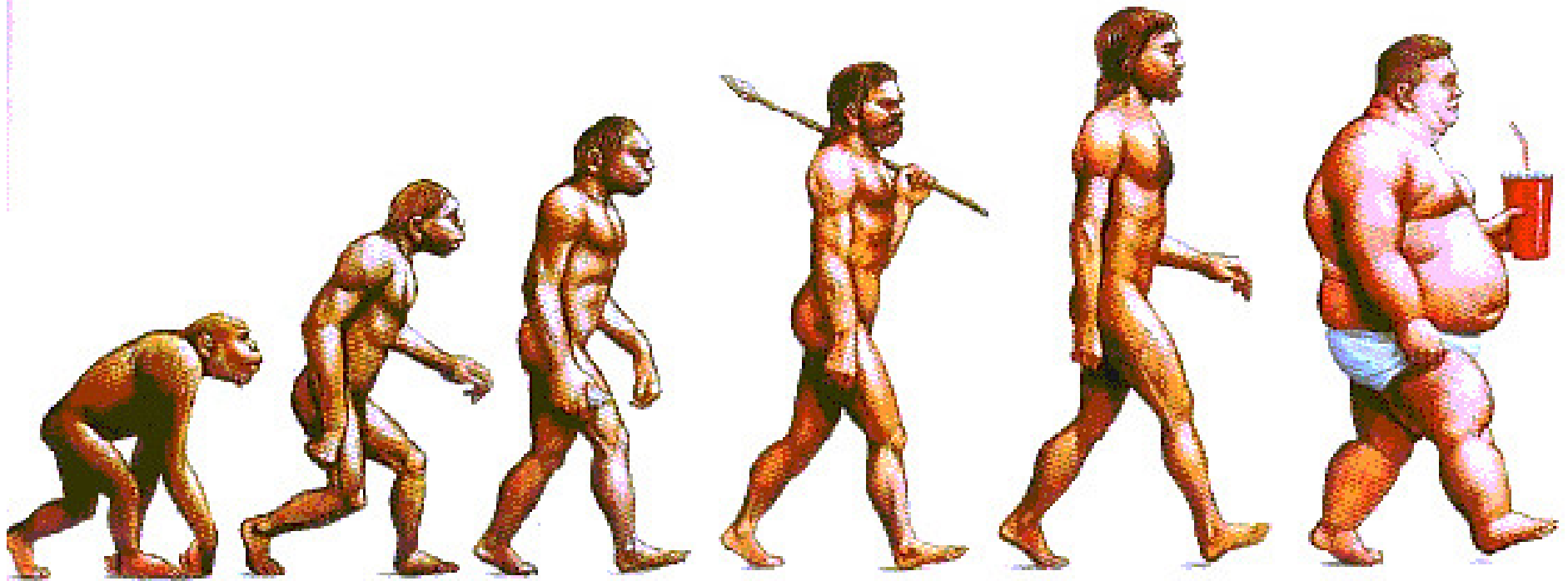
**INCREASED ACTIVITY**

**DRUGS**

# GARRY'S FUTURE RESIDENCE



# 21st-century COSY LAZY lifestyle Evolution/Decay?



**NCDs....** the new pandemic



# Non Communicable Diseases

**KILL 38 MILLION PEOPLE /YEAR GLOBALLY.**

- 75% of NCD deaths - 28 million - occur in LMICs.
- **16 million NCD deaths occur "premature" [ <70 yrs]**
- 82% of these "premature" deaths occurred LMICs.
- **Projected NCD deaths in 2030 --- 55 million**
- **HALF OF NCD DEATHS ARE ASSOCIATED WITH BEHAVIOURS BEGINNING IN ADOLESCENCE**

**WHO: KEY FACTS 2015**

# WHO: KEY FACTS 2015

**80% of all NCD deaths occur due to**

- CVD/Stroke- 17.5 million deaths 48%
- Cancers- 8.2 million deaths 21%
- Respiratory- 4 million deaths 12%
- Diabetes- 1.5 million deaths 3.5%

## **LMICs contribution**

**80%** of CVD & Diabetes deaths

**90%** of COPD

**2/3rds** of all cancer deaths



# WHO: MODIFIABLE RISK FACTORS - UNHEALTHY DIET ASSOCIATED WITH 3 OUT OF 4 MAJOR NCDS

RISK FACTOR	Tobacco	Unhealthy Diet 1.7 million	Physical Inactivity 3.2 million	Harmful Drinking 3.3 million
ANNUAL DEATHS→	6 million [8-2030]			
CVDs	✓	✓	✓	✓
Type 2 DM	✓	✓	✓	✓
Cancer	✓	✓	✓	✓
Ch resp disease	✓			

# **MOST OF THESE BEHAVIOURS INITIATE EARLY :**

**Childhood provides window opportunity  
.....for.....**

**Prevention**

**Early Treatment & Care**

**FOCUS ON CHILDREN !!**

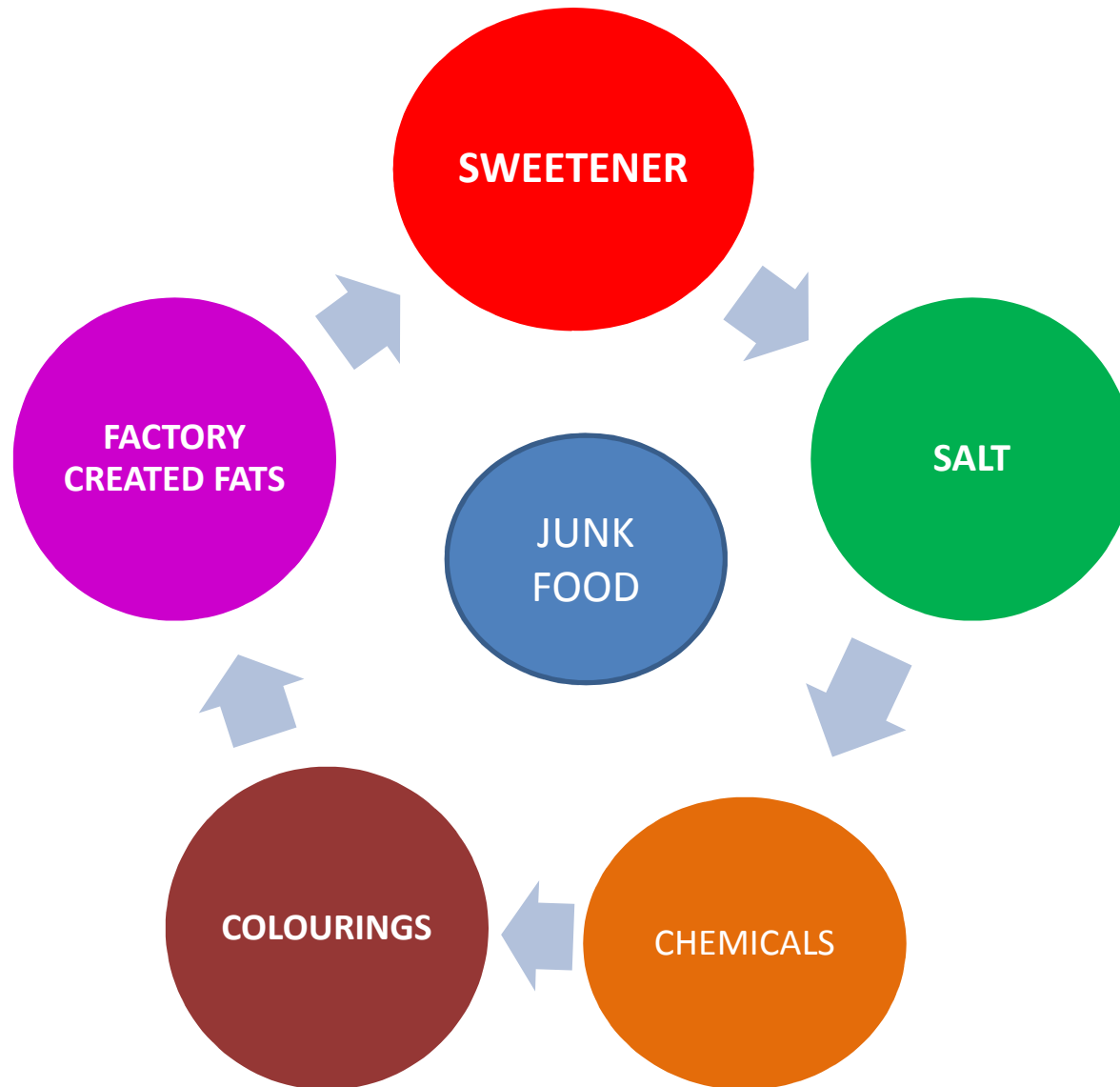
## UNHEALTHY EATING

- Quantity
- Quality
- Eating Behaviours

## “CONVENIENCE /PACKAGED FOOD”

- COMMERCIALLY PREPARED
- **READY TO EAT**
- LONG SHELF LIFE
- **CREATED TO BECOME APPEALING**
- COST MORE
- **BUT SAVES TIME**
- MEAT SLAUGHTERED MILES AWAY AT YOUR DOORSTEP
- **MUCH TASTIER THAN HOME COOKED FOOD**
- HEALTHIER FORMULATIONS ?????
- **COMFORT FOOD-DESTRESSOR/PARTY/ORDER HOME DELIVERY**

# FOOD FACTORY FAVOURITE CONSTITUENTS



# WHY PACKAGED FOOD IS UNHEALTHY?

## 1. Imbalance of nutrients

- EXCESS: Fat, Sugar, Salt (sodium).
- LACK :Proteins, Vitamins, Phytochemicals, Minerals & Fibre.

## 2. Replace Healthy Foods :

## 3. Presence of Chemical additives(→Cancer,ADHD,Obesity,Heart disease)

Preservatives (esp. in processed and packed food)

Trans fatty acids (TFAs)

Saturated fats

Processed foods technically modified for preservation

## 4. Environment implications

## 5 .Industrial demands

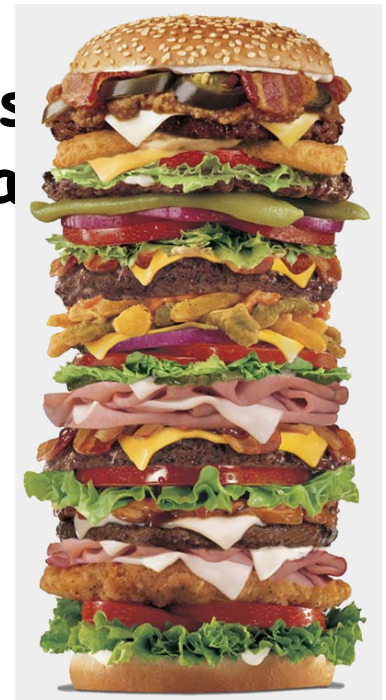


# CONVENIENCE FOOD?

NIN defines Unhealthy (junk) foods as:

“Those containing little or no Proteins, vitamins or minerals but are rich in **Salt**, **Sugar**, **Fats** and are high in Energy” [HFSS]

Concerns: **The most common (61%) effect of skipping a meal was consumption of Junk foods !!**



3 major CULPRITS

**JUNK FOOD/ [HFSS]**

**F...FAT**

**S...SALT**

**S...SUGAR**

# RDA FOR **F-S-S** FOR A 10-12 YEAR OLD MODERATELY ACTIVE CHILD

Ingredients	RDA
<b>S</b> Salt/sodium	<b>salt is 5 g ; sodium is 2 g</b>
<b>F</b> Total fat	Total fat intake should not be >30% Energy required (E)
Trans fatty acids (TFAs)	<b>&lt;1% E</b>
Saturated fatty acid (SFAs)	<b>&lt;8% E</b>
<b>S</b> Added sugar	<b>30 g</b>

**: Notes:** \*Average for calculation purpose [2,190 Kcal for a boy weighing 34.3 kg and 2,010 Kcal for a girl weighing 35 kg];  
**Source:** *Dietary Guidelines for Indians, 2011, National Institute of Nutrition*

# LET'S DO A LITTLE EXPERIMENT.

**GARRY** is very hungry. He goes to Restaurant and orders:

- Hamburger

(Double quarter pounder with cheese)

- Large french fries

[FREE]

- A can of coke

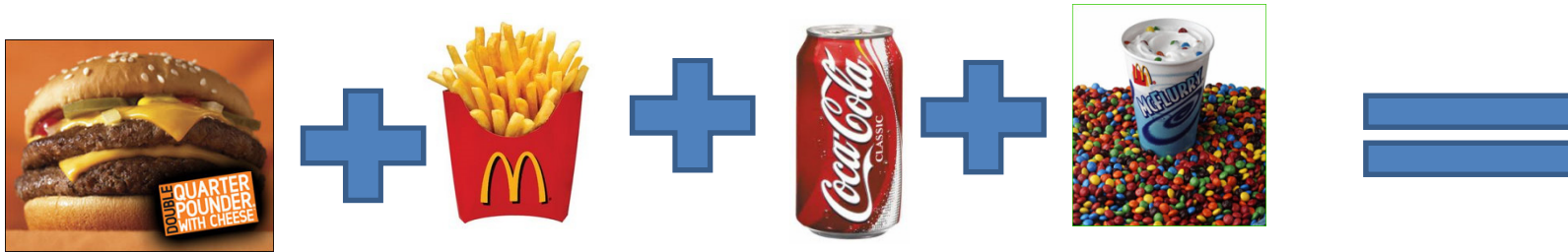
- M&M's McFlurry



# THE CALORIES & FATS INGESTED

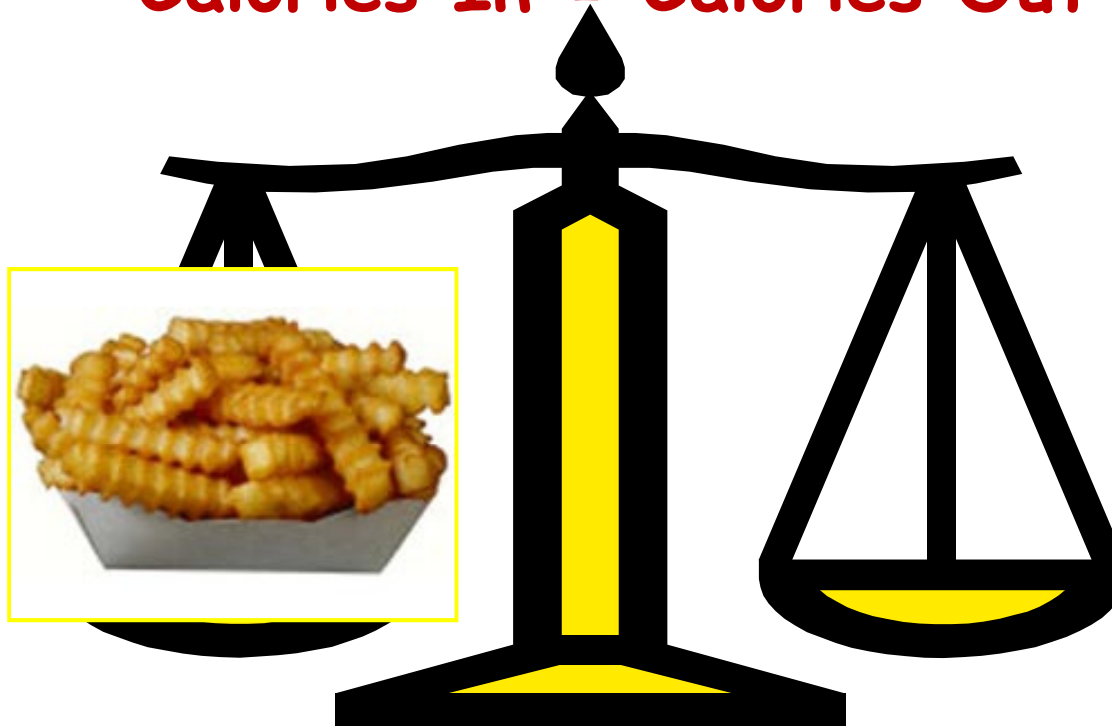
- A] 500..25g
- B] 1000..45g
- C] 1500..65g
- D] 2000..85g
- E] 2500..95g

# Nutrition facts



	Total amount	RDA (for an adolescent)
CALORIES	2010 kcl	2000-2500 kcl
TOTAL FATS	85g	70g
SATURATES	36g	18g
CARBOHYDRATES	251g	289g
SUGARS	133g	30g
FIBER	10g	25g
PROTEIN	67g	55g

**Maintaining a Healthy Weight is a  
Balancing Act  
Calories In = Calories Out**



**Burn  
2010  
calories**



**How long will you have to walk leisurely  
in order to burn those extra 2010  
calories?\***



# FOR COMPENSATING THIS MEAL SAGAR WILL HAVE TO??



**4.5 HOURS RUNNING**

**=10.5 MILES RUN**

*running (5mph)*

**8.5 HOURS WALK =  
21 MILES WALK**

*(2.5mph)*

*[leisure walk for 1 hour  
~240 calories]*

# THE MATHEMATICS !!

- If One has an extra 200 calories every day

$$200 \text{ calories} \times 365 \text{ ds in 1 yr} =$$

$$\text{extra calories per year} = 73,000$$

- To Gain 1 pound one needs +3500 calories

$$73,000 \text{ calories per year} \div 3500 \text{ calories per pound} =$$

**10**

KGs of weight gain in 1 year

# GLOBAL OVERVIEW OF UNDER-5 YRS CHILDHOOD OBESITY--WHO



- 41 MILLION globally ..2015
- (31 MILLION IN DEVELOPING COUNTRIES
- ↑ >30% HIGHER)..2013
- EXPECTED 70 MILLION BY 2025
- MORE LETHAL THAN UNDERWEIGHT

# CHANGING MORBIDITY PATTERN IN PEDIATRICS

**HYPERTENSION /TYPE 2 DM  
IN ADOLESCENTS**



**HEART DISEASES IN YOUNG  
ADULTS**



**Younger population →→ Heavier burden NCDs**

## CONCERN:

### ADULT DISEASES SEEN IN OBESE CHILDREN !!

**ENDOCRINE** Prevalence of IGT is 7-25% & Type 2 DM is 0.5-4% in obese children.

- **CVS:** HTN[ > 50 percent] , Dyslipidemia , BMI >25-28.9, RR of CAD 1.72 and with BMI > 33, RR 3-44.CVS mortality increased by 4 fold.
- **Cancer** related mortality increased by 2 fold.
- **Gastrointestinal:** NAFLD [10%], Cholelithiasis {2%}
- **Pulmonary:** OSA [8%], Obesity hypoventilation [17 %]
- **Orthopedic:** Slipped capital femoral epiphysis (SCFE) 50%-70%, tibia vara , increased #, genu valgum, musculoskeletal pain, impaired mobility.
- **Neurologic:** Stroke,pseudotumour cerebrii
- **Dermatologic:** Intertrigo, Furunculosis & Hidradenitis suppurativa
- **Psychosocial systems:** Bullying,alienation, distorted peer relationships, poor self esteem, distorted body image, anxiety & depression.

**Overall mortality increased by 6-12 times.**

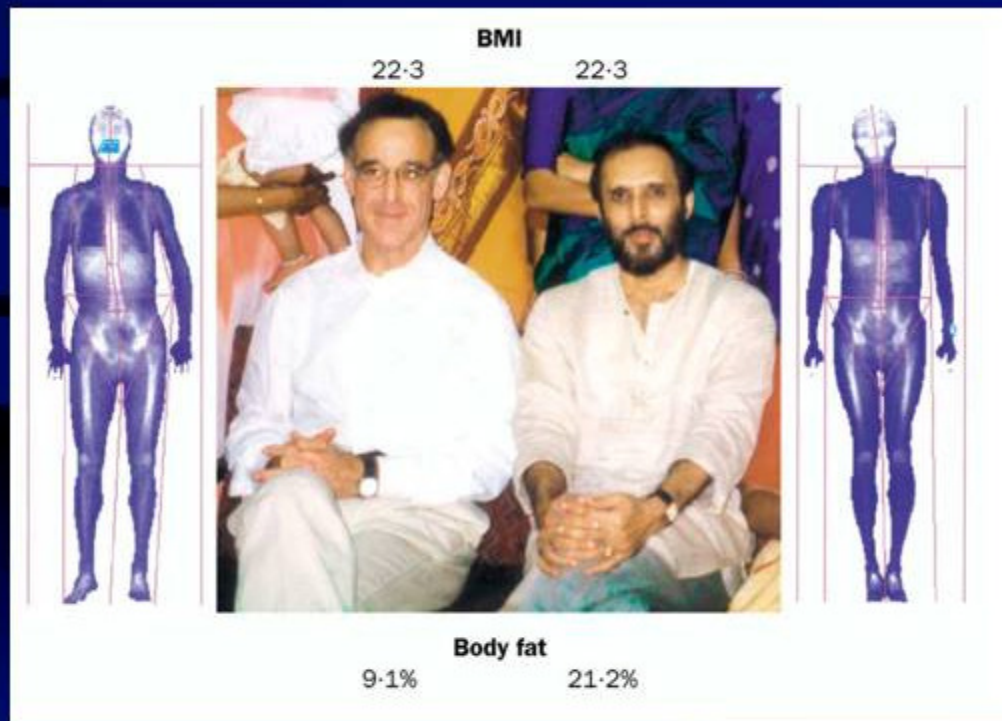
**PREMATURE DEATH IN ADULTHOOD !!**

# DRS ...YUDKIN & YAJNIK !!

## The Y-Y paradox

*Chittaranjan S Yajnik, John S Yudkin*

THE LANCET • Vol 363 • January 10, 2004



# F

# FATS:

## TRANS FATS

- Occur naturally in food of animal origin
  - Created-Hydrogenation of PUFAs
  - For a longer shelf life/ better form /texture
  - Component of baked goods, cookies, cakes, deep-fried foods
  - LABELLED "PARTIALLY HYDROGENATED"
  - Chemical configuration adversely affects LDL & HDL
  - Interfere with desaturation of n-3 fatty acids
- Saturated fats  $\infty$  Carbohydrates: HDL & LDL  $\downarrow\downarrow$
- Saturated fats  $\infty$  Unsaturated fats: Less  $\downarrow$  in HDL
- Saturated fats  $\infty$  Trans fats:  $\downarrow\downarrow$  HDL &  $\uparrow\uparrow$  LDL



# DIETARY GUIDELINES

## ENERGY FROM FATS :(% OF TOTAL CALORIES)

- Adults -20 -35 %
- Children: 4 to 18 yrs 25 -35 %  
                    < 4 yrs- 30 to 40 %
- < 10 % saturated fats: replacing them with  
MUFAs & PUFAs.
- Trans fats consumption as low as  
possible[WHO<1%]
- Fats for cooking-  
High MUFA canola oil ,olive oil.  
High n-3 PUFA alpha-linoleic acid eg. walnut oil, Fish oil/Flaxseed oil.to a lesser extent,soybean oil, are also  
beneficial.  
benefits of n-6 FAs Sunflower/Safflower/Corn Oils-UNCERTAIN??

Fat/FA	REQUIREMENT
<b>TOTAL FAT</b>	<b>20-35 %E</b>
<b>SFA</b>	<b>&lt;10% E</b>
<b>Total PUFA (LA + ALA + EPA + DHA):</b>	<b>6 – 11%E</b>
<b>n-6 PUFA (LA).</b>	<b>2.5 – 9%E</b>
<b>n-3 PUFA (ALA)</b>	<b>0.5 – 2%E</b>
<b>TFA</b>	<b>&lt;1%E</b>
<b>MUFA</b> <b>By difference ~ Total fat [%E] – SFA [%E]</b> <b>– PUFA [%E] – TFA [%E]</b>	<b>15 – 20 %E,</b>

# **S THE MENACE OF SUGARY DRINKS**



- **CHILDREN CONSUME >50% OF TOTAL BEVERAGE CONSUMPTION**
- **MAJOR RISK FACTOR FOR OBESITY**
- **GLOBALLY KILL 2 LAC PEOPLE EVERY YEAR**

- WHO recommends a reduced intake of free sugar throughout life course.
- **Free sugars** include monosaccharide and disaccharide added to foods and beverages by the manufacturer **and sugar present in honey syrup, fruit juice and fruit concentrate**
- WHO recommends to limit free sugar intake to **less than 10% of total energy**
- WHO **suggests a further reduction in free sugar to below 5% of total energy intake (conditional recommendations)**

# SUGARS

- Empty calories with no beneficial effect;
- Related with obesity, diabetes & metabolic syndrome
- **Mainly Fructose is used in commercial products**
  - Addictive
  - **100% metabolic burden on liver like Alcohol**
  - most lipophilic carbohydrate
  - (consuming fructose is consuming fat!! )
  - no safe limit**
  - metabolism creates toxins like uric acid →gout)
  - accelerates progression of CKD, CVDs, promotes CA.

# S SALT

- Added for preservation and taste
- Limit: 5000 mg Salt= 2000 mg Sodium
- Assoc with Hypertension, Cardiovascular disease (CVD)
- India, hypertension is the leading NCD risk & accounts for over 10 per cent of all deaths.

## Reduction in dietary intake by 3 g of salt,

- 50 % ↓↓ in hypertension.
- 22 % ↓↓ deaths from stroke
- 16 % ↓↓ deaths from CHD

# 1 CAN = 10 tsf Sugar

Nutrition Facts	
Serving Size 1 Can	
Servings Per Container 12	
Amount Per Serving	
Calories 140	
	% Daily Value*
Total Fat 0g	0%
Sodium 45mg	2%
Total Carbohydrate 39g	13%
Sugars 39g	
Protein 0g	

## Standard Can of Soda

Let's do the calculation:

$39\text{g} \times 4$  (4 calories/1g of sugar) =  
**156 calories**

This means there are **156 calories of sugar** in every can of soda.

\* Note that there are more sugar calories than total calories noted on the label. This is allowable according to CFR-Code of Federal Regulations Title 21.

**100% of the calories in every can is SUGAR!**

<http://dohealthevery.com>

# F-S-S CONTENTS OF SOME COMMON PACKED FOOD

Food item	Amount	Calories [Kcal]	Total fat[g] <b>F</b>	Saturated fat [g]	Sodium [g] <b>S</b>	Added sugar [g] <b>S</b>
Lays Potato Chips	100 g	544	34	5.4	0.78	1
Haldiram Aloo Bhujia	100 g	630	50	10	0.68	0
Maggi Noodles**	80 g	360	14	6.8	0.95	0.8
Coca Cola	300 ml	156	0	0	0	39
Pepsi	300 ml	156	0	0	0	39
Slice	300 ml	180	0	0	0	45
Maaza	300 ml	156	0	0	0	39
Cadbury Dairy Milk Chocolate**	40 g	211	11	8	0.06	21



# FOOD PROCESSING DISASTERS

**Just to improve texture,taste & flavour**

- **preventing growth of microorganisms**
- **Slows oxidation of fat-rancidity**
- **carcinogenic to humans (salting,curing[other salts NaNO<sub>3</sub>,NaNO<sub>2</sub>],fermenting,smoking)**

- **SUGAR**

**INVERT SYRUP**

- **TRANSFATS**

- **PARTIALLY  
HYDROGENATED**
- **FRACTIONATED**

# FOOD ADDITIVES..

IT IS IMPOSSIBLE TO PRESERVE FOOD  
WITHOUT ADDED CHEMICALS &  
ADDITIVES

- Artificial flavours
- Colouring agents
- Preservatives
- **Caffeine**
  - Use in carbonated beverages and energy drinks
  - Addictive stimulant
  - In excess leads to impaired muscle and nerve functions and dehydration

# ENERGY DRINKS : A DANGEROUS PLOT

Over-consumption - potential AE to  $\uparrow\uparrow$  **caffeine**

Use in carbonated beverages and energy drinks

Addictive stimulant

excess leads to impaired muscle and nerve functions and dehydration

**Toxic Dose is 200 mg (1 mg = 4ppm) ppm)**

Brand	Amount (mL)	Cost (Rs)	Caffeine content declared by manufacturer (ppm)	Caffeine content as tested by CSE (ppm)
Red Bull	250	95	320 (80 mg/250 mL)	310.08
Tzinga	250	25	300 (75 mg/250 mL)	258.37
Triple X	250	75	100	117.14
Cloud 9	250	85	Not given	142.25
Burn	300	75	320	291.73
<i>Source: CSE (Centre for Science and Environment). (2013)</i>				

# INFLUENCE OF MEDIA

## THEIR IDEALS

## FOOD SALES

Toofani karte hain ??



# **TV: MAJOR FACTOR AFFECTING FOOD CHOICES IN CHILDREN**

## **Environmental Victim..**

- Targeted by food industry.
- Major viewer of TV
- Limited knowlege & Little understanding
- Food Habits formed at this age persist in adulthood.....



## *Begining of an addiction*





# CREATING BRAND CONSCIOUS BABIES?

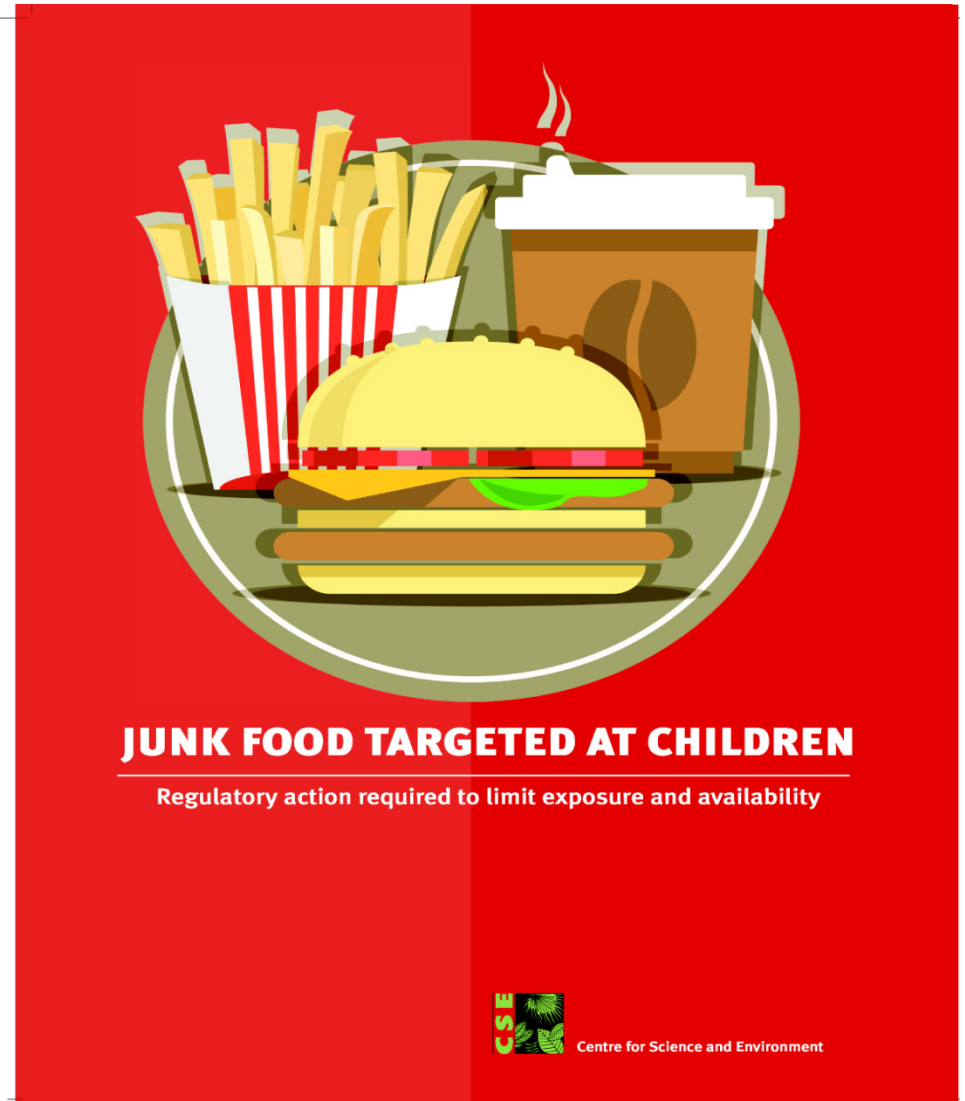


- **6 months :**  
**MENTAL IMAGES  
OF CORPORATE  
LOGOS AND  
MASCOTS.**
- **2 years :** **BRAND  
LOYALTY.**

# INDUSTRY IN SEARCH OF PERMANENT LOYAL CLIENTS

From infancy till end  
Hyperactive Children  
Pestering Power  
Yielding Guilty Parents/Grandparents  
Money & Mobiles  
Free Home Delivery  
Sales on Food  
Integral part of all Celebrations  
Foods a part of Reward/Punishment

**CRADLE TO GRAVE TACTICS**



# ***SCREEN TIME:*** RECOMMENDATIONS:

- Sedentary=Screen Time=No PA
- Unregulated Snacking...Overeating
- Tend to consume higher fat foods and less fruits, vegetables
- Media influences eating behaviours Food choices esp when their idols speak about a food
- Less Sleep time
  - obesity is highest in children watching TV $\geq$ 4 hours/day,>25%.
  - TV in bedroom increases odds of overweight by additional 31% for every hour watched...

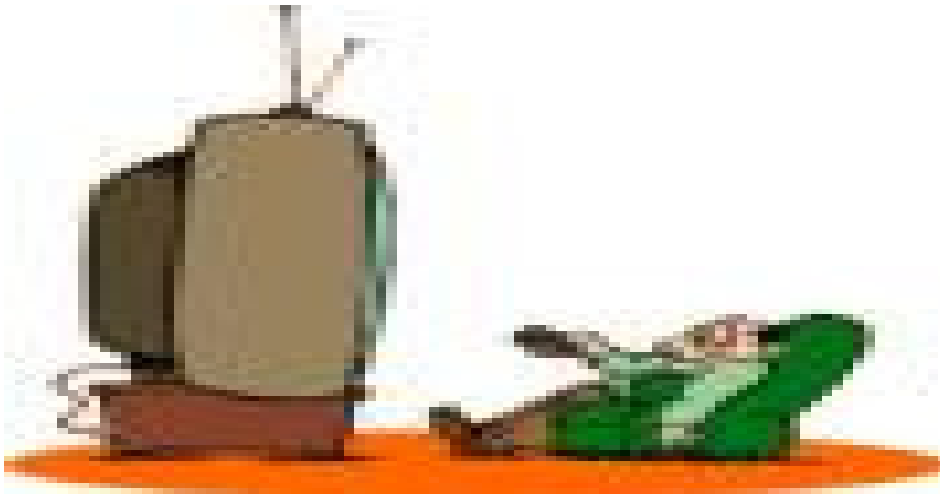
- No TV in bed room
- No eating in front of TV
- Limiting screen time

**< 2Hrs a day**

**(AAP 14 hrs Screen time per week.)**

- Taking activity breaks during commercials

***TV, computer and videogames are a privilege, not a right!!***



# What can we do ??

A] Improve Food Choices  
Ingredient choices !!

B] Read before you buy/eat !!

C] Adopt Traffic Light System to  
choose Food + Ingredients

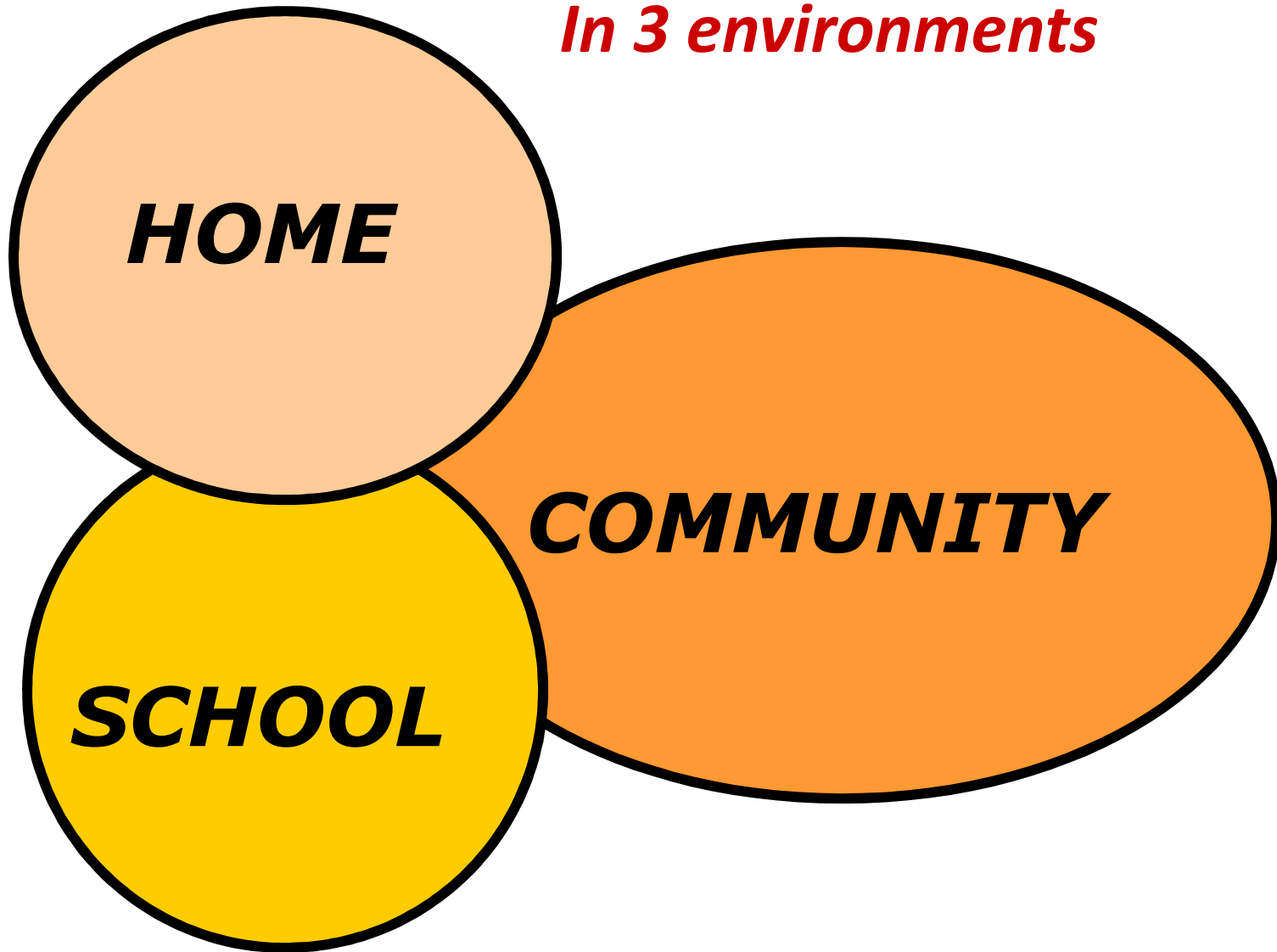
Red: Eat Least

Yellow: Eat Moderately

Green : Eat At Lib

D] Adopt Principles of Healthy Life  
style

*Children grow up  
In 3 environments*



# WHY TACKLE THE FAMILY?

Both parents  
obese =  
child's risk of  
obesity-↑sed  
6-15x



RECOMMENDATION	QUALITY OF EVIDENCE	STRENGTH OF RECOMMENDATION
Limit child's consumption of sugar sweetened beverages;	HIGH	STRONG
Eat a diet with the recommended quantities of fruits and vegetables	HIGH	STRONG
Eat breakfast daily;	HIGH	STRONG
Eat meals together as much as possible;	HIGH	STRONG
Limit eating out, especially eating at fast food restaurant	HIGH	STRONG
Adjust portion sizes appropriately for age;↑ over last 4 decades. James J, Thomas P,et al.. BMJ. Oct 13 ):762.	HIGH	STRONG

## FAMILY LEVEL

- Ensure breakfast
- Meal time should be family time.
- No TV viewing while eating.
- Respect food choices while ensuring healthy menu.
- Foods should never be a part of reward or punishment.
- Follow principles of healthy lifestyle for all.



# SCHOOL LEVEL

1. Ban availability of most common junk foods in schools & nearby

## PIL Successful

2. Develop a School canteen policy .
3. Regulate/restrict marketing promotion of junk food.e.g sponsors of school fete.
4. Ensure minimum 1hr physical activity in school routine.
5. Mandatory BMI record yearly.



# **NUTRIENT PROFILING MODELS TO CATEGORISE FOOD**

**TRAFFIC LIGHT CONCEPT**

# What should be available at School ??

- Traffic Light Concept !

<b>GREEN</b>	<b>Always on menu</b>	<b>Vegetables , legumes, fruits, grain (cereal) foods; mostly whole grain and/or high in fibre, lean meat, egg, fish etc</b>
<b>YELLOW</b>	<b>Select carefully small portion size and reduced frequency</b>	<b>Baked vegetable-based snacks, ice creams, milk-based ices and dairy desserts etc</b>
<b>RED</b>	<b>Not on menu Banned from schools as they are HFSS</b>	<b>Energy drinks, carbonated &amp; other sweetened beverages, fried packaged foods, chocolates, potato fries</b>

# GREENING THE MENU



**YELLOW**



**GREEN**

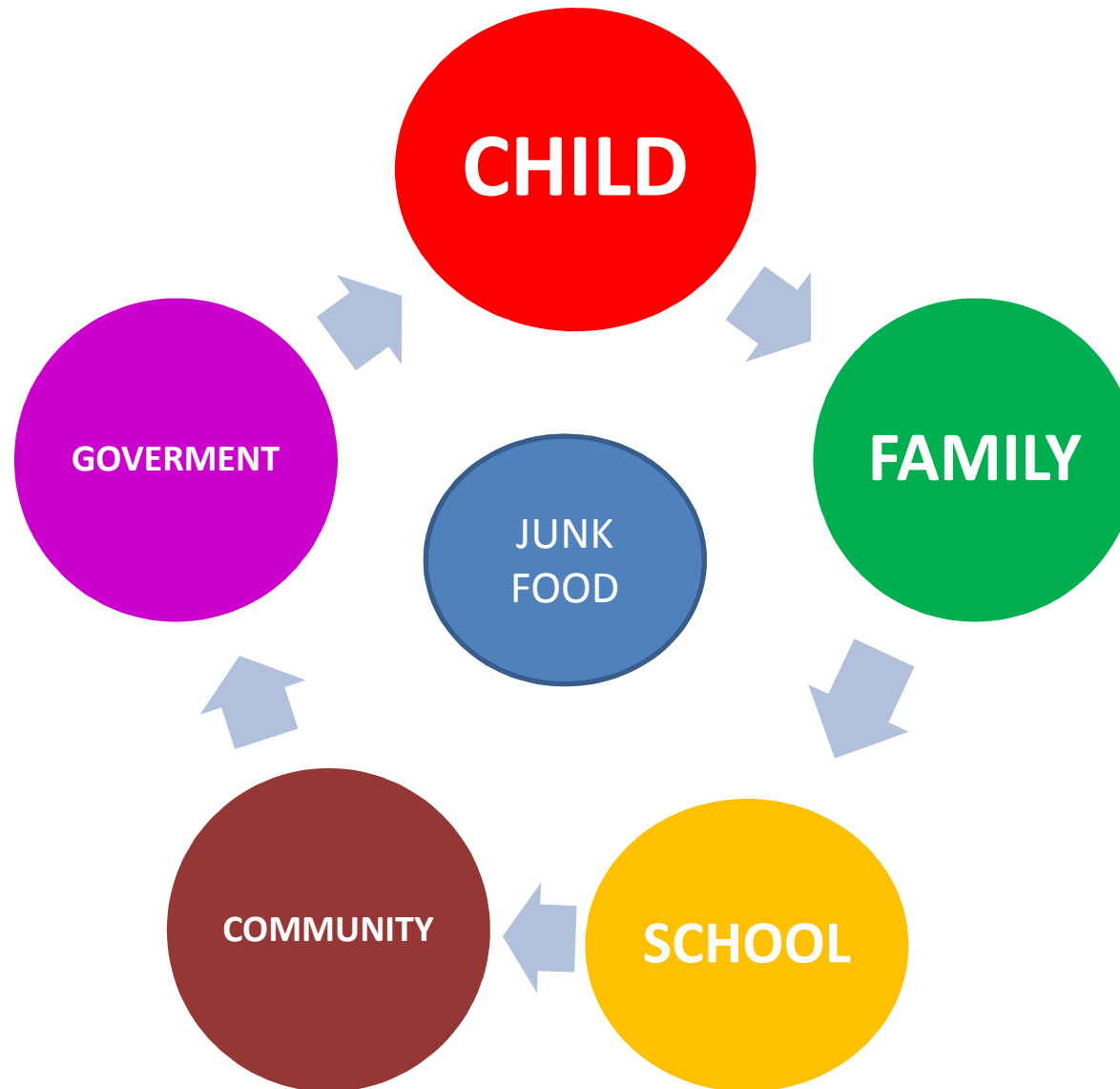


- Choose vegetable topped pizza - skip fatty meat toppings
- Choose grilled chicken - skip fried foods
- Choose smaller portions - skip "super size"
- Other good choices: baked veggies, side salads, bean burritos





# REGULATIONS/ACTIONS REQUIRED AT ALL LEVEL



# **CONSUMER AWARENESS FOR ALL**

**CHILD/PARENTS/TEACHERS/  
COMMUNITY...ALL**

**IN GUISE OF HEALTH**



[illegible]



# These do! “Tasty Nutrition”

Nutrition Information #			
Typical value for 30 g		30 g serving with 120 ml of skim milk	
<b>Energy</b>		<b>113 kcal</b>	<b>148 kcal</b>
Energy From Fat		2 kcal	3 kcal
<b>Total Fat</b>	<b>0.2 g</b>		<b>0.3 g</b>
Saturated Fatty Acids	0.0 g		0.1 g
Monounsaturated Fatty Acids	0.0 g		0.1 g
Polyunsaturated Fatty Acids	0.1 g		0.1 g
Trans Fatty Acids	0.0 g		0.0 g
<b>Cholesterol</b>	<b>0.0 mg</b>		<b>0.0 mg</b>
<b>Total Carbohydrates</b>	<b>26.6 g</b>		<b>32.2 g</b>
of which Sugar (Sucrose)	9.5 g		9.5 g
Dietary Fibre	0.5 g		0.5 g
<b>Protein</b>	<b>1.8 g</b>		<b>4.8 g</b>
<b>Sodium</b>	<b>0.20 g</b>		<b>0.25 g</b>
			(%RDA)
Vitamin A	30 µg	35.4 µg	6%
Vitamin C	6.0 mg	7.2 mg	18%
Thiamine (Vit B1)	0.3 mg	0.3 mg	30%
Riboflavin (Vit B2)	0.4 mg	0.4 mg	32%
Niacin (Vit B3)	4.0 mg	4.2 mg	35%
Vitamin B6	0.5 mg	0.5 mg	25%
Vitamin B12	0.1 µg	0.7 µg	68%
Folate	25.2 µg	25.2 µg	13%
Iron	4.2 mg	4.4 mg	21%
#Approximate values			

Source of Protein      Source of Fibre  
No Chemicals      High in Calcium  
Low in Fat      High in 8 groups Vitamins

## Nutrition Information\*

Typical value for 30g      30g serving with 120ml skim milk

<b>Energy</b>		<b>113 kcal</b>	<b>148 kcal</b>
Energy From Fat		2 kcal	3 kcal
<b>Total Fat</b>	<b>0.2 g</b>		<b>0.3 g</b>
Saturated Fatty Acids	0.0 g		0.1 g
Monounsaturated Fatty Acids	0.0 g		0.1 g
Polyunsaturated Fatty Acids	0.1 g		0.1 g
Trans Fatty Acids	0.0 g		0.0 g
<b>Cholesterol</b>	<b>0.0 mg</b>		<b>0.0 mg</b>
<b>Total Carbohydrates</b>	<b>26.6 g</b>		<b>32.2 g</b>
of which Sugar (Sucrose)	9.5 g		9.5 g
Dietary Fibre	0.5 g		0.5 g
<b>Protein</b>	<b>1.8 g</b>		<b>4.8 g</b>
<b>Sodium</b>	<b>0.20 g</b>		<b>0.25 g</b>
			(%RDA)
Vitamin A	30 µg	35.4 µg	6%
Vitamin C	6.0 mg	7.2 mg	18%
Thiamine (Vit B1)	0.3 mg	0.3 mg	30%
Riboflavin (Vit B2)	0.4 mg	0.4 mg	32%
Niacin (Vit B3)	4.0 mg	4.2 mg	35%
Vitamin B6	0.5 mg	0.5 mg	25%
Vitamin B12	0.1 µg	0.7 µg	68%
Folate	25.2 µg	25.2 µg	13%
Iron	4.2 mg	4.4 mg	21%
Calcium	57 mg	58.6 mg	11%
zinc	2.1 mg	2.8 mg	36%

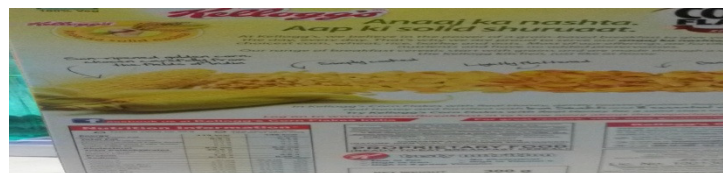
### Approximate values

If cereal is fed with cow's milk, the energy value will increase by 40 kJ/kcal and the fat by 4.8 g.

Serve Size: 30g. Source: From Nutrition Value of Indian Food; NSI, ICNR report for F.A., Sodium, Vitamin A & Vitamin B12 Source: NSI.

\* 100% Recommended Dietary Allowance per day for sedentary women below 18 years. Requirements for 100% for adults by ICNR, 2000.

**Ingredients:** Whole Wheat Flour (20%), Wheat Flour, Sugar, Cereals (wheat, rice), Salt, Edible vegetable oil, Malt extract, Lactated acid, Color (E102, E104, E105, E106, E107, E108, E109, E110, E111, E112, E113, E114, E115, E116, E117, E118, E119, E120, E121, E122, E123, E124, E125, E126, E127, E128, E129, E130, E131, E132, E133, E134, E135, E136, E137, E138, E139, E140, E141, E142, E143, E144, E145, E146, E147, E148, E149, E150, E151, E152, E153, E154, E155, E156, E157, E158, E159, E160, E161, E162, E163, E164, E165, E166, E167, E168, E169, E170, E171, E172, E173, E174, E175, E176, E177, E178, E179, E180, E181, E182, E183, E184, E185, E186, E187, E188, E189, E190, E191, E192, E193, E194, E195, E196, E197, E198, E199, E200, E201, E202, E203, E204, E205, E206, E207, E208, E209, E210, E211, E212, E213, E214, E215, E216, E217, E218, E219, E220, E221, E222, E223, E224, E225, E226, E227, E228, E229, E230, E231, E232, E233, E234, E235, E236, E237, E238, E239, E240, E241, E242, E243, E244, E245, E246, E247, E248, E249, E250, E251, E252, E253, E254, E255, E256, E257, E258, E259, E260, E261, E262, E263, E264, E265, E266, E267, E268, E269, E270, E271, E272, E273, E274, E275, E276, E277, E278, E279, E280, E281, E282, E283, E284, E285, E286, E287, E288, E289, E290, E291, E292, E293, E294, E295, E296, E297, E298, E299, E300, E301, E302, E303, E304, E305, E306, E307, E308, E309, E310, E311, E312, E313, E314, E315, E316, E317, E318, E319, E320, E321, E322, E323, E324, E325, E326, E327, E328, E329, E330, E331, E332, E333, E334, E335, E336, E337, E338, E339, E340, E341, E342, E343, E344, E345, E346, E347, E348, E349, E350, E351, E352, E353, E354, E355, E356, E357, E358, E359, E360, E361, E362, E363, E364, E365, E366, E367, E368, E369, E370, E371, E372, E373, E374, E375, E376, E377, E378, E379, E380, E381, E382, E383, E384, E385, E386, E387, E388, E389, E390, E391, E392, E393, E394, E395, E396, E397, E398, E399, E400, E401, E402, E403, E404, E405, E406, E407, E408, E409, E410, E411, E412, E413, E414, E415, E416, E417, E418, E419, E420, E421, E422, E423, E424, E425, E426, E427, E428, E429, E430, E431, E432, E433, E434, E435, E436, E437, E438, E439, E440, E441, E442, E443, E444, E445, E446, E447, E448, E449, E450, E451, E452, E453, E454, E455, E456, E457, E458, E459, E460, E461, E462, E463, E464, E465, E466, E467, E468, E469, E470, E471, E472, E473, E474, E475, E476, E477, E478, E479, E480, E481, E482, E483, E484, E485, E486, E487, E488, E489, E490, E491, E492, E493, E494, E495, E496, E497, E498, E499, E500, E501, E502, E503, E504, E505, E506, E507, E508, E509, E510, E511, E512, E513, E514, E515, E516, E517, E518, E519, E520, E521, E522, E523, E524, E525, E526, E527, E528, E529, E530, E531, E532, E533, E534, E535, E536, E537, E538, E539, E540, E541, E542, E543, E544, E545, E546, E547, E548, E549, E550, E551, E552, E553, E554, E555, E556, E557, E558, E559, E560, E561, E562, E563, E564, E565, E566, E567, E568, E569, E570, E571, E572, E573, E574, E575, E576, E577, E578, E579, E580, E581, E582, E583, E584, E585, E586, E587, E588, E589, E590, E591, E592, E593, E594, E595, E596, E597, E598, E599, E600, E601, E602, E603, E604, E605, E606, E607, E608, E609, E610, E611, E612, E613, E614, E615, E616, E617, E618, E619, E620, E621, E622, E623, E624, E625, E626, E627, E628, E629, E630, E631, E632, E633, E634, E635, E636, E637, E638, E639, E640, E641, E642, E643, E644, E645, E646, E647, E648, E649, E650, E651, E652, E653, E654, E655, E656, E657, E658, E659, E660, E661, E662, E663, E664, E665, E666, E667, E668, E669, E670, E671, E672, E673, E674, E675, E676, E677, E678, E679, E680, E681, E682, E683, E684, E685, E686, E687, E688, E689, E690, E691, E692, E693, E694, E695, E696, E697, E698, E699, E700, E701, E702, E703, E704, E705, E706, E707, E708, E709, E710, E711, E712, E713, E714, E715, E716, E717, E718, E719, E720, E721, E722, E723, E724, E725, E726, E727, E728, E729, E730, E731, E732, E733, E734, E735, E736, E737, E738, E739, E740, E741, E742, E743, E744, E745, E746, E747, E748, E749, E750, E751, E752, E753, E754, E755, E756, E757, E758, E759, E760, E761, E762, E763, E764, E765, E766, E767, E768, E769, E770, E771, E772, E773, E774, E775, E776, E777, E778, E779, E780, E781, E782, E783, E784, E785, E786, E787, E788, E789, E790, E791, E792, E793, E794, E795, E796, E797, E798, E799, E800, E801, E802, E803, E804, E805, E806, E807, E808, E809, E810, E811, E812, E813, E814, E815, E816, E817, E818, E819, E820, E821, E822, E823, E824, E825, E826, E827, E828, E829, E830, E831, E832, E833, E834, E835, E836, E837, E838, E839, E840, E841, E842, E843, E844, E845, E846, E847, E848, E849, E850, E851, E852, E853, E854, E855, E856, E857, E858, E859, E860, E861, E862, E863, E864, E865, E866, E867, E868, E869, E870, E871, E872, E873, E874, E875, E876, E877, E878, E879, E880, E881, E882, E883, E884, E885, E886, E887, E888, E889, E890, E891, E892, E893, E894, E895, E896, E897, E898, E899, E900, E901, E902, E903, E904, E905, E906, E907, E908, E909, E910, E911, E912, E913, E914, E915, E916, E917, E918, E919, E920, E921, E922, E923, E924, E925, E926, E927, E928, E929, E930, E931, E932, E933, E934, E935, E936, E937, E938, E939, E940, E941, E942, E943, E944, E945, E946, E947, E948, E949, E950, E951, E952, E953, E954, E955, E956, E957, E958, E959, E960, E961, E962, E963, E964, E965, E966, E967, E968, E969, E970, E971, E972, E973, E974, E975, E976, E977, E978, E979, E980, E981, E982, E983, E984, E985, E986, E987, E988, E989, E990, E991, E992, E993, E994, E995, E996, E997, E998, E999, E1000, E1001, E1002, E1003, E1004, E1005, E1006, E1007, E1008, E1009, E1010, E1011, E1012, E1013, E1014, E1015, E1016, E1017, E1018, E1019, E1020, E1021, E1022, E1023, E1024, E1025, E1026, E1027, E1028, E1029, E1030, E1031, E1032, E1033, E1034, E1035, E1036, E1037, E1038, E1039, E1040, E1041, E1042, E1043, E1044, E1045, E1046, E1047, E1048, E1049, E1050, E1051, E1052, E1053, E1054, E1055, E1056, E1057, E1058, E1059, E1060, E1061, E1062, E1063, E1064, E1065, E1066, E1067, E1068, E1069, E1070, E1071, E1072, E1073, E1074, E1075, E1076, E1077, E1078, E1079, E1080, E1081, E1082, E1083, E1084, E1085, E1086, E1087, E1088, E1089, E1090, E1091, E1092, E1093, E1094, E1095, E1096, E1097, E1098, E1099, E1100, E1101, E1102, E1103, E1104, E1105, E1106, E1107, E1108, E1109, E1110, E1111, E1112, E1113, E1114, E1115, E1116, E1117, E1118, E1119, E1120, E1121, E1122, E1123, E1124, E1125, E1126, E1127, E1128, E1129, E1130, E1131, E1132, E1133, E1134, E1135, E1136, E1137, E1138, E1139, E1140, E1141, E1142, E1143, E1144, E1145, E1146, E1147, E1148, E1149, E1150, E1151, E1152, E1153, E1154, E1155, E1156, E1157, E1158, E1159, E1160, E1161, E1162, E1163, E1164, E1165, E1166, E1167, E1168, E1169, E1170, E1171, E1172, E1173, E1174, E1175, E1176, E1177, E1178, E1179, E1180, E1181, E1182, E1183, E1184, E1185, E1186, E1187, E1188, E1189, E1190, E1191, E1192, E1193, E1194, E1195, E1196, E1197, E1198, E1199, E1200, E1201, E1202, E1203, E1204, E1205, E1206, E1207, E1208, E1209, E1210, E1211, E1212, E1213, E1214, E1215, E1216, E1217, E1218, E1219, E1220, E1221, E1222, E1223, E1224, E1225, E1226, E1227, E1228, E1229, E1230, E1231, E1232, E1233, E1234, E1235, E1236, E1237, E1238, E1239, E1240, E1241, E1242, E1243, E1244, E1245, E1246, E1247, E1248, E1249, E1250, E1251, E1252, E1253, E1254, E1255, E1256, E1257, E1258, E1259, E1260, E1261, E1262, E1263, E1264, E1265, E1266, E1267, E1268, E1269, E1270, E1271, E1272, E1273, E1274, E1275, E1276, E1277, E1278, E1279, E1280, E1281, E1282, E1283, E1284, E1285, E1286, E1287, E1288, E1289, E1290, E1291, E1292, E1293, E1294, E1295, E1296, E1297, E1298, E1299, E1300, E1301, E1302, E1303, E1304, E1305, E1306, E1307, E1308, E1309, E1310, E1311, E1312, E1313, E1314, E1315, E1316, E1317, E1318, E1319, E1320, E1321, E1322, E1323, E1324, E1325, E1326, E1327, E1328, E1329, E1330, E1331, E1332, E1333, E1334, E1335, E1336, E1337, E1338, E1339, E1340, E1341, E1342, E1343, E1344, E1345, E1346, E1347, E1348, E1349, E1350, E1351, E1352, E1353, E1354, E1355, E1356, E1357, E1358, E1359, E1360, E1361, E1362, E1363, E1364, E1365, E1366, E1367, E1368, E1369, E1370, E1371, E1372, E1373, E1374, E1375, E1376, E1377, E1378, E1379, E1380, E1381, E1382, E1383, E1384, E1385, E1386, E1387, E1388, E1389, E1390, E1391, E1392, E1393, E1394, E1395, E1396, E1397, E1398, E1399, E1400, E1401, E1402, E1403, E1404, E1405, E1406, E1407, E1408, E1409, E1410, E1411, E1412, E1413, E1414, E1415, E1416, E1417, E1418, E1419, E1420, E1421, E1422, E1423, E1424, E1425, E1426, E1427, E1428, E1429, E1430, E1431, E1432, E1433, E1434, E1435, E1436, E1437, E1438, E1439, E1440, E1441, E1442, E1443, E1444, E1445, E1446, E1447, E1448, E1449, E1450, E1451, E1452, E1453, E1454, E1455, E1456, E1457, E1458, E1459, E1460, E1461, E1462, E1463, E1464, E1465, E1466, E1467, E1468, E1469, E1470, E1471, E1472, E1473, E1474, E1475, E1476, E1477, E1478, E1479, E1480, E1481, E1482, E1483, E1484, E1485, E1486, E1487, E1488, E1489, E1490, E1491, E1492, E1493, E1494, E1495, E1496, E1497, E1498, E1499, E1500, E1501, E1502, E1503, E1504, E1505, E1506, E1507, E1508, E1509, E1510, E1511, E1512, E1513, E1514, E1515, E1516, E1517, E1518, E1519, E1520, E1521, E1522, E1523, E1524, E1525, E1526, E1527, E1528, E1529, E1530, E1531, E1532, E1533, E1534, E1535, E1536, E1537, E1538, E1539, E1540, E1541, E1542, E1543, E1544, E1545, E1546, E1547, E1548, E1549, E1550, E1551, E1552, E1553, E1554, E1555, E1556, E1557, E1558, E1559, E1560, E1561, E1562, E1563, E1564, E1565, E1566, E1567, E1568, E1569, E1570, E1571, E1572, E1573, E1574, E1575, E1576, E1577, E1578, E1579, E1580, E1581, E1582, E1583, E1584, E1585, E1586, E1587, E1588, E1589, E1590, E1591, E1592, E1593, E1594, E1595, E1596, E1597, E1598, E1599, E1600, E1601, E1602, E1603, E1604, E1605, E1606, E1607, E1608, E1609, E1610, E1611, E1612, E1613, E1614, E1615, E1616, E1617, E1618, E1619, E1620, E1621, E1622, E1623, E1624, E1625, E1626, E1627, E1628, E1629, E1630, E1631, E1632, E1633, E1634, E1635, E1636, E1637, E1638, E1639, E1640, E1641, E1642, E1643, E1644, E1645, E1646, E1647, E1648, E1649, E1650, E1651, E1652, E1653, E1654, E1655, E1656, E1657, E1658, E1659, E1660, E1661, E1662, E1663, E1664, E1665, E1666, E1667, E1668, E1669, E1670, E1671, E1672, E1673, E1674, E1675, E1676, E1677, E1678, E1679, E1680, E1681, E1682, E1683, E1684, E1685, E1686, E1687, E1688, E1689, E1690, E1691, E1692, E1693, E1694, E1695, E1696, E1697, E1698, E1699, E1700, E1701, E1702, E1703, E1704, E1705, E1706, E1707, E1708, E1709, E1710, E1711, E1712, E1713, E1714, E1715, E1716, E1717, E1718, E1719, E1720, E1721, E1722, E1723, E1724, E1725, E1726, E1727, E1728, E1729, E1730, E1731, E1732, E1733, E1734, E1735, E1736, E1737, E1738, E1739, E1740, E1741, E1742, E1743, E1744, E1745, E1746, E1747, E1748, E1749, E1750, E1751, E1752, E1753, E1754, E1755, E1756, E1757, E1758, E1759, E1760, E1761, E1762, E1763, E1764, E1765, E1766, E1767, E1768, E1769, E1770, E1771, E1772, E1773, E1774, E1775, E1776, E1777, E1778, E1779, E1780, E1781, E1782, E1783, E1784, E1785, E1786, E1787, E1788, E1789, E1790, E1791, E1792, E1793, E1794, E1795, E1796, E1797, E1798, E1799, E1800, E1801, E1802, E1803, E1804, E1805, E1806, E1807, E1808, E1809, E1810, E1811, E1812, E1813, E1814, E1815, E1816, E1817, E1818, E1819, E1820, E1821, E1822, E1823, E1824, E1825, E1826, E1827, E1828, E1829, E1830, E1831, E1832, E1833, E1834, E1835, E1836, E1837, E1838, E1839, E1840, E1841, E1842, E1843, E1844, E1845, E1846, E1847, E1848, E1849, E1850, E1851, E1852, E1853, E1854, E1855, E1856, E1857, E1858, E1859, E1860, E1861, E1862, E1863, E1864, E1865, E1866, E1867, E1868, E1869, E1870, E1871, E1872, E1873, E1874, E1875, E1876, E1877, E1878, E1879, E1880, E1881, E1882, E1883, E1884, E1885, E1886, E1887, E1888, E1889, E1890, E1891, E1892, E1893, E1894, E1895, E1896, E1897, E1898, E1899, E1900, E1901, E1902, E1903, E1904, E1905, E1906, E1907, E1908, E1909, E1910, E1911, E1912, E1913, E1914, E1915, E1916, E1917, E1918, E1919, E1920, E1921, E1922, E1923, E1924, E1925, E1926, E1927, E1928, E1929, E1930, E1931, E1932, E1933, E1934, E1935, E1936, E1937, E1938, E1939, E1940, E1941, E1942, E1943, E1944, E1945, E1946, E1947, E1948, E1949, E1950, E1951, E1952, E1953, E1954, E1955, E1956, E1957, E1958, E1959, E1960, E1961, E1962, E1963, E1964, E1965, E1966, E1967, E1968, E1969, E1970, E1971, E1972, E1973, E1974, E1975, E1976, E1977, E1978, E1979, E1980, E1981, E1982, E1983, E1984, E1985, E1986, E1987, E1988, E1989, E1990, E1991, E1992, E1993, E1994, E1995, E1996, E1997, E1998, E1999, E2000, E2001, E2002, E2003, E2004, E2005, E2006, E2007, E2008, E2009, E2010, E2011, E2012, E2013, E2014, E2015, E2016, E2017, E2018, E2019, E2020, E2021, E2022, E2023, E2024, E2025, E2026, E2027, E2028, E2029, E2030, E2031, E2032, E2033, E2034, E2035, E2036, E2037, E2038, E2039, E2040, E2041, E2042, E2043, E2044, E2045, E2046, E2047, E2048, E2049, E2050, E2051, E2052, E2053, E2054, E2055, E2056, E2057, E2058, E2059, E2060, E



“Tasty Nutrition”:

26.6 gm/ 30 gm carbs = 88.7%  
sugar!

# THESE ARE POSITIONED AS HEALTHY!



Zero cholesterol! Trans Fat free!  
Per 100 gm: 489 cal; Fat 21.2%  
**Whole wheat flour 15.3%: so 85% maida:** of course better than 100% maida!  
Edible common **Salt: content ???**



Ingredients: listed in order of amounts: **Refined wheat flour 70%**, edible vegetable oil, sugar, yeast, salt, milk solids, emulsifiers, malt extract, raising agent.

Fat 14%, sugar 3%

So 70 maida + 14 fat + 3 sugar = 87%. What is the remaining 13%?

# HEALTHY VS JUNK BISCUITS

## ##### glucose biscuits:

449 cal/ 100 gm

- Carbs 76.2%, of which sugar 25.6%,
- protein 8.7%, fat 12.1%
- Ingredients: maida 60%, sugar 25.6%, edible veg oil 12.1%...

## ##### Cream biscuits:

474 cal/ 100 gm

- Carbs 76%, of which sugar 30%, protein 5.5%, fat 16.5%
- Ingredients: maida, sugar, edible veg oil, hydrogenated veg oil, sugar...

Back reads: **"Atta 51%"**  
Per slice 72 calories, 14mg Na



##### Multi Grain bread: **whole wheat flour 48%, High Fibre ???**

Legumes + oil seeds 6%, cereal products 5%...  
Sugar 3.5%, fat 4%, edible common **salt, amt: ????**



# The calories in baked and regular chips are the same, so is the salt content!

Nutritional information (per100g)	Lay's	Bingo	Pringles	Parle	Hippo
Energy(Kcal)	554	531	511	501.7	491
Protien(g)	7	8.4	4.3	11.68	7
Carbohydrate	51.7	51.5	50	49.3	66
Sugars(g)	2.6	3.7	3.7	NA	4
Fat(g)	35.5	32.4	32	22.58	23
Sodium(mg)	476		.63(g)	NA	NA
Salt(%)	1.03	1.31	0.97	1.04	NA

**Baked**

At Lay's we are always open to new tasty experiences, so that's why we've put a lot of extra effort into creating a snack with a difference - Lay's Baked.

First up- they taste great. That's because we bake them for crispy crunchiness and exceptional taste. And because they are baked, they contain 50% less fat\*.

\* approximately 50% less fat as compared to fat content in Fried potato chips on an average.

For MRP Rs. (incl. of all taxes), see the panel below.

**lay's**

N.W.T: 30g  
R. NO: 91 C  
MFD: 13SEP12  
MRP: Rs. 15/-

(Frito-Lay Division)

ADDRESS: C-5, MIDC, Ranjanpuri, Palaka Shirur,  
Phase - 4, 2, 220, MAHARASHTRA

INGREDIENTS: Potato flakes (51%), Frito starch,  
Wheat flour, edible Vegetable Oil, Sugar, Salt (1.5%),  
Antioxidant (BHT).

"POTATO CRISPS"  
(PROPRIETARY FOOD)

For feedback or queries, write (including Batch No. and Manufacturing Date) to:  
**The Consumer Services Manager,**  
**PEPSICO INDIA HOLDINGS PVT. LTD.**  
(Frito-Lay Division)  
F.O. Box 27, DLF Outpost Enclave, Phase - 1,  
Gurgaon - 122 002, Haryana.

Call us at 1800 22 4020  
Or Email us at [consumer.feedback@pepsico.com](mailto:consumer.feedback@pepsico.com)

USE BEFORE SIX MONTHS FROM MANUFACTURE

8 90491 504911



# Regular VS Diet Snacks...!!



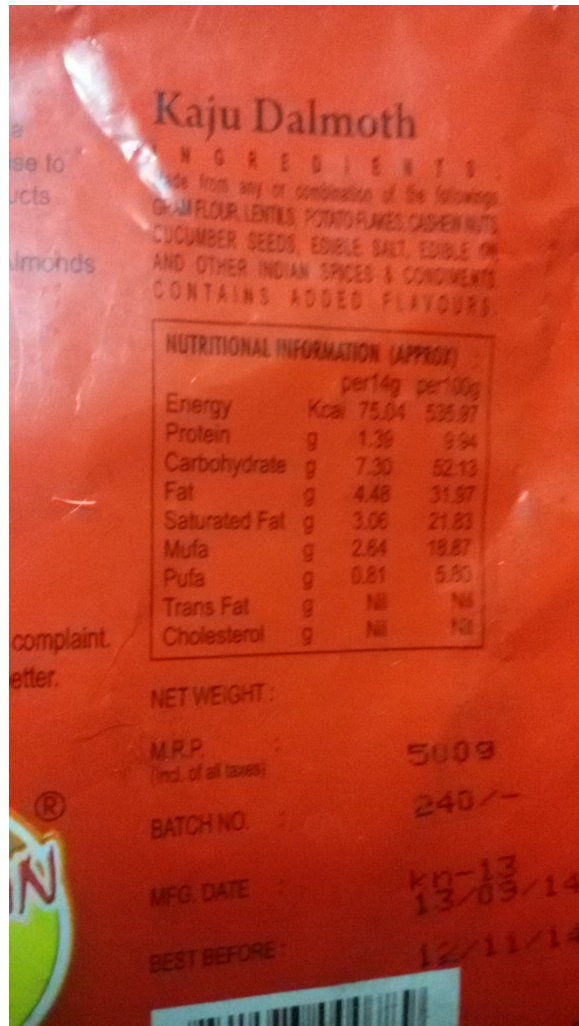
**Nylon Chivra:**  
**462 cal/ 100gm; 119 cal/ 25gm.**  
**600 mg Na/100gm: 20% of day's RDA**



**Diet Chivra:** 'Savour this light snack guilt free'  
**522 cal/ 100gm; 130 cal/ 25gm.**  
**1450 mg Na/100gm**

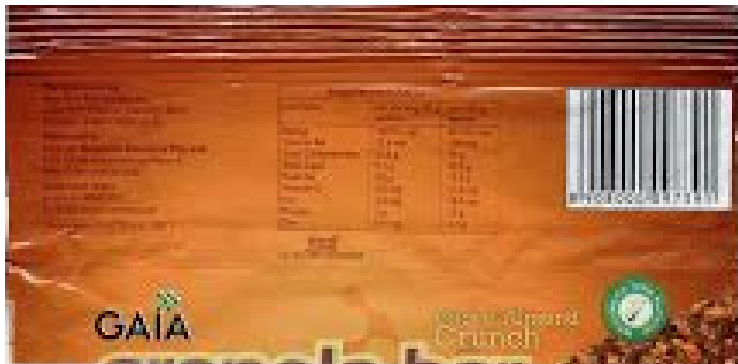


# Regular VS Diet Snacks...!!



Chhappan Bhog 'Salty Delite': **535 cal/ 100 gm**  
Salt: not mentioned!!

# Energy bars: ↑High calories, Can you read the information ??



**‘Low fat, power packed snack’  
132 cal/ bar  
30% sugar! 13.3% fat...**



**‘Healthy snack for women’  
Hi Calcium !!!! 160 cal/ bar  
Corn syrup, fructo-  
oligosaccharides,  
fructose, glycerine,....**



**HEALTHY SOUP....Low in fat: 8.2g !!**

**Carb 61g+ 7g Sugar !!**

**Look at the Na: 3977 g/100 g**

**Low in fat**

Nutritional Information <sup>a</sup>	Per 100 g	Per Serve <sup>#</sup>
Energy (Kcal)	360	50
Protein (g)	11	1.5
Carbohydrate (g)	61	8
Added sugar(g)	7	0.0
<b>Fat (g)</b>	<b>8.2</b>	<b>1.1</b>
Cholesterol (mg)	1.6	0.2
Vitamins	Traces	Traces
Minerals		
Sodium (mg)	3977	534
Potassium (mg)	340	46

<sup>a</sup>Typical Values  
<sup>#</sup>One Serve = 150 g of cooked soup

BASED ON INTERNATIONAL DIETARY GUIDELINES

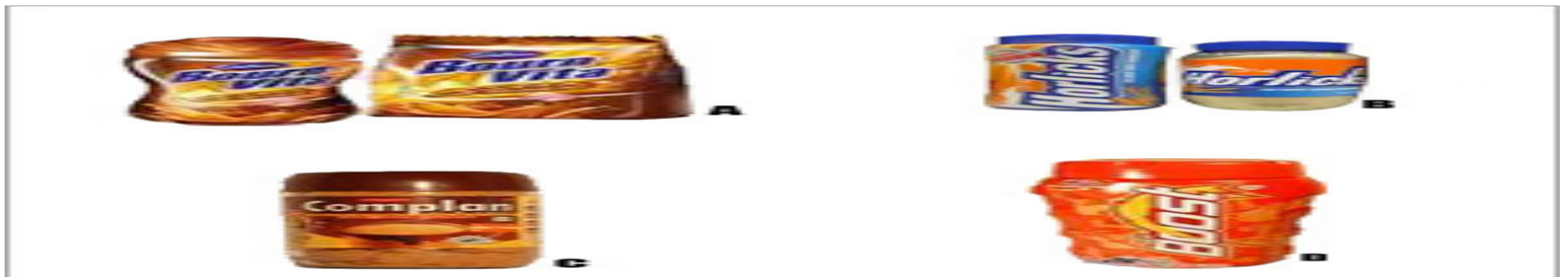
International dietary guidelines recommend a limited intake of saturated fat, sugar and salt (sodium). This product is in line with these guidelines. Check [www.healthychoice-int.org](http://www.healthychoice-int.org) For more information.

✓ **NO ADDED MSG**  
✓ **NO ADDED PRESERVATIVES**

5 simple steps to make 4 servings

# Nutritional values of ???HEALTH DRINKS CLAIMED

- Recommended by Pediatricians!!
- Clinically proven to help kids grow!!
- Pictures show Child gain height!!
- For Picky eaters!!
- Complete balanced Nutrition!!



BRAND	CALORIES (KCAL)	CARBOHYRAT ES	SUGAR	FAT	PROTEIN
B#####	383	85.4 gm	71.1gm	18	7.1
H#####	355	71.2 gm		3.1 gm	10.1 gm
C#####	439	60.8 gm	34.6gm		15.6
P#####	463	61.3gm		18.19gm	13.87
N#####	101.2	15.8 gm		2.3 gm	4.15 gm
P#####	179.6	26.9 gm		0.6 gm	16.8 gm
B#####	385	83 gm	27 gm	3 gm	8 gm
A#####	392	85 gm	32.7 gm	2.2 gm	

# INDIA

- FSSAI has laid standards for manufacture/storage/supply/restriction on ads/penalty for misleading ads
- NGO Udai Pai Foundation PIL Delhi HC 2010
- **16.3.15 APPROVED,ORDERED STRICT IMPLEMENTATION,GIVEN FSSAI TIME TO CONVERT THESE GUIDELINES TO LAWS & ENFORCE THEM**
- **CBSE has already passed orders in all Schools of the Country**

# GOVERNMENT

- **HEALTH & FAMILY WELFARE**
  - Health Education regarding Healthy Life Style
  - School Health Check Up
- **EDUCATION**
  - Mandatory Yearly Health Check ups & BMI
  - 60-45 min of Physical Activity daily
  - Encourage Walk/Biking to School if Possible
  - School Canteen Policy
  - Banning of Junk Food in and 500 metres around School
- **TRANSPORT**
  - Cycle/Walking Paths
- **SPORTS** No Sponsors from Unhealthy Foods/Drinks
- **MEDIA & ADVERTISING**
  - Responsible Media Advertising
  - All Food Ads should be screened by an Expert Committee to check for scientific authenticity/adverse effects/exaggerated claims/timings/channels of ads
  - No Ads on Kids Channel...at least upto 9 pm initially
  - TV, newspapers and school education campaigns.
- **MEDIA PERSONALITIES**...should be made socially responsible for the alarming rise in burden of NCDs

# FSSAI

- Identify HFSS Foods
- Ban availability of Junk Food in & 500 mtr around schools
- List Unpackaged Food Items NEEDING REGULATIONS
- **Implement School Canteen Guidelines on Traffic Light Concept**

80% of the Foods should be from Green Category  
Red Category should be banned

Attempt to Greening the Yellow Category

Stringent Implementation of the Regulation Policy with a clear **FOP Labelling ('front-of-pack' labelling)**

.Nutrition facts labelling.

. Establish stringent limits for unhealthy ingredients like trans fatty acids.

## JUNK FOOD CATEGORISATION BASED ON NUTRIENT PROFILING MODEL OF THE UK

Total '**A**' points = points for energy + points for saturated fat + points for sugars + points for sodium.

Total '**C**' points = points for % fruit, vegetable & nut content + points for fibre + points for protein.

**Overall score = Total 'A' points - Total 'C' points**

- A food is classified as 'less healthy' where it scores **4 points or more.**
- A drink is classified as 'less healthy' where it scores **1 point or more.**

# NUTRIENT PROFILING MODEL OF UK SCORE FOR FOOD ITEMS IN INDIA

Food Item	Cut-off score	Score !!
Lays Potato Chips	4	14
Haldiram Aloo Bhujia	4	18
Maggi Noodles	4	19
McAloo Tikki Burger	4	7
Cadbury Dairy Milk Chocolate	4	24
Coca Cola	1	2
Pepsi	1	2
Slice	1	3
Maaza	1	2



Keyhole



# Nutrition Facts

Serving Size 2/3 cup (55g)  
Servings Per Container About 8

Amount Per Serving

**Calories** 230 **Calories from Fat** 40

% Daily Value\*

**Total Fat** 8g **12%**

Saturated Fat 1g **5%**

Trans Fat 0g

**Cholesterol** 0mg **0%**

**Sodium** 160mg **7%**

**Total Carbohydrate** 37g **12%**

Dietary Fiber 4g **16%**

Sugars 1g

**Protein** 3g

Vitamin A 10%

Vitamin C 8%

Calcium 20%

Iron 45%

\* Percent Daily Values are based on a 2,000 calorie diet.  
Your daily value may be higher or lower depending on your calorie needs.

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

per 30g cereal:



% of an adult's reference intake.

Typical values per 100g: Energy 1530kJ/360kcal

Traffic  
light  
label

## Menu label



Cal	6" Sub	Cal	6" Sub
590 THE FEAST	5.29	330 DOUBLE <sup>®</sup> Turkey Breast	4.99
520 BIG PHILLY CHEESESTEAK	5.29	480 DOUBLE <sup>®</sup> Sweet Onion Chicken Teriyaki	5.49
580 PASTRAMI	5.29	420 DOUBLE <sup>®</sup> Subway Club <sup>®</sup>	5.29
		630 DOUBLE <sup>®</sup> Italian B.M.T. <sup>®</sup>	5.29

\*Values in Premium and DOUBLE<sup>®</sup> STACKED<sup>®</sup> subs with no less than 100g meat per 6" sub or 100g of meat per foot long.

DOUBLE<sup>®</sup> refers to sandwiches made complete only.

Make Any Premium or DOUBLE<sup>®</sup> STACKED<sup>®</sup> Sub<sup>®</sup>

(960-1200) call A FOOTLONG Add 3.00

**JAAGO GRAAHAK JAAGO !!**

**DON'T BELIEVE THE FALSE EXAGGERATED  
CLAIMS**

**"CRADLE TO GRAVE " BUSINESS TACTICS**

**READ before buy [read in bw the lines too!!]**

**WHATEVER IS ADVERTISED IS  
UNHEALTHY...**

**NATURAL HAS NEVER BEEN ADVERTISED**

**LETS STOP BEING TAMED BY GADGETS**



# We don't need junk food, say school kids

**MOVE HC** The court had earlier slammed Centre for delay in enforcing the ban

Harish V Nair

hnpnair@hindustantimes.com

**NEW DELHI:** On Wednesday, a group of school students joined the growing lobby demanding ban on the sale of junk food in schools and college canteens across the country.

"Uncontrolled consumption of junk food and beverages is leading to obesity. Does the fundamental right of an individual or a group to engage in an economic activity allow him to harm the lives of others?" asked the petition filed by 10 students of Pather Agnel School. They also submitted postcards to the bench headed by Acting Chief

## JUNK THIS

What uncontrolled consumption of such foods and beverages can do to you



Biscuits, burgers, colas, fries and chips are the most consumed snacks among children



Junk food mostly comprises refined sugar and fat that can lead to several health problems



Their regular consumption leads to excess weight and obesity



Junk food is a major cause of heart diseases

and diabetes as it contains hydrogenated vegetable oils that lead to cholesterol accumulation in arteries



High cholesterol in junk food puts extra strain on the liver



High fat may affect brain functions such as concentration and memory.



Consumption of colas can lead to bone damage, tooth decay, increased risk of kidney stones etc.



With no fibre, vitamins or anti-oxidants in it, junk food has no or very little nutritional value.



Icons: A SHIMANYU

We want the government to take

"has written" to all state health

told the court: "On one hand,

**PLEA ON BEHALF OF IAP TASK  
FORCE FOR PREVENTION OF  
CHILDHOOD OBESITY & NCDs**

**TREAT JUNK FOOD LEGALLY AS TOBACCO !!**

ANY TAKERS? ADVERTISE US !!



# THANK YOU

Fruits and vegetables...more matters!  
Eat at least 5 servings a day. Limit 100% fruit juice.

Participate in at least one hour of moderate to vigorous physical activity every day.



## Healthy NH

Cut screen time to 2 hours or less a day.

Restrict soda and sugar-sweetened sports and fruit drinks. Instead, drink water and 3-4 servings/day of fat-free/skim or 1% milk.

