

Fortified Junk

Examples of children's junk foods available in the UK, fortified with vitamins and minerals

*Prepared in support of the Food Commission response to the UK Food Standards Agency's
consultation on fortification of food, 2003*

Summary of submission

The Food Commission believes that policies on fortification should support national and international initiatives to promote healthy eating.

The Food Commission believes that the addition of vitamins and minerals to foods should not be used for the purposes of "enrichment" of foods that also contain high levels of fat, salt and/or sugar. Especially in the case of children's foods (e.g. highly-sugared breakfast cereals, low-juice drinks, confectionery, etc.) fortification may be used as justification for marketing and promoting products of questionable nutritional quality. The following pages show examples of products currently marketed for children in the UK which have high levels of sugar, fat and/or salt and/or low levels of healthy ingredients (such as fruit juice), but which are also fortified.

In 1999, the Food Commission conducted a survey of 260 food products containing added vitamins and minerals, which showed that the majority were of poor nutritional quality:

Nutritional profile of fortified foods		
260 fortified products compared with Department of Health guidelines of fat, sugar and salt (guidelines now adopted by the Food Standards Agency, 2002)		
	Number of products	% of sample
Over 10% sugar by weight	129	50%
Over 30% energy from fat	28	11%
Over 0.5g sodium per 100g	97	37%
Excessive fat, sugar or salt	192	74%
N.B. <i>Not all products provided full nutritional information.</i>		

The Food Commission believes that fortification should not be permitted in foods high in fats, added sugars and/or salt, and in foods that contain low levels of healthy ingredients. In addition, fortification should be used only for clear public-health purposes, to address proven dietary deficiencies

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Fortified “junk” Fortified breakfast cereals marketed for children (UK), containing high levels of sugar



KELLOGG'S HUNNY BS

Claim: “Calcium, vitamins and iron”,
“Hunny B’s are fortified with six B vitamins,
calcium and iron that your kids need to help
them grow up”

Fortified with: thiamin, riboflavin, niacin, vit-
amin B6, folic acid, vitamin B12, calcium, iron

Contains: 44% starchy carbohydrate, 39% sugar



THOMAS THE TANK ENGINE CEREAL

Claim: “Fortified with 8 vitamins
and iron”

Fortified with: vitamin D, thiamin,
riboflavin, niacin, vitamin B6,
folic acid, vitamin B12,
pantothenic acid, iron

Contains: 60% cereals; 36% sugar

TELETUBBIES SHAPED CEREAL

Claim: “Fortified with 8 vitamins & iron”

Fortified with: vitamin E, thiamin,
riboflavin, niacin, vitamin B6, folic acid,
vitamin B12, pantothenic acid, iron

Contains: 59% cereals; 40% sugar



SUGAR PUFFS

Claim: “Fortified with vitamins
and iron”

Fortified with: thiamin, niacin,
riboflavin, iron

Contains: 50% wheat, 49% sugar



NESTLÉ COOKIES CEREAL

Claim: “With added calcium, 8 vitamins and
iron”

Fortified with: vitamin C, thiamin, niacin,
riboflavin, vitamin B6, folic acid, vitamin
B12, pantothenic acid, calcium, iron

Contains: 44% starchy carbohydrate, 41% sugar



FUNKY GIRL SHAPED CEREAL

Claim: “With added vitamins and
calcium”

Fortified with: vitamin D, niacin,
thiamin, riboflavin, calcium,
folic acid, vitamin B12, iron

Contains: 66% cereals, 33% sugar

TWEENIES LETTER TIME CHOC & HONEY FLAVOURED CEREAL LETTER PIECES

Claim: “Fortified with vitamins”

Fortified with: vitamin D, thiamin, ribo-
flavin, niacin, folic acid, vitamin B12, iron

Contains: 67% cereals, 27% sugar



KELLOGG'S FROSTIES

Claim: List of claims linking fortify-
ing ingredients to healthy skin, eyes,
nails, blood, nervous system, foetal
development heart, muscles and bones

Fortified with: calcium, niacin, iron,
vitamin B6, thiamin, riboflavin, folic
acid, vitamin B12

Contains: 48% starchy carbohydrate,
40% sugar



KELLOGG'S COCO POPS

Claim: List of claims linking
fortifying ingredients to healthy bones,
concentration and physical energy

Fortified with: calcium, niacin, iron,
vitamin B6, thiamin, riboflavin, folic
acid, vitamin B12

Contains: 43% starchy carbohydrate, 42% sugar



NESTLÉ MONSTERS INC CEREAL

Claim: “Vitamins and minerals”

Fortified with: vitamin C, thiamin,
riboflavin, niacin, vitamin B6, folic acid,
vitamin B12, pantothenic acid, calcium, iron

Contains: 51% cereals; 35% sugar

Fortified “junk” Fortified ‘juice drinks’ marketed for children (UK), containing low levels of fruit juice



FLINTSTONE'S ORANGE JUICE DRINK

Claim: “This carton contains 100% of the recommended daily amount of vitamin C”

Fortified with: vitamin C

Contains: 10% orange juice, with added sugar and glucose syrup (an estimated five teaspoons of sugar in each carton)



ROBINSON'S FRUIT SHOOT JUICE DRINK

Claim: “With added vitamin power”

Fortified with: vitamins B, C and D

Contains: 10% strawberry juice, water and 10 additives, including artificial sweeteners and colours



SUNNY DELIGHT :- APPLE & KIWI KICK; ORANGE OUTBURST

Claim: “Chilled for great taste and vitamin C” and “Vitamin enriched”. Fortifying ingredients highlighted on the label in a tickbox checklist

Fortified with: vitamin A, thiamin, vitamin B6, vitamin C (apple & kiwi variety does not contain vitamin A)

Contains: 15% fruit juice, with vegetable oil, 8 additives (other than fortifying ingredients) including artificial sweeteners (Acesulfame K and Aspartame) & preservatives



RIBENA ORIGINAL BLACKCURRANT JUICE DRINK

Claim: “Rich in vitamin C” and “one serving provides 100% of the RDA of vitamin C”

Fortified with: vitamin C

Contains: 10.8% blackcurrant juice, with more sugar, glucose syrup and fructose syrup than juice



VIMTO GRAPE, BLACKCURRANT & RASPBERRY JUICE DRINK

Claim: “Each serving contains real fruit juices and 17% of the recommended daily intake of vitamin C”

Fortified with: vitamin C

Contains: 3% fruit juice, with more added sugar than juice

Fortified “junk” Fortified confectionery marketed for children (UK), containing added fats and/or sugar



**BIG CEREAL CO
FUNKY GIRL CEREAL & MILK BARS**

Claim: “With vitamins and calcium”

Fortified with: Iron, vitamin B6, riboflavin, thiamin, folic acid, vitamin B12, calcium carbonate

Contains: 47% sugar, 14% fat (of which, 12% saturated fat)

**KELLOGG’S CEREAL & MILK BARS :-
COCO POPS; RICE KRISPIES**

Claim: “They all contain calcium, vitamins and iron”, with claims (on Kellogg’s website) linking consumption of the bars to “healthy bones”, “concentration” and “physical energy”

Fortified with: thiamin, riboflavin, niacin, vitamin B6, folic acid, vitamin B12, calcium, iron

Coco Pops bar contains: 50% sugar, 16% fat (of which 12% saturated fat)

Rice Krispies bar contains: 40% sugar, 18% fat (of which 15% saturated fat)



CADBURY’S BOOST BAR WITH GLUCOSE AND GUARANA

Claim: Advertises for Boost Guarana claim it will “stimulate mental energy by increasing attention span and alertness”, and that it can outperform energy drinks.

Fortified with: Guarana

Contains: 30% fat, approx 60% sugar



HARVEST CEREAL BARS

Claim: “Contains vitamins and iron” and “Great for lunchboxes!”

Fortified with: thiamin, riboflavin, niacin, iron

Contains: (varies according to flavour) approx 30% sugar, 15% fat (of which, 9% saturated fat)



**ROWNTREES
JELLY TOTS**

Fortified with: vitamin C

Contains: 86% sugar



RIVINGTON PINK PANTHER VANILLA CREAM-FILLED WAFERS

Claim: “With added vitamins”

Fortified with: vitamin C, niacin, zinc, iron, vitamin B6, riboflavin, thiamin, folic acid, vitamin B12

Contains: 30% sugar, 30% fat (of which 5.4% saturated fat)

Fortified “junk” Fortified canned spaghetti marketed for children (UK), containing high levels of salt

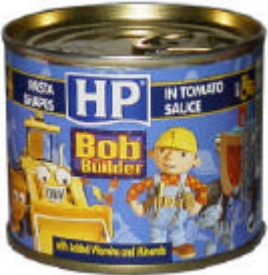
HP PASTA SHAPES IN TOMATO SAUCE, and HP PASTA SHAPES WITH MINI SAUSAGES IN TOMATO SAUCE

Claim: “With added vitamins and minerals”

Marketed with imagery of:

Bob the Builder, Tom & Jerry, Angelina Ballerina, Barney the Dinosaur, My Little Pony, Postman Pat

Fortified with: thiamin, riboflavin, niacin, vitamin B12, iron, iodine



Spaghetti in tomato sauce contains: 2.75g of salt per serving (small can) - over a third more salt than the recommended target daily intake for children under the age of 7 [Scientific Advisory Committee on Nutrition - SACN - 2002]



Spaghetti in tomato sauce with mini sausages, contains: 2.8g of salt per small can - over a third more salt than the recommended target daily intake for children under the age of 7 [SACN, 2002]

HEINZ PASTA SHAPES IN TOMATO SAUCE, and HEINZ PASTA SHAPES WITH MINI SAUSAGES IN TOMATO SAUCE

Claim: “Fortified with vitamins and iron”

Marketed with imagery of:

The Teletubbies; Thomas the Tank Engine; Barbie; Pokemon; Tweenies; Manchester United

Fortified with: iron sulphate, niacin, vitamin B12, thiamin, potassium iodide

Spaghetti in tomato sauce contains: 2g of salt per serving (small can) - the recommended target daily intake for children under the age of 7 [Scientific Advisory Committee on Nutrition, 2002]



Spaghetti in tomato sauce with mini sausages, contains: 2.5g of salt per small can - 25% more salt than the recommended target daily intake for children under the age of 7 [Scientific Advisory Committee on Nutrition, 2002]

