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14<sup>th</sup> October 2011

**Re: Food Safety Authority of Ireland (FSAI) response to the Broadcasting Authority of Ireland Children's Code Consultation**

Dear Ms Owens,

Please find attached the FSAI response to BAI consultation. The FSAI strongly supports the recommendation that advertising food and drinks high in energy, fat, saturated fat, sugar and salt to children should be restricted by the BAI. The rationale provided in the BAI report demonstrates that intervening to protect children in Ireland from the promotion of foods and drinks high in energy, fat, saturated fat, salt and sugar should not be delayed. Such action is an important element of the multiple strategies required to tackle the obesogenic environment in Ireland which is responsible for the rapidly increasing levels of fatness among children and adolescents. Such action is supported by international evidence of best practice for the prevention of obesity and associated chronic disease risk in children and youths.



The UK Nutrient Profiling (NP) Model provides Ireland with a method that enables prompt action to protect children's immediate and long-term health in an area where intervention is urgently required. However the inclusion of cheese with less healthy food products, which are subject to advertising restrictions, presents some challenges to the adoption of the UK NP Model in Ireland. The time constraints and terms of reference the Expert Working Group were working under did not allow sufficient opportunity to explore possible approaches that would address this. Although, on balance, it was decided by the Expert Working Group to adopt the UK NP Model without amendment, the FSAI is grateful for the opportunity this consultation offers to revisit this recommendation with respect to the exclusion of cheese in light of new information we have become aware of since the consultation and further work we have carried out.

The Expert Working Group, which included the FSAI, concluded that no exception be made for cheese because, although rich in calcium and protein, cheese intakes need to be limited due to their high saturated fat and salt content. The FSAI still agrees with this in principle but we have recently become aware of an amended version of the UK NP Model that has been developed by Food Standards Australia New Zealand (FSANZ) for use in the assessment of health claims on food, which allows for the assessment of cheese with a calcium content >320mg/100g. This may offer an opportunity to further address the cheese issue.

The FSAI believes there are three reasons to support amending the UK NP Model in the context of achieving a balanced diet. Firstly, as outlined in the BAI report, over a quarter of children in Ireland have inadequate calcium intakes. Puberty and the teenage years (from age 9 to 18 years) represent a critical period for bone mass accretion yet inadequacy of dietary calcium affects between 23 and 37% of this age group in Ireland (see pages 57 and 58 BAI Children's Commercial Communications Code – Consultation Document August 2011). During these years children and teenagers need to consume five servings from the Dairy Food Group (Milk, Yoghurt and Cheese) every day in order to meet their calcium requirements<sup>1</sup>. However, restricting intake of these foods to milk and yogurt only requires large amounts of food to be consumed on a daily basis e.g. 1000mls of milk or 750mls of yoghurt. Such large food volumes can overwhelm the limited capacity of many children within this age group who have a relatively small body size such as the younger children aged between 9 and 13 years. In relation to this, recent modelling of food intakes for healthy eating carried out by the FSAI found achievement of

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<sup>1</sup> FSAI, Scientific Recommendations for Healthy Eating Guidelines in Ireland, 2011. IN PRESS.

calcium requirements difficult in children aged 9 to 13 years. This work on healthy eating concluded that although low-fat milks and yoghurts should be predominantly used in order to achieve calcium intakes without exceeding saturated fat goals; nonetheless cheese can be part of a healthy diet. For the critical age group of 9 to 13 years, where calcium needs are highest yet capacity to consume large volumes of milk and yoghurt is limited due to small body size, cheese represents a useful calcium-rich food source.

Secondly, cheese intakes have been stable among children and teenagers in Ireland over last three decades when obesity rates increased dramatically. Thirdly, as previously mentioned, FSANZ has adapted the UK NP Model by creating an additional food category that facilitates the assessment of cheese and processed cheese taking particular account of calcium content (see Nutrient profiling Calculator at <http://www.foodstandards.gov.au/consumerinformation/nutritionhealthandrelatedclaims/nutrientprofilingcal3499.cfm> ).

Therefore with respect to **Recommendation 2**, the FSAI recommend the BAI adopt the UK NP Model with amendments to permit assessment of calcium-rich cheese. This should be reviewed within five years of implementation to ensure that advertisements of calcium-rich cheese during children's viewing times are appropriate (i.e. promoting cheese as part of a healthy diet and *not* as the main means of achieving calcium requirements).

The FSAI have amended the FSANZ model and tested it using various cheese and cheese products available in Ireland. The modifications made by FSAI and the results of foods tested are outlined in the annexes to the attached document.

The attached document also outlines FSAI views on other recommendations. In summary:

- The FSAI strongly supports the recommendation for considering the advertising of food and drinks for children to parents/carers. The FSAI supports the restriction of advertising that suggests inappropriate foods are suitable for infants and young children.
- The FSAI believes that food and drinks high in energy, fat, saturated fat, sugar and salt to children should be restricted by a method that protects *most* children. It is of concern that many children watch television outside of the periods that will be designated as 'children's viewing time'. Therefore the FSAI support the use of time bands (6am to

9pm) rather than 'designated children's viewing times' as this would be more effective in protecting children.

- The food industry advertising the food product should have responsibility for certifying that the product **is** or **is not** a high fat, salt, sugar food. Consideration should be given to the development of a voluntary label that the food industry can use, to advertise the fact that their food product complies with the nutrient standards set with the BAI.

The principal function of the FSAI is to take all reasonable steps to ensure that food produced, distributed or marketed in the State meets the highest standards of food safety and hygiene reasonably available. FSAI aims to ensure that food complies with legal requirements, or where appropriate with recognised codes of good practice. The BAI Children's Code represents an important aspect of food safety in terms of protecting future generations of Irish citizens from the very real risk of chronic diseases associated with unhealthy diet and obesity in children and youths.

This submission continues below with a detailed explanation of our response. If you have any questions on this submission, please do not hesitate to contact me.

Yours sincerely,

Wayne Anderson

## Food Safety Authority of Ireland – Detailed response to the Broadcasting Authority of Ireland Children’s Code

### Section 3 – Expert Working Group Report

- What are your views, generally, on the five recommendations of the Expert Working Group?

The Food Safety Authority of Ireland (FSAI) participated in the Expert Working Group that developed the five recommendations. The FSAI supports the five recommendations but welcome the opportunity to submit further information on the 2<sup>nd</sup> recommendation regarding the *‘adoption of the FSA UK Nutrient Profiling Model without amendment’*. Given the lack of time to develop an Irish model to determine which foods should be restricted in terms of advertising to children, there are some aspects of this recommendation which warrant further exploration in light of recent information and work carried out by the FSAI. Please see below for detailed feedback on all five recommendations:

- **Recommendation 1:** Advertising food and drinks high in energy, fat, saturated fat, sugar and salt to children should be restricted by the Broadcasting Authority of Ireland (BAI)

The FSAI strongly supports this recommendation. The rationale provided in the BAI report demonstrates that intervening to protect children in Ireland from the promotion of foods and drinks high in energy, fat, saturated fat, salt and sugar should not be delayed. Such action is an important element of the multiple strategies required to tackle the obesogenic environment in Ireland which is responsible for the rapidly increasing levels of fatness among children and adolescents. Such action is supported by international evidence of best practice for the prevention of obesity and associated chronic disease risk in children and youths.

- **Recommendation 2:** The UK's Food Standards Agency's Nutrient Profiling (NP) model should be adopted completely and without amendment for the purposes of deciding on suitability of food products for television advertising to children.

The UK's Food Standards Agency's Nutrient Profiling Model (UK NP Model) has been in development for many years in the UK. It has been reviewed extensively during this time. The lengthy process required to develop a similar model specifically for Ireland cannot be justified given the similarity in both the public health issues facing children and youth in both countries and in the food supply in the UK and Ireland. The UK NP Model provides Ireland with a method that enables prompt action to protect children's immediate and long-term health in an area where intervention is urgently required.

However the inclusion of cheese with less healthy food products, which are subject to advertising restrictions, presents some challenges to the adoption of UK NP Model in Ireland. The time constraints and terms of reference the Expert Working Group were working under did not allow sufficient time to explore possible approaches that would address this. Although, on balance, it was decided by the Expert Working Group to adopt the UK NP Model without amendment, the FSAI is grateful for the opportunity this consultation offers to re-visit this recommendation with respect to the exclusion of cheese in light of new information we have become aware of since the consultation and further work we have carried out.

As highlighted in the BAI report, cheese and cheese products warrant review as 'exceptional cases on the basis of nutritional merit' of foods that would be restricted using the UK NP Model (see Section 3.4 page 67 BAI Children's Commercial Communications Code – Consultation Document August 2011). The Expert Working Group conclude that no exception be made for cheese because, although rich in calcium and protein, cheese intakes need to be limited due to their high saturated fat and salt content. The FSAI still agrees with this in principle but we have recently become aware of an amended version of the UK NP Model that has been developed to assess cheese with calcium content >320mg/100g in the context of health claims and this is in use in Australia and New Zealand. The existence of a feasible method whereby the UK NP Model can be amended to facilitate the assessment of cheese on nutritional merit (i.e. taking account of the high calcium content) warrants further review of the

recommendation to adopt the UK NP Model '*completely and without amendment for the purposes of deciding on suitability of food products for television advertising to children*'.

The FSAI believe there are three reasons to support amending the UK NP Model in the context of achieving a balanced diet

1. Firstly, as outlined in the BAI report, over a quarter of children in Ireland have inadequate calcium intakes. Puberty and the teenage years represent a critical period for bone mass accretion yet inadequacy of dietary calcium affects between 23 and 37% of this age group in Ireland (see pages 57 and 58 BAI Children's Commercial Communications Code – Consultation Document August 2011).

Children and teenagers between the ages of 9 to 18 years lay down half of their adult bone mass and consequently this age group represents the life-stage with the highest requirements for dietary calcium. Such high calcium requirements are not repeated at any other stage during the human lifecycle, including during pregnancy and lactation<sup>1</sup>. The recommended dietary allowance (RDA) for calcium for children and teenagers from 9 to 18 years is 1,300mg<sup>2</sup>. During these years children and teenagers need to consume five servings from the Dairy Food Group (Milk, Yoghurt and Cheese) every day in order to meet their calcium requirements<sup>3</sup>. However, restricting intake of these foods to milk and yogurt only requires large amounts of food to be consumed on a daily basis e.g. 1000mls of milk or 750mls of yoghurt. Such large food volumes can overwhelm the limited capacity of many children within this age group who have a relatively small body size such as the younger children aged between 9 and 13 years. In relation to this, recent modelling of food intakes for healthy eating carried out by the FSAI found achievement of calcium requirements difficult in children aged 9 to 13 years. This work on healthy eating concluded that although low-fat milks and yoghurts should be predominantly used in order to achieve calcium intakes without exceeding saturated fat goals; nonetheless cheese can be part of a healthy diet. For the critical age group of 9 to 13 years, where calcium needs are highest yet capacity to consume large volumes of

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<sup>2</sup> IMO (Institute of Medicine). 2011. *Dietary Reference Intakes for Calcium and Vitamin D*. Washington, DC: The National Academies Press.

<sup>3</sup> FSAI, Scientific Recommendations for Healthy Eating Guidelines in Ireland, 2011. IN PRESS.

milk and yoghurt is limited due to small body size, cheese represents a useful calcium-rich food source.

Therefore, notwithstanding the need to limit cheese and promote low saturated fat food sources of calcium - such as low fat milks and yoghurts, the low calcium intakes among children and teens in Ireland questions the rationale for restricting advertising of calcium-rich cheese on health grounds. This is especially valid given the existence of a feasible amendment to the UK NP Model that would permit assessment of calcium-rich cheese.

2. Secondly, cheese intakes have been stable among children and teenagers in Ireland over last three decades when obesity rates increased dramatically (see Table 1)

**Table 1: The increasing levels of overweight/obesity among children and teenagers in Ireland in contrast to the relatively unchanged cheese consumption levels among the same age groups.**

	Children <sup>1</sup>		Teenagers <sup>2</sup>	
	1990 <sup>4</sup>	2005 <sup>5</sup>	1990 <sup>iii</sup>	2007 <sup>6</sup>
<b>Prevalence of overweight (%)</b>	7	11	9	11
<b>Prevalence of obesity (%)</b>	5	11	2	8
<b>Cheese intake (males) (g/day)</b>	7	7	11	13
<b>Cheese intake (females) (g/day)</b>	10	8	10	10
<sup>1</sup> Overweight/obesity figures: 8-12yrs; 1990 cheese intakes: 8-12yrs; 2005 cheeses intakes: 9-12yrs				
<sup>2</sup> Overweight/obesity figures: 13-17yrs; 1990 cheese intakes: 12-18 yrs; 2007 cheese intakes: 13-17yrs				

3. Thirdly, there is already, a workable amendment to the UK NP Model that can be used to facilitate the assessment of calcium-rich cheese. The Food Standards Agency of Australia and New Zealand (FSANZ) has adapted the UK NP Model by creating an additional food category that facilitates the assessment of cheese and processed cheese

<sup>4</sup> Irish National Nutrition Survey, Irish Nutrition & Dietetic Institute 1990.

<sup>5</sup> National Children's Food Survey, Irish Universities Nutrition Alliance (IUNA) 2005.

<sup>6</sup> National Teen's Food Survey, Irish Universities Nutrition Alliance (IUNA) 2007.

taking particular account of calcium content (see Nutrient profiling Calculator at <http://www.foodstandards.gov.au/consumerinformation/nutritionhealthandrelatedclaims/nutrientprofilingcal3499.cfm> ).

Therefore with respect to **Recommendation 2**, the FSAI recommend the BAI adopt the UK NP Model with amendments to permit assessment of calcium-rich cheese. This should be reviewed within five years of implementation to ensure that advertisements of calcium-rich cheese during children's viewing times are appropriate (i.e. promoting cheese as part of a healthy diet and *not* as the main means of achieving calcium requirements).

The FSAI have outlined the amended model and tested it using various cheese and cheese products available in Ireland. The modifications made by FSAI and the results of foods tested are outlined in the annexes to this document:

See **Annex 1** for an outline of the UK NP Model with amendment to permit assessment of calcium-rich cheese and cheese products (calcium content >320mg/100g).

See **Annex 2** for calcium-rich cheese and cheese products (calcium content >320mg/100g) commonly used in Ireland that are permitted or restricted according to the UK NP Model with amendments to permit assessment of calcium-rich cheese and cheese products.

See **Annex 3** for common cheese and cheese products with calcium content *less than* 320mg/100g that are permitted or restricted according assessment as Category 2 foods using UK NP Model with amendment to permit assessment of calcium-rich cheese and cheese products

See **Annex 4** for a summary of the modifications made to amend the UK NP Model to permit assessment of calcium-rich cheese and cheese products (calcium content >320mg/100g).

- **Recommendation 3:** Consideration should be given to the advertising of food and drinks for children to parents/carers. This is of importance as parents/carers are the gatekeepers of their children's health and this type of advertising influences parental choice of foods for young children (under fives) in particular.

The FSAI strongly supports this recommendation. The diets of infants and pre-school children are determined by parents/carers. Advertising that suggests inappropriate foods are suitable for young children should be restricted.

- **Recommendation 4:** Consideration should be given to the broadcast times of food and drink advertising as many children watch television outside of the period strictly designated as children's viewing time.

The FSAI supports this recommendation. Advertising food and drinks high in energy, fat, saturated fat, sugar and salt to children should be restricted by a method that protects *most* children. It is of concern that many children watch television outside of the periods that will be designated as 'children's viewing time'. Therefore the FSAI support the use of time bands rather than 'designated children's viewing times' as this would be more effective in protecting children.

- **Recommendation 5:** As it will not be practical to directly control advertising of foods high in *trans* fats (associated with increased risk of heart disease) to children<sup>7</sup>, surveys should be undertaken to ensure that intakes of *trans* fats remain low.

The FSAI supports this recommendation and have already carried out surveys monitoring *trans* fat content of foods commonly eaten in Ireland<sup>8</sup>.

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<sup>7</sup> Trans Fatty Acid Survey of Fast Foods in Ireland. FSAI (2008) Available at: [http://www.fsai.ie/resources\\_publications.html](http://www.fsai.ie/resources_publications.html)

<sup>8</sup> Trans Fatty Acid Survey – Retail Products (2007) Available at: [http://www.fsai.ie/resources\\_publications.html](http://www.fsai.ie/resources_publications.html)

## Section 4 – Nutrient Profiling Model

- Do you think the BAI should adopt the Nutrient Profiling Model of the Food Standards Agency in the event that it puts in place specific regulation of HFSS foods?

The FSAI recommend the BAI should adopt the UK NP Model with the amendment to permit assessment of calcium rich cheese as discussed in Annex 1 for the outline of the model with necessary assessments. This adapted Model facilitates assessment of cheese with a calcium content >320mg/100g and applies advertising restrictions on those products that score 28 or more. The FSAI recommend that this adapted Model be used to restrict advertising of food and drinks high in energy, fat, saturated fat, sugar and salt to children.

- Do you anticipate any difficulties implementing this model in practice? If yes, how might these be resolved?

The model is complex. It requires knowledge of nutritional composition of food products in addition to knowledge of the application of the adapted model. Support for the food industry in the form of training materials that are easily accessible (e.g. Web based) that show how food products can be assessed and whether they are to be restricted or not, would be useful.

- Who should have responsibility for certifying that a product is/is not a HFSS food? Should it be advertisers or broadcasters?

The food industry advertising the food product should have responsibility for certifying that the product *is* or *is not* a high fat, salt, sugar food. Consideration should be given to the development of a voluntary label that the food industry can use, to advertise the fact that their food product complies with the nutrient standards set with the BAI.

- The NP model uses the UK National Health Services „5 A DAY“ definition of what constitutes a fruit or vegetable. On what basis should the BAI define food and drink in the event that it applies the model in Ireland?

The same definitions of what constitutes a fruit or a vegetable apply in Ireland as in the UK.

## Section 5 – Regulatory Options

- Regarding the regulatory approaches outlined at 5.1, which of the three approaches do you think would work best:
- Self-regulation;
  - Co-regulation, or;
  - Governmental/Independent statutory regulation?

Please provide the reasons for your opinion.

The Co-regulation approach has worked well in the UK with the advertiser/ Food Business Operator taking responsibility for the assessment of products based on the nutrient profiling model (the amended UK NP Model as proposed above) but with statutory monitoring and enforcement.

- Regarding the regulatory approaches outlined at 5.1, which, if any, of the approaches outlined do you think is unsuitable? Please provide reasons for your opinion.

The FSAI believe Self-regulation would not provide adequate protection for children. The system in the UK of Co-regulation is working well and demonstrates effective approach that should be adopted here without delay. The Governmental/Independent statutory regulation would involve more expense.

- Regarding the regulatory measures outlined at 5.2, which, if any, of these measures do you favour:
- No additional regulation;
  - Restrictions based on time bands;
  - Restrictions based on the definition of children's programmes;
  - Content restrictions;
  - On-screen measures;
  - A combination of measures;

Please provide the reasons for your opinion.

The FSAI supports Restrictions based on time bands. As outlined above – the FSAI believe advertising food and drinks high in energy, fat, saturated fat, sugar and salt to children should be restricted by a method that protects *most* children. It is of concern that many children watch television outside of the periods that will be designated as children’s viewing time’. Therefore the FSAI support the use of Restrictions based on time bands rather than ‘Restrictions based on the definition of children’s programmes as this would be more effective in protecting *most* children.

- Regarding the regulatory measures outlined at 5.2, which, if any of these, do you not favour? Please provide the reasons for your opinion. Please note that you may discuss one or more of the measures in your response.

Please see above in relation to Restrictions based on the definition of children’s programmes. In addition, the FSAI does not favour the following regulatory measures on the basis that they will be less effective, or will delay, protecting children in Ireland from the promotion of foods and drinks high in energy, fat, saturated fat, salt and sugar.

- No additional regulation;
- Content restrictions;
- On-screen measures;
- A combination of measures;

The rationale provided in the BAI report demonstrates that effective intervention to protect children in Ireland from the promotion of foods and drinks high in energy, fat, saturated fat, salt and sugar should be implemented without delay. Such action is an important element of the multiple strategies required to tackle the obesogenic environment in Ireland which is responsible for the rapidly increasing levels of fatness among children and adolescents. Such action is supported by international evidence of best practice for the prevention of obesity and associated chronic disease risk in children and youths.

- Are there other approaches to regulation that you would like the BAI to take? If yes, please detail these alternative approaches and outline the benefits.

No

## Annex 1

### An outline of the UK NP Model with amendment to permit assessment of Calcium-rich cheese

All food to be assessed by the model need to be considered according to the procedures outlined in Part 1, Part 2, Part 3, Part 4 (for Category 1 and 2 food products) *or* Part 5 (for Category 3) *and* Part 6.

#### PART 1: Preliminary

**Table 1: Steps to determine if a food meets the scoring criteria**

<b>Section</b>	<b>Steps Involved</b>
<b>PART 2</b> <b>To be completed for all food products.</b>	<ul style="list-style-type: none"> <li>• Determine the category of the food product (1, 2 or 3) (Refer to Table 2)</li> </ul>
<b>PART 3</b> <b>To be completed for all food products.</b>	<ul style="list-style-type: none"> <li>• Calculate the fruit and vegetable points</li> <li>• Calculate protein points</li> <li>• Calculate fibre points</li> </ul>
<b>PART 4</b> <b>To be completed for Category 1 and 2 food products only.</b>	<ul style="list-style-type: none"> <li>• Calculate A Nutrients</li> <li>• Calculate final score</li> </ul>
<b>PART 5</b> <b>To be completed for Category 3 food products only (Calcium-rich cheese and cheese products)</b>	<ul style="list-style-type: none"> <li>• Calculate A Nutrients</li> <li>• Calculate final score</li> </ul>
<b>Part 6</b> <b>To be completed for all food products.</b>	<ul style="list-style-type: none"> <li>• Assess the final score to determine if the food is eligible for advertisement towards children (Table 8)</li> </ul>

**PART 2 - Determine the category of food product.****Table 2: Food Product Categories**

<b>Category</b>	<b>Food Products Included</b>	<b>Scoring criteria</b>
<b>Category 1</b>	Beverages	Category 1 food products meet the scoring criteria if the final score is < 1 total point.
<b>Category 2</b>	Foods other than those included in Category 1 or 3	Category 2 food products meet the scoring criteria if the final score is < 4 total points.
<b>Category 3</b>	Calcium-rich cheese and processed cheese products (with calcium content > 320mg/100g*)	Category 3 food products meet the scoring criteria if the final score is < 28 total points.

\*All other cheeses (with calcium content  $\leq 320$  mg/100 g) are classified as a Category 2 food product.

**PART 3 Calculate C Nutrients for all food products.****Step 1: C Nutrients calculate Fruit, Vegetable and Nut Points**

Use Table 3 to calculate the fruit and vegetable points scored

**Table 3: C Nutrients Fruit, Vegetable and Nut Points**

	<b>Column 1</b>	<b>Column 2</b>
<b>Points</b>	<b>% concentrated fruit or vegetables</b>	<b>% fruit, vegetables, nuts and legumes</b>
<b>0</b>	< 25	$\leq 40$
<b>1</b>	$\geq 25$	> 40
<b>2</b>	$\geq 43$	> 60
<b>5</b>	$\geq 67$	> 80
<b>8</b>	= 100	= 100

**Step 2: C Nutrients calculate Protein Points**

Use Table 4 to determine the Protein Points scored, depending on the amount of protein in 100g/100mL of the food product. A maximum of eight points can be awarded.

**Table 4: C Nutrients Protein Points**

<b>Points</b>	<b>Protein (g) per 100 g or 100mL</b>
<b>0</b>	$\leq 1.6$
<b>1</b>	$> 1.6$
<b>2</b>	$\geq 3.2$
<b>3</b>	$> 4.8$
<b>4</b>	$> 6.4$
<b>5</b>	$> 8.0$

Food products that score 11 or more A Nutrients are not permitted to score points for protein unless they score at least 5 points for fruit, vegetables and nuts.

**Step 3: C Nutrients Calculate Fibre Points**

Use Table 5 to determine the Fibre points scored, based on the amount of dietary fibre in 100g/100mL of the food product. A maximum of five points can be awarded.

**Table 5: Fibre Points**

<b>Points</b>	<b>Fibre (g) Per 100 g or 100mL</b>
<b>0</b>	$\leq 0.9$
<b>1</b>	$> 0.9$
<b>2</b>	$> 1.9$
<b>3</b>	$> 2.8$
<b>4</b>	$> 3.7$
<b>5</b>	$> 4.7$

## PART 4 Calculate A Nutrient points for Category 1 and 2 foods products

### Step 1. Calculate A Nutrients

Use Table 6 to determine the A Nutrient points scored according to the level of each relevant nutrient in 100 g or 100mL of the food product (based on the respective declarations in the nutrition information panel). A maximum of ten points can be awarded for each nutrient.

**Table 6: Calculate A Nutrients for Category 1 and 2 food products**

Points	Average energy content (kJ) per 100 g or 100mL	Saturated fatty acids (g) per 100 g or 100mL	Total sugars (g) per 100 g or 100mL	Sodium (mg) per 100 g or 100mL
0	≤ 335	≤ 1.0	≤ 5.0	≤ 90
1	> 335	> 1.0	> 5.0	> 90
2	> 670	> 2.0	> 9.0	> 180
3	> 1005	> 3.0	> 13.5	> 270
4	> 1340	> 4.0	> 18.0	> 360
5	> 1675	> 5.0	> 22.5	> 450
6	> 2010	> 6.0	> 27.0	> 540
7	> 2345	> 7.0	> 31.0	> 630
8	> 2680	> 8.0	> 36.0	> 720
9	> 3015	> 9.0	> 40.0	> 810
10	> 3350	> 10.0	> 45.0	> 900

Total A Nutrient points =

(nutrient points for average energy content) + (nutrient points for saturated fatty acids) + (nutrient points for total sugars) + (nutrient points for sodium)

### Step 2: Calculate Final Score

Final Score = A Nutrient points – C Nutrient points

(Where A Nutrient points are based on energy, saturated fat, total sugars and sodium content and C Nutrient points are based on fruit and vegetables, fibre and protein content).

Move to Part 6 to determine whether the food product meets the scoring criteria set out in Table 8 in order to be eligible for advertisement towards children.

## PART 5 Calculate A Nutrient points for Category 3 foods products (calcium-rich cheese and cheese products – calcium>320mg/100g)

### Step 1. Calculate A Nutrient points

Use Table 7 to determine the A Nutrient points scored, based on the content of each component in the food product.

**Table 7: A Nutrients for Category 3 food products**

Points	Average energy content (kJ) per 100 g or 100 mL	Saturated fatty acids (g) per 100 g or 100mL	Total sugars (g) per 100 g or 100mL	Sodium (mg) per 100 g or 100mL
0	≤ 335	≤ 1.0	≤ 5.0	≤ 90
1	> 335	> 1.0	> 5.0	> 90
2	> 670	> 2.0	> 9.0	> 180
3	> 1005	> 3.0	> 13.5	> 270
4	> 1340	> 4.0	> 18.0	> 360
5	> 1675	> 5.0	> 22.5	> 450
6	> 2010	> 6.0	> 27.0	> 540
7	> 2345	> 7.0	> 31.0	> 630
8	> 2680	> 8.0	> 36.0	> 720
9	> 3015	> 9.0	> 40.0	> 810
10	> 3350	> 10.0	> 45.0	> 900
11	> 3685	> 11.0		> 990
12		> 12.0		> 1080
13		> 13.0		> 1170
14		> 14.0		> 1260
15		> 15.0		> 1350
16		> 16.0		> 1440
17		> 17.0		> 1530
18		> 18.0		> 1620
19		> 19.0		> 1710
20		> 20.0		> 1800
21		> 21.0		> 1890
22		> 22.0		> 1980
23		> 23.0		> 2070
24		> 24.0		> 2160
25		> 25.0		> 2250
26		> 26.0		> 2340
27		> 27.0		> 2430
28		> 28.0		> 2520
29		> 29.0		> 2610
30		> 30.0		> 2700

Total A Nutrient points = (points for average energy content) + (points for saturated fatty acids) + (points for total sugars) + (points for sodium)

## Step 2: Calculate final Score

Final Score = A Nutrient points – C Nutrient points

(Where A Nutrient points are based on energy, saturated fat, total sugars and sodium content and C Nutrient points are based on fruit and vegetables, fibre and protein content).

Move to Part 6 to determine whether the food product meets the scoring criteria set out in Table 8 in order to be eligible for advertisement towards children.

## PART 6 – Assessment of the Final Score

Use Table 8 to compare the final score to ascertain if the food product meets the scoring criteria, in order to be eligible for advertisements broadcast during children’s viewing times.

**Table 8: Scoring criteria for food categories**

Food Product	Final Score	Meets scoring criteria to be eligible for advertisement towards children
Category 1	< 1	Yes
Category 2	< 4	Yes
Category 3	< 28	Yes

Foods that equal 1, 4, or 28 for categories 1, 2, and 3, respectively, are **not** eligible for advertisements broadcast during children’s viewing times.

## Annex 2

### Common calcium-rich cheese and cheese products (calcium content >320mg/100g) in Ireland assessed as Category 3 foods using UK NP Model with amendment to permit assessment of Calcium-rich cheese:

Parameters of model (calcium, energy, saturated fat, sodium content per 100g) and designation (restricted / permitted) of calcium-rich cheese and cheese products are shown below.

Type of cheese	Calcium content (mg per 100g)	Energy content (KJ per 100g)	Saturated fat (g per 100g)	Sodium (mg per 100g)	Total number of points	Advertising permitted/restricted
<b>Cheese Triangles (Light)*</b>	480	610	5.0	760	13	Permitted
<b>Low-fat Cheddar type</b>	840	1091	9.4	670	19	Permitted
<b>Cheese strings*</b>	683	1302	14.3	700	24	Permitted
<b>Brie</b>	540	1323	16.8	700	26	Permitted
<b>Cheese Slices* Processed</b>	700	1140	13.9	1100	28	Restricted
<b>Edam</b>	770	1382	15.9	1020	30	Restricted
<b>Feta Cheese</b>	360	1037	13.7	1440	32	Restricted
<b>Processed Cheese</b>	610	1234	14.3	1351	32	Restricted
<b>Gouda</b>	740	1555	19.4	910	33	Restricted
<b>Cheddar</b>	700	1679	21.3	710	33	Restricted
<b>Parmesan</b>	1200	1880	20.5	1090	37	Restricted

\*All nutritional values taken from nutrient analysis software programme Net WISP V3 with the exception of items marked \* where nutritional information was taken from product labels available for sale in retail units.

### Annex 3

**Common cheese and cheese products with calcium content *less than* 320mg/100g assessed as Category 2 foods using UK NP Model with amendment to permit assessment of calcium-rich cheese:**

Parameters of model (calcium, energy, saturated fat, sodium content per 100g ) and designation (restricted / permitted) of calcium-rich cheese and cheese products are shown below.

Type of cheese	Calcium content (mg per 100g)	Energy content (KJ per 100g)	Saturated fat (g per 100g)	Total sugars (g per 100g)	Sodium (mg per 100g)	Total number of points	Protein (g) per 100g	Final Score	Advertising permitted/restricted*
<b>Cottage cheese</b>	127	423	2.3	3.1	300	6	12.6	1	<b>Permitted</b>
<b>Cheese spread</b>	76	1286	20.0	4.4	288	16	N/A	16	<b>Restricted</b>
<b>Camembert</b>	235	1205	14.0	0	605	19	N/A	19	<b>Restricted</b>

\* Category 2 food products meet the scoring criteria if the final score is < 4

All nutritional values taken from nutrient analysis software programme Net WISP V3

NB – C Nutrients Fruit and Vegetable points and Fibre points are not applicable for cheese and cheese products tested.

## Annex 4

### Summary of modifications to the UK NP Model with amendments to permit assessment of calcium-rich cheese (calcium content >320mg/100g)

The Food Safety Authority of Ireland (FSAI) have developed an amended version of the UK NP Model for the assessment of beverages and food products that meet advertising standards (in terms of energy, saturated fat, sugar and sodium content) for broadcasting during children's viewing times.

The first amendment that was made to the UK NP Model involved dividing foods/ beverages into three different categories. These three categories were based on the upper limit of points permitted for foods/ beverages that comply with the standards for broadcasting during children's viewing times.

- **Category 1** includes beverages only and the upper points permitted for broadcasting their promotion during children's viewing times are <1. No amendment was made to the UK NP model for assessing beverages.
- **Category 2** includes foods other than those included in Category 1 or Category 3. It also covers cheese and cheese products which have *less than* 320mg calcium/100g. The upper points permitted for broadcasting the promotion of Category 2 food products during children's viewing times is < 4 total points. No amendment was made to the UK NP model for assessing these food products.
- **Category 3** is a new category which has been introduced to facilitate assessment of calcium-rich cheese and cheese products (>320mg calcium/100g) which meet upper criteria set for energy, saturated fat, sugar and sodium composition. The upper points permitted for broadcasting the promotion of Category 3 food products during children's viewing times is < 28 total points. These modifications were based on the adapted UK NP Model used by the Food Standards Agency of Australia and New Zealand (FSANZ) for assessing foods that are permitted to bear health claims.

The amended model maintains the protein cap used in the UK NP model rather than adopting the higher FSANZ protein cap.

The FSAI tested the amended model to evaluate the suitability of various cheese and cheese products commonly used in Ireland to assess their suitability for advertising during children's viewing hours. Firstly calcium-rich cheese and cheese products (calcium content >320mg/100g) were evaluated (see **Annex 2**). Secondly cheese and cheese products which contained *less than* 320mg calcium were tested as Category 2 foods (see **Annex 3**).

On evaluation, the protein cap applied to all cheeses, with the exception of cottage cheese as it was the only one that scored below 11 points for A nutrients. Subsequently, with the allowance for protein, cottage cheese will be permitted to be advertised during children's viewing time.

