

May 2013

## **Promoting healthy food** **Extra £302,000 to help shops display more healthy options**

Scottish retailers will receive more help to promote healthier food options in convenience stores thanks to a fresh injection of Scottish Government funding.

The Healthy Living Programme, jointly funded by the Scottish Government and Scottish Grocers Federation, provides shops with the means to display and promote fresh, healthy produce.

The extra cash will now mean that the participating retailers will be able to expand the range of produce covered by the Programme, including bread, breakfast cereals and frozen vegetables.

The Programme will also now target expansion of membership in hospital shops and restaurants. Programme members will also be encouraged to engage more with young people, helping them make healthier choices, and promoting healthier 'meal deal' choices.

These 'meal deals' provide shoppers with all the ingredients to make a healthy meal, including meat and vegetables.

Minister for Public Health Michael Matheson said:

"Combating obesity is one of our biggest health challenges and we need retailers to play an active role in helping people to make healthier food choices

"It is vital that choosing the healthy option is as easy as possible for people out doing their regular shopping.

"That is why it is really encouraging to see the positive impact that the Healthy Living Programme has had on our communities. The Programme now has 1237 member stores across Scotland, who have been working hard to make good quality fresh fruit and vegetables readily available for their customers.

"This new stage of the programme, backed by new funding gives us an exciting new challenge. In addition to opening it up to new members, stores will also see a vast increase in products that they can promote. Shops like the Broadway Premier store in Oxfangs, which I visited recently, are already moving in the right direction, by helping local school children to learn more about healthy eating."

John Drummond, Chief Executive of the Scottish Grocers Federation (SGF) said:

"The SGF welcomes this announcement which will help retailers invest time, money and their expertise to promote an expanded range of healthier products. As responsible retailers we are committed to being part of the solution to Scotland's obesity problem."

## **Background**

Finance of £305k is being committed from now to April 2014.

As well as new funding, Minister for Public Health, Michael Matheson also launched new guidance for retailers that are in the programme. The guidance gives information on how to implement the programme in store, including the use of promotional materials, and informs businesses of the foods that can be promoted.

The announcement of further funding for the Healthy Living Programme comes as revised Scottish Dietary Goals are published, following a commitment in Scotland's National Food and Drink Policy *Recipe for Success*. These updated Dietary Goals provide the basis for significantly expanding the product range in the programme.

Guidance document and revised Dietary goals.

Pictures from the launch are available on request from the number below.

## **Contact**

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