

How to calculate your nutrient profiling 'HFSS' score





The FDF is the membership body for the largest manufacturing sector in the UK, food and drink.

We bring together business, government and stakeholders to ensure our manufacturers have the right conditions to grow, invest and employ, while continuing to produce high quality safe, nutritious and affordable food and drink.

- Developed in 2005 by a panel of experts commissioned by the FSA for restricting advertising to children.
- Model currently used to identify HFSS (high fat, salt and sugar) products to:
 - Restrict advertising to children on TV (since 2007)
 - Restrict advertising to children in non broadcast media (since 2017)
- Model will be applied to certain categories in scope to:
 - Restrict location of HFSS products in store and online from October 2022
 - Restrict HFSS multibuy offers in store and online from October 2023
 - Further restrict HFSS TV and paid-for online advertising from January 2024

How to use



Points	Energy (kJ)	Sat Fat (g)	Total Sugar (g)	Sodium (mg)
0	≤ 335	≤ 1	≤ 4.5	≤ 90
1	>335	>1	>4.5	>90
2	>670	>2	>9	>180
3	>1005	>3	>13.5	>270
4	>1340	>4	>18	>360
5	>1675	>5	>22.5	>450
6	>2010	>6	>27	>540
7	>2345	>7	>31	>630
8	>2680	>8	>36	>720
9	>3015	>9	>40	>810
10	>3350	>10	>45	>900

Points	Fruit, Veg & Nuts (%)	NSP Fibre ' (g)	Or AOAC Fibre ' (g)	Protein (g)
0	≤ 40	≤ 0.7	≤ 0.9	≤ 1.6
1	>40	>0.7	>0.9	>1.6
2	>60	>1.4	>1.9	>3.2
3	-	>2.1	>2.8	>4.8
4	-	>2.8	>3.7	>6.4
5*	>80	>3.5	>4.7	>8.0

Use the table to work out the score for each nutrient per 100g of product

Total 'A' points
(energy + sat fat + sugars + sodium)
MINUS
Total 'C' points
(Fruit, veg and nuts + fibre + protein)

- If a food scores 4 or more = HFSS
- If a drink scores 1 or more = HFSS

Protein Cap

If a product scores 11 or more 'A' points you cannot take away the protein score (unless you score 5 points for F/V/N)

- Is there an universal calculator available?
- Is my product a food or a drink?
- What can I count in my fruit, vegetable and nut calculation? What about dried or pureed fruit?
- What about products where nutrient information is given on pack per 100ml?
- What nutrient information do I use? (as sold or consumed?) How do I calculate a score for dried products such as dessert mixes?
- How do I calculate the score for a multipack or platter?



**Guidance on how to
calculate HFSS score**

Drinking Yogurts

- Meets industry compositional standards for yogurt with no additional liquids.
- Classed as a food and HFSS scoring threshold is 4

Yogurt Drinks

- If there are additional liquids (added milk, juice or water), it should be classed as a drink and HFSS scoring threshold is 1

Meal replacement shakes

- Not in scope



Fruit, Veg and Nuts – What Counts?

The amount of fruit and veg in a product can be calculated **before or after cooking**. However, all the ingredients should be in the same state.

What counts (more information via QR code)

- Only intact fruit and veg (incl. cooked and dried) and those that are minimally processed (peeled, sliced, tinned, frozen, juices, purees)
- Pulses
- All nuts (including peanuts)
- For coconut, different rules apply depending on component used
- The weight of dried fruit and veg used (incl. concentrated tomato puree) should be multiplied by 2 – There is an equation to use.

Not included

- Fruit and veg that have been subject to further processing (e.g., concentrated fruit juice sugars, powders or leathers)
- Potatoes and other starchy vegetables such as yams or casava
- Seeds



**Guidance on how to
calculate FVN score**

Calculating F/V/N component - Worked Example

VEGETABLE LASAGNE



INGREDIENTS: Cooked Free Range Egg Pasta (Durum **Wheat** Semolina, Free Range **Egg**, Water, **Egg** White), **Mushroom**, Whole Cows' **Milk**, Merlot (7%), **Roasted Vegetables (7%)** (Red Pepper, Yellow Pepper, Courgette, Aubergine, Rapeseed Oil, Salt), Water, **Onion, Carrot (6%)**, **Tomato, Green Lentils (3%)**, **Caramelised Red Onion (Red Onion**, Brown Sugar, Red Wine Vinegar, Red Wine, **Dried Onion**, Cornflour, **Onion Concentrate**, (Sunflower Oil, Salt, Sugar), **Garlic Purée**), Cornflour, Rapeseed Oil, Regato cheese (Cows' **Milk**), Extra Mature Cheddar Cheese (Cows' **Milk**), **Tomato Purée**, Double Cream (Cows' **Milk**), Mozzarella Cheese (Cows' **Milk**), Basil in Sunflower Oil (Basil, Sunflower Oil, Salt), **Garlic Purée**, Salt, Mushroom Stock (**Mushroom Concentrate**, Rapeseed Oil, **Mushroom Powder**, Water, Sugar), Demerara Sugar, Yeast Extract, Black Pepper, Colour: Plain Caramel: **Parsley**, White Pepper

Fruit / veg / nuts per 100g

Mushroom – assume 7g, Roasted vegetables – 7g

Onion - assume 6g, Carrot – 6g,

Tomato – assume 3g, Lentils – 3g

Red onion, garlic puree and parsley – assume 3g in total

Dried onion, onion and mushroom concentrate, tomato puree (x2) Minor contributors

7 + 7 + 6 + 6 + 3 + 3 + 3 = 35g / 35% (So 0 points scored for F/V/N)

Remember F/V/N scoring threshold is quite high – product should be over 40% F/V/N to score 1 point

Calculating F/V/N component - With Dried Fruit



Fruit and Nut Bar (per 100g)

Dried Dates 54%, Cashews 18%, Raisins 15%, Peanuts 8%, Cocoa Butter 2%, Raspberries 1%, Cocoa Mass 1%, Tigernuts, Natural Flavourings, Rice Flour, Emulsifier: Sunflower Lecithin,

Remember F/V/N scoring threshold is quite high – product should be over 40% F/V/N to score 1 point

Weight of non FVN component = 100g – 54g – 18g – 15g – 8g – 1g = 4g

$$\frac{(\text{Weight non dried FVN}) + (2 \times \text{weight dried FVN})}{(\text{Weight non dried FVN} + (2 \times \text{weight dried FVN}) + (\text{weight non FVN components}^*))} \times 100 = \frac{27 + 138}{27 + 138 + 4} \times 100 = 98 \%$$

Where Nutrition Information is per 100ml

Vanilla Ice Cream

- Determine conversion factor / specific gravity (guidance suggests using MAFF Food Portion Sizes 1994) or more accurately through analysis.
- Specific gravity is 0.55
- So 100ml of ice cream is $100 \times 0.55 = 55\text{g}$
- Scale up nutrient values to 100g

- Eg for KJ $(741 / 55) \times 100 = 1347\text{KJ}$

	Per 100ml (or 55g)	Per 100g
Energy KJ	741	1347
Saturated Fat	6.1	11.1
Total Sugars	18.7	34.0
Fibre	0	0
Protein	3.6	6.5
Salt	0	0

Sold vs Consumed

Use nutrient information as sold

- Almost all NPM scores should be based on nutrition information as sold (even frozen products)
- EXCEPT products that need reconstituting before consumption - e.g. custard, cake mixes, drinks powders.
- Nutrient information for reconstituted products should be based on manufacturers reconstitution instructions.

BUT

- Some products (ready meals, pizza, potato products) only label 'as consumed' data.
- Manufacturers will know HFSS status based on 'as sold' data from recipe.



Example 1

- In scope and out of scope products packaged together (e.g ready meals with separate curry and rice)
- Guidance states 'If either the curry dish, the rice dish or the product as a whole is HFSS then it would be subject to restrictions'



Example 2

- All in scope products packaged together e.g. yogurt and granola
- If either component is HFSS then the whole product would be subject to restrictions



Example 3

- Hampers or platters with a mixture of in scope and out of scope components
- If one product is HFSS, then the whole hamper product is restricted

Example 4

- Multipack of several items in scope
- No clear guidance is available
- Recommend if one product is HFSS the whole product is restricted



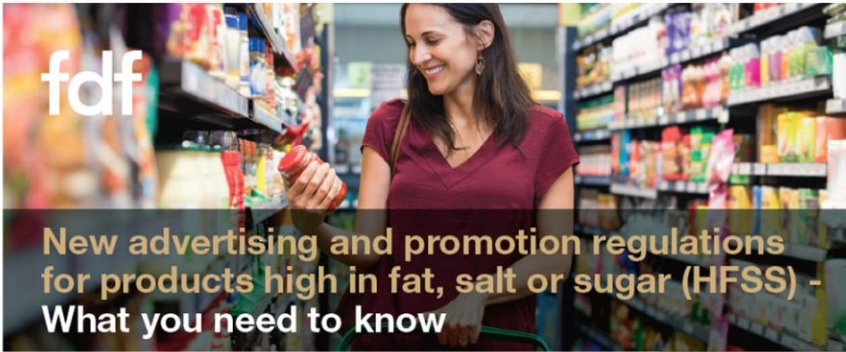
Other Resources

Support for FDF Members

The Food and Drink Federation (FDF) represents and protect the interests of food and drink companies of all sizes, across all sectors of the industry. We are working hard to help our members understand these new rules and FDF members can access a range of resources to help them prepare including:

- ✓ Q&A resources
- ✓ HFSS / Nutrient Profiling Model calculator
- ✓ Webinars and podcasts
- ✓ Access to our FDF experts

If you would like to learn more about how we can help you and your business please [contact us](#) for an informal chat.



New advertising and promotion regulations for products high in fat, salt or sugar (HFSS) - What you need to know

<h4>What restrictions are coming into force?</h4> <p>From 1 October 2022, there will be new rules which restrict what products you can sell on volume promotion, as well as where you can place them in a retail store in England. There are also equivalent rules online. In 2022, there will be consultation on introducing similar measures in Scotland and Wales.</p> <p>From 1 January 2023, there will be new rules on what advertisements you can place on the internet and on TV before 9pm across the UK. The rules will exist in tandem with current advertising rules which limit what products can be advertised to children.</p> <h4>What does this mean?</h4> <p>If your product is HFSS it won't be allowed to use volume promotions like 'buy 1 get 1 free', or '3 for 2'. It will also be banned from being placed at key locations such as store entrances, aisle ends, checkouts (and their online equivalents). You may receive</p>	<h4>Do the new rules impact your business?</h4> <p>The restrictions only apply to certain categories of products – those which national dietary surveys show contribute the most to sugar and calorie intakes.</p> <p>If your products fall within one of these categories, you need to apply the UK nutrient profiling model, to determine whether it is a HFSS product (i.e. high in fat, salt or sugar). If your product is HFSS then promotion and advertising restrictions will apply.</p> <p>Certain exemptions apply for small and medium sized businesses.</p> <h4>Support for FDF Members</h4> <p>The Food and Drink Federation (FDF) represents and protect the interests of food and drink companies of all sizes, across all sectors of the industry. We are working hard to help our members understand these new rules and FDF members can access a range of resources to help them prepare including:</p>	<h4>Categories impacted</h4> <ol style="list-style-type: none">1. Soft drinks with added sugar2. Savoury snacks3. Breakfast cereals4. Confectionery, including chocolate and sweets5. Ice cream, ice lollies, frozen yoghurt, water ices and similar frozen products6. Cakes and cupcakes7. Sweet biscuits and bars based on nuts, seeds or cereal8. Morning goods9. Desserts and puddings10. Sweetened yoghurt and fromage frais11. Pizzas
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Promotions



Advertising