

# Proof that sugary cereal TV adverts ARE fuelling child obesity



**PESTER POWER:** An ad for Kellogg's Frosties

CHILDREN who watch just 20 television adverts a week for sugary breakfast cereals eat a staggering 30 per cent more of them than those who see none, new research has revealed.

Parents and health experts have long been concerned about the impact of repeated adverts for cereal and other high-sugar foods on youngsters' eating habits.

Scientists found that for every ten cereal commercials a child under the age of five watched weekly, their consumption of the products jumped by almost 15 per cent. And young children viewing 20 cereal

By **Stephen Adams**

adverts per week would consume nearly 30 per cent more of these cereals.

Health campaigners said the research proved beyond doubt that adverts for sugary breakfast cereals – banned only during children's TV programmes – were helping to fuel Britain's child obesity crisis.

Some cereals are more than a third sugar, meaning one bowl can contain about three teaspoons' worth. Among the worst offenders are Kellogg's Frosties at 37 per

cent sugar and Coco Pops at 35 per cent. The average child under ten now consumes 14 teaspoons' worth of sugar daily, according to Public Health England figures – more than twice the recommended adult intake.

The study, by researchers at Dartmouth University in the US, will fuel criticism of the Government's decision not to extend the 'sugar tax' on fizzy drinks to other products.

Tam Fry, of the National Obesity Forum, said last night: 'We need a sugar tax on cereals and a blanket ban on advertising these products to children.'

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By **Dawn Thompson**

**SUPERMARKET** salmon could be fed a 'revolting' mix of abattoir waste under plans that have renewed the debate over food standards in fish farming.

The proposals would see farmed salmon fed 'avian protein' – made up of poultry by-products including offal and blood, as well as ground up bone and feathers.

Supermarket giant Morrisons is taking part in a £68,000 project – involving scientists and feed companies – to discuss the idea and test the possible reaction of consumers.

The move would save fish farmers a fortune by turning a readily available waste product into a cheap food source. Researchers also say it will be more environmentally friendly and provide cheaper salmon.

Guidelines already permit the use of avian protein in feed but although it is widely used in other parts of the world, fears that consumers would find it unacceptable have always prevented its use in the UK.

That could change if the six-month study – part-funded by the Scottish Aquaculture Innovation Centre, which has contributed £41,000 – finds public opinion has altered.

But critics condemned the idea. Don Staniford, director of the Global Alliance Against Industrial Aquaculture, said: 'Feeding chicken parts to farmed salmon is revolting. It's completely unnatural, a nutritional nightmare and compromises salmon welfare.'

'Consumers will be appalled to learn that Scottish salmon could be fed on chicken waste. If I wanted to eat chicken, I'd go to KFC.'

The project is led by feed c o m p a n y

BioMar, in partnership with Morrisons, the Institute of Aquaculture at Stirling University and raw material producer SARIA.

An institute press release said: 'Adopting avian protein could significantly reduce feed costs and, in doing so, overall production costs.'

'If consumer perception around avian proteins is found to be positive, later phases of the project could comprise nutritional and fish quality analysis.'

The Institute admitted that, while Chilean and Australian salmon farmers have used poultry by-products for more than a decade, 'there are still some challenges around consumer acceptance of introducing these products into the UK'.

Avian proteins are also used throughout Europe in feeds for other farmed fish species, including sea bream, sea bass and trout.

Brett Glencross, Professor of Aquaculture Nutrition at Stirling University, said: 'Australian salmon feeds are a lot cheaper than in the UK. Most of it is made of avian protein and it works really well.'

'Salmon's a carnivore; it's designed to eat meat. Whether that meat comes from a fish or from a chicken, the animals' digestive systems don't differentiate.'

Professor Glencross quoted research suggesting many consumers didn't care whether farmed fish were fed on fish or plants. He added:

# Coming soon to a fish counter near you, the salmon that's truly fowl...



## Backlash over plan to feed farmed favourite on 'avian protein' to save money

'It's about having a grown-up conversation. We don't want to force consumers to do anything.'

'The British people, Europeans in general, have been some of the most prolific offal eaters through history – black pudding, haggis.'

He said avian protein would only come from birds destined for human

birds not wanted for human consumption – including bones, feathers, blood and the guts – could be ground down and dried before further processing. The protein could then be incorporated into the pellets used to feed farmed salmon.

Farmed salmon is Scotland's biggest food export, with an annual retail value of £1billion. Scottish Government estimates suggest 5,000 jobs rely on the industry.

Morrisons said: 'Our role on this project is to advise on research with consumers. All of our salmon is fed on soya protein and fish meal and we have no plans to change that.'

BioMar product developer Dr Karolina Kwasek said: 'The consortium covers the full salmon value chain and the power to influence change will be greater than ever before in the UK.'

Microbiologist and food safety

### NET VALUE:

Farmed salmon is worth £1bn a year to Scotland

expert Professor Hugh Pennington said: 'We eat enormous amounts of chicken. There's a fair amount of waste from that and it's a good idea if it was used for something else.'

But Phil Brooke of Compassion in World Farming said: 'Salmon farming is problematic. The problem arises when you try to farm a carnivore, which is something that in the rest of farming we almost never try to do. So we catch huge numbers of wild fish to feed the farmed fish, which is neither efficient, humane nor sustainable.'

'We are struggling for alternatives,

such as chicken, but salmon wouldn't naturally eat chicken as they are in the sea. I think we should be asking whether we should be farming salmon at all.'

Writer Bruce Sandison, founder of the Salmon Farm Protest Group said: 'Salmon farming is an abomination. It's quite simple – for the sake of producing fake food, we are sacrificing the treasure of the sea. I wouldn't feed it to my cat.'

Food Standards Scotland said: 'It is the responsibility of food and feed businesses to ensure that the food or feed they produce is safe.'

