

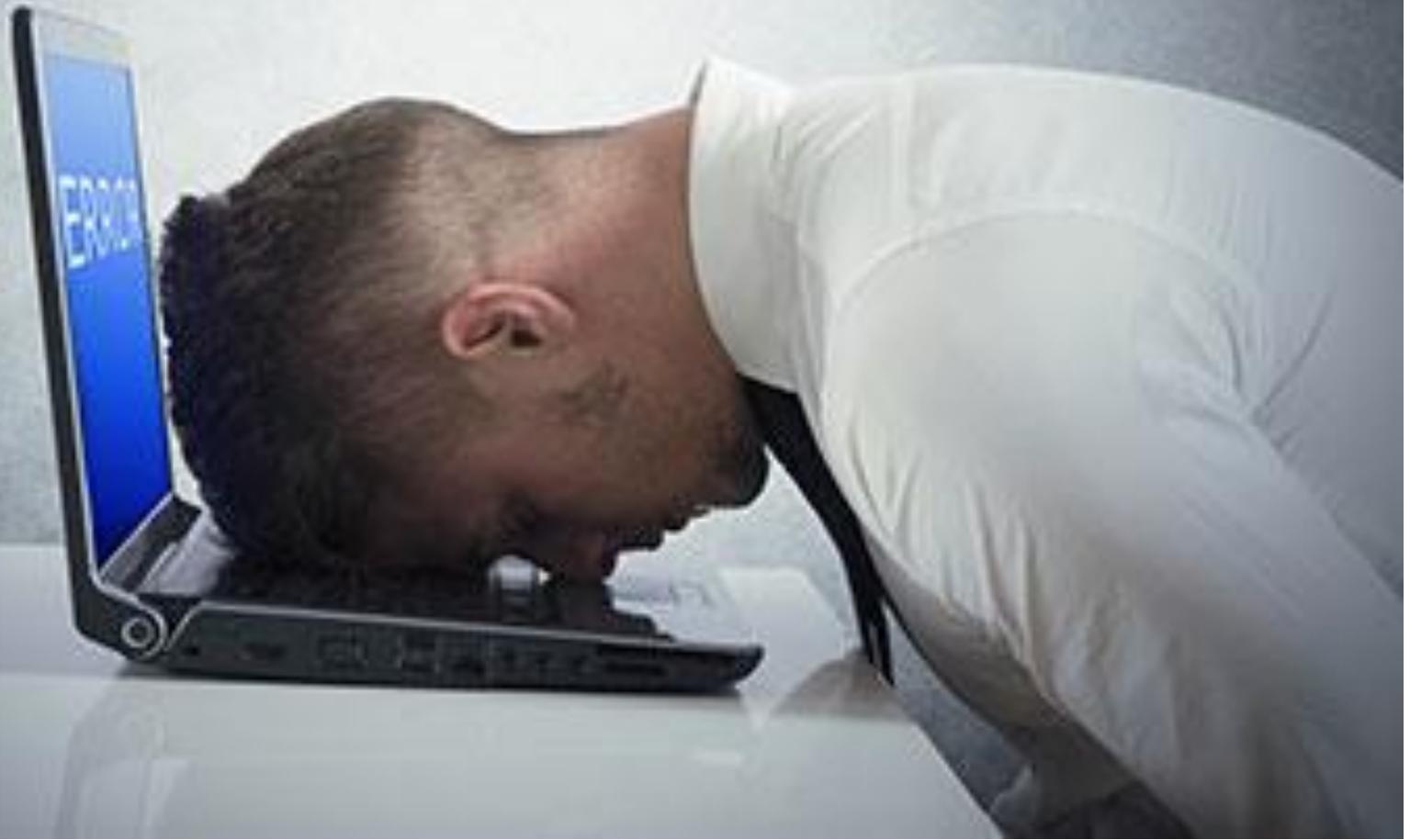


**FIRST STEPS
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2018:

What happened? What next?







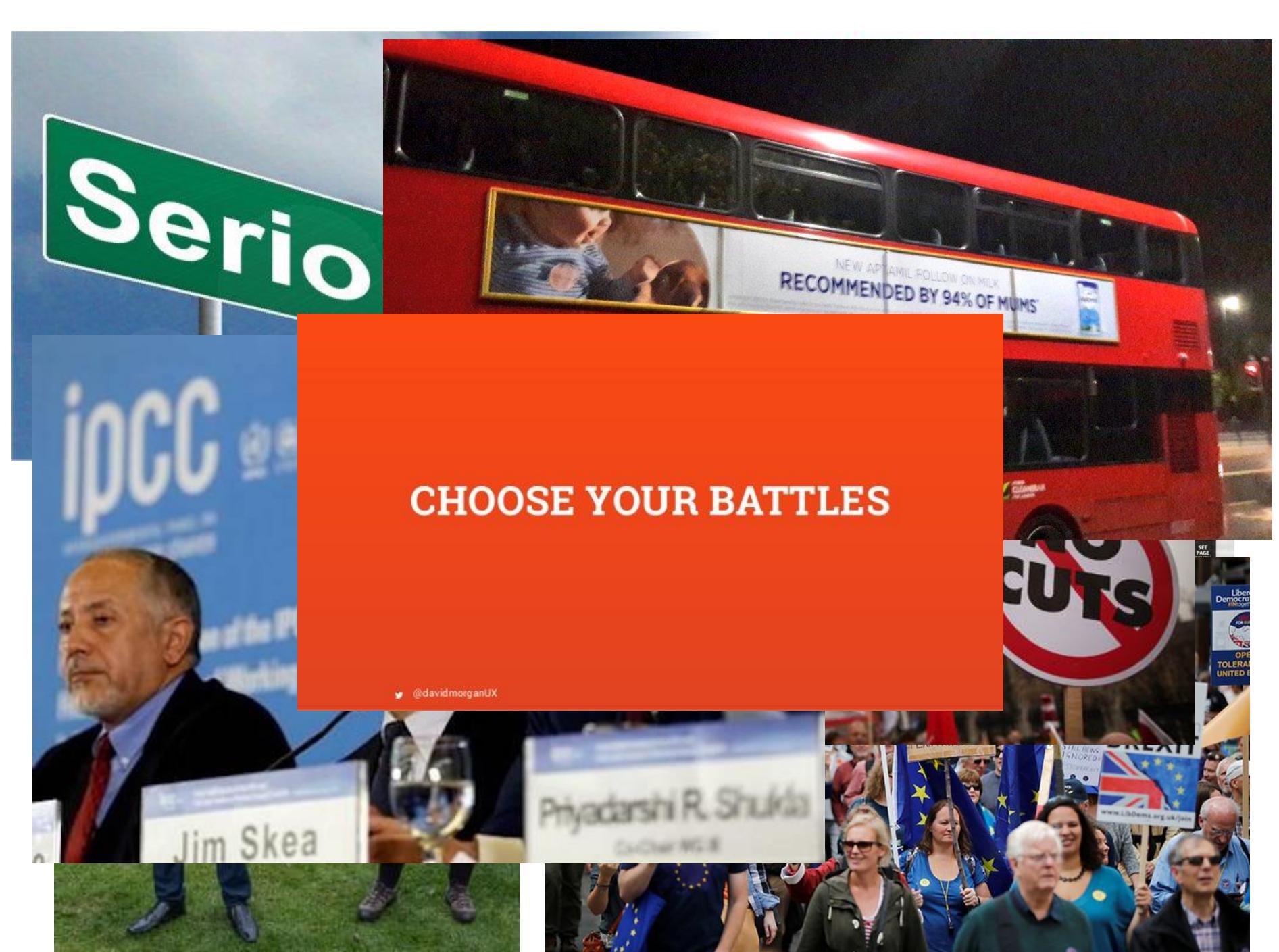








But 2018





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Eating Well Sustainably: A Guide for Early Setting

Infant in the the

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Eatin

sweet enough already?
cial sweeteners in the diets

Comfort milks, lactose-free infant milks and anti-reflux infant milks

Why these products should be
removed from supermarket and
pharmacy shelves

Minimising the risk from bacterial contamination of powdered infant formula

Key points and best
practice for
health professionals



sustain
the alliance for better food and farming

BFLG
Baby Feeding Law Group

iHV Institute of
Health Visiting
Excellence in Practice





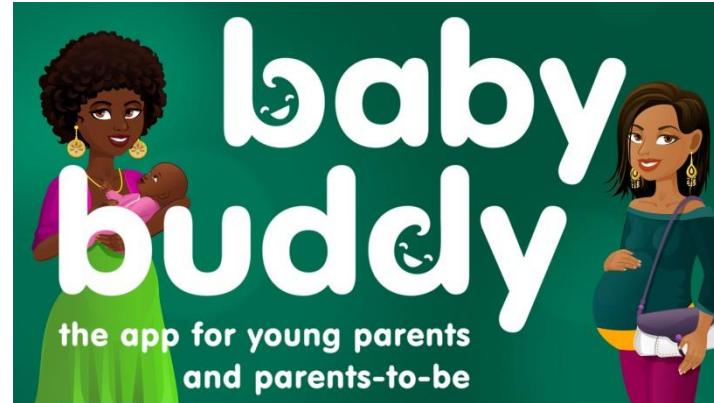
The logo for NCT (National Childbirth Trust) consists of the lowercase letters "nct" in a large, green, sans-serif font. The dot over the "i" is replaced by a small green circle.



La Leche League GB



*The professional voice of
breastfeeding since 1994*



Baby foods in the UK

A review of commercially produced jars and pouches of baby foods marketed in the UK



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Fruit and vegetable based purées in pouches for infants and young children



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Processed dried fruit snacks for young children

A review of processed dried fruit snacks marketed for young children in the UK



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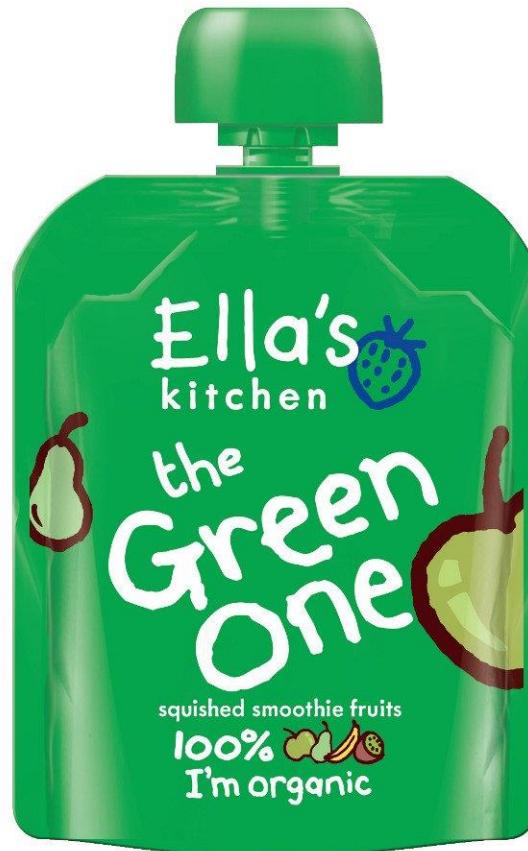




- About 70% sugar
- 6g packets = £10 per 100g
- Claims to be '1 of your 5' a day, packed with fruit, lactose free, no preservatives, delicious
- You might dispute the delicious

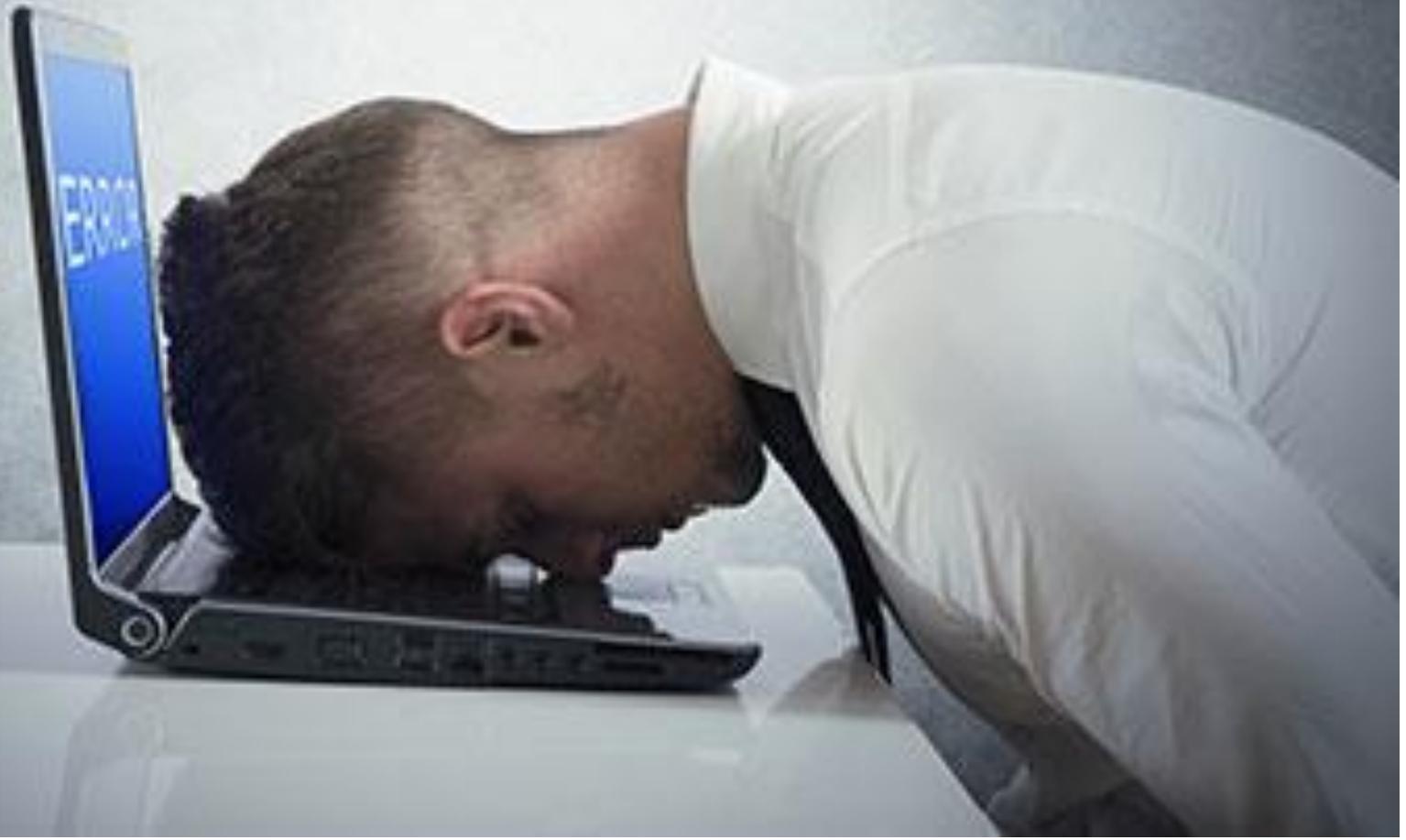
And if you haven't tried a pouch of baby fruit puree before ...

- Take a spoon and try it.
- Is 74% apple and pear puree, 20% banana
- And do we know how much sugar?



**So at some point today (but not now)
get to know your tablemates and give
a processed dried fruit snack a try.**

And please write any thoughts on the cards in
the bags about how we might discourage the
marketing of these foods to young children



And in 2019





so a big thank you to
Lizzie Vann our funder
for supporting us to
remain *flexible* within
our overall strategic aim
of promoting good
nutrition from pre-
conception to five years.

Sign up to our newsletter at:

www.firststepsnutrition.org



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