

# The cost of achieving the Eatwell Guide diet: 2023 update

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## Summary

### Background

The Eatwell Guide is a pie-chart representing the UK government's dietary advice and is used to promote healthy diets in a range of settings. The angles of these food groups depicted in the Eatwell Guide were derived from population diet optimisation modelling (a method to find the optimum diet under certain conditions and constraints) based on the population average diet.

In 2016, we estimated that the cost of the current (population average) diet was £6.02 (95% Confidence Intervals [CIs] £5.96 to £6.08) per adult, per day and the cost of achieving the Eatwell Guide diet (i.e. a diet that meets the dietary recommendations with the least deviation from the current diet) was £5.99 (95% CIs £5.93 to £6.05) per adult, per day. This estimate was based on price data on 7575 food items listed on a UK supermarket price comparison website in 2016. In 2022, we estimated the cost of achieving the Eatwell Guide diet using food price data of foods and drinks available for purchase in November 2019 from the UK's leading online supermarkets. We estimated that, based on data for 13912 food items, the cost of achieving a healthy diet was £6.82 per person, per day.

### Aim

The aim of this project is to update the estimated price of achieving a healthy diet (i.e. the Eatwell Guide diet).

### Methods

We estimated the cost of achieving the Eatwell Guide diet through linking food price data from foodDB - a time-stamped, weekly updated database of all foods and drinks available for purchases from the UK's leading online supermarkets - with food consumption estimates from the National Diet and Nutrition Survey and the 2016 Eatwell Guide study. For this update, we used data taken from UK supermarkets in May 2022 – two and a half years after the price data were collected for our previous estimate. We calculated the median and inter-quartile range, for the prices of the matched foodDB food items for 125 NDNS sub-food groups. The cost of the Eatwell Guide diet was calculated by summing the median prices for each of the 125 sub-food groups.

### Results

Based on data collected in May 2022 for 18,441 food items, the cost of the baseline diet is £6.82 per person, per day and the cost of achieving a healthy diet is £7.48 per person, per day.

## Background

The Eatwell Guide is a pie-chart representing the UK government's dietary advice and is used to promote healthy diets in a range of settings.

In 2016, we reported the diet and cost [1] and health [2] implications of achieving the Eatwell Guide diet (i.e. a diet that meets the dietary recommendations with least deviation from the current diet). We estimated that the cost of the current diet was £6.02 (95% Confidence Intervals [CIs] £5.96 to £6.08) per adult, per day and the cost of achieving the Eatwell Guide diet was £5.99 (95% CIs £5.93 to £6.05) per adult, per day.

In 2022, we estimated the cost of achieving the Eatwell Guide diet [3] using data of foods and drinks available for purchase in November 2019 from the UK's leading online supermarkets [4]. We estimated that, based on data for 13,912 food items, the cost of achieving a healthy diet is £6.82 per person, per day [3].

## Aim

The aim of this project is to update the estimates used for the cost of achieving a healthy diet (i.e. the Eatwell Guide diet).

## Methods

The methods for this study are identical to Kaur and Scarborough (2022 [3]) so only a brief summary of the methods is provided here. The angles of these food groups depicted in the Eatwell Guide were derived from population diet optimisation modelling (a method to find the optimum diet under certain conditions and constraints) based on the population average diet. The constraints/dietary recommendations used for the Eatwell Guide are presented in Table 1.

The population average diet was calculated using data from the National Diet and Nutrition Survey (NDNS) between 2008 and 2011 for adults aged 19 and over [5]. For this study we used the same NDNS data used for the Eatwell Guide (2008-2011) and consumption estimates from the 2016 optimisation study [1]. We used new food price data from foodDB - a time-stamped, weekly updated database of all foods and drinks available for purchases from the UK's leading online supermarkets [4].

For this new analyses we used foodDB data collected in May 2022 which contains data on approximately 79,341 food and drink items. For the 2022 update report [3], we identified the most and second-most common food items from each *NDNS sub-food group* to act as indicator foods to represent each *sub-food group*. We then developed search terms to match these 204 NDNS food items to similar foods in

foodDB. The matches for food items were combined at the sub-food group level. The search terms were refined through multiple rounds of testing where outliers were examined for the following variables: price, size, calories, protein, carbohydrates, sugars, fat, fibre and salt. For this update we used the same search terms with minor changes made to search terms for the following NDNS food items: WHOLEMEAL BISCUIT PLAIN OR FLAVOURED, CHEESE CHEDDAR ANY OTHER OR FOR RECIPES, CHEESE CHEDDAR ENGLISH.

### Price analysis

For each of the 125 sub-food groups we calculated the mean, standard deviation (SD), median, and inter-quartile range (IQR).

A standardised price variable (cost (£) per 1 gram) was created for each food where the pack size and price per unit was available. To convert the cost of food items as sold (“£ (as sold)”) to the cost of food items as consumed (“£/100g (as consumed)”), we repeated the methods used in the 2016 paper and the 2022 report (3) to adjust the £/100g (as sold) to account for changes in weight due to cooking and to account for food waste. The estimates for the changes to the amount purchased due to cooking and food waste were presented in our 2022 report [3].

To answer the Research Question (“what is the cost of achieving a healthy diet (the Eatwell Guide diet)?”) the cost of the Eatwell Guide diet was calculated by summing the median prices for each of the 125 sub-food group £/100g (as consumed).

### Results

Before any data cleaning, 20,672 foodDB foods (“matched foods”) were matched to the 125 NDNS sub-food groups.

### Missing data

There were 4,310 matched (20.8%) products that did not contain data on the product size unit (e.g. whether the package is measured in grams or litres). There were 480 products (2.3%) that did not contain data on the product size. There were 23 products (0.1%) that did not contain any price data (Table 2).

## Data cleaning

The 4,310 matched products that did not contain data on the product size unit were supplemented with data extracted from the product name. The final number of products used for the analyses was 18,441 products. Seven of the UK's online supermarkets were represented in the matched dataset (Table 2).

## Cost estimates

The updated cost estimates are presented below (Table 4). The results have been rounded to the two decimal places. The costs stratified by sub-food group are presented in Table 4.

Table 4. Cost for achieving a healthy diet

	<b>Year of data collection, Number of products</b>	<b>Cost of the current, average diet ("baseline diet") (per person, per day)</b>	<b>Cost of achieving the Eatwell Guide diet (per person, per day)</b>
2022 estimate	November 2019, 13,912 products	£6.44	£6.82
2023 estimate	May 2022, 18,441 products	£6.82	£7.48

## Next steps

We intend to submit this work to a peer review journal in late 2023. The results presented in this report are point-estimates based on average costs summed across multiple food groups to represent the whole diet. They do not account for variability in prices within food groups. The next iteration of this work will incorporate uncertainty analyses around the price estimates and will also include the environmental impact of achieving the Eatwell Guide diet (and the associated uncertainty intervals). For further details please contact Dr Asha Kaur ([asha.kaur@phc.ox.ac.uk](mailto:asha.kaur@phc.ox.ac.uk)) or Professor Peter Scarborough ([peter.scarborough@phc.ox.ac.uk](mailto:peter.scarborough@phc.ox.ac.uk)).

## References

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## Tables

Table 1. UK dietary recommendations used as constraints in the linear programming for the Eatwell guide

	Recommendation/Eatwell Guide constraint
<b>NUTRIENTS</b>	
Energy	No increase in kcal
Carbohydrates	≥50% of food energy
Free sugars	≤5% food energy
Fat	≤35% food energy
Saturated fat	≤11% food energy
Protein	≥14.5 & ≤15.5% of energy
Salt	≤ 6g/2363 mg sodium
Fibre	≥30g (Association of Official Analytical Chemists method for total dietary fibre analysis [AOAC]). Equivalent 18g non-starch polysaccharide fibre.
<b>FOODS</b>	
Fruits and vegetables <sup>1</sup>	≥5 portions a day
Fish	≥ 2 portions a week (2*20g a day), one of which should be oily
Red and processed meat	≤70g/day

<sup>1</sup> Includes a maximum of: 1 portion of juice (from fruit juice or that in a smoothie); 1 portion beans. Portion sizes: 30g dried fruit; 150mL fruit juice; smoothies assumed to contain 50% juice; 80g all other fruits & vegetables.

Table 2. Missing data and number of matches

Sub-food group code	Sub-food group	Missing product size unit	Missing product size value	Missing price value	n matches (pre cleaning)	n matches (post cleaning)
60R	1% Fat Milk	0	0	0	4	4
40A	APPLES AND PEARS NOT CANNED	128	39	0	187	31
37C	BAKED BEANS	14	0	0	106	105
40C	BANANAS	31	13	1	50	9
37I	BEANS AND PULSES INCL READY MEAL & HOMEMADE DISHES	17	0	0	175	175
50A	BEVERAGES DRY WEIGHT	26	0	0	161	138
7B	BISCUITS HOMEMADE	51	4	0	152	119
7A	BISCUITS MANUFACTURED / RETAIL	23	1	1	113	108
20A	BLOCK MARGARINE	1	0	0	9	9
51D	BOTTLED WATER STILL OR CARBONATED	40	0	0	232	30
59R	BROWN GRANARY AND WHEATGERM BREAD	4	0	0	21	21
8E	BUNS CAKES & PASTRIES HOMEMADE	51	13	0	63	13
8D	BUNS CAKES & PASTRIES MANUFACTURED	61	19	0	100	42
29R	BURGERS AND KEBABS PURCHASED	38	0	0	200	192
17R	BUTTER	24	1	0	201	200
40D	CANNED FRUIT IN JUICE	5	0	0	51	51
40E	CANNED FRUIT IN SYRUP	4	0	0	21	21
37E	CARROTS NOT RAW	15	4	0	87	66
36A	CARROTS RAW	17	5	0	105	78
9D	CEREAL BASED MILK PUDDINGS - HOMEMADE	10	0	0	67	67
9C	CEREAL BASED MILK PUDDINGS - MANUFACTURED	10	0	0	71	71
14B	CHEDDAR CHEESE	54	6	0	481	452
38A	CHIPS PURCHASED INCLUDING TAKEAWAY	5	0	0	46	46
44R	CHOCOLATE CONFECTIONERY	272	12	1	1161	1066
40B	CITRUS FRUIT NOT CANNED	20	9	0	26	6
51A	COFFEE (MADE-UP WEIGHT)	57	0	0	263	221
14A	COTTAGE CHEESE	8	0	0	34	34
13B	CREAM (INCLUDING IMITATION CREAM)	6	0	0	61	61
42R	CRISPS AND SAVOURY SNACKS	237	3	3	758	556
15D	DAIRY DESSERTS HOMEMADE	8	2	0	18	11
15C	FROMAGE FRAIS AND DAIRY DESSERTS MANUFACTURED	2	0	0	12	9
45R	FRUIT JUICE	20	0	0	147	147
8C	FRUIT PIES HOMEMADE	42	12	0	90	58
8B	FRUIT PIES MANUFACTURED	24	6	0	48	29
37B	GREEN BEANS NOT RAW	4	0	0	40	40
51C	HERBAL TEA (MADE-UP WEIGHT)	84	5	0	166	143
31B	HOMEMADE MEAT PIES AND PASTRIES	42	11	0	152	136
53R	ICE CREAM	28	2	0	160	155
37D	LEAFY GREEN VEGETABLES NOT RAW	14	8	0	83	69

Sub-food group code	Sub-food group	Missing product size unit	Missing product size value	Missing price value	n matches (pre cleaning)	n matches (post cleaning)
28R	LIVER AND DISHES	1	1	0	8	7
19R	LOW FAT SPREAD NOT POLYUNSATURATED	14	0	0	92	92
23A	MANUFACTURED BEEF PRODUCTS INCLUDING READY MEALS	52	0	0	282	248
34G	MANUFACTURED CANNED TUNA PRODUCTS INCL READY MEALS	7	0	2	59	56
27A	MANUFACTURED CHICKEN PRODUCTS INCL READY MEALS	11	0	0	79	79
26A	MANUFACTURED COATED CHICKEN / TURKEY PRODUCTS	42	15	0	169	154
16C	MANUFACTURED EGG PRODUCTS INCLUDING READY MEALS	21	0	0	180	180
24A	MANUFACTURED LAMB PRODUCTS INCLUDING READY MEALS	7	1	0	35	34
31A	MANUFACTURED MEAT PIES AND PASTRIES	45	5	0	159	141
35A	MANUFACTURED OILY FISH PRODUCTS INCL READY MEALS	7	0	0	34	34
25A	MANUFACTURED PORK PRODUCTS INCLUDING READY MEALS	17	2	0	91	88
34E	MANUFACTURED SHELLFISH PRODUCTS INCL READY MEALS	5	0	0	39	39
34C	MANUFACTURED WHITE FISH PRODUCTS INCL READY MEALS	6	0	0	93	93
37K	MEAT ALTERNATIVES INCL READY MEALS & HOMEMADE DISH	58	0	0	317	316
56R	NUTS AND SEEDS	65	1	0	501	494
22B	OTHER BACON AND HAM INCLUDING HOMEMADE DISHES	86	6	0	513	504
23B	OTHER BEEF & VEAL INCLUDING HOMEMADE RECIPE DISHES	31	6	0	150	144
4R	OTHER BREAD	76	19	1	141	71
6R	OTHER BREAKFAST CEREALS (NOT HIGH FIBRE)	1	0	0	19	19
34H	OTHER CANNED TUNA INCLUDING HOMEMADE DISHES	7	0	2	59	56
9H	OTHER CEREAL BASED PUDDINGS - HOMEMADE	66	2	0	406	403
9G	OTHER CEREAL BASED PUDDINGS - MANUFACTURED	69	4	0	313	294
1R	OTHER CEREALS	11	0	0	60	58
14R	OTHER CHEESE	54	6	0	481	435
27B	OTHER CHICKEN / TURKEY INCL HOMEMADE RECIPE DISHES	84	11	0	514	481
20C	OTHER COOKING FATS AND OILS NOT PUFA	45	3	2	438	433
16D	OTHER EGGS AND EGG DISHES INCLUDING HOMEMADE	158	32	1	181	29
38D	OTHER FRIED / ROAST POTATOES INCL HOMEMADE DISHES	86	10	0	525	380
40R	OTHER FRUIT NOT CANNED	21	11	1	94	74
24B	OTHER LAMB INCLUDING HOMEMADE RECIPE DISHES	12	10	0	87	77
38C	OTHER MANUFACTURED POTATO PRODUCTS FRIED/BAKED	3	0	0	24	24

Sub-food group code	Sub-food group	Missing product size unit	Missing product size value	Missing price value	n matches (pre cleaning)	n matches (post cleaning)
37L	OTHER MANUFACTURED VEGETABLE PRODUCTS INCL RM	6	1	0	38	37
32B	OTHER MEAT Â INCLUDING HOMEMADE RECIPE DISHES	50	13	0	141	115
32A	OTHER MEAT PRODUCTS MANUFACTURED Â INCL READY MEALS	15	1	1	63	61
13R	OTHER MILK	14	1	1	135	133
35B	OTHER OILY FISH INCLUDING HOMEMADE DISHES	11	0	0	117	114
1E	OTHER PASTA INCLUDING HOMEMADE DISHES	0	0	0	10	10
25B	OTHER PORK Â INCLUDING HOMEMADE RECIPE DISHES	12	0	0	47	45
39A	OTHER POTATO PRODUCTS & Â DISHES - MANUFACTURED	5	0	0	19	19
39B	OTHER POTATOES INCLUDING Â HOMEMADE DISHES	43	10	0	230	213
1G	OTHER RICE INCLUDING HOMEMADE DISHES	9	0	0	22	22
30B	OTHER SAUSAGES INCLUDING HOMEMADE DISHES	39	0	1	273	272
34F	OTHER SHELLFISH INCLUDING HOMEMADE DISHES	43	8	0	341	306
37M	OTHER VEGETABLES INCLUDING HOMEMADE DISHES	44	18	0	228	206
34D	OTHER WHITE FISH INCLUDING HOMEMADE DISHES	17	0	0	124	124
1D	PASTA MANUFACTURED PRODUCTS & READY MEALS	32	0	0	138	137
37A	PEAS NOT RAW	25	1	0	203	124
1C	PIZZA	102	7	2	688	671
19A	POLYUNSATURATED LOW FAT SPREAD	13	0	0	85	85
18A	POLYUNSATURATED MARGARINE	6	0	0	51	51
18B	POLYUNSATURATED OILS	10	0	2	57	55
41B	PRESERVES	36	1	0	256	249
22A	READY MEALS / MEAL CENTRES BASED ON BACON AND HAM	3	0	0	16	16
30A	READY MEALS BASED ON SAUSAGES	6	0	1	29	28
21B	REDUCED FAT SPREAD (NOT POLYUNSATURATED)	17	1	0	132	131
21A	REDUCED FAT SPREAD (POLYUNSATURATED)	4	0	0	31	31
1F	RICE MANUFACTURED PRODUCTS & READY MEALS	3	0	0	22	22
36B	SALAD AND OTHER RAW VEGETABLES	62	45	0	84	22
50R	SAVOURY SAUCES PICKLES GRAVIES & CONDIMENTS	137	4	0	759	752
11R	SEMI SKIMMED MILK	24	0	0	121	120
12R	SKIMMED MILK	10	0	0	68	67
61R	SMOOTHIES 100% FRUIT AND/OR JUICE	53	0	0	373	361
58B	SOFT DRINKS LOW CALORIE CARBONATED	20	0	0	127	127
58A	SOFT DRINKS LOW CALORIE CONCENTRATED	48	2	0	177	175

Sub-food group code	Sub-food group	Missing product size unit	Missing product size value	Missing price value	n matches (pre cleaning)	n matches (post cleaning)
58C	SOFT DRINKS LOW CALORIE RTD STILL	24	23	0	138	115
57B	SOFT DRINKS NOT LOW CALORIE CARBONATED	39	1	0	238	236
57A	SOFT DRINKS NOT LOW CALORIE CONCENTRATED	17	1	0	249	248
57C	SOFT DRINKS NOT LOW CALORIE RTD STILL	10	0	0	49	49
20B	SOFT MARGARINE NOT POLYUNSATURATED	6	0	0	51	51
50D	SOUP HOMEMADE	12	0	0	90	90
50C	SOUP MANUFACTURED/ RETAIL	10	0	0	85	85
9F	SPONGE PUDDINGS - HOMEMADE	0	0	0	6	6
9E	SPONGE PUDDINGS - MANUFACTURED	20	1	0	51	47
41A	SUGAR	4	0	0	37	37
43R	SUGAR CONFECTIONERY	17	0	0	112	109
41R	SWEET SPREADS FILLINGS AND ICING	22	1	0	138	137
51R	TAP WATER ONLY	40	0	0	232	232
51B	TEA (MADE-UP WEIGHT)	274	7	0	642	536
37F	TOMATOES NOT RAW	0	0	0	20	20
36C	TOMATOES RAW	50	12	0	359	340
2R	WHITE BREAD (NOT HIGH FIBRE; NOT MULTISEED BREAD)	3	0	0	50	50
33R	WHITE FISH COATED OR FRIED	4	0	0	47	47
10R	WHOLE MILK	19	0	0	104	104
5R	WHOLEGRAIN & HIGH FIBRE BR'FAST CEREALS	122	0	0	522	504
3R	WHOLEMEAL BREAD	20	1	0	92	87
15B	YOGURT	13	0	0	90	84
<b>TOTAL</b>		<b>4310</b>	<b>480</b>	<b>23</b>	<b>20672</b>	<b>18441</b>

Table 3. Number of matches by Retailer before and after data cleaning

Retailer	Pre data cleaning		Post data cleaning	
	Number of matches	Percentage of total matches	Number of matches	Percentage of total matches
Asda	2964	14.3%	2543	13.7%
Iceland	1400	6.8%	1298	7.0%
Morrisons	2611	12.6%	2411	13.1%
Ocado	4582	22.2%	4066	22.0%
Sainsbury's	4077	19.7%	3580	19.4%
Tesco	2715	13.1%	2442	13.2%
Waitrose	2323	11.2%	2110	11.4%
<b>Total</b>	<b>20672</b>	<b>100.0%</b>	<b>18441</b>	<b>100.0%</b>

Table 5 Eatwell Guide cost estimates (per person, per day) by sub-food group

(n: number of matched foods, EWG: Eatwell Guide)

Sub-food group code	Sub-food group	n	Baseline diet consumption (g)	EWG consumption (g)	Baseline diet cost (£)	EWG cost (£)
60R	1% Fat Milk	4	1.63	1.59	0.00	0.00
40A	APPLES AND PEARS NOT CANNED	31	30.50	70.44	0.17	0.38
37C	BAKED BEANS	105	15.78	34.95	0.03	0.07
40C	BANANAS	9	24.84	48.13	0.15	0.30
37I	BEANS AND PULSES INCL READY MEAL & HOMEMADE DISHES	175	5.32	8.50	0.01	0.01
50A	BEVERAGES DRY WEIGHT	138	2.52	1.70	0.00	0.00
7B	BISCUITS HOMEMADE	119	0.13	0.13	0.00	0.00
7A	BISCUITS MANUFACTURED / RETAIL	108	12.33	6.31	0.06	0.03
20A	BLOCK MARGARINE	9	0.13	0.13	0.00	0.00
51D	BOTTLED WATER STILL OR CARBONATED	30	80.55	80.49	0.07	0.07
59R	BROWN GRANARY AND WHEATGERM BREAD	21	14.53	29.09	0.03	0.07
8E	BUNS CAKES & PASTRIES HOMEMADE	13	3.07	2.40	0.03	0.02
8D	BUNS CAKES & PASTRIES MANUFACTURED	42	13.05	3.07	0.10	0.02
29R	BURGERS AND KEBABS PURCHASED	192	5.74	3.56	0.06	0.03
17R	BUTTER	200	4.07	0.17	0.03	0.00
40D	CANNED FRUIT IN JUICE	51	2.56	2.79	0.01	0.01
40E	CANNED FRUIT IN SYRUP	21	0.76	0.78	0.00	0.00
37E	CARROTS NOT RAW	66	13.16	26.11	0.03	0.05
36A	CARROTS RAW	78	2.13	2.61	0.00	0.01
9D	CEREAL BASED MILK PUDDINGS - HOMEMADE	67	0.55	0.54	0.00	0.00
9C	CEREAL BASED MILK PUDDINGS - MANUFACTURED	71	5.64	4.68	0.02	0.02
14B	CHEDDAR CHEESE	452	3.19	1.23	0.03	0.01
38A	CHIPS PURCHASED INCLUDING TAKEAWAY	46	17.51	32.71	0.04	0.07
44R	CHOCOLATE CONFECTIONERY	1066	8.15	0.00	0.12	0.00
40B	CITRUS FRUIT NOT CANNED	6	12.40	18.88	0.07	0.11
51A	COFFEE (MADE-UP WEIGHT)	221	255.94	252.36	0.11	0.10
14A	COTTAGE CHEESE	34	0.47	0.46	0.00	0.00
13B	CREAM (INCLUDING IMITATION CREAM)	61	2.77	1.94	0.01	0.01
42R	CRISPS AND SAVOURY SNACKS	556	6.13	6.03	0.08	0.07
15D	DAIRY DESSERTS HOMEMADE	11	0.19	0.18	0.00	0.00
15C	FROMAGE FRAIS AND DAIRY DESSERTS MANUFACTURED	9	1.74	1.61	0.00	0.00
45R	FRUIT JUICE	147	53.12	24.38	0.12	0.05
8C	FRUIT PIES HOMEMADE	58	0.37	0.37	0.00	0.00
8B	FRUIT PIES MANUFACTURED	29	1.29	1.28	0.01	0.01
37B	GREEN BEANS NOT RAW	40	3.65	5.09	0.02	0.02
51C	HERBAL TEA (MADE-UP WEIGHT)	143	22.10	22.10	0.06	0.06
31B	HOMEMADE MEAT PIES AND PASTRIES	136	1.61	1.47	0.01	0.01

Sub-food group code	Sub-food group	n	Baseline diet consumption (g)	EWG consumption (g)	Baseline diet cost (£)	EWG cost (£)
53R	ICE CREAM	155	5.42	2.85	0.03	0.01
37D	LEAFY GREEN VEGETABLES NOT RAW	69	13.74	24.93	0.09	0.17
28R	LIVER AND DISHES	7	1.54	1.29	0.03	0.03
19R	LOW FAT SPREAD NOT POLYUNSATURATED	92	0.35	0.34	0.00	0.00
23A	MANUFACTURED BEEF PRODUCTS INCLUDING READY MEALS	248	5.75	5.58	0.04	0.04
34G	MANUFACTURED CANNED TUNA PRODUCTS INCL READY MEALS	56	2.83	3.40	0.03	0.04
27A	MANUFACTURED CHICKEN PRODUCTS INCL READY MEALS	79	7.79	5.59	0.07	0.05
26A	MANUFACTURED COATED CHICKEN / TURKEY PRODUCTS	154	5.52	3.55	0.05	0.03
16C	MANUFACTURED EGG PRODUCTS INCLUDING READY MEALS	180	2.64	2.33	0.02	0.02
24A	MANUFACTURED LAMB PRODUCTS INCLUDING READY MEALS	34	1.31	1.31	0.01	0.01
31A	MANUFACTURED MEAT PIES AND PASTRIES	141	7.44	5.45	0.06	0.04
35A	MANUFACTURED OILY FISH PRODUCTS INCL READY MEALS	34	3.59	9.20	0.04	0.10
25A	MANUFACTURED PORK PRODUCTS INCLUDING READY MEALS	88	0.52	0.50	0.01	0.01
34E	MANUFACTURED SHELLFISH PRODUCTS INCL READY MEALS	39	0.65	0.65	0.01	0.01
34C	MANUFACTURED WHITE FISH PRODUCTS INCL READY MEALS	93	0.80	0.83	0.01	0.01
37K	MEAT ALTERNATIVES INCL READY MEALS & HOMEMADE DISH	316	1.98	2.08	0.02	0.02
56R	NUTS AND SEEDS	494	2.86	3.03	0.03	0.03
22B	OTHER BACON AND HAM INCLUDING HOMEMADE DISHES	504	14.42	0.00	0.23	0.00
23B	OTHER BEEF & VEAL INCLUDING HOMEMADE RECIPE DISHES	144	20.52	0.00	0.18	0.00
4R	OTHER BREAD	71	2.92	3.35	0.02	0.02
6R	OTHER BREAKFAST CEREALS (NOT HIGH FIBRE)	19	5.63	5.10	0.04	0.04
34H	OTHER CANNED TUNA INCLUDING HOMEMADE DISHES	56	1.68	1.91	0.02	0.02
9H	OTHER CEREAL BASED PUDDINGS - HOMEMADE	403	2.89	2.63	0.02	0.01
9G	OTHER CEREAL BASED PUDDINGS - MANUFACTURED	294	2.24	2.09	0.02	0.02
1R	OTHER CEREALS	58	8.31	10.69	0.01	0.01
14R	OTHER CHEESE	435	12.61	0.00	0.11	0.00
27B	OTHER CHICKEN / TURKEY INCL HOMEMADE RECIPE DISHES	481	32.73	0.00	0.46	0.00
20C	OTHER COOKING FATS AND OILS NOT PUFA	433	1.28	0.99	0.01	0.01
16D	OTHER EGGS AND EGG DISHES INCLUDING HOMEMADE	29	16.08	0.00	0.12	0.00
38D	OTHER FRIED / ROAST POTATOES INCL HOMEMADE DISHES	380	19.39	33.45	0.05	0.09
40R	OTHER FRUIT NOT CANNED	74	28.47	68.44	0.24	0.59
24B	OTHER LAMB INCLUDING HOMEMADE RECIPE DISHES	77	7.39	2.43	0.13	0.04
38C	OTHER MANUFACTURED POTATO PRODUCTS FRIED/BAKED	24	3.71	4.00	0.01	0.02

Sub-food group code	Sub-food group	n	Baseline diet consumption (g)	EWG consumption (g)	Baseline diet cost (£)	EWG cost (£)
37L	OTHER MANUFACTURED VEGETABLE PRODUCTS INCL RM	37	2.26	2.36	0.01	0.01
32B	OTHER MEAT INCLUDING HOMEMADE RECIPE DISHES	115	1.86	1.56	0.02	0.02
32A	OTHER MEAT PRODUCTS MANUFACTURED INCLUDING READY MEALS	61	3.26	1.91	0.04	0.02
13R	OTHER MILK	133	10.25	6.93	0.04	0.03
35B	OTHER OILY FISH INCLUDING HOMEMADE DISHES	114	6.36	32.26	0.14	0.71
1E	OTHER PASTA INCLUDING HOMEMADE DISHES	10	19.29	29.72	0.04	0.06
25B	OTHER PORK INCLUDING HOMEMADE RECIPE DISHES	45	7.25	2.12	0.08	0.02
39A	OTHER POTATO PRODUCTS & DISHES - MANUFACTURED	19	1.94	1.95	0.01	0.01
39B	OTHER POTATOES INCLUDING HOMEMADE DISHES	213	50.16	104.34	0.13	0.26
1G	OTHER RICE INCLUDING HOMEMADE DISHES	22	24.66	25.56	0.03	0.03
30B	OTHER SAUSAGES INCLUDING HOMEMADE DISHES	272	11.54	2.36	0.07	0.01
34F	OTHER SHELLFISH INCLUDING HOMEMADE DISHES	306	3.32	4.19	0.07	0.09
37M	OTHER VEGETABLES INCLUDING HOMEMADE DISHES	206	45.84	93.55	0.21	0.42
34D	OTHER WHITE FISH INCLUDING HOMEMADE DISHES	124	5.15	8.13	0.07	0.10
1D	PASTA MANUFACTURED PRODUCTS & READY MEALS	137	5.94	5.46	0.03	0.03
37A	PEAS NOT RAW	124	9.03	18.36	0.03	0.05
1C	PIZZA	671	11.79	11.34	0.11	0.10
19A	POLYUNSATURATED LOW FAT SPREAD	85	1.17	1.04	0.01	0.01
18A	POLYUNSATURATED MARGARINE	51	0.01	0.01	0.00	0.00
18B	POLYUNSATURATED OILS	55	0.43	0.40	0.00	0.00
41B	PRESERVES	249	3.64	1.43	0.02	0.01
22A	READY MEALS / MEAL CENTRES BASED ON BACON AND HAM	16	0.04	0.04	0.00	0.00
30A	READY MEALS BASED ON SAUSAGES	28	0.09	0.09	0.00	0.00
21B	REDUCED FAT SPREAD (NOT POLYUNSATURATED)	131	4.97	1.13	0.05	0.01
21A	REDUCED FAT SPREAD (POLYUNSATURATED)	31	1.58	1.23	0.01	0.01
1F	RICE MANUFACTURED PRODUCTS & READY MEALS	22	2.43	2.42	0.01	0.01
36B	SALAD AND OTHER RAW VEGETABLES	22	23.93	46.16	0.13	0.25
50R	SAVOURY SAUCES PICKLES GRAVIES & CONDIMENTS	752	28.92	3.72	0.06	0.01
11R	SEMI SKIMMED MILK	120	100.50	111.42	0.10	0.11
12R	SKIMMED MILK	67	19.94	15.49	0.02	0.02
61R	SMOOTHIES 100% FRUIT AND/OR JUICE	361	0.81	0.82	0.00	0.00
58B	SOFT DRINKS LOW CALORIE CARBONATED	127	46.83	46.59	0.08	0.08
58A	SOFT DRINKS LOW CALORIE CONCENTRATED	175	36.13	35.02	0.05	0.05
58C	SOFT DRINKS LOW CALORIE RTD STILL	115	1.67	1.67	0.00	0.00
57B	SOFT DRINKS NOT LOW CALORIE CARBONATED	236	68.09	31.56	0.10	0.05

Sub-food group code	Sub-food group	n	Baseline diet consumption (g)	EWG consumption (g)	Baseline diet cost (£)	EWG cost (£)
57A	SOFT DRINKS NOT LOW CALORIE CONCENTRATED	248	33.94	17.39	0.04	0.02
57C	SOFT DRINKS NOT LOW CALORIE RTD STILL	49	17.91	10.14	0.03	0.02
20B	SOFT MARGARINE NOT POLYUNSATURATED	51	0.03	0.03	0.00	0.00
50D	SOUP HOMEMADE	90	3.80	3.94	0.00	0.00
50C	SOUP MANUFACTURED/ RETAIL	85	22.60	18.52	0.01	0.01
9F	SPONGE PUDDINGS - HOMEMADE	6	0.63	0.61	0.01	0.00
9E	SPONGE PUDDINGS - MANUFACTURED	47	0.30	0.29	0.00	0.00
41A	SUGAR	37	8.76	0.00	0.01	0.00
43R	SUGAR CONFECTIONERY	109	1.62	1.25	0.02	0.01
41R	SWEET SPREADS FILLINGS AND ICING	137	0.30	0.28	0.00	0.00
51R	TAP WATER ONLY	232	347.28	347.28	0.00	0.00
51B	TEA (MADE-UP WEIGHT)	536	411.84	415.59	0.48	0.48
37F	TOMATOES NOT RAW	20	12.69	16.47	0.15	0.20
36C	TOMATOES RAW	340	18.51	30.04	0.06	0.10
2R	WHITE BREAD (NOT HIGH FIBRE; NOT MULTISEED BREAD)	50	49.47	67.55	0.08	0.11
33R	WHITE FISH COATED OR FRIED	47	9.27	14.12	0.10	0.16
10R	WHOLE MILK	104	31.27	13.74	0.03	0.01
5R	WHOLEGRAIN & HIGH FIBRE BR'FAST CEREALS	504	19.42	49.71	0.19	0.49
3R	WHOLEMEAL BREAD	87	18.25	53.75	0.03	0.10
15B	YOGURT	84	27.30	12.09	0.12	0.05
<b>TOTAL</b>		<b>18441</b>	<b>2470.91</b>	<b>2631.38</b>	<b>£6.82</b>	<b>£7.48</b>