

## **What counts towards 5-a day? : Consumer food research and the interface with public health guidance.**

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### **Indicative Abstract**

In the early 1990s the author was part of the team that brought the '5 a day' fruit and vegetables message to the UK and worked with the Department of Health to devise guidance on what would count as a portion (Williams, 1995). The food policy, food environment and food product landscape has changed significantly since then and Public Health England is currently "refreshing" the '5-a-day' message. In the summer of 2014, we embarked on a study exploring consumption of fruit as a snack or as a drink (smoothie). In this presentation we report on some of the preliminary findings of the research and will discuss possible implications for the 5-a-day message.

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Williams C. (1995) Healthy eating: clarifying advice about fruit and vegetables. *BMJ*, 310:1453-5