



Are health trends a threat to the future fish & chip market?

supporting the seafood industry for a sustainable, profitable future

Mark Drummond – Towngate Fisheries

- Over 30 years experience in the fish & chip industry
- Owner of Towngate Fisheries, Bradford since 1997
- NFFF Fish & Chip Quality Award holder since 2005
- Seafish National Fish & Chip Awards “Healthy Eating Fish & Chips” winner 2015



The UK Fish and Chip Industry



- Fish and chips first sold in around 1860
- Approximately 11,000 fish & chip businesses in the UK
- Fish & chip shops outnumber all major fast food chains
- Around 400 million fish and chip meals sold each year
- Annual spend over £1.3 billion (13.7 billion NOK)



The problem - Adults



Public Health
England

Overweight and obesity among adults

Health Survey for England 2012 to 2014 (three-year average)



Almost 7 out of 10 **men** are overweight or obese (66.4%)



Almost 6 out of 10 **women** are overweight or obese (57.5%)



Adult (aged 16+) overweight and obesity: BMI \geq 25kg/m²



The problem - Children

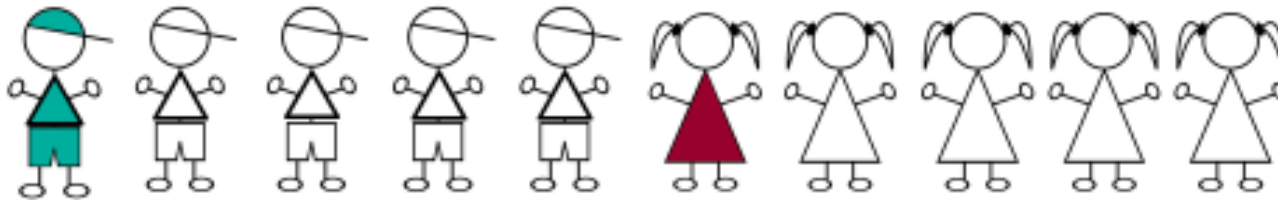


Public Health
England

Prevalence of excess weight among children

National Child Measurement Programme 2014/15

One in five children in Reception is overweight or obese (boys 22.6%, girls 21.2%)



One in three children in Year 6 is overweight or obese (boys 34.9%, girls 31.5%)



Child overweight (including obesity)/ excess weight: BMI \geq 85th centile of the UK90 growth reference



supporting the seafood industry for a sustainable, profitable future

UK Media

The UK media has a love/hate relationship with fish & chips

- Positive stories – Heritage/Iconic
- Negative stories – images of fish & chips often accompany stories about obesity



Obesity

UK among worst in western Europe for level of overweight and obese people

Only Iceland and Malta have higher proportion of people who are overweight or obese, study finds



67% of men and 57% of women in the UK are either overweight or obese, the Global Burden of Disease study found



Government influence

- Government recommends eating at least 2 portions of fish a week
- Planning consent often rejected for new fish & chip shops on health grounds
- Possible future regulation on compulsory display of nutritional information



BBC News Sport More

NEWS

Sections

England

Northampton

Chip shop near two Northamptonshire schools rejected

11 November 2010 | Northampton

Planners have rejected a bid to open a fish and chip shop near two schools in Northamptonshire, because of fears it would undermine their health policies.

Plans were put forward to turn a disused corner shop in Rushden into a takeaway, but some residents claimed it would harm the health of children.



Seafish/AHDB Potatoes Nutritional information project



- Full nutritional analysis
 - Combinations of variables in 'fish, chips & mushy peas'
- Portion size survey
- Survey of consumer preferences:
 - What nutritional data do they want to know (if any)?
 - What portion sizes are preferred?

Findings



- Huge variation in portion sizes served
- Customers would like more choice of portion sizes
- Nutritional content does vary dependent on oil used, batter thickness, chip cut thickness, cooking temperature and time
- This contributes less to variation in calorie content than portion size



Nutritional test results



Based on average portion size of 660 grams from portion size survey

- Average calorie content for Cod and Chips would be 1435 calories
- A smaller Average portion size would result in a more acceptable calorie content



The real problem

There has been a huge increase in portion sizes served in the UK in recent decades



Historic Fish & Chip portion sizes



The average fish & chip shops served:

- 1950's – 75 gram portion fish
- 1960's -1970's – 100 gram portion of fish
- 1980's to present – steadily growing to around 200 gram
- Chip portions also increased by same amount



Proposed standard industry portion sizes



Size	Fish (pre-batter)	Fish (post-batter/cooking)	Chips
Small	3oz (85g)	3.5oz (98.8g)	5oz (142g)
Regular	6oz (170g)	7oz (197.5g)	10oz (284g)
Large	9oz (255g)	10.5oz (296.3g)	15oz (425g)
Extra Large	12oz (340g)	13.9oz (395.1g)	20oz (567g)





Effects of proposed standard portion sizes on nutritional content

The proposed “Regular” portion size (480 grams)

- Would contain 1036 calories
- This is 27% fewer calories than the current average
- Improved cooking techniques could lower this further



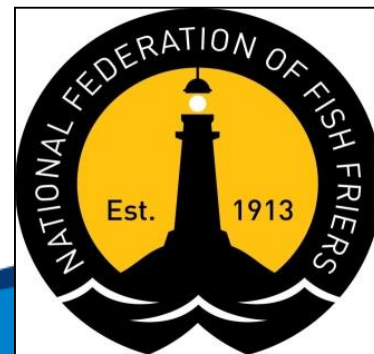
Future steps



Industry Bodies (Seafish, NFFF, AHDB Potatoes) and suppliers to support and encourage fish & chip businesses to:

- Offer a bigger choice of portion sizes
- Use the standardised names for sizes so customers know what to expect.
- This can help drive sales as many customers are put off by portions too large to eat or are worried large portions of fish & chips are unhealthy
- Introduce “Lite-Bite” portion sizes
- Provide nutritional information for customers





Thank you

supporting the seafood industry for a sustainable, profitable future