



David Fairlamb

THE FIT FACTOR

Don't miss David's tips every Saturday in your Journal

LIFESTYLE CHANGE

Sugar is hugely addictive and four grams of sugar equals one teaspoon. A child under 11's recommended daily allowance is five teaspoons (20g) and an adult is only seven teaspoons (28g). Putting that in perspective, one can of full fat coke has 10 teaspoons. Where possible, check your labels.

FITNESS TIP

After a moderate gym workout, where you are looking to burn calories and promote recovery, sugar-laden drinks are not the answer. Natural foods and water, that our bodies are designed to eat, is the way forward.

PARENTS give it their all trying to make sure their babies receive the best start in life including feeding them as nutritious and healthy food as possible.

Of course, you would expect the food manufacturers to be of the same mindset and have the same values, but unfortunately this is not always the case.

Yet again I find myself writing another article with the same messages about sugar - but this time it's the youngest that are being targeted.

Food manufacturers are now hitting baby and toddler snacks with healthy sounding claims on the packaging, which can contain as much as two teaspoons of unnecessary sugar, a study from Action on Sugar found.

The research analysed 73 baby sweet snacks and found that, while all featured language to suggest they were healthy on the packaging, more than a third (37%) would receive a red traffic light label when it comes to their sugar content.

A poll for Action on Sugar found 84% of parents of young children said they buy these types of sweet snacks for their children, and 60% said a 'no added sugar' claim would be the reason for choosing a particular product.

And 92% said they were more likely to be swayed by products professing to contain natural sources of sugars, such as fruit.

This kind of labelling is misleading and these claims, I believe, should be removed. Babies should not eat any free sugars at all.

Feeding babies and toddlers this type of food is not only bad for their health, it will also promote them to have a preference for sweet foods at a very early age.

If this continues through

*Children see,
children do – so
live healthily*

**Motivational quote
of the day**

toddler age, into teens and beyond it could have a serious impact on that individual's health, weight and wellbeing at an incredibly young age and we are seeing this more and more in today's society.

Being a parent is tough enough and you would certainly not expect to have to scan through labels on baby food to check on the sugar content.

Some companies also encourage this preference further by providing a number of very sweet products from an early age.

Food companies have to take responsibility to make products with minimal amounts of sugars, so young children can grow up enjoying a taste for less sweet foods, giving them the best opportunity to enjoy a healthier life without putting toxins in their body.

It is very important to start your children off on the right path because it is incredibly easy to surpass the recommended daily allowances without even realising it.



> Being a parent is tough enough without having to check every food label for its sugar contents