

# COMMERCIAL FOODS FOR INFANTS AND YOUNG CHILDREN IN POLAND

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# WHY THE REPORT IS SO IMPORTANT?

- **Proper feeding one of the most important aspects of care**
  - Optimal growth
  - Nutritional programming
  - Eating habits
- High popularity of commercial food for infants and young children (PITNUT Study, 2017)
  - 88% of infants and 66% of children 13-36 months old receive baby food products
  - Porridges
  - Fruit purees and desserts
  - Meals
  - Juices and drinks intended for young children

# AIMS OF THE STUDY

- ✓ to collect data on commercially available food products targeted at infants and young children (0–36 months) in two districts of Warsaw, Poland;
- ✓ to compare the composition of these products (including nutritional content) with the WHO Guidance and national food-based dietary guidelines on infant and young child feeding;
- ✓ to compare the methods used to promote these products (labelling, claims, price promotions) with the WHO Guidance.

# THE METHODOLOGY

- **Two districts in Warsaw**
- **Collecting the data**
  - Nutritional value
  - Ingredients
  - Promoting
  - Health claims
- **Data cleaning and analysis → 732 products**

# OVERVIEW OF PRODUCT CATEGORIES

Product category	Number of products	Number of products intended for infants under 6 months
Dry, powdered and instant cereal/starchy foods	115	55
Soft, wet, spoonable ready-to-eat foods	480	183
Meals with chunky pieces	2	0
Dry finger foods and snacks	37	0
Juices and other non-formula drinks	98	75
<b>TOTAL</b>	<b>732</b>	<b>313</b>

# SOFT, WET, SPOONABLE READY-TO-EAT FOODS



- Fruit purees and desserts are served to 66% of infants (28% everyday)
- Meals are served to 61% of infants (30% everyday)

# SOFT, WET, SPOONABLE READY-TO-EAT FOODS

- **480 products**
  - **Fruit purées** – on average 62 kcal/100g
  - **Vegetables purées** – on average 50 kcal/100g
  - **Meals** – on average 67 kcal/100g
- **More than 30% of calories come from sugars:**
  - fruit purées with or without cereal or milk products
  - half the vegetable purées
- **Less than 60 kcal/100 g:**
  - nearly all the vegetable purées,
  - more than half the fruit purées,
  - some of the fruit or vegetables with cereals or milks

# DRY, POWDERED AND INSTANT CEREAL/STARCHY FOOD



- **66% of infants receive porridges**  
(42% everyday)
- **115 products**
  - on average 367 kcal/100g
- **59 products contained sugar**



# JUICES AND OTHER NON-FORMULA DRINKS



- 37% of children 13-36 months old receive juices and drinks intended for young children (10% everyday)

# JUICES AND OTHER NON-FORMULA DRINKS

- **98 products**
  - on average 33 kcal/100 ml
- **Most calories come from sugars**
- **Juices and other drinks should not be marketed as suitable for infants and young children under 36 months**

# DRY FINGER FOODS AND SNACKS

- **35 products**
  - on average 374 kcal/100 g
- All the sweet confectionery, sweet spreads and fruit chew products provided more than 40% of calories from sugars,
- Half the products in the sweet snacks and finger foods category provided more than 30% of energy from sugars
- These products **should not be marketed as suitable for infants and young children**

# PROMOTION OF PRODUCTS

- it **can not** discourage from breastfeeding
- it **can not suggest that commercial food is better** than the use of suitable home-prepared foods
- a statement on **composition or nutrition**
  - 92% of products
  - No artificial preservatives (65%)
  - No artificial colours (64%)
  - Low or no salt (61%)
  - Gluten-free status (59%)
- 39% products carried a statements relating to **health or development**

# SUMMARY

- 43% of products were marketed as being **suitable for infants under the age of 6 months**
- Around 40% of products provided **too few calories** per 100 g to meet infants' needs
- **Too much energy from sugars:**
  - more than half provided more than 30% of energy from sugars
  - more than three quarters of products had more than 15% of energy from sugars
  - high sugar levels were found in juices and other non-milk-based drinks
- Around a quarter of products (24.3%) had **sugar or another sweetening agent** as one of their ingredients
- Some food categories should not be recommended for infants and young children

# ANY QUESTIONS?

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