



BRITISH  
**Nutrition**  
FOUNDATION



The British Nutrition Foundation is a registered charity. It promotes the wellbeing of society through the impartial interpretation and effective dissemination of scientifically based knowledge and advice on the relationship between diet, physical activity and health.

Its policy is determined by a Council of distinguished Governors, who have the responsibility of upholding the Foundation's core values of independence, impartiality, credibility and integrity. The Foundation's output is independently reviewed by other professional scientists in the world of nutrition.

The Foundation's income derives from donations and contracts won competitively from the food industry, a variety of government departments, the European Commission and charitable sources. The Foundation's governance is dominated by the scientific community, to whom it looks for its accreditation.



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# Chairman's Report

Professor Anne de Looy



Once again, I am fortunate to be able to report another highly successful year for the British Nutrition Foundation, despite the never-diminishing challenges that face us. This – our 40th Anniversary Year – has been a year of some considerable change in the Foundation following the retirement of Professor Robert Pickard as Director General and Mr Peter Leigh as Company Secretary. In October 2007 I was delighted to welcome Professor Judith Buttriss formally to her new role as Director General. The new Director General has immediately completed a review to strengthen the organisation's structure and begun to work with the Board of Trustees and Council on the future strategic direction of the Foundation. Both will serve to inform and invigorate the Foundation and its work for some years to come. The Foundation's staff have settled well into the new way of working. They have continued to show great commitment and to produce work of the highest standard, and this dedication will become increasingly evident as you read through this Annual Report. The Foundation has a great deal to be proud of during what could have been a disruptive period. There is much to be optimistic about, and I look forward to the Foundation continuing to develop and expand its influence.

Our 40th birthday celebrations reached a peak at the 40th Anniversary Conference held in December – *Food and Fitness for Life*. The various speakers contributed to a fascinating day, but the keynote address from our Patron, Her Royal Highness The Princess Royal provided for all of us at the Foundation the most satisfying comment of the day when, in her keynote address, she highlighted the important work that BNF does in communicating accurate nutrition information to the public, stating that "I only read nutrition-related articles in the newspaper that end with a comment from BNF giving an independent view on an issue or study".

The past year has been extremely productive for the Science Group. Major highlights of the period include the achievement of deliverables and milestones related to the on-going EU-funded projects (*EuroFIR*, *Lipgene* and *ProSafeBeef*) and the completion of a major systematic review undertaken on behalf of the FSA as well as the publication of two Briefing Papers and the preparation for the launch of a Task Force report, *Healthy Ageing: the role of nutrition and lifestyle*.





The Education Group has also been busy throughout the year, not least when undertaking the '40th Anniversary Tour', providing conferences for teachers across the UK. Some 12 venues across the country were visited during the summer and autumn of 2007. Subsequent feedback from teachers clearly indicated just how well received these conferences have become and highlight the significant contribution they make to the nutritional education of our young people. Other Education activities involved working in partnership with many of our major stakeholders, such as the Food Standards Agency, the School Food Trust and extensive contracts with the Department for Children, Schools and Families.

Our *Food – A Fact of Life* website ([www.foodafactoflife.org.uk](http://www.foodafactoflife.org.uk)) has continued to be very popular, enjoying around 50,000 visitors per month. The BNF website ([www.nutrition.org.uk](http://www.nutrition.org.uk)) also enjoys extraordinary popularity with often nearly 200,000 visitors per month being recorded and over 80,000 files per month being downloaded. Plans are underway to update and modernise the website to 'future-proof' this important facility and ensure that it not only continues to satisfy the current need but allows for future developments.

This is my second and last report as Chairman of the Board of Trustees. The past two years have been challenging but it has been a real privilege to be actively involved in the work of the BNF especially during this period of change. I particularly wish to record my appreciation of all those who have served the Foundation during this period. I especially want to thank our Member and Sustaining Companies for their continued support and of course our loyal and dedicated group of Trustees, Council and Committee members. I am grateful to all of them for their support and friendship. The time and expertise that they so freely give is truly the lifeblood of the Foundation. In November Paul Hebblethwaite, currently Vice Chairman, will take on the role of Chairman of the Board of Trustees and I know he will continue to see the British Nutrition Foundation flourish.

Finally – back to the year under review. It was with sadness that we recorded the retirement of our President Professor Dame Barbara Clayton. She was an inspiration to all of us and a very active member of the Board of Trustees and the Foundation. I wish her well in her well deserved retirement. The new Chairman and Director General will now have the unenviable task of finding a successor to Dame Barbara. As I close this report I would like to extend my thanks to the staff of the BNF, the people at the heart of the organisation, and to all our supporters who truly believe that the Foundation can and does make a difference, and we are all the beneficiaries.



*...the Foundation can and does make a difference,  
and we are all the beneficiaries...*

# Director General's Report

Professor Judith Buttriss



Nutrition Science – its interpretation and communication – at the heart of all we do

It gives me great pleasure to give my first report as Director General, having taken over the role last October from Professor Robert Pickard, who led the Foundation successfully for ten years. I was previously the Science Director for nearly 10 years and before that an active member of one of its advisory committees (so I am no stranger to the organisation). I am pleased to report that the Foundation remains in good shape. During the year income exceeded expenditure by approximately £135,000, owing in large part to new project income (which was up by 46% on the previous year) and most importantly an increase in membership numbers. After allowance for accrual of ongoing project income to the 2008/09 financial year, we ended 2007/08 with a modest surplus of £25,366 rather than the scheduled deficit of £30,000.

Between October 2007 and May 2008, we have welcomed four new members to the Foundation – Wm Morrisons Supermarkets plc as a Sustaining Member Company and Innocent Drinks, Müller Dairy and The Co-operative Group Ltd. as ordinary Member Companies, bringing to five the total of new members joining during the financial year (R Twinings & Co. Ltd. also joined earlier in the year). In addition, Dairy Crest Limited has transferred from ordinary membership, bringing the number of Sustaining Member Companies (those that commit to support the Foundation's work over an extended time period) to 14. This is the highest number to date and now comprises 29% of the current membership, which at the end

of May 2008 had risen to 49 companies. This means that the trend in recent years of a year-on-year increase in membership, which began in 2002 (when the Foundation had a total of 31 members), has continued. This trend illustrates the intense interest in nutrition across the food chain and at a policy level, and also signals recognition of the Foundation's contribution to the nutrition and health agenda. Importantly, it also highlights the food chain's commitment to seeking and acting on evidence-based advice on the interpretation and communication of nutrition science, and the help BNF can provide with activities as diverse as staff training and horizon scanning. This progression in membership, along with growth in project income from a variety of sources, supports longer term planning and staff development, and hence adds value to on-going work programmes. It also provides greater job security for staff. This in turn enables the Foundation to recruit and retain nutrition scientists, education specialists and support staff of the highest calibre and to deliver a broad and rich programme of relevant and topical activities.

The Foundation's members and supporters are crucial to its existence and provide a key to the excellent work it generates. We at the Foundation are all indebted to them for their continued support, both financially and in-kind.

## Past, present and future

2007 was always destined to be a very busy year for BNF owing to the extra activities scheduled to celebrate our 40th anniversary. During the period June to December, we delivered a punishing schedule of 12 conferences for teachers, each in a different part of Great Britain. The finale of the year was



*...nutrition science – its interpretation and communication – at the heart of all we do...*



a conference, the idea for which emerged from a conversation with our Patron, Her Royal Highness The Princess Royal, which emphasised the dual importance of healthy eating and improvements in physical activity levels across the population in the search for improved public health. It brought together experts in diet and health and organisations and experts at the forefront of the sports and physical activity fields, including the British Olympic Association, the Youth Sports Trust, Sustrans and the London Organising Committee for the Olympic Games and Paralympic Games (LOCOG). The feedback from delegates was excellent and we were particularly congratulated for taking a lead in delivering a programme that combined diet and activity, theory and practice, and reflected the breadth of BNF's activities.

During my first year as Director General, three key priorities have driven and directed our work. Firstly, to integrate effectively the work programmes through which we deliver our charitable objectives to our wide range of target audiences, optimising their impact in a more holistic and value-added manner, and with more interaction across the education and science work programmes. Next, to attach higher priority to focused external communications, optimising the impact of our work, by making sure that we make the best use of the information emerging from the reviews, reports and projects we create and the many projects we deliver, by presenting and targeting the output in the most relevant ways. The third has been to encourage BNF team members to engage with strategic planning and income generation. I have also instigated a fundamental review of how we interact with our supporters, which is being led by Stephanie Valentine who has a wealth of experience in the Foundation's work. I personally attach major importance to the quality of our interaction with our members and have increased substantially the number of contact meetings with our members and other key stakeholders. Finally, we have undertaken a review of our accounting processes and as a result have introduced new procedures utilising upgraded software.

The commitment, enthusiasm and professionalism of the BNF team – the staff – is fundamental to its success and I have been actively involving the team in reviewing current practices and shaping our new way of working. Everyone has risen to the challenges admirably and all have enthusiastically embraced the opportunities for more interdisciplinary working. Well done team!

During the year we have reviewed our media communications strategy and conducted a survey among the journalists who contact us. This revealed that, for many, we are their first port of call and the overwhelming majority is happy with the service we provide. As always, though, there is room for improvement and we are in the final stages of developing a new external communications strategy and accompanying implementation plan.

Hits on the Foundation's main website ([www.nutrition.org.uk](http://www.nutrition.org.uk)) continue to exceed three million per month but the site's infrastructure is in urgent need of an update. The website is a major communication vehicle for us and we have taken the decision to re-launch the website in 2009, with a fresh new look, vastly enhanced search facilities and updated content.





Other new initiatives introduced since October include our emerging issues e-newsletters for members, free access to BNF Briefing Papers that are more than one year old, and video podcasts on nutrition topics such as healthy eating. During the past year we have also, with Wiley-Blackwell, completed the digitisation of all the back issues of *Nutrition Bulletin*, dating back to the late 1960s, which are now available on-line and represent a valuable historical record of changes in nutrition thinking over the past 40 years and the factors that have influenced these changes.

Looking to the future, working closely with our Council and Board of Trustees, we are developing a new 5-year strategy for BNF. This process has been informed by a comprehensive review of BNF's performance against the aims and objectives of its current strategy and a detailed analysis of the many factors that are shaping the world in which the Foundation is operating, including: the impact of the global economic climate on the disposable income that families have to spend on food; public health concerns regarding obesity and other chronic diseases and the particular focus on child health; impact of an ageing population; changing attitudes to food linked to concerns about climate change and other environmental issues that impact on sustainability of the food supply; developments in national and European food regulation; consumer perception of risk; busy lifestyles and the impact of a fall in the level of food preparation and cooking skills in younger generations. The new strategy will be completed during the coming year.

Also during the coming year we will be publishing and publicising the report of a BNF Task Force, led by Professor John Mathers (University of Newcastle), on *Healthy Ageing: the role of nutrition and lifestyle* and convening a new Task Force, that will commence its work in October on the interactions between nutrition in early life and developmental programming that influences disease risk in later life. In readiness for 2011, when practical food work in schools will become compulsory in England, we shall be expanding our *Food-a fact of life* website to provide material appropriate for secondary schools. The needs of preschool teachers will also be accommodated as part of the programme of work. The information provided will continue to be directly relevant to the various national curricula, UK-wide. Also at a UK level, we shall be working with the Food Standards Agency to develop resources for direct use by children and young people which embed the food competences published by the Agency at the end of 2007. There will also be a road map to help guide children and young people through the process of acquiring the competences. We shall also continue to be centrally involved with the *Licence to Cook* programme, this time focussing on continuing professional development for teachers, and with *Food in Schools* (more details are available in the Education Programme report). We shall also be organising several major conferences, including events outside the UK in connection with the EU-funded projects *Lipgene* (in Dublin) and *EuroFIR* (in Vienna). Finally, in line with government strategy as articulated in *Healthy Weight: Healthy Lives*, we shall continue to work with a range of strategic partners on emphasising the importance of physical activity alongside healthy eating, and the interactions between the two, in health promotion and disease prevention.



...reviewing what we do

# Deputy Director General's Report

Stephanie Valentine



Reviewing what we do – in order to do it better

The role of Deputy Director General was created, as part of the refreshed staffing structure of the Foundation, with effect from October 2007, to drive forward the co-ordination of a comprehensive review of some key areas of our work, with involvement in this process of all members of staff.

## Member Companies

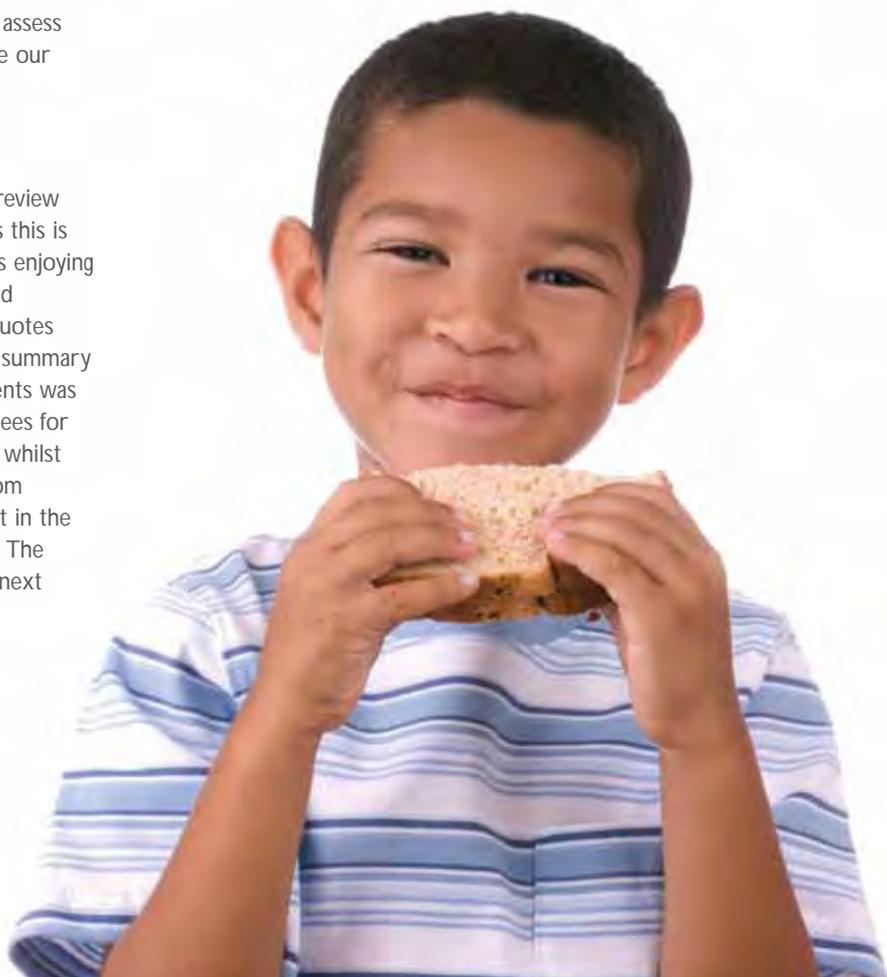
We are overhauling our database and updating our Member Company contact details in order to improve communication and ensure that information is appropriately targeted. In particular, we are working with our Sustaining Member Companies to better understand their areas of interest and to evaluate our current package of activities and procedures. A meeting schedule is being set up for short visits to give a brief update on what BNF has planned for the next few months but, importantly, to listen to the priorities of each company. It is planned to undertake a series of interviews with a range of stakeholders to assess our current effectiveness and help us to refine our future plans.

## The Foundation's website

The Foundation's staff identified the need to review and update our website as a major priority, as this is now our key channel of communication and is enjoying an unprecedented volume of traffic. A detailed specification was drawn up and competitive quotes were invited for redeveloping the website. A summary of the shortlisted competitive tender documents was prepared and circulated to the Board of Trustees for comment. It has been noted by Council that, whilst some funding will need to be drawn down from reserves, this represents a prudent investment in the Foundation's future communications strategy. The development work will take place during the next financial year.

## Staff appraisal process

Suggestions for improvements to the annual staff appraisal system were raised by staff at an Office Meeting. Two Nutrition Scientists (Bridget Aisbitt and Lisa Miles) offered to help to clarify the process and develop a form to aid consistency of approach across the Foundation. Following consultation with the Senior Management Team, they presented their proposals to the staff. Any concerns were discussed and some minor amendments were made. It was agreed to implement the scheme on a pilot basis, with opportunities for staff to recommend refinements. The pilot appraisal process was completed in Spring 2008. Following a few further improvements, this scheme has now been adopted into the Staff Handbook and will be kept under review from time to time. Informal feedback indicates that staff were generally happy with the new approach and valued the opportunity to be actively involved in its development.



*– in order to do it better...*

# Science Programme

Translating nutrition science into messages targeted to our key stakeholders

The Science Programme helps the Foundation to achieve its aims by translating the latest nutrition science into messages specifically targeted to our key stakeholders.

## Assessing the Evidence

A crucial first step of any activity that the Foundation undertakes is a thorough review of the evidence.

It is from this evidence base that most other of the Foundation's activities, such as conferences, media statements, website copy, *10 Key Facts* summaries and the nutrition facts underpinning our education

resources are derived. Our Briefing Papers are concise and authoritative reviews of nutritional issues that have been written by the Foundation's Nutrition Scientists and reviewed by external experts. In the past 12 months, we have published two new Briefing Papers on *Food Availability and Our Changing Diet* and *Physical Activity and Health*. These are available as free standing publications from the Foundation or via *Nutrition Bulletin*, which is available on-line. Two further Briefing Papers on *Culinary Oils and Health* and *Satiety and its Effect on Eating Behaviour* are at an advanced stage; they are due to be published in 2008/09.

These Briefing Papers are published in *Nutrition Bulletin* and are extensively used, for example by students worldwide. The decision has been taken to make all Briefing Papers over one year old available free of charge. This is consistent with our charitable objectives and will help extend the reach of the useful information the publications contain.

Reviews prepared for our journal, *Nutrition Bulletin*, also require an objective assessment of the scientific literature published on a particular topic. In this last year, the Science Group has worked on peer-reviewed articles on *Physical activity and the prevention of cancer*, *Monounsaturates in the diet*, and *Importance of vitamin D, calcium and exercise to bone health*.

*Facts Behind The Headlines* articles published in *Nutrition Bulletin* allow the Foundation to explore areas of nutrition science that have been highlighted by the media and often provide the opportunity to set the record straight. All too often the headlines that appear in the national press inaccurately represent the current state of affairs and can cause confusion amongst health professionals, as well as the general public. This year, in *Nutrition Bulletin*, the Foundation has examined the science behind the reported links between red meat and breast cancer and between food additives and hyperactivity, along with an assessment of the nutritional benefits of organic food, and the health effects of adding milk to your tea.





### Developing Partnerships

The reach of the Foundation's activities could not be achieved without working closely with colleagues in the UK and beyond. In particular, we must thank our Governors and those academics and industry nutritionists who sit on our advisory committees or give up their time to participate as members of our Task Forces. Not only do these individuals input into the content and output of BNF's scientific programme but they also act as unofficial ambassadors for the Foundation and help us to ensure that our published scientific papers, Briefing Papers, Task Force Reports and other nutrition resources are disseminated widely within their organisations. Our involvement with European Commission (EC) funded projects additionally enables us to promote the activities of the Foundation to stakeholders across Europe and to showcase to a wider audience our skills in dissemination of nutrition information. Longstanding collaborations have been forged that are having a positive impact on our future research projects. The Foundation is currently involved in three major EC-funded projects: the Network of Excellence, *EuroFIR*; and the Integrated Projects, *Lipgene* and *ProSafeBeef*.

*EuroFIR* (short for European Food Information Resource), aims to build and disseminate a comprehensive, coherent and validated databank providing a single, authoritative source of food composition data in Europe for nutrients and for plant bioactive substances that have potential health benefits.

BNF's role is to spread information about the project and its wider implications to stakeholders using a variety of media. Highlights of the past year have included a major overhaul of the *EuroFIR* public website. The structure has been simplified to make navigation clearer and documents are now placed directly on-line, in addition to being downloadable, to make it easier to read before deciding to download a file. These changes have been well received and the website continues to be updated and improved. Selected information is available in a number of languages to increase the reach and appeal of the website. BNF was also heavily involved in the planning and execution of the 2nd International *EuroFIR* Congress in Granada, Spain. The Congress, co-chaired by BNF, provided a unique opportunity to publicise *EuroFIR* to a wide audience, and it brought together over 200 interested parties from across the world to raise awareness of the project and its outputs. Media coverage was achieved both in TV and print media in Spain. BNF has also produced two new *EuroFIR* synthesis reports. *Plant Foods and Health: Focus on Plant Bioactives* explores the evidence linking plant food intake with health effects, identifying the plant components that may convey health benefits, including bioactive compounds. A second, *Nutrition and Health Claims: The Facts on your Food*, outlines the scope of the recent regulation from the European Commission and also provides some historical information about other guidelines on health claims and approaches in different countries within the EU, as well as current practice around the world.

...translating nutrition science  
into messages targeted to our  
key stakeholders...





The main aim of *Lipgene* is to investigate the interaction between dietary fat composition and genotype in the development of the metabolic syndrome in humans, drawing upon knowledge gained from research in the areas of human nutrition, plant biotechnology, animal nutrition, economics and consumer science. BNF is responsible for dissemination activities including producing copy for the public website. As this five-year, multidisciplinary project draws to a close, BNF has delivered a busy programme of communication activities to ensure that the findings of the project are disseminated widely across Europe. This year, dissemination platforms have taken the form of: a satellite meeting attached to the conference of the Federation of European Nutrition Foundations (FENS) held in Paris in summer 2007 and publication of *Lipgene* Newsletters, along with the preparation of articles and email updates. To reach a wider audience, we have continued to translate some website material into a range of European languages as well as providing material tailored towards the interests of different audiences. We also held a one-day conference to explore the agro-food technology aspects of the project in November 2007. To achieve media coverage of the event, and to promote discussion of some of the issues surrounding the manipulation of the food chain, a 'News Briefing' was held prior to the conference in association with the Science Media Centre. This initiative achieved good coverage for the project in the UK and European press, and the story has been picked up in many countries around the world.

BNF has a supporting role in the dissemination activities for *ProSafeBeef*, a five-year EU sixth Framework Integrated Project, that involves 41 leading research and industrial organisations across Europe. Through research and innovation, *ProSafeBeef* aims to advance beef safety and quality across Europe, to enable the beef chain in Europe to thrive and diversify, and to become more competitive and sustainable. Highlights from the first year of the project can be accessed in the first *ProSafeBeef* newsletter which, along with *Lipgene* and *EuroFIR* newsletters, is available for download from the BNF website.

### Translation and communication

Once the evidence on a particular topic has been assessed, the Foundation's team of qualified nutritionists work to translate the key messages from nutrition science into different formats appropriate for a wide range of audiences. Satellite sessions at major conferences provide an opportunity to highlight key activities of the Foundation, and this year saw a successful workshop at the *Nutrition and Health Conference* on the achievements in public health nutrition over the past 40 years, continuing the theme of BNF's anniversary year. We also worked closely with the Education Group as they delivered their impressive programme of 12 regional *Nutrition and Education Conferences* for teachers and targeted the key points of the 40th Anniversary Briefing Paper on *Food Availability and Our Changing Diet* into a format that teachers could easily use in the classroom. The Briefing Paper is available in CD-ROM format to facilitate extraction of the detailed facts that it contains.

Following a successful collaboration in 2006, the Foundation once again teamed up with London Underground (LU) to provide consumer-friendly nutritional information at its employee health fairs. Throughout the summer and autumn, fairs were held across the underground network to highlight lifestyle changes that LU employees can adopt to help improve their health and wellbeing. These health fairs provide an opportunity for employees to talk to experts, including a physiotherapist, personal trainer, stress counsellor and a BNF nutritionist, as well as have a quick health check with a qualified nurse – thus reflecting a holistic approach to improving health. This year, the health fairs won LU the *Employee Benefits Most Effective Healthcare Strategy* award because of the 'brilliant' results that it has achieved through its health improvement plan.



## Education Programme



### Ensuring and sharing good practice

It has been yet another busy and productive year, with the Foundation working in partnership with a range of government departments, charities and industry partners. This partnership approach ensures that consistent, accurate and up-to-date messages are promoted.

### *Food – a fact of life*

The Foundation's education programme and dedicated website, *Food – a fact of life*, continues to develop and support children, teachers and schools throughout the United Kingdom and beyond. This can be demonstrated by the dramatic year-on-year rise in unique visitors to the website, as well as registration for our free monthly email news service.

Highlights have included the launch of a *Food and farming* module in September 2007, with support from five levy boards. Launched at the same time as the *Year of Food and Farming* in England, the site has proved popular with teachers and pupils to help update their knowledge and understanding of how our food is grown and processed. In addition, the original two modules, *Healthy eating* and *Cooking and food skills*, as well as the four healthy eating interactive activities, have been updated to reflect the publication of the Food Standards Agency's *eatwell plate*. Planning is underway for the development of a fifth healthy eating interactive activity, which will focus on the concept of energy balance throughout a day. This will complement the existing activities, and feature two new BNF characters – Jordan and Nicola.

Another first for the Foundation has been the internet 'broadcast' of video podcasts for schools. Based around the *eatwell plate* and the Agency's 8 tips for eating well, we have launched two 10-minute video podcasts. These have been extremely well received, with over 6,000 downloads and 6,000 views on-line. The videos are available from the Foundation's YouTube page, iTunes, Google and Yahoo!. Plans for an additional four video podcasts are set for 2008-09.

This free website ensures that our charitable aims are being delivered – providing evidence-based healthy eating messages at an appropriate and meaningful level for schools.





### Working together

In December 2007, the Food Standards Agency published core food competences for children and young people throughout the UK. This was the culmination of our work with the Agency to draft, liaise with key stakeholders and develop a set of competences ready for public consultation. Since publication, these competences have been actively picked up and used in many other projects, including the Government's *Licence to Cook* and *Food in Schools* and BNF's *Food – a fact of life*. Other work with the Agency has involved working with FSA Wales on *Allidon* and *Ken the Leek*, two resource packs for primary schools to promote healthy eating and food hygiene.

Our work with the School Food Trust's *Let's Get Cooking* programme continues. This has involved helping to ensure that nutrition and education messages are accurate and up-to-date and the Foundation is a consortium member of the programme. A highlight has been the development by BNF of a food skills framework for the project. This framework will be made available to a national network of 5,000 out-of-school cookery clubs over the coming year.

...ensuring and sharing  
good practice...





We were also successful in winning the tender for *Food in Schools* (formerly known as the *Food Partnership*), in a consortium comprising the Foundation, the Design and Technology (D&T) Association, the Specialist Schools and Academies Trust (SSAT) and National Primary Headteachers. This three-year programme seeks to further develop and enhance the original *Food Partnership* project of high quality continuing professional development for teachers. The Foundation has continued to work on behalf of the Department of Children, Schools and Families, in a consortium with the SSAT and the D&T Association, on *Licence to Cook*. This has involved the creation, piloting and modification of a suite of comprehensive resources for secondary schools, centred around an interactive website. In addition, we have been actively involved in training events for secondary school teachers across the country. *Licence to Cook* will be introduced as an entitlement programme for all English secondary schools from September 2008, enabling young people to learn how to cook, as well as learn about and apply aspects of healthy eating, wise food shopping, and hygiene and safety.

Our work with Member Companies continues, with the Foundation providing a unique mix of nutrition science and education insight. Examples of work have included *Active Kids Get Cooking* and *Make Space*. We also ran a half-day education seminar for Member Companies in June 2007, with presenters from the

Department for Education and Skills, the School Food Trust, Farming and Countryside Education, and the Food Standards Agency. Evaluations were successful, and a future event is planned in June 2008. Several Member Companies also attended the Design and Technology with ICT Show in Birmingham, at which the Foundation had a stand and ran several seminars.

#### The Education Group

The celebration of the Foundation's 40th Anniversary was marked by a 12 venue conference road show around the UK. These events provided teachers with a historical perspective of nutrition over the past 40 years, as well as updates on current nutrition topics and regional education initiatives. Feedback was extremely positive, and future conferences will be considered in light of need and availability of resources over the next year.

The Education Group has also been proactive, advising and responding to a number of consultations on the curriculum and examination specifications throughout the UK. Our four regional Education Working Groups have met, and have been consulted on a number of BNF projects. These meetings provide an ideal opportunity to discuss regional curriculum changes and local schools' needs, and to set future priorities. In addition, we continue our commitment to communicate effectively with schools, reaching over 12,000 registered subscribers with our monthly email service, and 4,500 with our termly printed newsletter.



# External Nutrition Communication

The first port of call for reliable information on nutrition, food education and their interaction with lifestyle

There is currently overwhelming public interest in food and health and the Foundation is ideally placed to be the independent, trusted, accurate voice of reason, in what can often be a confusing and contradictory environment. The Foundation's team of qualified nutritionists and teachers are experienced in translating key messages from nutrition science and food education for a wide range of audiences. Given the fast-evolving climate and the potential for this area of work to be overwhelming, the Foundation has been reviewing its external communications strategy during the past 6 months. In the coming months the Foundation will be refocusing its efforts to maximise the impact of its project activities, many of which actually formulate an evidence-base; to increase the profile of the Foundation in Europe and beyond; to take a more proactive, message-driven approach to communication activities; and to nurture relationships with key contacts within the media. The strategy is now being translated into an implementation plan; the initial focus is on building and refocusing the media service provided for journalists. The review of our current external communications activities included obtaining feedback from journalists. On the whole, journalists find our current media service helpful and it is clear that we attract new users of the service on a regular basis, but we also received some useful ideas for improvements. We now intend to act on these findings by working proactively to provide stronger statements on nutritional issues to the press and implementing an efficient response mechanism for requests from journalists for information.

## BNF's 40th Anniversary Conference

BNF was honoured by the presence of our Patron, Her Royal Highness The Princess Royal, who gave the keynote address at the *Food and Fitness for Life* conference, held as the finale of the celebrations of the 40th Anniversary of the Foundation. Her Royal Highness spent time talking to delegates and listened to the opening session. The programme combined talks from leading academics, on the dual roles of diet and physical activity in promoting health, with a variety of talks from representatives from government, industry and charitable organisations that illustrated successful examples of putting theory into practice. BNF received excellent feedback from the audience of almost 200 delegates.

*"A very good opportunity to network.  
CONGRATULATIONS BNF!"*

*"Fantastic day - best event I have attended. Informative, inspiring, thought provoking and very up-to-date."*

*"Great speakers, inspirational and motivational and varied content."*

*"Very much value the cross-disciplinary focus, linking the two sides of obesity."*

*...the first port of call for reliable information on nutrition, food education and their interaction with lifestyle...*





### Horizon Scanning

The Foundation's horizon scanning activities are essential for keeping the team up to date with the latest developments in nutrition education, policy and research. These activities not only enable us to identify the need for future research requirements and opportunities for provision of nutrition and education information, but also the ability to provide our Member Companies with insight of direct relevance to their businesses. In October we introduced an *Emerging Issues E-Newsletter* for Member Companies, currently published in Spring and Autumn. The newsletter summarises research and policy developments across Europe and beyond that are likely to influence nutrition policy and related legislation. The format of the 10-page newsletter is bullet point text and weblinks. It is accompanied by a brief summary of BNF activities and supplements the regular email alerts we send to members.

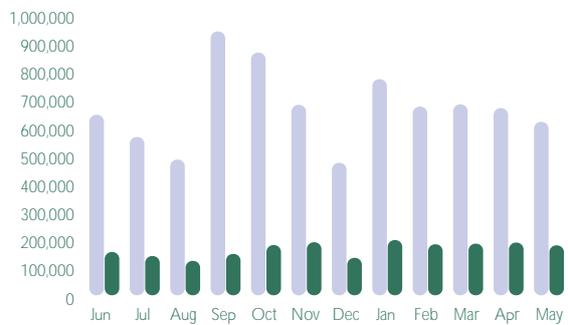
### Websites

The Foundation's website ([www.nutrition.org.uk](http://www.nutrition.org.uk)) continues to attract an impressive number of visitors seeking unbiased, up-to-date, accurate information and resources. Hit rates continue to exceed three million per month. Over the past year, on average, the website received 159,706 visitors per month and 649,753 pages were viewed per month. The success of the *Food – a fact of life* website ([www.foodafactoflife.org.uk](http://www.foodafactoflife.org.uk)), which is currently aimed at primary school teachers, has also grown over the past year. Per month, it attracted an average of 39,083 visitors and 206,864 pages were viewed each month. The Foundation also manages the public-facing side of the *EuroFIR* website, referred to in the report of Science Programme activities. The *EuroFIR* site ([www.eurofir.net](http://www.eurofir.net)) received an average of 10,162 visits and 24,328 page views per month during the past year.

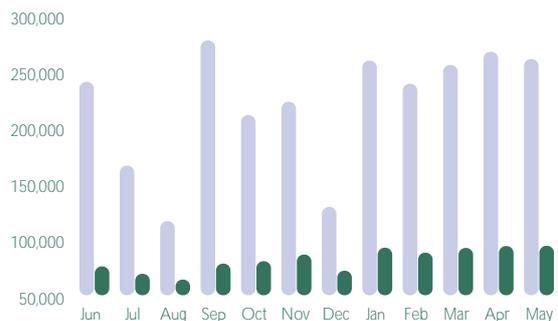


**BNF website**  
[www.nutrition.org.uk](http://www.nutrition.org.uk)

Page Views   Visits



**Food – a fact of life website**  
[www.foodafactoflife.org.uk](http://www.foodafactoflife.org.uk)



# Awards



The Foundation rewards excellent work in food and nutrition by students and their teachers throughout the UK. Annual awards are given to students at GCSE and Standard Grade levels, and at A-level and Advanced Higher. This year's awards were presented to the winners by Mr Justin King, Chief Executive of J.Sainsbury plc.

## **BNF GCSE and Standard Grade Prizes – 2007**

**Assessment and Qualifications Alliance**  
Elisabeth Shorthouse  
Kesteven and Sleaford High School, Sleaford

**Council for the Curriculum, Examinations and Assessment**  
Lauren Pedlow  
Banbridge Academy, Banbridge

**Edexcel**  
Jayson Tang  
Queen Elizabeth's Grammar School, Faversham

**Oxford, Cambridge and RSA Examinations**  
James Melville  
Dean Close School, Cheltenham

**Scottish Qualifications Authority**  
Jaqueline Martinez  
St John's RC High School, Dundee

**Welsh Joint Education Committee**  
Luke Morgan  
Corpus Christi High School, Cardiff

## **BNF A-Level and Advanced Higher Prizes – 2007**

**Assessment and Qualifications Alliance**  
Katy Hall  
Westfield School, Newcastle Upon Tyne

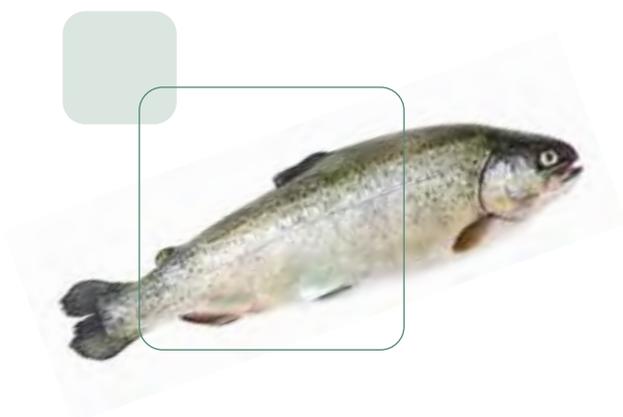
**Council for the Curriculum, Examinations and Assessment**  
Hannah Quinn  
St Patrick's Academy, Dungannon

**Edexcel**  
Helen Brown  
Woldgate College, Pocklington

**Oxford, Cambridge and RSA Examinations**  
Alexandra Ashley  
Loughborough High School, Loughborough

**Scottish Qualifications Authority**  
Emma Docherty  
Glennifer High School, Paisley

**Welsh Joint Education Committee**  
Jennifer Evans  
Yate and Chipping Sodbury Link Sixth Form, Bristol



*...rewarding excellence  
in food and nutrition...*



Professor Kay-Tee Khaw  
BNF Annual Lecture 2007



Professor John Cummings  
BNF Prize 2007

### The Denis Burkitt Study Awards – 2008

The Denis Burkitt Study Awards Scheme offers financial assistance to students of medicine, nutrition science and related subjects at universities in the UK and Ireland, with ten Awards of £750 being given to students as a contribution to the overall cost of undertaking an elective project in a developing country. The elective project must centre on food and nutrition and its relationship to health and disease.

The following have each been awarded £750 under this scheme.

Name	Medical School	Elective Destination
Stephen Alcorn	Oxford	Madagascar
Laura Bowen	Birmingham	Peru
Gemma Card	Aberdeen	Malawi
Aoife Casey	Aberdeen	S Africa
Elizabeth Hill	Bristol	Guyana
Laura Mindel	University College London	Tanzania
Katherine Morecroft	St Bartholomew and the Royal London	Ethiopia
Deborah Ng	Dundee	Philippines
Katherine Reeve	Nottingham	Samoa
Jessica Roberts	Guys and St Thomas'	Nigeria

### BNF Annual Lecture and BNF Prize

The BNF Annual Lecture in 2007 was given by Professor Kay-Tee Khaw, Professor of Clinical Gerontology at the University of Cambridge School of Clinical Medicine, the winner of the BNF Prize in 2006. Her lecture was entitled 'What can we learn from population studies?'

The winner of the BNF Prize in 2007 was Professor John Cummings, Emeritus Professor of Experimental Gastroenterology at Ninewells Hospital and Medical School, Dundee. Professor Cummings has agreed to deliver the Annual Lecture in 2008 on the topic of 'Probiotics: better health from "good" bacteria?' at BNF's Annual Day, to be held at the Royal College of Physicians on 26th November 2008.



# Future Plans



## General Strategic Goals

The Foundation's overall strategic goals for 2008/9 are:

- To continue to influence the debate on the relationship between diet, physical activity and health by providing impartial and objective scientific advice and resources for consumers, government departments, health professionals, schools/colleges, industry, the scientific community and the media.
- To provide up-to-date educational resources for teachers and pupils throughout the UK through our *Food – a fact of life* programme.
- To establish a new strategy for external communications.
- To increase the Foundation's influence in Europe.

Specific plans are listed below.

## Strengthen support for schools throughout the UK

Develop, pilot and launch an early years and secondary school area on [www.foodafactoflife.org.uk](http://www.foodafactoflife.org.uk), creating a unique resource for schools throughout the UK.

Continue to work in partnership with the Specialist Schools and Academies Trust and the Design and Technology Association to further develop and cascade the DCSF-funded national *Licence to Cook* programme to all secondary schools throughout England.

Work as a core partner, in collaboration with the Specialist Schools and Academies Trust, the Design and Technology Association and National Primary Headteachers, running the *Food in Schools* programme, funded by the Department for Children, Schools and Families.



## Disseminate nutrition education information

Run a series of nutrition education conferences throughout the UK to support forthcoming changes to the curriculum in primary and secondary schools.

Streamline and maintain regular targeted communications about the education programme via the Foundation's websites, [www.nutrition.org.uk](http://www.nutrition.org.uk) and [www.foodafactoflife.org.uk](http://www.foodafactoflife.org.uk); *BNF Education News*; *BNF News*; and revised comprehensive email updates.

Promote the use of newer technologies with schools and health professionals to communicate key nutrition messages to schools, particularly through audio and video podcasts.

## Extend opportunities for the acquisition of practical skills by schoolchildren

Continue to collaborate with the School Food Trust and other partners on the successful implementation of *Let's Get Cooking*, a national network of out-of-school cookery clubs.

Undertake educational project work for government departments, the Qualifications and Curriculum Authority and the Food Standards Agency.

Undertake additional educational projects, compatible with the Foundation's charitable objectives, in collaboration with Member Companies.

## Prepare impartial scientific information on issues of topical interest

Commence work on a new Task Force Report and publish two new Briefing Papers.

Continue to extend the influence and reach of *Nutrition Bulletin*, with its expanded number of pages and increased representation from North America and Europe on the Editorial Advisory Board.

Complete the systematic review on the impact of early life exposure to peanuts for the FSA on schedule and proactively seek new reviews to undertake.



**Disseminate impartial scientific information on issues of topical interest to a range of audiences, in particular the scientific community, general public and Member Companies**

Launch the Task Force Report, *Healthy Ageing: the role of nutrition and lifestyle*.

Maximise opportunities afforded by existing EU contracts (*Lipgene, EuroFIR and ProSafeBeef*) to showcase the work of BNF, through events, associated press activity, targeted materials and public project websites.

Continue to review and revise the nutritional content of the main BNF website and write new and topical material in a timely manner.

Introduce new technologies and formats to maximize the value of science resources to target audiences, e.g. electronic versions.

**Expand BNF's influence in Europe**

Contribute to relevant external committees and events across Europe.

Develop educational links across the EU to share good practice in schools.

Proactively seek new EU contracts.

Proactively engage with aligned organizations across Europe.

**Enhance BNF's communications with its stakeholders**

Implement the new external communications strategy.

Review and up-grade the website, and consider out-sourcing the website server.

Interact proactively with high quality broadcast (TV, radio, internet) and print media via the Duty Nutrition Service.

Continue to develop the emerging issues/ horizon scanning function and associated service.

Review and enhance our strategy and procedures for liaising with Member Companies.

Install a new telephone system.

**Ensure budgeted outcome for the year is met or improved upon**

Increase membership with both UK and European companies.

Proactively seek new project income.

Continue to review sources of funding.

Implement BNF's new strategy for 2008-2012.

**Enhance BNF's resistance to business disruption**

Review BNF's server (on-site and off-site) and IT backup functions to ensure effective business continuity in the event that access to High Holborn House is denied.

Continue to develop and improve the *Business Continuity Plan*, which will enable BNF to continue functioning in the event that access to High Holborn House is denied.

**Enhance BNF's Internal Procedures**

Review and revise financial procedures, including the style and content of Management Accounts Reports.

Upgrade to modern and robust accounting software that is appropriate to the size and activities of the BNF.

Review, revise and update human resource management procedures and the staff handbook.



# Annual Accounts 2007-08

## Statement of Financial Activity

for the year ended 31st May 2008

	Unrestricted Funds 2008 £	Restricted Funds 2008 £	Total Funds 2008 £	Total Funds 2007 £
<b>Incoming Resources</b>				
<b>Incoming resources from generated funds:</b>				
<i>Voluntary Income:</i>				
Donations and Subscriptions	780,373	13,500	793,873	790,649
<i>Activities for generating funds:</i>				
Investment Income	36,628	-	36,628	25,859
<b>Incoming resources from charitable activities:</b>				
Projects	728,682	-	728,682	499,353
Conferences	44,654	-	44,654	66,484
Publications	32,372	-	32,372	32,794
<b>Total Incoming Resources</b>	<b>1,622,709</b>	<b>13,500</b>	<b>1,636,209</b>	<b>1,415,139</b>
<b>Resources Expended</b>				
<b>Costs of generating funds:</b>				
Costs of generating voluntary income	112,522	-	112,522	147,307
<b>Charitable activities:</b>	<b>1,433,677</b>	<b>28,290</b>	<b>1,461,967</b>	<b>1,212,418</b>
<b>Governance costs</b>	<b>36,354</b>	<b>-</b>	<b>36,354</b>	<b>40,185</b>
<b>Total resources expended</b>	<b>1,582,553</b>	<b>28,290</b>	<b>1,610,843</b>	<b>1,399,910</b>
<b>Net incoming/(outgoing) resources before transfers</b>	<b>40,156</b>	<b>(14,790)</b>	<b>25,366</b>	<b>15,229</b>
<b>Transfers between funds</b>	<b>(10,791)</b>	<b>10,791</b>	<b>-</b>	<b>-</b>
<b>Net Movement in Funds</b>	<b>29,365</b>	<b>(3,999)</b>	<b>25,366</b>	<b>15,229</b>
<b>Total funds brought forward</b>	<b>771,967</b>	<b>14,530</b>	<b>786,497</b>	<b>771,268</b>
<b>Total funds carried forward</b>	<b>801,332</b>	<b>10,531</b>	<b>811,863</b>	<b>786,497</b>



## Balance Sheet

as at 31st May 2008

	2008 £	2008 £	2007 £	2007 £
<b>Fixed Assets</b>				
Tangible Assets		10,734		7,641
<b>Current Assets</b>				
Debtors:				
VAT receivable	2,504			
Prepayments and accrued income	26,665		85,403	
Other debtors	82,482		200,988	
	<b>111,651</b>		<b>286,391</b>	
Cash at bank and in hand	856,815		847,061	
	<b>968,466</b>		<b>1,133,452</b>	
<b>Creditors:</b>				
<b>Amounts falling due within one year</b>				
PAYE and social security payable	19,614		21,705	
VAT payable	–		20,540	
Accruals and deferred income	144,197		306,514	
Other creditors	3,526		5,837	
	<b>167,337</b>		<b>354,596</b>	
<b>Net Current Assets</b>		<b>801,129</b>		<b>778,856</b>
<b>Net Assets</b>		<b>811,863</b>		<b>786,497</b>
<b>Capital and Reserves</b>				
Restricted funds		10,531		14,530
Unrestricted funds		801,332		771,967
		<b>811,863</b>		<b>786,497</b>

A full set of accounts and notes to the accounts are provided on our website at [www.nutrition.org.uk](http://www.nutrition.org.uk) or can be obtained on request from: The Company Secretary, The British Nutrition Foundation, High Holborn House, 52 – 54 High Holborn, London WC1V 6RQ (Tel: 020 7404 6504).

## Member Companies

at 31st May 2008

3663  
AgroFresh  
Ajinomoto Switzerland AG  
Alpro UK Limited (Provamel)  
Asda Stores Ltd  
Associated British Foods plc  
Belovo  
Bernard Matthews plc  
\*British Sugar plc  
\*Cadbury  
Coca-Cola Great Britain and Ireland  
\*Dairy Crest Limited  
Danone Waters and Dairies UK Ltd  
Dow AgroSciences  
HJ Heinz Ltd  
Home-Grown Cereals Authority  
innocent Drinks  
\*J Sainsbury plc  
\*Kellogg Company of Great Britain Limited  
Kerry Foods Ltd  
\*Kraft Foods UK Ltd  
Lighter Life  
Marks and Spencer plc  
Mars UK Ltd  
McDonald's Restaurants Ltd  
McNeil Consumer Nutritionals  
\*Meat & Livestock Commercial Services Ltd  
Müller Dairy  
nabim  
National Starch  
\*Nestlé UK Ltd  
Northern Foods plc  
Nutricia Ltd  
\*PepsiCo UK Ltd  
Potato Council  
Procter & Gamble Limited  
\*RHM Technology Limited  
R Twinings & Co Ltd  
Sea Fish Industry Authority  
\*Tate & Lyle Sugars  
The Co-operative Group Ltd  
The Dairy Council  
\*The Ryvita Company  
\*Unilever plc  
United Biscuits (UK) Limited  
Waitrose Ltd  
Weetabix Limited  
\*Wm Morrisons Supermarkets plc  
Yoplait Dairy Crest

\*Sustaining members  
Companies are listed in their preferred styles

## Financial Support for Specific Events

During the year, the following Member Companies provided additional financial support.

**British Potato Council:**

*Food – a fact of life website*

**Home Grown Cereals Authority:**

*Food – a fact of life website*

**J Sainsbury plc:**

*40th Anniversary Conference*

**Kellogg Company of Great Britain:**

*Denis Burkitt Award Scheme,*

*40th Anniversary Conference*

**Marks & Spencer plc:**

*BNF GCSE and Standard Grade Awards*

*40th Anniversary Conference*

**Meat and Livestock Commission:**

*Food – a fact of life website*

**Nestlé UK Ltd:**

*BNF A-level and Advanced Higher Awards,*

*Education Conferences, Nestlé Bursary Scheme*

*40th Anniversary Conference*

**United Biscuits (UK) Limited:**

*40th Anniversary Conference*

During the year, other organisations provided financial support as follows.

**Food Additives and Ingredients Association:**

*40th Anniversary Conference*

**Horticultural Development Council:**

*Food – a fact of life website*

**Hybu Cig Cymru - Meat Promotion Wales**

**(HCC):** *Education Conferences in Llandudno and Cardiff*

**Milk Development Council:**

*Food – a fact of life website*

**The Garfield Weston Foundation:**

*Donation*

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at 31st May 2008



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*Honorary President, BNF*

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*Honorary Treasurer, BNF*

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*Honorary Vice-President, BNF*

\* Members of the Board of Trustees

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at 31st May 2008



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### **Task Force – Healthy Ageing: the role of nutrition and lifestyle**

#### **Members**

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\* Observer

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Dr G Jenkins, *Unilever Research and Development*

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Mrs B McMullan, *Belfast Education and Library Board*  
Mrs J Reain, *Southern Education and Library Board*  
Mrs D Wallace, *Wallace High School*

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Mrs Y Dewhurst, *University of Aberdeen Lecturer*  
Mr G Findlay, *Scottish Qualifications Authority*  
Mrs S Freeman, *Notre Dame High School*  
Mrs F Gallagher, *BNF Governor*  
Miss A Gibson, *Larbert High School*  
Dr J Henderson, *Learning and Teaching Scotland*  
Mr S Moore, *North Lanarkshire Council*  
Mrs M Robertson, *HM Inspectorate of Education*  
Mrs M Tocher, *Food Standards Agency*

#### **Wales**

Ms S Bowker, *Welsh Assembly Government*  
Ms H Ellis, *Hawarden High School*  
Mr S Howells, *Welsh Joint Education Committee*  
Mr M Lewis, *Bishop Gore Comprehensive*  
Mrs A Martin Jones, *Dyffryn School*  
Mr P Morgan, *Food Standards Agency*  
Mrs M Richmond, *Connah's Quay High School*  
Mrs G Rowlands-Rudge, *Secondary Teacher*  
Mrs K Walters, *Retired teacher*

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at 31st May 2008



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*Honorary Professor, Robert Gordon University*

### Deputy Director General

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Thomas Barclay

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*Nutrition Communications Manager*

Rachel Thompson, BSc PhD RPHNutr RD  
*Science Programme Manager*

### Senior Officers

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*Senior Administration Officer*

Joanne Lunn, BSc MSc PhD  
*Senior Nutrition Scientist*

Lisa Miles, BSc MMedSci RNutr  
*Senior Nutrition Scientist*

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Heather Caswell, BSc MSc  
*Nutrition Scientist*

Anna Denny, MSc BSc LCGI  
*Nutrition Scientist*

Charlotte Musgrove, BSc MSc  
*Nutrition Scientist*

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*PA to the Director General*

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*Education Secretary*

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Anne Sidnell, BSc  
*Nutrition Scientist*

Caroline Stokes, MMedSci BSc  
*Nutrition Scientist*

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