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|----------------------------------------|---------------------------------------------------------------------------|
| <b>Title of Report:</b>                | <b>Traybakes: nutritional analysis and consumer views on portion size</b> |
| <b>Committee Report Submitted To:</b>  | <b>Environmental Services Committee</b>                                   |
| <b>Date of Meeting:</b>                | <b>11th November 2025</b>                                                 |
| <b>For Decision or For Information</b> | <b>For information</b>                                                    |
| <b>To be discussed In Committee</b>    | <b>No</b>                                                                 |

| <b>Linkage to Council Strategy (2021-25)</b> |                                                                                                   |
|----------------------------------------------|---------------------------------------------------------------------------------------------------|
| Strategic Theme                              | Healthy, Active and Engaged Communities                                                           |
| Outcome                                      | To provide information on results of nutritional analysis survey of traybakes and consumer views. |
| Lead Officer                                 | Head of Health & Built Environment                                                                |

| <b>Estimated Timescale for Completion</b> |     |
|-------------------------------------------|-----|
| Date to be Completed                      | N/A |

| <b>Budgetary Considerations</b>    |     |
|------------------------------------|-----|
| Cost of Proposal                   | N/A |
| Included in Current Year Estimates | Yes |
| Capital/Revenue                    | N/A |
| Code                               | N/A |
| Staffing Costs                     | N/A |

| <b>Legal Considerations</b>      |    |
|----------------------------------|----|
| Input of Legal Services Required | NO |
| Legal Opinion Obtained           | NO |

| <b>Screening Requirements</b>            | Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals. |     |       |
|------------------------------------------|----------------------------------------------------------------------------------------|-----|-------|
| Section 75 Screening                     | Screening Completed:                                                                   | N/A | Date: |
|                                          | EQIA Required and Completed:                                                           | N/A | Date: |
| Rural Needs Assessment (RNA)             | Screening Completed                                                                    | N/A | Date: |
|                                          | RNA Required and Completed:                                                            | N/A | Date: |
| Data Protection Impact Assessment (DPIA) | Screening Completed:                                                                   | N/A | Date: |
|                                          | DPIA Required and Completed:                                                           | N/A | Date: |

## **1.0 Purpose of Report**

- 1.1 The purpose of this report is to advise members of the recent publication of the 'Traybakes: nutritional analysis and consumer views on portion size' report by the Food Standards Agency to which Council's Environmental Health Department contributed through participation in a sampling survey.

## **2.0 Background**

- 2.1 According to research consumers in Northern Ireland (NI) are eating too much saturated fat and sugar which can have detrimental health effects. With a commitment to improving the nutritional quality of foods available to consumers, the Food Standards Agency (FSA) and local council Environmental Health teams in NI sampled three popular types of traybake and sent them for nutritional analysis. Following this, the College of Agriculture, Food and Rural Enterprise (CAFRE) investigated consumer acceptability of traybake portion sizes.
- 2.2 Council Environmental Health Officers, along with other local council environmental health teams, collected 59 traybake samples for nutritional analysis.
- 2.3 The full report can be found at:

[https://science.food.gov.uk/article/145066-traybakes-nutritional-content-and-consumer-views-on-portion-size?auth\\_token=LRWX3cPzIDBmI1ICgxKq](https://science.food.gov.uk/article/145066-traybakes-nutritional-content-and-consumer-views-on-portion-size?auth_token=LRWX3cPzIDBmI1ICgxKq)

## **3.0 Findings**

- 3.1 The traybake types sampled, Fifteens, Rocky Roads and Caramel Squares, were generally high in energy (230kcal to 1,026kcal per portion), saturated fat (4.9g to 29.7g per portion) and total sugar (17.7g to 103.2g per portion). Some traybakes contained more than the maximum amount of saturated fat and sugar recommended per day.
- 3.2 Traybake weight varied significantly, ranging from 44.7g to 217.3g per portion. Weight was a key driver of the energy, saturated fat, and total sugar content of the traybakes.
- 3.3 Consumer perceptions of small, medium and large traybake portions and purchasing attitudes were investigated using sensory analyses and consumer focus groups. Almost half (43%) of participants reported consuming traybakes once per week.
- 3.4 The largest portion size of each traybake type was the least preferred option by participants. Participants reported that displaying nutritional information on packs may help influence their choices and that a gradual reduction in portion

size could reduce the energy content of sweet snacks with little consumer impact.

- 3.5 An infographic on the report's findings is attached as appendix 1.

#### **4.0 Discussion**

- 4.1 Consumer preference for smaller portion sizes of traybake products presents a reformulation opportunity that could be used by food businesses to produce smaller options that are lower in calories, saturated fat and sugar.
- 4.2 The Environmental Health Department is due to issue a Press Release outlining the key findings of this report which will provide information to consumers and relevant food businesses.

#### **5.0 Recommendation**

- 5.1 It is recommended that the report be noted.

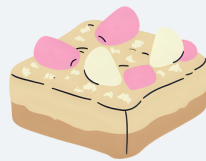
# Traybakes: nutritional content and consumer views on portion size



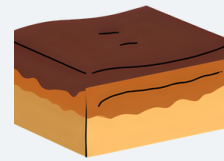
## 59 Traybakes were sampled by district councils from food businesses across Northern Ireland



20 Rocky Roads



19 Fifteens



20 Caramel Squares

### On average the traybakes contained:

Per 105g serving

**Calories**

**484 kcal**

22%

**Total Fat**

**21.8g**

33%

**Saturated Fat**

**13.2g**

66%

**Sugar**

**44.1g**

49%

of an adult's reference intake

## 3 Sensory panels and focus groups assessed traybake consumption, preferences and factors influencing consumer purchasing patterns



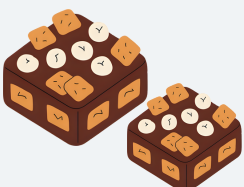
**<10%**

Preferred the largest traybake portion size



**43%**

Had traybakes once per week



Consumers would be open to a gradual reduction in traybake portion sizes if prices also reduced