



C&G Feeding for Life – Even higher product standards

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Feeding for Life was developed as part of Cow and Gate's commitment to help mothers give the best nutritional start to their babies and toddlers.

Overall, action is being taken in 3 key areas:

- Our entire range of products has been reviewed by Nutrition experts and enhanced wherever possible to meet babies and toddlers needs even more closely
- Feeding for Life symbol on new packs to help identify the best choices with simpler messaging and useful feeding tips
- Expert advice, tips, menus, recipes and practical tools including the new Healthy Start Assessment tool to give mothers a helping hand as well as Nutritionists on hand via the Cow and Gate careline to answer questions personally

NUTRITIONAL STANDARDS TO HELP MOTHERS GIVE MORE OF WHAT BABIES AND TODDLERS NEED, AND LESS OF WHAT THEY DON'T...

- Our experts have focussed on boosting the intake of a variety of vegetables and fruit, helping mothers limit intakes of sugar, salt and saturated fats, and boosting intake of important omega 3 fats.
- Stricter than legal standards in respect of total sugars, sodium and labelling guidance
- No Added Sugar (except in only 4 jar dessert recipes where a max. of 5g sugar is added, as sugar is a traditional ingredient of these 4 desserts),
- Low in Salt - our new limit for savoury meals 50% lower than EU weaning directive, making our foods several times lower than family or kiddy foods that babies or toddlers may be given eg. cereals, sauces, soups, ready meals, processed meats.
- Saturated fats in our milks, like our Growing Up milks and milk containing cereals are limited, and important omega 3 fatty acids included in just the right amount and ratio.

NUTRITIONAL PROFILE

- Increased proportions and variety of fruit and vegetables in dessert and savoury recipes with the use of 21 different varieties of vegetables and 8 different types of fruits
- On average, our vegetable-containing meals contain at least 4 types of vegetables
- Use of fruit in recipes where possible to provide sufficient sweetness
- Addition of fish varieties to product range to enhance the nutritional profile of the range
- Use only dolphin friendly tuna in our recipes
- Strict quality controls over all our ingredients, from farm to factory
- Strict restrictions over pesticides and fertilisers that can be used for our ingredients

NEW NUTRITIONAL INITIATIVES

- Development of collaborative initiatives with professional bodies or organisations designed to promote the development of healthy diets / lifestyles in early life (e.g. lectures, education, publications)
- Food Pyramid Assessment Tool, practical ways of helping parents provide their toddlers with an adequate, nutritionally balanced diet



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PROGRESSION

- Specifically tailored to each stage of development, introducing appropriate textures at each of the different stages
- A range of recipes at each stage that have progression in texture from smooth purées, to firmer textures with lumps, to larger pieces
- Introduction of specially treated wholegrain cereals in certain varieties from stage 3 to get baby/toddler used to the taste and texture

CONVENIENCE

- Wide Range of Baby & Toddler Balance breakfasts, meals, drinks and healthy snacks
- For use at home and when out & about
- Variety of different types of recipes including beef, lamb, pork, chicken, turkey, fish, vegetarian, including milk and fish desserts
- Colour coded caps and labels depicting the characterising ingredient in each recipe, to help parents provide a balanced diet for their baby & toddler (e.g. red cap = red meat, green cap = vegetarian)
- Just the right portion per stage

www.feedingforlife.ie