

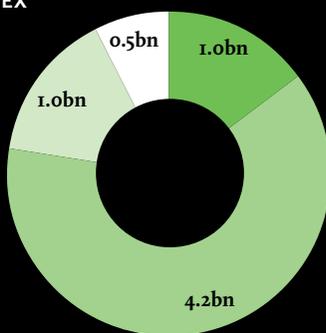
Eating by numbers

A snapshot of our lives through food

GLOBAL POPULATION BY BODY MASS INDEX

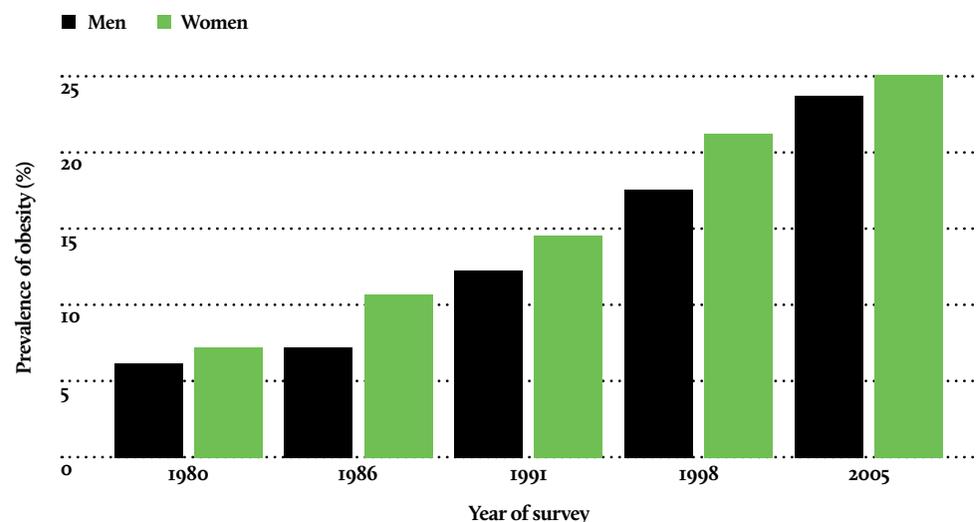
BMI classification

Underweight	<18.5
Normal	18.5-24.9
Overweight	25.0-29.9
Obese	>30.0



Ref: The State of Food Insecurity in the World, 2008: High food prices and food security – threats and opportunities. Food and Agriculture Organization of the United Nations, 2008, www.who.int/mediacentre/factsheets/fs311/en/

UK TRENDS IN OBESITY



Ref: www.admin.cam.ac.uk/offices/research/documents/local/events/downloads/fd/Susan_Jebb.pdf

UK SPEND ON DIETARY SUPPLEMENTS

£364m

In 2006, the vitamins, minerals and supplements market was valued at £364 million a year.

Ref: www.hsis.org/faq/faq15.html

UK SPEND ON FOOD



Average spend per person per week in the UK on food and non-alcoholic drink purchases.

Ref: www.defra.gov.uk/statistics/files/defra-stats-food-family-annual-2009/pdf

ALL HOUSEHOLDS



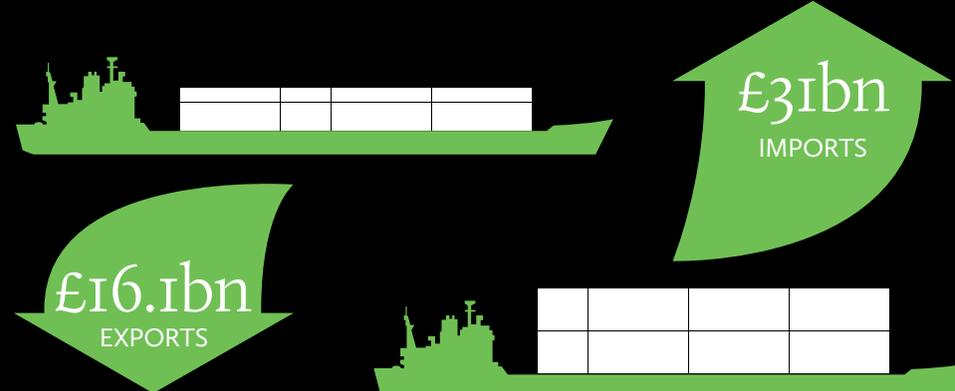
LOWEST FIFTH



Percentage of total budget spent on food and non-alcoholic drink for all households vs. the fifth of households with the lowest income.

Ref: www.defra.gov.uk/statistics/files/defra-stats-food-family-annual-2009/pdf

UK FOOD AND ALCOHOL IMPORTS AND EXPORTS



- Export sales of whisky account for 22% of all food and drink exports (by value).
- The UK is only 60% self-sufficient in agricultural produce, so it still imports goods.

Ref: www.fdf.org.uk/exports/ukexports/topline_performance.aspx

UK FOOD WASTE PER YEAR



UK households throw away 8.3m tonnes of food (£680 per family) – the same as one in three bags of shopping going in the bin.

Ref: www.lovefoodhatewaste.com/about_food_waste

UK SPEND ON EATING OUT

10%
1955

26%
2005

Average spend per person per week on eating out, out of total food spend, was 26% (£8.26) in 2005 compared to less than 10% in 1955.

Ref: www.defra.gov.uk/statistics/files/defra-stats-food-family-annual-2009/pdf

UK VEGETARIANS AND VEGANS

5% partly vegetarian
(don't eat some types of fish or meat)

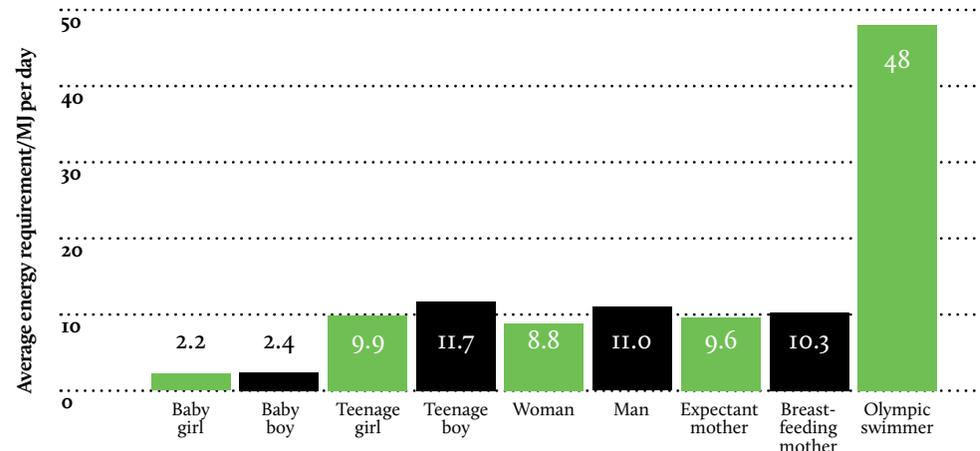
3% completely vegetarian

0.3% vegan

Ref: Food Standards Agency Public Attitudes to Food survey 2009, www.imaner.net/panel/statistics.htm

DAILY ENERGY REQUIREMENTS

MJ = megajoule, or 10⁶ joules. A Big Mac contains 1.96 MJ.



Estimated average requirements for people of average activity (average mass in kg in brackets): six-month-old baby (boy, 8; girl, 7.3); 15-year-old (boy, 55.5; girl, 53); 35- to 49-year-old (man, 69.7; woman, 59). Ref: www.sacn.gov.uk/reports_position_statements/reports/draft_energy_requirements_report_scientific_consultation_-_november_2009.html. Ref for swimmer: www.guardian.co.uk/sport/2008/aug/14/michaelphelps.swimming1. Big Mac info: www.weightlossresources.co.uk/calories/calorie_counter.htm. Conversion used: 250 kilocalories to 1MJ.

FINDING DATA

Putting this diagram together, we found that different sources gave different numbers for the same thing. Why don't they match?

Well, data can be interpreted in different ways, and estimates can be made using different methods and/or baseline data. Definitions matter, too – different sources might define 'overweight' or 'adult' differently.

Which should you choose? The source itself is important – is it reliable? Are the figures recent? How might an organisation's 'agenda' affect how it calculates and presents data?