

**The healthy eating programme : an information service from Findus Lean Cuisine designed to support doctors, dieticians and health education specialists in the task of encouraging healthier eating patterns / Findus.**

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**Publication/Creation**

Croydon : Findus, 1992.

**Persistent URL**

<https://wellcomecollection.org/works/xabygtqr>

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# THE HEALTHY EATING PROGRAMME

AN INFORMATION SERVICE FROM FINDUS LEAN CUISINE DESIGNED TO SUPPORT DOCTORS, DIETICIANS AND HEALTH EDUCATION SPECIALISTS IN THE TASK OF ENCOURAGING HEALTHIER EATING PATTERNS.

May 1992

Dear Health Professional

Recent authoritative reports such as 'The Health of the Nation' and the 1991 COMA Report on 'Dietary Reference Values' have highlighted once again that the quality and quantity of the food we eat can have a long term influence on health and well-being.

However, the improvement of our future diet depends upon many variables, for example: *changes* in public awareness; *better* nutrition knowledge; the *results* of scientific research; the *response* of the food industry; and the *development* of agricultural and government policies to help and motivate people to choose a healthier diet.

Changing patterns of food consumption in the UK already indicate that we are becoming more health conscious. We are prepared to change long established eating habits, as long as acceptable alternative foods are available. All the evidence shows that, to be acceptable, healthy foods must also be a pleasure to cook, serve and eat.

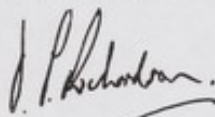
At Findus Lean Cuisine we are very much aware of the need to communicate consistent messages about nutrition and health and to lead the trend towards healthier, tastier foods. Earlier this year we organised a Symposium - 'Nutrition into the 21st Century' - at the Royal College of Physicians. Six eminent scientists presented papers on topics ranging from 'The Mediterranean Diet' to 'Dietary Antioxidants, Free-Radicals and Disease Prevention' to 150 health professionals.

Findus Lean Cuisine demonstrates that progress in the creation of new healthy foods can only be achieved through co-operation between food technologists, food scientists and nutrition researchers. The Lean Cuisine range of low fat recipe dishes have been produced using the best nutritional advice available and are approved by the Family Heart Association as a useful part of a low fat diet.

The enclosed Healthy Eating Programme for 1992 has been devised by Findus to provide you with the latest information on healthy eating. We believe that doctors and dieticians have a vital role to play in helping people to change their diets for the better.

We hope you find the enclosed materials useful. Please use the reply-paid card to order further supplies.

Yours faithfully



Dr David P Richardson  
Findus Lean Cuisine