

Guideline daily amounts / [Compass Group Holdings plc].

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Publication/Creation

[Place of publication not identified] : [Compass Group Holdings], [2012?]

Persistent URL

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GUIDELINE DAILY AMOUNTS

GUIDELINE DAILY AMOUNTS (GDAs) ARE DERIVED FROM GOVERNMENT DIETARY RECOMMENDATIONS FOR THE UK POPULATION. THEY PROVIDE A GUIDE TO HOW MANY CALORIES AND NUTRIENTS WE CAN CONSUME EACH DAY FOR A HEALTHY, BALANCED DIET.

There are GDAs for men, women, adults and children for a range of nutrients including calories, fat, saturated fat, carbohydrate, sugars, protein, fibre, sodium and salt.

GDAs are not meant to be used as targets but a guide to help you make balanced choices. This is because individuals have different nutrition requirements depending on many factors including gender, age and activity levels – for example men require more nutrients than women as they typically have a larger body size.

For the purpose of our GDA labelling and many that you will see in supermarkets, the female value has been used to generate the GDA percentages. This is because females require less typically, and generally we are trying to reduce the amount that the whole population consumes.

GDAs	MEN	WOMEN	ADULT	CHILDREN (5-10 YRS)
Energy (Kcal)	2500	2000	2000	1800
Protein (g)	55	45	45	24
Carbohydrates (g)	300	230	230	220
Sugars (g)	120	90	90	85
Fat (g)	95	70	70	70
Saturated fat (g)	30	20	20	20
Fibre (g)	24	24	24	1.4
Sodium (g)	2.4	2.4	2.4	1.4
Salt (g)	6	6	6	4



GUIDELINE DAILY AMOUNTS

WHAT ARE GDAs?

Guideline Daily Amounts (GDAs) are derived from Government dietary recommendations for the UK population. They provide a guide to how many calories and nutrients we can consume each day for a healthy, balanced diet.

There are GDAs for men, women, adults and children for a range of nutrients including calories, fat, saturated fat, carbohydrate, sugars, protein, fibre, sodium and salt. Our GDA labels show the calories alongside fat, saturated fat, sugar and salt, based on female values.

GDA LABELLING

GDAs for calories, sugars, fat, saturates and salt are provided on counter labels and food packaging as a daily guideline for healthy adults.

HOW CAN GDA LABELLING HELP ME?

Using GDAs can make it easier to put the nutritional content of your food into the context of your overall diet. They can also be used to compare the nutritional content of different foods – helping you to make informed food choices for a healthy balanced diet.

AMOUNTS

Tells you how much an average serving/portion of the food provides. This food provides **2.8g of salt** per portion.

% GDA

Shows the % of your Guideline Daily Amount an average serving/portion of the food provides. This food contributes **47%** of your GDA of salt per portion.

Per average serving 504g

