

Welsh food companies to develop new innovative products to help tackle childhood obesity

Welsh Government and Innovate UK have awarded a share of £250,000 research and development funding to four Welsh companies to allow them to assess the feasibility of their new solutions.

The companies were invited to submit solutions which focus on reducing levels of salt, sugar and saturated fat as well as increasing the levels of vitamins, minerals and fibre provided in food and drink for children.

Cabinet Secretary for the Environment and Rural Affairs, Lesley Griffiths said:

“We already have a great reputation for quality food and drink, and our companies are taking innovation seriously as part of their offering. We are proud to promote our industry nationally and internationally and I congratulate the four Welsh companies who have showcased their innovation to win this funding. Tackling childhood obesity in Wales is a priority for the Welsh Government and by improving the diets of our children today, we enable them to become the healthy adults of tomorrow.”

The funding was provided through the Small Business Research Initiative (SBRI), a national programme that enables public sector bodies to connect with businesses that have the potential to provide innovative solutions to public sector challenges.

Obesity has a significant impact on the economy. In 2011, obesity alone was estimated to cost the NHS in Wales £73m, with between £1.4m and £1.65m spent each week treating diseases resulting from obesity.