

# THE BUTTER BOARD

## GOVERNMENT CONTROLS URGED TO TACKLE PUBLIC CONCERNS ON E-NUMBERS

The Government is being urged to introduce new controls on the use of additives in food as a result of a new survey which reveals the depth of public concern over E-numbers.

Seventy-six per cent of people who took part in the study, which was conducted by The Butter Board, said they were so worried about the possible effects of E-numbers on public health that they wanted ministers to act.

More than half of those (62%) questioned said they believed processed foods containing E-numbers posed a potentially greater risk to health than dairy fats (26%).

The Butter Board survey was prompted by several detailed studies suggesting E-numbers could be to blame for a range of health problems, including hyperactivity and tantrums in children. The Board is a campaign group which aims to highlight the merits of butter as being made entirely from natural ingredients.

The campaign has been supported by some of the Britain's top chefs, big-name restaurants, food health experts and nutritionists. One, Dr John Briffa, an authority on the nutritional management of health and disease and the author of several books on the subject, said the survey results reinforced the need for the ministers to respond to public concerns. He added: "People are clearly worried and feel very strongly that action should be taken to control the ingredients in food.

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“The Government has previously said that examining the role of E-numbers in food was not necessarily a top priority. Perhaps the time has come to change that stance and at least look at introducing checks to make sure only those additives which have a proven nutritional benefit are allowed”.

Almost two-thirds (64%) of people who responded to the survey questions told researchers they were worried about the effects additives might have on their family's health. However, while more than three-quarters (78%) said they preferred natural foods, most (55%) said they found it increasingly difficult to find foods free of E-numbers on supermarket shelves.

Those behind the Butter Board campaign have set up a website - [www.naturalandtasty.co.uk](http://www.naturalandtasty.co.uk) - to explain the main points of their argument. The site details the difference between the production processes of butter and those of spreads or margarines.

While butter is made simply from cream, spreads are a combination of substances brine, starch, milk proteins and whey. Antioxidants, emulsifiers, stabilisers, colours and preservatives are added to stop the mixture going off before it reaches shop shelves.

ENDS

For further information, log on to [www.naturalandtasty.co.uk](http://www.naturalandtasty.co.uk) or contact Catherine Salmon or Brendan Pittaway at Staniforth\ on 0161 274 0100 or via e-mail ([Catherine.salmon@staniforth.co.uk](mailto:Catherine.salmon@staniforth.co.uk) or [Brendan.pittaway@staniforth.co.uk](mailto:Brendan.pittaway@staniforth.co.uk))

