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Simple steps to less sat fat

The Food Standards Agency (FSA) is launching a major campaign to encourage UK consumers to take positive steps in reducing saturated fat intake.

Evidence shows that in the UK we are eating 20% more saturated fat than is recommended, which could lead to a build up of fatty deposits in the arteries that supply the heart. This can put you at greater risk of heart disease and heart attacks, which reduce the quality of life for those living with the illness and, in worst cases, are fatal.

The campaign aims to reduce our saturated fat intake by encouraging us all to make little practical changes to the way we shop, cook and eat, such as simply eating chicken without the skin, grating cheese instead of slicing so you eat less of it, and using liquid vegetable oils or spreads instead of butter. The campaign will also remind people to compare labels and choose the option that is lower in saturated fat as another simple way to reduce the amount of saturated fat in their diet.

For more information and simple tips on how to reduce the amount of saturated fat you eat visit eatwell.gov.uk .