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Healthy diet is twice the price of junk food for every calorie.

Eating healthily has never been more expensive according to research that highlights the “tragic imbalance” between food that is affordable and food that is not good for us.

The study found that healthier food – based on nutrients – is more than twice as expensive per calorie as junk food. Healthier options have increased in price at twice the rate of less healthy options in the past two years.

The study published by the Food Foundation, said the growing cost of eating well was exacerbating health inequality. The most deprived fifth of the population would need to spend 45 percent of disposable income on food to meet the government-recommended healthy diet, rising to 70 per cent for households with children.

Children in the most deprived fifth of households ate 20 percent less fruit and vegetables than those from the wealthier fifth and were nearly twice as likely to be obese. Deprived groups were also much more likely to be affected by type 2 diabetes and tooth decay.

The study also found that food manufacturers and retailers were much more likely to promote unhealthy foods. Only 2 percent of all advertising was for fruit and vegetables while more than a third was for confectionary, snacks, deserts and soft drinks.....

.....Anna Taylor, of the Food Foundation said; “Our Broken Plate report shows that our food system is failing to provide large swathes of the population with the basic nutrition needed for them to stay healthy and thrive. There is a tragic imbalance in the UK between the food that is marketed, available and affordable and foods that are healthy and sustainable. Not only can lack of nutrition lead to serious health conditions, it can also lead to children being unable to concentrate in school, and have a lasting effect on mental health, entrenching inequalities from a young age.”

The Food Foundation wants the Labour Party to bring in new taxes to encourage businesses to reformulate food and drink in a similar way to the soft drinks levy. It also wants VAT removed from healthy meals in restaurants and fast food outlets and restrictions on unhealthy food advertising.
