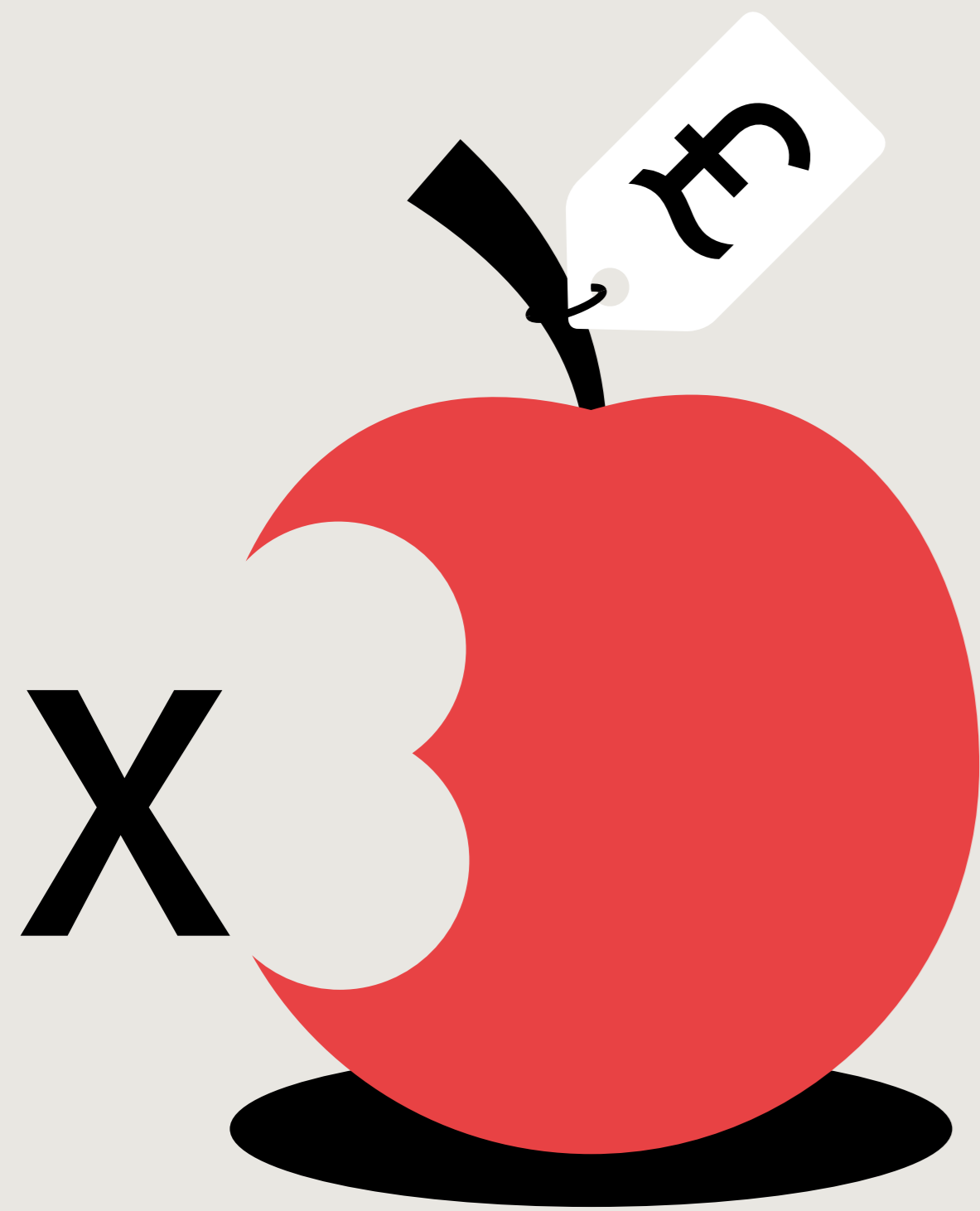# The food we eat

Poor diet is now the biggest risk factor for preventable ill health in England.
Everyone should have enough good food to live a healthy life. Healthy food needs to be:
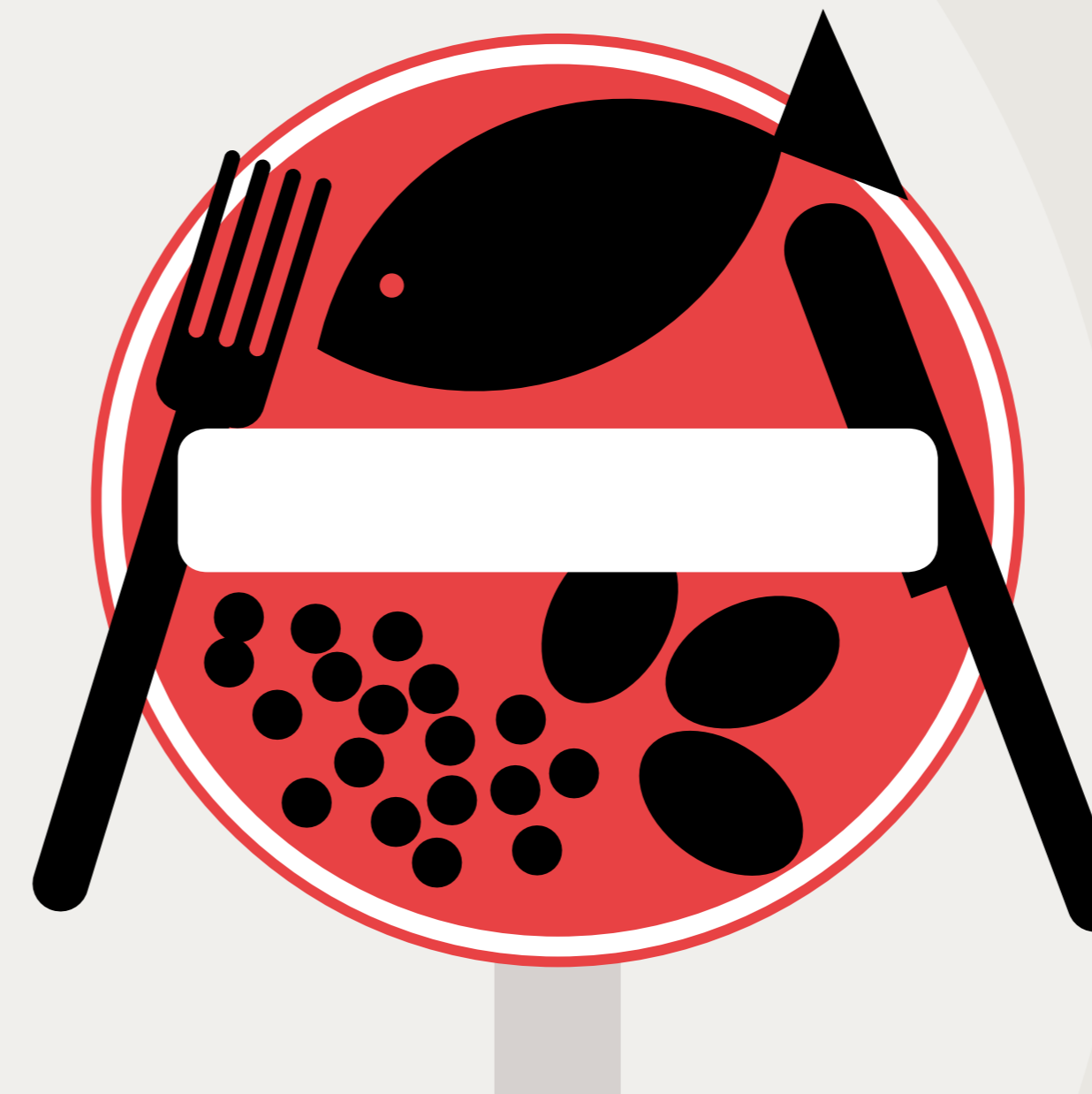
Affordable for everyone

It is three times more expensive to get the energy we need from healthy foods than unhealthy foods
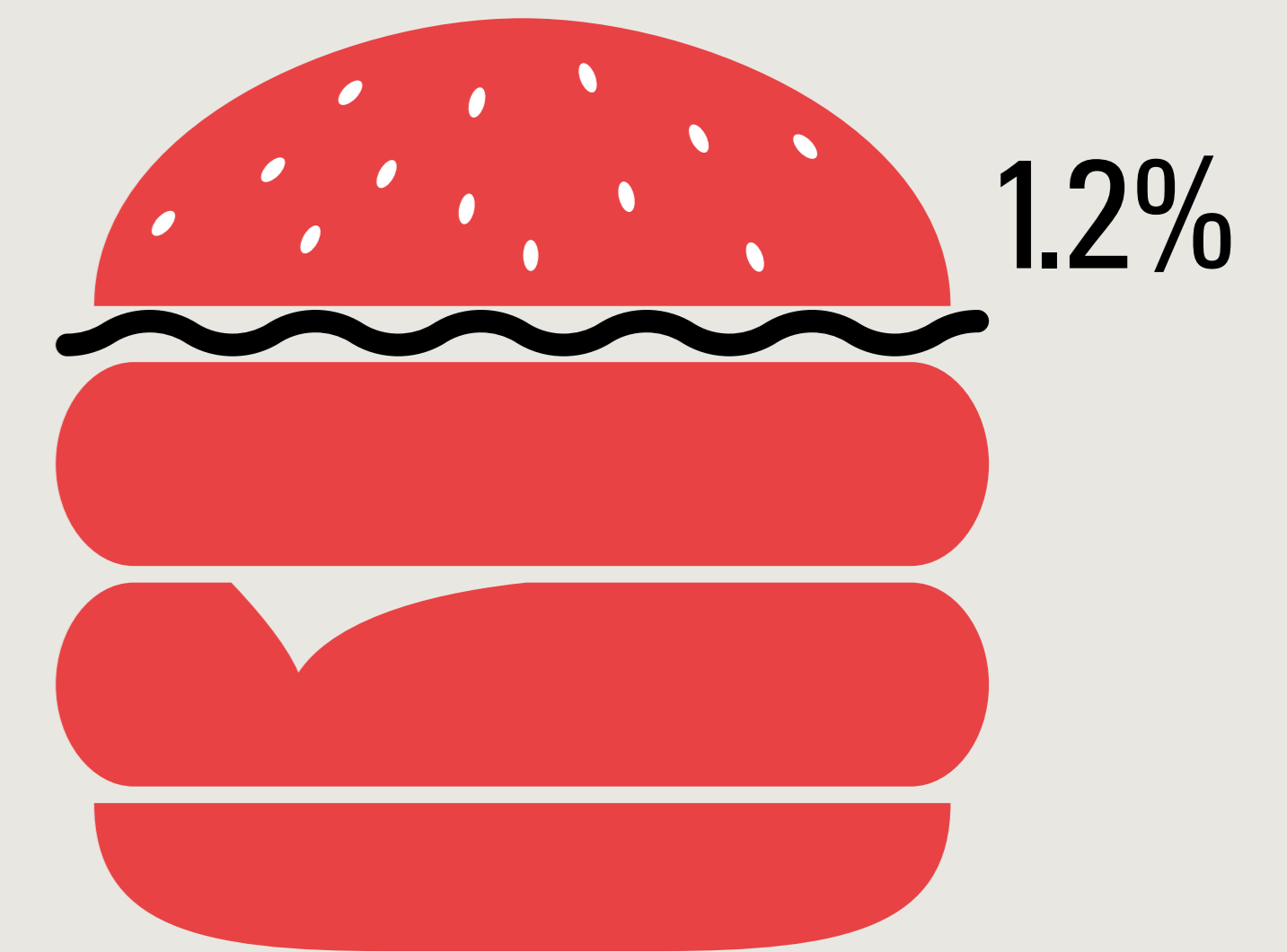
A bigger part of the food supply

One can of cola contains nine cubes of sugar – two cubes more than an adult's maximum daily recommended intake

Available in our local area

It is harder to buy health foods in deprived parts of the UK – there is also a higher density of fast food outlets in these areas

Promoted and valued

1.2%

1.2% of food advertising spend each year goes on vegetables, yet 22% is spent on confectionery, cakes, biscuits and ice cream