

# #rethinktoddlerportionsizes

Survey of 1,000 UK parents from the Infant & Toddler Forum finds we are feeding toddlers too much, too young - and highlights the need for practical information on portion sizes.

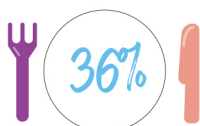
## Parents are putting too much on the plate



routinely offer **bigger portions** than recommended when serving popular meals, drinks and treats

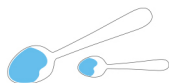


are likely to offer their toddler **more than they need** when serving spaghetti bolognese



are likely to **offer too much** when serving chicken nuggets and chips

However **73%** are more concerned that their child does not eat enough



## Toddlers are offered meals close to adult-size portions

Recommended



3-5 tablespoons

Reality



8 tablespoons



Recommended



Cheese sandwich (1/2-1 slice bread)

Reality



Cheese sandwich (2 slices bread)

usually offer their toddler close to an adult-size portion of spaghetti bolognese or cheese sandwiches

## Too many treats and sugary drinks are being given



routinely offer too much squash/fruit juice, with **31%** often giving portions that are **double the recommended amount** for children of this age

Recommended



100-120ml

Reality



200ml



routinely offer their toddler a bigger portion of crisps than recommended. More than a **third** of parents usually offer a whole bag of crisps; **nearly twice the recommended amount**

Recommended



4-6 crisps

Reality



Whole pack



routinely offer their child too many sweets, with **24%** of parents giving their child a whole pack of jelly sweets: **3 times the recommended weekly amount**

Recommended



2-4 sweets

Reality



Whole pack



offer their toddler a whole pack of chocolate buttons: **2.5 times the recommended amount**

Recommended



6-8 buttons

Reality



Whole pack

## Parents: a big portion of low confidence, anxiety and guesswork

Only **25%**

of parents feel 'very confident' about the amount of food to give to their child



Younger parents (aged 18-24 years) are significantly less confident than older parents



**25%**

of parents worry that their toddler might become overweight in the future



**36%**

of parents use food or drink to pacify their toddler

For more about how much to feed your little ones visit [www.infantandtoddlerforum.org/portionsizes](http://www.infantandtoddlerforum.org/portionsizes).



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Practical advice for healthy eating habits from pregnancy to preschool