



Cite this as: *BMJ* 2024;388:r473
<http://doi.org/10.1136/bmj.r473>
 Published:

Food industry has infiltrated UK children's education: stealth marketing exposed

This article (*BMJ* 2024;387:q2661, doi: 10.1136/bmj.r473, 4 December 2024) documents evidence of links between food manufacturers and food education initiatives in school and nursery settings. The original version included an example from TastEd that seemed to represent a contrary model. It was brought to *The BMJ*'s attention after publication of this article¹ that TastEd is a project of the Sapere group network,² and TastEd co-founder Jason O'Rourke is a member of the Sapere board. Sapere is sponsored by a Savencia endowment fund. Savencia specialises in cheese and salami products³ and has a range of chocolate, dessert, and confectionery products.⁴ Based on this additional information *The BMJ* considers that TastEd does not provide a clear example of a project free from links to the food industry. TastEd says that it is an independent charity, has received "very limited funding" from Sapere, and does not believe this means TastEd's work is influenced by Savencia.⁵ The example of TastEd has been removed from the article.

1 Wilkinson NM. [Response to Wilkinson E. Food industry has infiltrated UK children's education: stealth marketing exposed]. *BMJ* 2024. <https://www.bmj.com/content/387/bmj.q2661/rr>

2 Sapere. <https://www.sapere-association.com/>

3 Savencia. Brand portfolio. <https://www.savencia-fromagedairy.com/en/brand-portfolio/>

4 Savencia Gourmet. <https://www.savencia.com/en/savencia-gourmet>

5 Lockie J. [Response to Wilkinson E. Food industry has infiltrated UK children's education: stealth marketing exposed]. *BMJ* 2025. <https://www.bmj.com/content/387/bmj.q2661/rr-1>