

Credit, where it is due

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I have knocked Labour a great deal of late, so I must give credit where it is due.

The [Guardian has noted this morning](#) that:

Junk food advertisements will be banned from television before the 9pm watershed, the government has announced. Online ads for products that are high in fat, salt and sugar will be banned altogether. Both measures, which are intended to help tackle childhood obesity, will come into force in a year's time.

Plans to ban children from buying high-caffeine energy drinks, which form part of the same public health drive and appeared in Labour's election manifesto, are expected to be announced next month.

Both moves are vital. Growing ill health of all sorts cannot be tackled, with costs contained, unless the curse of ultra-processed and junk food providing instant and addictive dopamine hits is tackled. So these are moves in the right direction.

However, they are also not enough. The massive health crisis these foods are creating, from increasing obesity to the rise in diabetes and dementia, with effects also seen in other physical and mental health, requires much more, including:

- * Planning controls on fast food outlets
- * Statutory limits on fructose content in food
- * Total advertising bans
- * Massive health warnings on packaging
- * Selective tax changes
- * Regulation on food displays in supermarkets highlighting risks
- * Statutory requirements for changes in school and hospital meals
- * Eventual bans on these abusive substances.

We have done it on tobacco.

There have been successful moves on salt.

Now, we need to do it with fructose, in particular.

The economy needs this, but much more importantly, so too do the people of the UK. They can no longer suffer the corporate abuse that these supposed foodstuffs deliver.