

CONCLUSIONS.

The main findings of this study are summarised below:

- In a sample of 27 healthy men (aged 18 – 45 years), food/drink portion size estimates were larger when subjects were full compared with when they were hungry.
- Considering how full a person expected to feel on finishing a food had no effect on portion size estimation or accuracy of estimates according to standards in portion size guidance schemes.
- Subjects tended to underestimate portion sizes irrespective of appetite status. Thus larger portion size estimates under full conditions tended to lead to more accurate estimation of food/drink portion sizes.
- For the foods tested in this study and amongst our subject sample, portion size estimation tended to be less accurate in HED foods and caloric drinks than in foods of lower energy densities.
- Significant differences existed between portion size estimates and actual portion sizes based on standards from guidance schemes, irrespective of appetite status.
- To help prevent selection and consumption of foods/drinks in oversized portions, people should prepare meals, shop for food and apportion energy dense snacks when they are full.
- A simple scheme must be created to educate consumers on what constitutes appropriate portion sizes of different foods and drinks, and to highlight

discrepancies between recommended portion sizes and those which are available in restaurants and supermarkets. This scheme should be based on a specific, objective measure of portion size, which is easy to understand, e.g. gram weights.