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**Article:**

Ahern, SM, Caton, SJ, Blundell, P et al. (1 more author) (2014) The root of the problem: increasing root vegetable intake in preschool children by repeated exposure and flavour learning. *Appetite*, 80. pp. 154-160. ISSN 0195-6663

<https://doi.org/10.1016/j.appet.2014.04.016>

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The root of the problem: Increasing root vegetable intake in preschool children by repeated exposure and flavour flavour learning.

Sara M Ahern<sup>1</sup>, Samantha J Caton<sup>2</sup>, Pam Blundell<sup>1</sup>, Marion M Hetherington<sup>1\*</sup>

<sup>1</sup> Institute of Psychological Sciences, University of Leeds, Leeds, LS2 9JT, England

<sup>2</sup> School of Health and Related Research, University of Sheffield, Sheffield, S1 4DA,  
England

\* To whom all correspondence and requests for reprints should be addressed

Marion M. Hetherington, Professor of Biopsychology, Institute of Psychological Sciences,  
University of Leeds, Leeds, LS2 9JT, England, tel: +44(0)113 343 8472

Sources of support: Research leading to these results has received funding from the European Community's Seventh Framework Programme (FP7/2007-2013) under the grant agreement n°245012-HabEat; coordinated by Dr Sylvie Issanchou.

1 **Abstract**

2 Children's vegetable consumption falls below current recommendations, highlighting the  
3 need to identify strategies that can successfully promote intake. The current study aimed  
4 to investigate the effectiveness of flavour-flavour learning as one such strategy for  
5 increasing vegetable intake in preschool children. Children (N=29) aged 15 to 56 months  
6 were recruited through participating nurseries. Each received a minimum of 6 and  
7 maximum 8 exposures to a root vegetable puree with added apple puree (flavour-flavour  
8 learning) alternating with 6-8 exposures to another with nothing added (repeated  
9 exposure). A third puree acted as a control. Pre and post-intervention intake measures of  
10 the three purees with nothing added were taken to assess change in intake. Follow up  
11 measures took place 1 month (n=28) and 6 months (n=10) post-intervention. Intake  
12 increased significantly from pre to post intervention for all purees (~36g), with no effect of  
13 condition. Magnitude of change was smaller in the control condition. Analysis of follow up  
14 data showed that intake remained significantly higher than baseline 1 month ( $p<0.001$ )  
15 and 6 months ( $p<0.001$ ) post-intervention for all conditions. Children under 24 months ate  
16 consistently more across the intervention than the older children ( $\geq 25$  m) with no  
17 differences found in response to condition. This study confirms previous observations that  
18 repeated exposure increases intake of a novel vegetable in young children. Results also  
19 suggest that mere exposure (to the food, the experimenters, the procedure) can  
20 generalise to other, similar vegetables but the addition of a familiar flavour confers no  
21 added advantage above mere exposure.

22 *Keywords:* Vegetable intake; Pre-school children; Repeated exposure; Learning

## 23 **Introduction**

24 Habitual vegetable consumption provides many known health benefits (Bazzano, 2006;  
25 He, Nowson, & MacGregor, 2006; Hung et al., 2004; Joshipura et al., 2001; Serdula et al.,  
26 1996; World Cancer Research Fund / American Institute for Cancer Research, 2007) and  
27 yet intake remains much lower than recommendations (The NHS Information Centre,  
28 2012), particularly in children (Magarey, Daniels, & Smith, 2001; National Obesity  
29 Observatory, 2012; Yngve et al., 2005). The eating habits we develop during childhood  
30 often persist into later life (S. Nicklaus, Boggio, Chabanet, & Issanchou, 2005) suggesting  
31 the development of interventions targeting children, that aim to increase vegetable  
32 intake, may serve to maximise the potential health benefits of improving diet.

33 Studies that have explored approaches to promoting vegetable consumption in young  
34 children have so far identified several potential strategies. These range from providing  
35 larger portion sizes (Rolls, Roe, & Meengs, 2010) to serving vegetables by stealth,  
36 incorporated within meals in order to hide their presence (Caton, Ahern, & Hetherington,  
37 2011; Spill, Birch, Roe, & Rolls, 2011). In addition offering children tangible rewards and  
38 social praise has also been successful in increasing both liking for and consumption of  
39 novel vegetables (L. J. Cooke, Chambers, Añez, Croker, et al., 2011; L. J. Cooke, Chambers,  
40 Añez, & Wardle, 2011).

41 A method that has proven particularly effective in increasing children's preference for  
42 vegetables is simple repeated exposure. Grounded in the mere exposure effect (Zajonc,  
43 1968), repeated exposure works by building familiarity with a novel stimulus. Zajonc  
44 (1968) suggested that animals initially respond to all novel stimuli with fear or avoidance.  
45 He goes on to explain that preference for a stimulus object can be developed simply by  
46 repeatedly presenting that stimulus to an individual and consequently increasing  
47 familiarity with it. Therefore, foods that we are frequently exposed to become liked. The  
48 success of mere exposure via familiarisation is that experience with the stimulus produces  
49 no negative affect which could result in damaging associations to be formed and actually  
50 acts to decrease preference (Zajonc, Markus, & Wilson, 1974). This idea is consistent with  
51 the 'learned safety' hypothesis in food preference development, proposed by Rozin and  
52 Kalat (1971). They demonstrated that repeated experiences with a food with no negative  
53 post-ingestive outcomes can increase preferences for previously novel or disliked foods.  
54 There is growing evidence that repeated exposure can successfully increase children's  
55 liking and acceptance of a novel food or flavour. There is also evidence to suggest that  
56 this effect can generalise, promoting acceptance of other new foods (Birch, McPhee,  
57 Shoba, Pirok, & Steinberg, 1987; Loewen & Pliner, 1999) particularly when children are  
58 repeatedly and frequently exposed to a variety of new foods and flavours (Maier,  
59 Chabanet, Schaal, Leathwood, & Issanchou, 2008). Recent research has produced  
60 favourable results with increases in liking and consumption of vegetables across ages  
61 (Lakkakula, Geaghan, Zanovec, Pierce, & Tuuri, 2010; Wardle et al., 2003).

62 A review of dietary learning by Brunstrom (2005) has suggested that associative  
63 conditioning can also play an important role in the development of food preferences,  
64 allowing us to learn about the properties of different foods and shaping the choices we  
65 make about what foods to consume. Much of this has focussed on flavour-nutrient  
66 learning (FNL) where associations are formed between the flavour of a food and its post-  
67 ingestive consequences. Ingestion of foods that lead to positive outcomes, such as feeling  
68 satiated, result in an increase in the hedonic value of those foods and acceptance of those  
69 flavours. Another proposed mechanism for establishing flavour preferences is flavour-  
70 flavour learning (FFL). Instead of being regulated by post-ingestive feedback FFL occurs  
71 when associations are established between a flavour cue and another, already liked  
72 flavour. Repeated pairings of these two flavours result in a positive shift in liking for the  
73 target flavour even when it is presented on its own. Similarly, pairings with a disliked or  
74 aversive flavour reduce liking for the conditioned flavour. A number of recent studies  
75 have attempted to apply the principles of FFL to promote vegetable liking and  
76 consumption in children. Havermans and Jansen (2007) presented primary school children  
77 (average age of 5 years) with unsweetened and sweetened vegetable juices across six  
78 pairs of conditioning trials. Using this method they were able to demonstrate an increase  
79 in preference for those juices that had been paired with a sweet taste when compared  
80 with those that had not. However, this increase in preference did not translate to an  
81 increase in liking. Additionally the number of children who completed the study was low,  
82 with only thirteen of the twenty-one children recruited taking part in all of the

83 conditioning trials. More recent studies involving pre-school aged children have been  
84 successful in increasing children's intake of a novel vegetable by pairing it with a sweet  
85 taste (Caton et al., 2013; Hausner, Olsen, & Moller, 2012; Remy, Issanchou, Chabanet, &  
86 Nicklaus, 2013). These experiments performed in three different European countries, used  
87 near identical designs and the same products to compare FFL with FNL and repeated  
88 exposure. Children were assigned to one of the three conditions and received up to 10  
89 exposures to a novel artichoke puree of a corresponding recipe. In the FFL condition this  
90 consisted of an artichoke puree paired with a 3.6g of sugar per 100g. The results of all  
91 three studies showed a significant increase in intake of a plain artichoke puree offered  
92 post-intervention in the FFL condition suggesting that FFL had taken place. It is important  
93 to note, however, that all three studies also found no advantage in using FFL to increase  
94 vegetable consumption over a simple repeated exposure method (Caton et al., 2013;  
95 Hausner et al., 2012; Remy et al., 2013).

96 The technique of pairing vegetables with flavours that are liked by children is one that UK  
97 mothers already use to encourage consumption, often in the form of dips and sauces  
98 (Caton et al., 2011). The extent to which this is helpful in developing a preference for  
99 vegetables is yet to be established experimentally, although a recent study was unable to  
100 demonstrate increased liking or intake when compared with repeated exposure (Anzman-  
101 Frasca, Savage, Marini, Fisher, & Birch, 2012). Instead Anzman-Frasca et al. (2012)  
102 suggested that these kinds of pairings may serve to encourage initial tastes of new or  
103 disliked vegetables. To date, the success of FFL interventions has relied upon pairings of

104 vegetables with a sweet taste. Although not always explicitly stated, a sweet taste is likely  
105 to be chosen as the unconditioned stimulus because of the pleasure response associated  
106 with it (Booth, Higgs, Schneider, & Klinkenberg, 2010). Children have an innate preference  
107 for sweet tastes and it therefore follows that adding sweetness will likely enhance  
108 preference, perhaps especially for vegetables which are bitter. However, this conflicts  
109 with health messages to reduce added sugars in the diet (Department of Health, 2013). If  
110 effective, employing naturally sweet ingredients such as fruit or pureed fruits may be  
111 more attractive to parents as a technique for increasing children's vegetable consumption.

112 There is growing evidence that repeated exposure offers an effective strategy for  
113 promoting vegetable intake in children, however, research in support of FFL is limited  
114 suggesting further investigation is needed. Given that the mere exposure effect is  
115 predicated upon a lack of negative consequence over time, adding an already liked flavour  
116 to a novel vegetable might facilitate preference and acceptance. The addition of a sweet  
117 taste may assist in reducing the intensity or bitterness of vegetable flavours which may in  
118 turn encourage initial intake and increase the opportunity for taste exposure.

119 The aim of the present experiment was to test the hypothesis that adding sweetness via  
120 fruit puree to a novel, target vegetable would be more effective than simple repeated  
121 exposure in increasing liking and intake of the target.

122



123 **Method**

124 **Participants**

125 Parents of pre-school children aged 12-60 months were recruited through local day care  
126 nurseries in the West Yorkshire area, UK. Initial contact was made with nurseries via email  
127 or telephone and managers were given details of the study. If managers expressed  
128 interest in taking part further meetings were held with staff teams at the nurseries to  
129 ensure they understood and were comfortable with the purpose of the study and consent  
130 forms were distributed to parents.

131 Of the fifteen nurseries that were approached, four agreed to take part and three  
132 successfully completed the intervention. Through these three nurseries, 42 children aged  
133 15–56 months were recruited. Participants were screened for food allergies (as reported  
134 by parents) and inclusion in the study required children to attend nursery for at least 2  
135 days per week. The study was approved by the Institute of Psychological Sciences  
136 (University of Leeds) ethics committee (12-0018).

137 **Procedure**

138 A within subjects design was employed. Three target vegetables were identified as being  
139 relatively novel to pre-school children and neutrally liked based on the results of a  
140 previous study (Ahern et al., 2013); celeriac, swede and turnip, and these were  
141 counterbalanced across conditions and then counterbalanced across participants. A

142 summary of the procedure is shown in Figure 1. Children’s baseline intakes of the RE  
143 versions of all three vegetable purees were measured before the intervention (see Table 1  
144 for puree recipes). They received up to 200g of each vegetable puree on three separate  
145 days at their usual snack time. Children were initially offered a single pot containing 100g  
146 of puree and were asked to consume as much or as little as they would like. If children  
147 ate all of the first pot, then a second pot of 100g was offered. Purees were offered to the  
148 children by nursery staff or experimenters. Nursery staff had been instructed to approach  
149 feeding the children in the same way as they normally would and children were given as  
150 much time as they needed to consume the puree snacks.

151 The conditioning phase began 2 to 5 days after baseline. Participants received between 6  
152 and 8 exposures to a FFL variant of one of the vegetable purees, alternated with 6 to 8  
153 exposures to a RE variant of another of the vegetable purees (a total of two or three  
154 exposures per week). No exposures were given to the third vegetable. Test days were  
155 separated by at least one day and no more than three and intake was measured after  
156 each exposure. Post-intervention measures of intake of the RE variants of all three purees  
157 on three separate days took place 2 to 5 days later. Two follow-up measures of intake were  
158 also taken 1 and 6 months post-intervention.

### 159 **Study Foods**

160 Purees were produced using organic frozen celeriac, swede and turnip (JE Hartley, York,  
161 UK), boiled and blended using a hand blender and with no other ingredients added.

162 Purees were prepared in 5 to 10 kg batches and refrozen as individual 100g portions.  
163 Sufficient portions for each test visit were defrosted while being refrigerated overnight.  
164 Recipes for the purees can be seen in Table 1. For the FFL recipe 21.5g of Ella's Kitchen©  
165 First Taste apple puree (Table 1) was added to 100g of vegetable puree and stirred until  
166 fully mixed. For a portion, 100g of this mixed puree was then extracted (18% apple). The  
167 concentration of apple puree for the FFL recipes was selected using sensory profiling by  
168 adult participants. Results showed a significant increase in sweetness, decrease in  
169 bitterness and increase in liking for the vegetable purees with 18% apple puree versus the  
170 plain versions.

171 Sensory profiling revealed that the vegetable purees did not differ significantly for liking,  
172 flavour intensity or for sweet, bitter, salty and sour taste.

### 173 **Anthropometrics**

174 Where consent had been given the heights and weights of participating children were  
175 measured at the end of the intervention. Children were weighed using Seca digital scales  
176 and measured using a Leicester SMSSE portable stadiometer. For infants under the age of  
177 two years Seca infant scales and a Seca mobile measuring board were used. BMI z-scores  
178 were calculated using the WHO anthropometric calculator  
179 (<http://www.who.int/childgrowth/software/en/>).

180

181 **Statistical Analysis**

182 Multilevel models (MLM) were constructed to examine the effects of condition, time and  
183 age group on consumption. Analysis was carried out using lme4 package in R (Bates,  
184 Maechler, Bolker & Walker, 2014, R Core Team, 2013). All children who completed the  
185 intervention were included in the analyses.

186 Fixed factors in the model were time (pre-intervention, post-intervention, 1 month follow  
187 up, 6 month follow up), condition (FFL, RE, Control), age group (<24 m , >24 m), and the  
188 interaction of those factors. Random factors were participant, and the interaction of  
189 participant with each of the within subjects factors. Finally, the identity of the vegetable in  
190 each condition was added as a fixed factor. Co-efficients were estimated using REML, and  
191 the statistical significance of each factor was calculated using Wald Chi-squared test for  
192 the package car (Fox and Weisberg, 2011).

193 To examine changes in intake across the conditioning period further models were  
194 constructed. Fixed factors in the model were time (exposure 1 - 8), condition (FFL, RE), age  
195 group (<24m months and ≥24m), and the interaction of those factors. Random factors  
196 were participant, and the interaction of participant with each of the within subjects  
197 factors. The identity of the vegetable in each condition was then added as a fixed factor.

198 Finally Pearson's correlation was used to investigate relationships between intake pre and  
199 post-intervention in the three conditions and the three vegetables. This was conducted  
200 using SPSS version 19 (SPSS Inc., Chicago, IL, USA).

## 201 **Results**

202 Of the 42 children recruited, 29 completed the intervention. This involved children being  
203 present for at least six of the eight exposures to both the FFL and RE purees and all pre-  
204 test and post-test measures. Due to illness and holidays 13 of the children were unable to  
205 complete the intervention as a result of non-attendance on testing days. Of the 29  
206 children who completed the intervention, 28 completed the 1 month follow-up and 10  
207 completed the 6 month follow-up.

### 208 ***Intake pre and post intervention***

209 Baseline intakes did not differ by condition ( $p=0.7$ ): RE  $6.6\pm 2.9\text{g}$ ; FFL  $6.2\pm 2.2\text{g}$ ; Control  
210  $9.5\pm 3.4\text{g}$ . MLM revealed a significant effect of time ( $\text{Chi-sq}(3) = 106.22$ ,  $p<0.001$ ) with  
211 increases in intake from pre-intervention to each of the post-intervention time points in  
212 all three conditions (Figure 2). Although baseline intake did not differ by vegetable ( $p=0.1$ ;  
213 Celeriac  $3.8\pm 0.9\text{g}$ ; Swede  $11.7\pm 4.2\text{g}$ ; Turnip  $6.9\pm 2.3\text{g}$ ) an overall main effect of vegetable  
214 was found ( $\text{Chi-sq}(2) = 25.97$ ,  $p< 0.001$ ) with children consuming more swede and turnip  
215 than celeriac over the course of the study. A significant effect of age group ( $\text{Chi-sq}(1) =$   
216  $8.81$ ,  $p<0.01$ ), and a significant interaction of time by age group ( $\text{Chi-sq}(3) = 36.85$ ,

217  $p < 0.001$ ) were found. Children in the older age group ( $>24m$ ) ate less vegetable puree  
218 immediately post-intervention and at follow up than the younger group and showed less  
219 of an increase in intake (Figure 3). Mean change in intake from pre to post-intervention by  
220 condition (RE, FFL and control) and age group ( $<24$  months,  $>24$  months) is shown in  
221 Figure 4. Simple contrasts comparing each time point with baseline showed that the  
222 estimated intercepts were more than 2 standard errors away from zero.

### 223 ***Intake across exposures***

224 MLM analysis revealed a significant main effect of exposures ( $\text{Chi-sq}(7) = 63.16, p < 0.001$ ),  
225 with more vegetable puree being consumed in later trials than earlier trials. A significant  
226 increase in intake was identified by exposure 3 and no further significant increase was  
227 found after the third exposure. There was no main effect of condition, however, there was  
228 a statistically significant interaction between exposures and condition ( $\text{chi-sq}(7) = 16.54,$   
229  $p < 0.05$ , with intake increasing more across exposures in the FFL condition. While this  
230 might suggest that FFL is more effective at increasing consumption than RE, examination  
231 of the estimates of the intercepts and their standard errors, showed that the contrasts  
232 were within 2 standard errors of zero, and so this cannot be considered a reliable  
233 difference.

234 Again a main effect of age group was identified ( $\text{Chi-sq}(1) = 5.83, p < 0.05$ ) as well as a  
235 significant interaction of exposures by age group ( $\text{chi-sq}(7) = 32.32, p < 0.001$ ) showing that  
236 younger children consistently ate more vegetable puree across the intervention (Figure 5).

237 Examination of the simple contrasts between the younger 238 and older children with  
238 exposures demonstrated that the older children again ate less in the later trials.

### 239 **Correlations**

240 Post-intake of vegetable puree in all three conditions was significantly correlated (RE and  
241 FFL:  $r(29)=0.63$ ,  $p<0.001$ , RE and Control:  $r(29)=0.65$ ,  $p<0.001$ , FFL and Control:  $r(29)=0.64$ ,  
242  $p<0.001$ ) as was change in intake (RE and FFL:  $r(29)=0.51$ ,  $p<0.01$ , RE and Control:  
243  $r(29)=0.47$ ,  $p<0.01$ , FFL and Control:  $r(29)=0.76$ ,  $p<0.001$ ) suggesting that a child whose  
244 intake increased in one condition was likely to eat more in all conditions. No relationships  
245 were identified between pre and post-intervention intake in the RE and FFL conditions,  
246 however, a significant positive correlation was observed between pre and post intake in  
247 the control condition,  $r(29)=0.49$ ,  $p<0.01$ . No relationship was found between pre and  
248 post-intervention intake for any of the three vegetables, however, post-intervention  
249 intake for all three were positively related; celeriac and swede:  $r(29)=0.49$ ,  $p<0.01$ ,  
250 celeriac and turnip:  $r(29)=0.65$ ,  $p<0.001$ ; swede and turnip:  $r(29)=0.88$ ,  $p<0.001$ .

### 251 **Discussion**

252 The results of the present study support much of the current literature demonstrating  
253 that repeated exposure to a novel or disliked target vegetable can increase children's  
254 acceptance and intake of that vegetable (Caton et al., 2013; de Wild, de Graaf, & Jager,  
255 2013; Hausner et al., 2012; Lakkakula et al., 2010; Wardle et al., 2003). Intake of the FFL

256 puree also increased from pre to post-intervention, when no longer paired with the sweet  
257 tasting fruit puree, indicating that associative learning had taken place. Again these  
258 findings support those of previous investigations into the effectiveness of FFL in increasing  
259 children's liking for vegetables (Caton et al., 2013; Hausner et al., 2012; Havermans &  
260 Jansen, 2007; Remy et al., 2013). However, when compared with repeated exposure FFL  
261 does not appear to offer any additional advantage as both techniques seem equally  
262 effective at increasing vegetable intake post-intervention, even with vegetables which  
263 tend to be disliked such as celeriac. Six exposure sessions were sufficient to increase  
264 intake in both conditions and intake shifted from around 7g (less than ¼ of the  
265 recommended 40g child portion) to approximately 46g. In addition, results suggest that  
266 as few as three exposures may be sufficient to significantly increase intake. These results  
267 confirm that for young children a relatively small number of exposures are required to  
268 increase intake of vegetables (Caton et al. 2013).

269 Although no significant difference was found between the conditions of this study,  
270 children in both the experimental conditions did consume more of the target vegetables  
271 post-intervention when compared with the control. It is unlikely that the increase in  
272 intake of all three vegetables was a result of developmental changes in the children during  
273 the intervention period since this was a relatively short time span. Instead results suggest  
274 that repeated experiences with two novel vegetable purees across the exposure period  
275 worked to promote acceptance and intake of a third similar puree. Whether this is a  
276 result of repeated taste exposure, however, is unclear. Gordon and Holyoak (1983) were



277 able to demonstrate that the increase in positive affect for a stimulus produced via mere  
278 exposure can generalize to other previously novel stimuli where these stimuli are  
279 sufficiently similar. As a result of experience with the exposed stimulus these novel but  
280 similar stimuli are not perceived to be entirely unfamiliar and when presented in a way  
281 with which participants have previous experience, structural mere exposure can occur  
282 (Zizak & Reber, 2004). In addition to offering an explanation for an increase in the  
283 consumption of the control puree structural mere exposure may also account for the  
284 increase in intake observed in the FFL condition. It has previously been assumed that  
285 increases produced via repeated exposure to a vegetable paired with a sweet taste is  
286 evidence of associative conditioning (Caton et al., 2013; Hausner et al., 2012; Remy et al.,  
287 2013). However, the similarities between the vegetable purees used might suggest that  
288 the effects of repeated exposure to a sweetened version simply generalized to the plain or  
289 unadulterated puree. To date the structural dimension of mere exposure has not been  
290 investigated in relation to food preference development and so conclusions about its  
291 effect in this context cannot be made. Positive shifts in intake could just as easily be a  
292 result of the children becoming familiar with the experimental procedure and  
293 environment and so learning to expect to consume a vegetable puree at snack time.  
294 Irrespective of the cause, children do consume significantly more of all three vegetable  
295 purees post-intervention and increase in intake of the control is positively associated with  
296 the increase in both experimental conditions. It seems reasonable to suggest, therefore,  
297 that children's previous experiences with the vegetable purees have worked to increase

298 their willingness to consume the control. This assumption is further supported by Kalat  
299 and Rozin's (1973) 'learned safety' hypothesis. They suggested that animals approach all  
300 new foods as potentially toxic and through repeated experiences with that food, which do  
301 not result in negative consequences, gradually learn that it is safe. As all of the children  
302 received a minimum of twelve exposures to relatively similar vegetable purees, all  
303 presented in an identical way during the intervention period, it follows that they came to  
304 trust that the food that they were being offered was safe to eat. As previously discussed,  
305 this idea of repeated exposure in the absence of negative affect underpins Zajonc's mere  
306 exposure effect making mere exposure a legitimate explanation for the increases in intake  
307 observed within this study.

308 The observed increase in intake of all three purees persisted one month after the end of  
309 the intervention despite no further exposures being given. This suggests that the effects  
310 of repeated exposure to both a plain and sweetened vegetable puree remained stable  
311 over this period. However, while the target vegetables were not found to be commonly  
312 offered to pre-school age children, it is important to consider that some children may  
313 have been offered one or all of these vegetables at home between the intervention and  
314 follow-up measure of intake. Although the vegetables may not have been offered as  
315 puree these children would have received further taste exposure. The timing of the  
316 intervention and the age of the children taking part meant most were unable to  
317 participate in the six month follow up as they had left nursery to attend school. Those  
318 that did were almost entirely made up of children who were in the younger age group at

319 the time of the intervention which may have resulted in a biased sample. However, it is  
320 worth noting that at the time of the six month follow up around half of these children  
321 were over two years of age. Intake in this subsample continued to increase over time with  
322 children eating on average 114g of puree, more than double the 40g recommended  
323 amount for a child's single portion of vegetables. This 35g increase in intake from one  
324 month to six months post intervention is not statistically significant, however, only a third  
325 of the original sample took part in this follow-up which no doubt reduced statistical  
326 power. The results are therefore encouraging. Overall results suggest that repeated  
327 exposure may be an effective strategy for producing long term enhancement of children's  
328 liking for and intake of vegetables.

329 Participants over two years of age consumed substantially less vegetable puree  
330 throughout the intervention period and at post-intervention than those aged below two  
331 years. This pattern of intake has been found in previous research (Caton et al. 2013) and  
332 supports existing literature that suggests the neophobic response to new foods peaks  
333 between two and six years of age (Addessi, Galloway, Visalberghi, & Birch, 2005; L. Cooke,  
334 Wardle, & Gibson, 2003; Dovey, Staples, Gibson, & Halford, 2008; Sophie Nicklaus, 2009).  
335 Consequently, a more neophobic response to a novel food is a likely explanation for the  
336 age effect. Equally, it is worth noting that the use of puree as target foods may also have  
337 reduced intake in the older children who are more accustomed to receiving solid foods at  
338 lunch and snack times and, given its resemblance to 'baby food', maybe reluctant to  
339 consume pureed vegetables. While intake within this age group did not increase to the

340 same extent as the younger children, it did increase. A study by Coulthard and colleagues  
341 (2010) found that frequency of exposure became more important for promoting intake  
342 when introducing vegetables later in childhood and so older children may require more  
343 exposures to the vegetable purees to produce a similar increase in intake over time.  
344 Alternatively, given the period of neophobia multiple exposures might nonetheless  
345 produce modest effects until after this has peaked.

346 Evidence supporting the effectiveness of repeated exposure in increasing children's  
347 vegetable intake is growing and much of the recent research, including this study,  
348 suggests that very few exposures are necessary (Caton et al., 2013; Wardle et al., 2003).  
349 The present study demonstrates a significant positive shift in consumption after only three  
350 exposures. It is worth noting, however, that due to the design of the study by the third  
351 exposure to either condition, each child would have received five or six exposures to  
352 vegetable puree overall. A limitation of the study was therefore that to reduce variability  
353 a within subjects design was used but for replication a between subjects design might be  
354 usefully employed. The study is also limited in that it only explores the effects of repeated  
355 exposure to a vegetable puree. While the vegetables chosen for this experiment are  
356 commonly eaten in pureed or mashed form in the UK, it is not possible to predict whether  
357 familiarity with a pureed vegetable will generalise to the same vegetable prepared and  
358 offered differently. Studies have demonstrated that preparation methods can influence  
359 children's acceptance and liking of vegetables and that children tend to prefer vegetables  
360 that are prepared in a familiar way (Donadini, Fumi, & Porretta, 2012; A. A. M. Poelman &

361 Delahunty, 2011; Astrid A. M. Poelman, Delahunty, & de Graaf, 2013). Future studies  
362 could therefore expand on the results of the current study by exploring the effects of  
363 repeated exposure to vegetable purees on intake of those same vegetables offered in  
364 solid, pure form.

365 Current guidance advises parents that they may need to offer a new food 'lots of times'  
366 before it is accepted suggesting as many as 10-15 times may be necessary (NHS, 2013).  
367 This could be a process that parents find difficult to persevere with (Birch et al., 1987;  
368 Wardle et al., 2003) and previous research has suggested that parents tend to stop  
369 offering their children novel foods if they are initially rejected three times, identifying  
370 them as disliked (Maier et al., 2007). Reducing the recommendation or offering guidance  
371 on a pattern of food introduction, such as offering two or three similar vegetable purees  
372 on alternate days, may seem more achievable and help motivate parents to persevere  
373 (Maier et al., 2008; Sophie Nicklaus, 2009).

374 In line with previous research this study confirms the effectiveness of repeated exposure  
375 in promoting vegetable acceptance and intake in pre-school children. In addition the study  
376 demonstrates that offering children repeated experiences with a sweetened vegetable  
377 can increase consumption of that same vegetable when offered unsweetened. Both  
378 techniques can produce a significant increase in intake which can endure for up to six  
379 months post-intervention. The study demonstrates no added benefit of pairing  
380 vegetables with a pre-liked or sweet flavour suggesting that offering children vegetables in

381 their pure form is the most effective technique for parents and caregivers to employ in  
382 promoting vegetable consumption.

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## Highlights

- Children's vegetable intake increased significantly from pre to post intervention in all conditions
- Intake remained higher 1 month and 6 months after the intervention in all conditions
- Children under 24 months ate consistently more vegetable puree across the intervention than older children
- Repeated exposure to any variant of a vegetable puree significantly increased intake after 3 only exposures

## Tables and Figures

Table 1. Nutritional composition and recipes of all purees used in the study

Nutritional Composition per 100g	Apple Puree	RE Celeriac Puree	FFL Celeriac Puree	RE Swede Puree	FFL Swede Puree	RE Turnip Puree	FFL Turnip Puree
Protein (g)	0.4	1	0.9	1.3	1.2	0.8	0.7
Carbohydrates (g)	11.1	2.8	4.3	8.7	9.1	2.9	4.4
Fat (g)	0.1	0.3	0.3	0.2	0.3	0.1	0.1
Sodium (g)	<0.1	<0.1	<0.1	<0.1	<0.1	<0.1	<0.1
Energy							
kcal	46	18	23	39	40	15	21
KJ	161	75	91	163	163	63	81
Recipe (%/100g)							
Organic Apples	100	0	18	0	18	0	18
Organic Celeriac	0	100	92	0	0	0	0
Organic Swede	0	0	0	100	92	0	0
Organic Turnip	0	0	0	0	0	100	92

Figure 1. Summary of study procedure

Pre-Test	Conditioning Phase								Post-Test	Follow Up					
	1	2	3	4	5	6	7	8		Vegetable 1	Vegetable 2	Vegetable 3			
Vegetable 1	2-5 days	FFL	FFL	FFL	FFL	FFL	FFL	FFL	FFL	2-5 days	Vegetable 1	1 month	Vegetable 1	5 months	Vegetable 1
Vegetable 2		RE	RE	RE	RE	RE	RE	RE	RE		Vegetable 2		Vegetable 2		
Vegetable 3											Vegetable 3		Vegetable 3		Vegetable 3

Figure 2. Mean intake of vegetable purees (g) from pre to post-intervention by condition (RE, FFL and control)

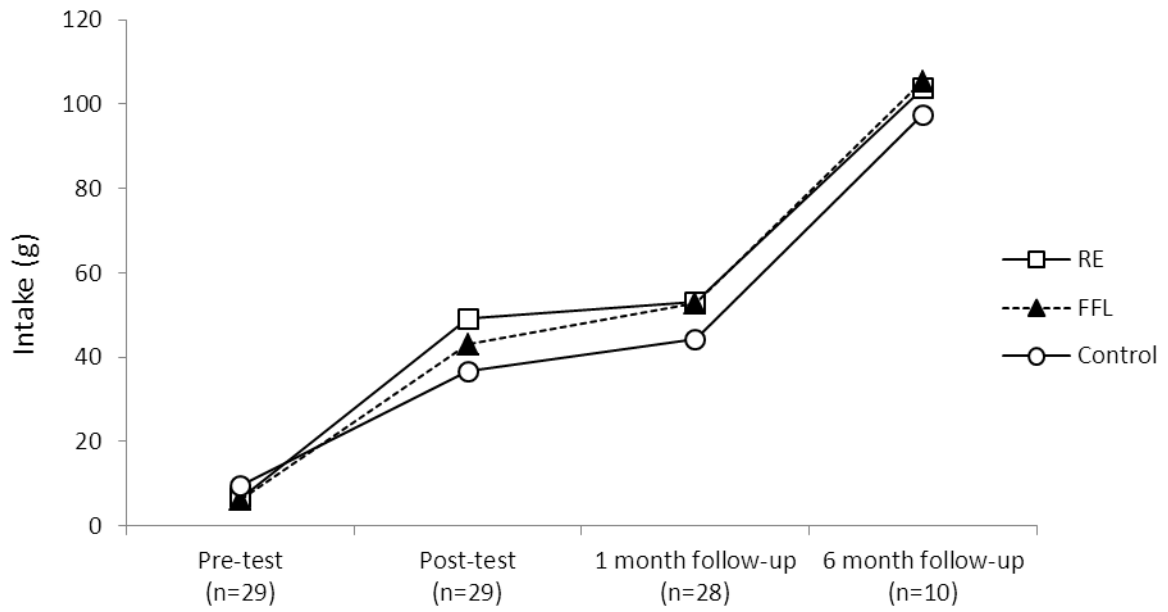


Figure 3. Mean intake of vegetable purees (g) across the intervention by age group (<24m and >24m)  $\pm$ SEM

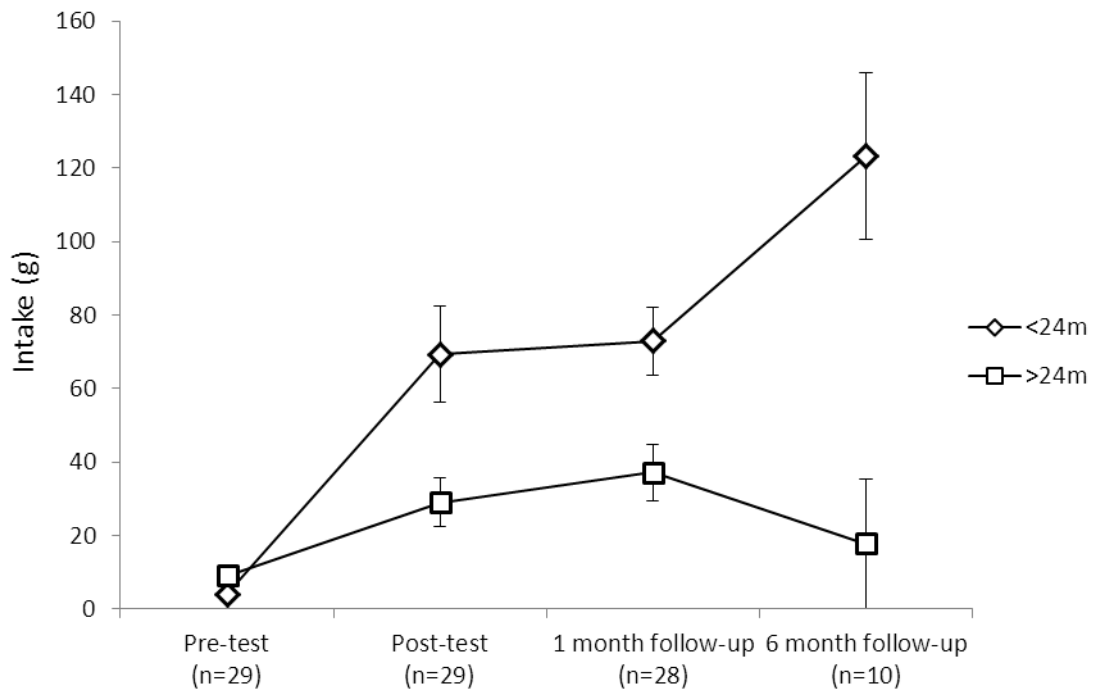


Figure 4. Mean change in intake (g) from pre to post-intervention by condition (RE, FFL and control) and age group (<24 months, >24 months)  $\pm$ SEM(n=29)

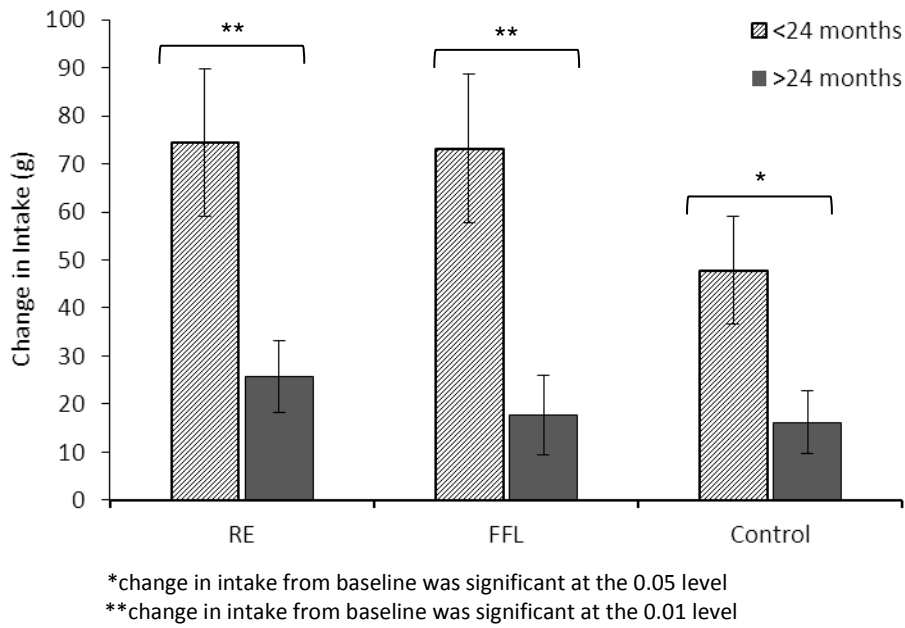


Figure 5. Mean intake of vegetable purees (g) across exposures by age group (<24m and >24m)  $\pm$ SEM (n=29)

