

# INFORMAS: Monitoring nutrient composition of packaged food

National  
**Science**  
Challenges

HEALTHIER  
LIVES

He Oranga  
Hauora

bode<sup>3</sup>

**DIET**   
Dietary Interventions:  
Evidence & Translation



INFORMAS  
  
Benchmarking food environments



# INFORMAS module structure

ORGANISATION	PROCESSES	Public sector policies and actions			Private sector policies and actions			
		How much progress have (international, national, state and local) governments made towards good practice in improving food environments and implementing obesity/NCDs prevention policies and actions? <i>(University of Auckland)</i>			How are private sector organisations affecting food environments and influencing obesity/NCDs prevention efforts? <i>(Deakin University)</i>			
FOOD ENVIRONMENTS	IMPACTS	Food composition	Food labelling	Food marketing	Food provision	Food retail	Food prices	Food trade & investment
		What is the nutrient composition of foods and non-alcoholic beverages? <i>(The George Institute)</i>	What health-related labelling is present on foods and non-alcoholic beverages? <i>(University of Oxford)</i>	What is the exposure and power of promotion of unhealthy foods and non-alcoholic beverages to different population groups? <i>(University of Wollongong)</i>	What is the nutritional quality of foods and non-alcoholic beverages provided in different settings (eg. schools, hospitals, workplaces)? <i>(University of Toronto)</i>	What is the availability of healthy and unhealthy foods and non-alcoholic beverages in communities and within retail outlets? <i>(University of Auckland)</i>	What is the relative price and affordability of 'less healthy' compared with 'healthy' diets, meals & foods? <i>(Queensland University of Technology)</i>	What are the impacts of trade and investment agreements on the healthiness of food environments? <i>(Australian National University)</i>
POPULATIONS	OUTCOMES	Population diet		Physiological & metabolic risk factors		Health outcomes		
		What is the quality of the diet of different population groups? <i>(University of Sao Paulo)</i>		What are the burdens of obesity and other risk factors? <i>(WHO)</i>		What are burdens of NCD morbidity and mortality? <i>(WHO)</i>		

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# Food composition module

## Purpose

- Collection of systematic and directly comparable information on food composition
- Translate information for use in informing policies and action

## NZ Monitoring of Packaged Food: Nutritrack

- Information collected annually from approx. 15 000 products in four supermarkets representing largest retail brands
- 2012 to 2018
- 15 food groups, 59 categories, 117 subcategories



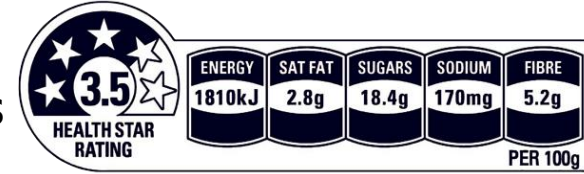
# Classification Systems

- Health Star Rating
- NOVA: Degree of Processing
- WHO nutrient profile model
  - For restriction of marketing of unhealthy foods to children
- NZ Food and Beverage Classification System
  - For provision of food for sale in schools and restrictions on food marketing to children



# Health Star Rating on packaged foods

Health Star Ratings (HSR) on 5% of packaged foods in March 2016

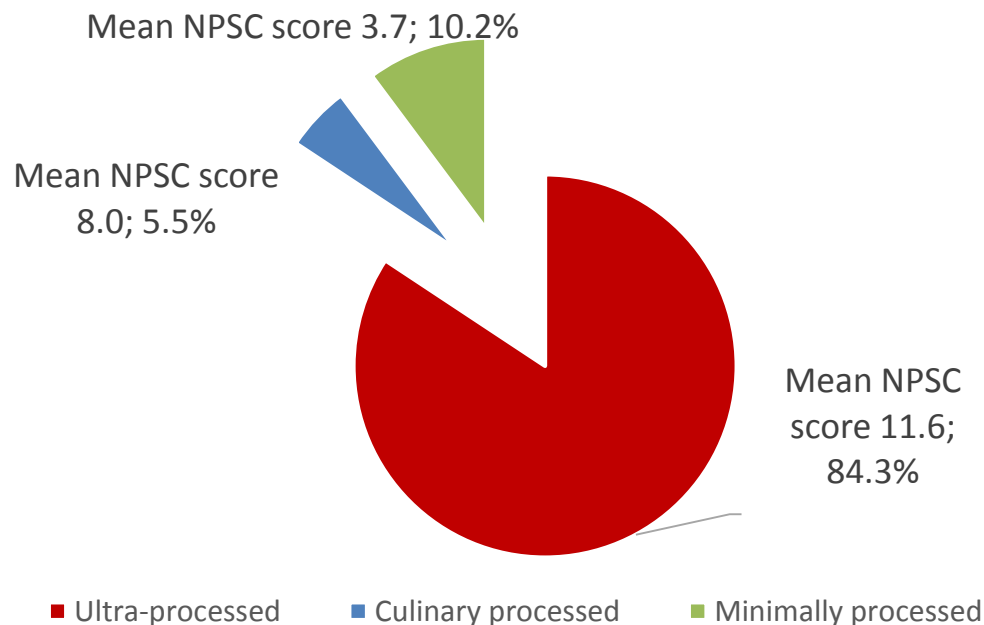


Indicator	Result
N products carrying the HSR (% of total eligible)	807 (5%)
% of all packaged foods which <b>qualify</b> for a HSR $\geq$ 3.5 stars	41%
% of packaged foods that <b>display</b> HSR labels with $\geq$ 3.5 stars	70%
Median HSR of packaged foods with no HSR on label (n=12,741)	2.5 stars
Median HSR of packaged foods that <b>display</b> a HSR on label (n=807)	4 stars

# NOVA: Degree of Processing

Natural or minimally processed	Not altered following their removal from nature or have undergone minimal processing and have no added oils, fats, sugar, salt or other substances	Vegetables, fruit, grains, nuts, meat, poultry, eggs, plain yoghurt, fresh milk.
Processed culinary ingredients	Products extracted from natural foods or from nature. Used to create dishes and meals	Oils, fats, sugar, salt.
Processed	Products manufactured by industry from natural or minimally processed foods with the addition of salt, sugar, oil etc,	Preserved vegetables, fruits, meats, fish, cheeses, breads
Ultra-processed	Industrial formulations made from substances extracted from foods, food constituents or synthesised from food substrates.	Soft drinks, takeaways, sugary baked goods, ice-creams, sweetened breakfast cereals, cereal bars, sweetened yoghurts, ready-to-eat meals

# Ultra-processed packaged foods in NZ Food Supply: 2013



Nutritrack data >13 000 products

NPSC: Nutrient Profiling Scoring Criterion (<4 healthy)

Luiten et al. *Ultra-processed foods have the worst nutrient profile, yet they are the most available packaged products in a sample of NZ supermarkets.* Public Health Nutrition 2015

## % Packaged foods not permitted to be marketed to children

Food category	WHO Model % not permitted	FBCS % occasional
All foods (>13 000, 2014)	70.9	41.4 *
Bread and bakery products	74.3	63.6
Cereal and cereal products	50.4	34.7
Convenience foods	66.3	83.3
Dairy	85.9	39.3
Fruit, vegetable and nut products (dried fruit, canned vegetables, frozen potato products)	62.8	10.1
Meat, meat products, alternatives	37.9	73.9
Snack foods	98.1	97.3
Non-alcoholic beverages (includes waters)	89.1	91.1

\* 19.2% products N/A Ni Mhurchu et al 2016 NZMJ; 129: 41-53





# BIA-Obesity: Private Sector

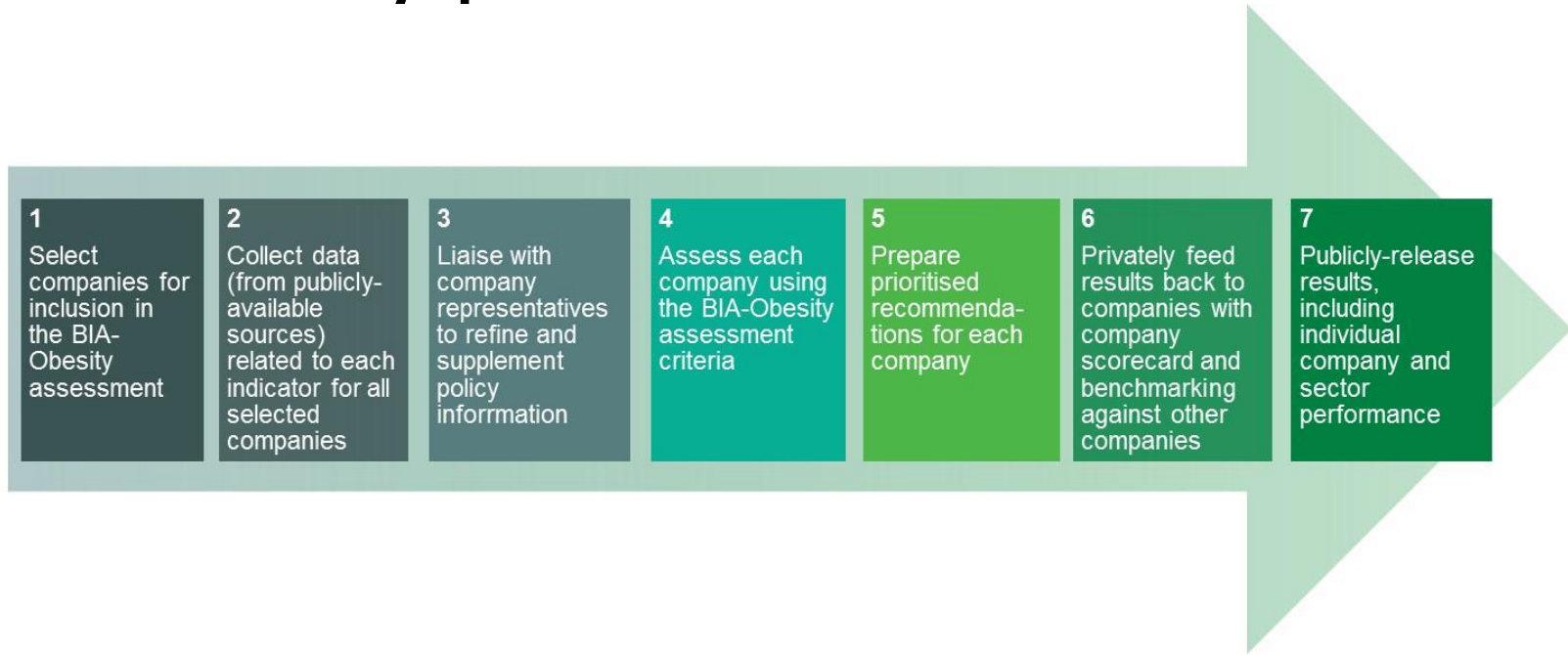
Business Impact Assessment  
on obesity and population nutrition

6 domains assessed and weighted

Food and beverage manufacturers  
Quick service restaurants  
Supermarkets

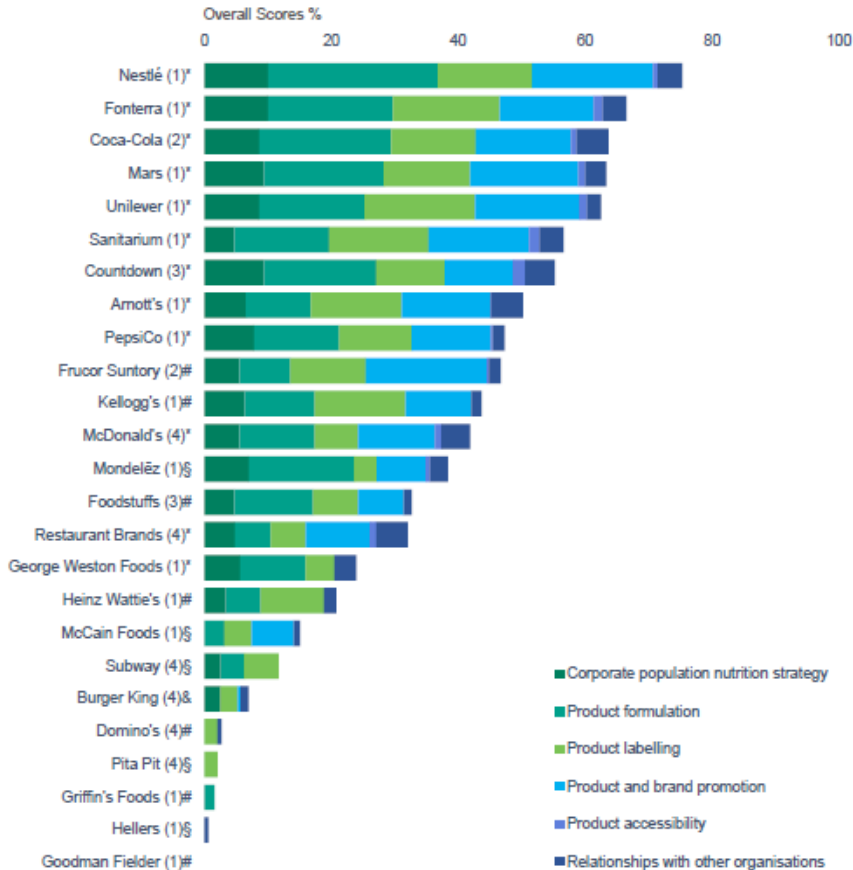


# BIA-Obesity process



## Dashboard of food company policies and commitments

New Zealand 2017



# Results

- ~1/2 engaged with the process
- Wide range of scores on commitments (0-75), median 38
- Corporate strategy best performing domain
- Specific feedback provided

# Product Formulation

Good practice statement: The company has a set of product formulation **commitments** relating to **new product development** and **reformulation** of existing products to **limit or reduce nutrients of concern** (including sodium, saturated fat, trans fat and added sugars) and reduce energy content per serving / provide smaller portion sizes.

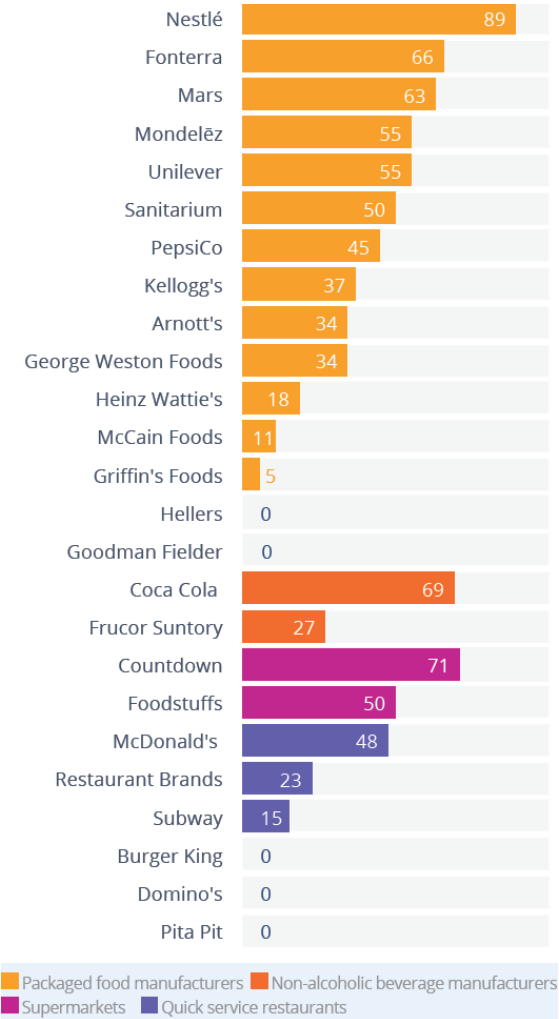
Packaged food and non-alcoholic beverage manufacturers

- 13/17 had some targets in relation to reducing added sugar content of foods and/or meals.

- 9/17 had targets in relation to reducing portion sizes

Quick-service restaurants

- 1/6 had targets in relation to reducing portion sizes



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# Key messages: Food composition

- Monitoring of changes to the healthiness of the food supply can drive reformulation of processed foods
- Highlight food groups/nutrients where progress is/is not being made

## State of the Food Supply Report:

- Annual reports for NZ and Australia monitoring the healthiness of the food supply according to nutrient profiling systems
- October/November 2018

