

# Food labelling in New Zealand: INFORMAS monitoring results

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National  
**Science**  
Challenges

HEALTHIER  
LIVES

He Oranga  
Māori

bode<sup>3</sup>

**DIET**   
Dietary Interventions:  
Evidence & Translation



INFORMAS  
  
Benchmarking food environments



# Food labelling – claims

- Nutrition claims
  - Suggests that the food has particular nutrition properties
- Health claims
  - Suggests a relationship between the food and health
- FSANZ standard 1.2.7, Jan 2016
  - Foods with health claims need to be healthy according to Nutrient Profile Scoring Criterion (NPSC)
- Data collection Feb/March 2014

# Claims

- 61 page protocol!
- Nutrition claims
  1. Health-related ingredient claim eg goodness of wholegrains
  2. Nutrient content claims eg no added sugar
  3. Nutrient comparative claims eg lite, reduced fat
- Health claims
  1. General health claims eg energizing, lifestyle choice
  2. Nutrient/function claims eg protein for development
  3. Disease reduction claims eg calcium to reduce risk of osteoporosis

# Methods

- **7526 products (8 categories, 7058 claims)**
  - Nutritrack database with photos of all sides of package
  - Classified as healthy/non-healthy by NPSC
  - Classified claims by INFORMAS taxonomy
- **247 breakfast cereals**
  - Classified by NPSC and claims taxonomy
  - Promotional characters
  - Classified by type of cereal including ‘Cereals for kids’

# Cheat death.

The antioxidant power of pomegranate juice:



# Results

- Carrying a nutrition claims
  - All products: 35%
  - Healthier products: 45%
  - Less healthy products: 26%
- Carrying health claims
  - All products: 15%
  - Healthier products: 23%
  - Less healthy products: 7%
- Breakfast cereals: 81% carry claims



# Breakfast cereals

- Nutrition claims
  - Healthier products: 73%
  - Less healthy products: 65%
- Carrying health claims
  - Healthier products: 48%
  - Less healthy products: 17%
- Promotional characters
  - On 21% of products
  - On 48% of 'cereals for kids' (2/3 = less healthy)



# Conclusions – claims labelling

- **7%** of less healthy products carry health claims
  - Need to follow up post Standard 1.2.7
- **26%** of less healthy products carry nutrition claims
  - Do these products need to be meet NPSC standard?
- Promotional characters
  - Common on unhealthy cereals for kids
  - Do we need a Chile-style regulation?

