



Health Star Rating System

Phillippa Hawthorne

Growing and Protecting New Zealand



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Health Star Rating System

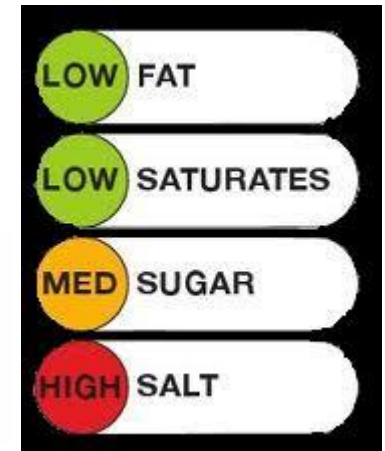
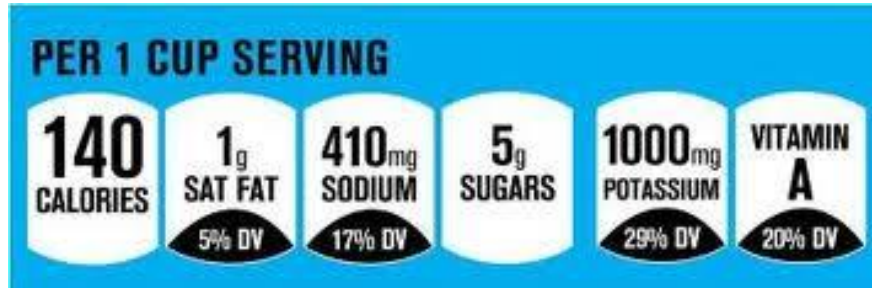


Background



- Consumers struggle to interpret current nutrition labelling
- Labelling Logic Report (2011) Recommendation 50:
That an interpretative front-of-pack labelling system be developed that is reflective of a comprehensive Nutrition Policy and agreed public health priorities.
- Ministers support development of an interpretative FoPL informed through a *collaborative design process with industry, public health & consumer stakeholders*
- NZ established an advisory committee to guide the development of a voluntary interpretative FoPL system

Variety of Front of Pack labelling globally



1 star is good



2 stars is better

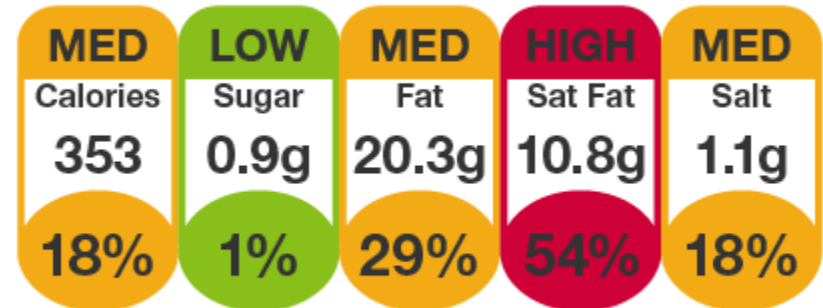


3 stars is best



PER 60g SERVE

Each 1/2 pack serving contains



of your guideline daily amount

Source: Food Standards Agency

NZ Advisory Group Principles

- **Purpose** FoPL system should provide nutrition information in a format that is easy for consumers to use, and to help them make healthier food choices
- **Fundamental principles**
 - Interpretative system
 - Support Government nutrition policy
 - Meaningful within food categories
 - Evaluates the whole food and not just individual nutrients
 - Based on positive and negative nutrients
 - Positive marks
 - Accompanied by consumer education

Health Star Rating

- To provide convenient, relevant and readily understood nutrition information and/or guidance on food packs to assist consumers to make informed food purchases and healthier eating choices
- Based on an algorithm that awards a star rating based on the following components:
 - Core components: energy, saturated fats, sugars, sodium
 - Protein, dietary fibre, fruits vegetables nuts & legumes, calcium

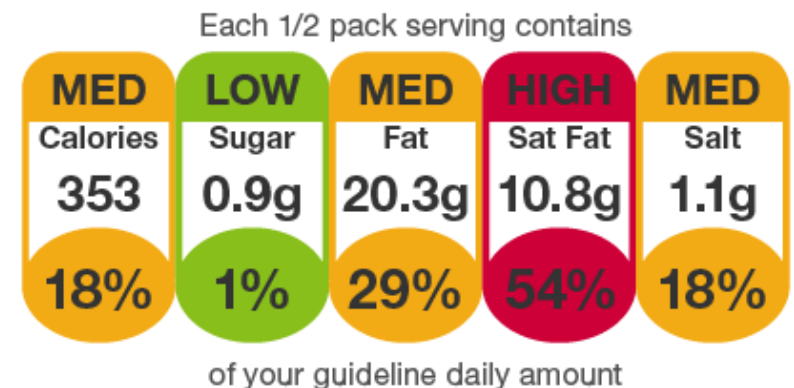


Strengths and weaknesses

- Strengths
 - Provides an overall assessment of the food giving ONE final rating
 - Becomes a simple easy tool for consumers to use as no interpretation required
 - Considers positive attributes and ingredient quality
 - not just a focus on fat, salt and sugar
- Weaknesses
 - Shouldn't be used for comparisons across different food categories e.g. juice shouldn't be compared to biscuits
 - Will result in some anomalies

Traffic Light system

- Considered by Australian & NZ Advisory Groups
- Two key principles that the Traffic light system does not fulfil:
 - Evaluating the whole food - Traffic light system does not provide an overall rating
 - Inclusion of both positive and negative nutrients
 - Traffic light system is based solely on negative nutrients



Source: Food Standards Agency

New Zealand Research

- “Can NZ consumers use the Health Star Rating System to correctly identify healthier food choices?”
- Online survey
- Population groups
 - Whole population (n=1022)
 - Maori (n=696)
 - Pacific (n=567)

<http://www.foodsafety.govt.nz/industry/general/labelling-composition/health-star-rating/research-report-health-star-10-12-13.pdf>



Social research NZ

Three systems tested:

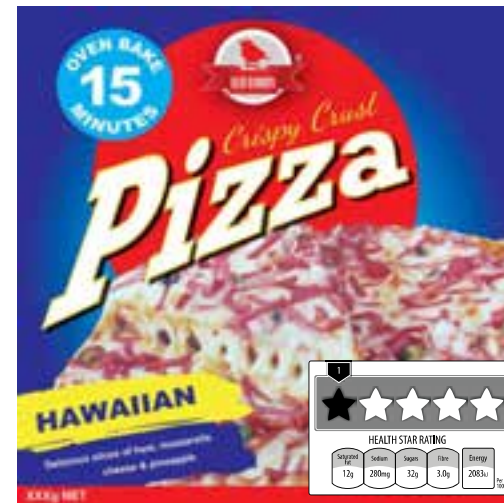
1. Star rating only
2. HSR & accompanying nutrition information
3. Star rating and accompanying daily intake guide



* PERCENTAGE DAILY INTAKES ARE BASED ON AN AVERAGE ADULT DIET OF 8700kJ. YOUR DAILY INTAKES MAY BE HIGHER OR LOWER DEPENDING ON YOUR ENERGY NEEDS.

Social Research NZ

- Participants shown two pairs of products and asked to identify the healthier option.



- Participants randomly assigned to either control condition (NIP only), or one of three test conditions.

Social research: Main findings

- All FoPL systems had positive effects on consumers' ability to correctly identify healthier food products
- Star rating systems accompanied with nutritional information or daily intake guide performed equally well in all groups (general population, Māori, and Pacific)



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Home > Releases > NZ adopts new healthy food labelling system

Nikki Kaye

27 JUNE, 2014

NZ adopts new healthy food labelling system

Minister for Food Safety Nikki Kaye today announced that the government will be adopting a new Health Star Rating food labelling system.

"Cabinet agreed earlier this week to New Zealand adopting this voluntary system that has been developed as part of the Australian and New Zealand Ministers' Food Forum," Ms Kaye says.

"Today at a meeting of Australian and New Zealand ministers in Sydney, I have confirmed that we will be joining Australia in this initiative."

The Health Star Rating system will help New Zealanders make healthy food choices, Ms Kaye says.



Implementation of the HSR in NZ

- HSR information and tools on the MPI website
<http://www.foodsafety.govt.nz/industry/general/labelling-composition/health-star-rating/>
 - HSR calculator (and user guides)
 - HSR Style Guide
 - Q & As
 - Research



- Guide consumers to healthier products



- Encourage industry reformulation to healthier products



Social Marketing

- Government led social marketing campaign
- Consistent trans-Tasman messaging
- MPI working with Health Promotion Agency (HPA) & Ministry of Health
- Critical that product is in market
- Want to work to complement industry promotion

Campaign Strategy

Primary communication objectives

- Awareness of HSR system.
- How to use the HSR labels.
- Shoppers consider nutrition and the HSR system when shopping.
- Develop consumer confidence in HSR system.

Secondary communication objectives

- Support industry implementation.

Monitoring and review activities

- Industry
 - Uptake of HSR
 - Product reformulation (e.g. Using NIHI Nutriweb tool)
- Consumers
 - Awareness
 - Confidence/trust in system
 - Ability to use correctly
- Review of uptake after 2 years
- Full review/assess after 5 years






Health Star Rating System



Questions?

- phillippa.hawthorne@mpi.govt.nz

