



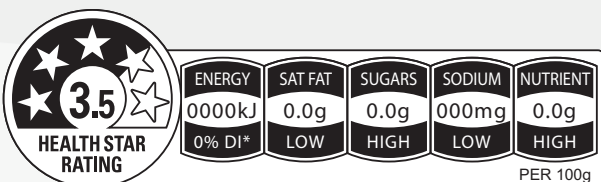
Health Star Ratings

What are they?

- Health Star Ratings are a voluntary front-of-pack labelling system for packaged foods. It provides a quick easy way for shoppers to compare similar packaged foods and choose the healthier option.
- Health Stars rate the nutrition content of packaged food using a scale of half a star to 5 stars.
- Foods lower in saturated fat, sugar or sodium, and/or higher in fibre, protein, nut, legume, fruit or vegetable content will have more stars.
- Over time, there will be more packaged foods displaying Health Stars as uptake by the food industry grows and stock on shelves is replenished.

What do they look like?

- Health Star Ratings can appear on packaged foods in different ways. It can be just the star rating of the product, or the star rating with additional specific nutrient content as shown below.
- Colour, size and location on front of pack will vary.



How are they calculated?

- The number of stars is based on energy, saturated fat, salt and sugar content as well as fibre, protein, fruit, vegetable, nut and legume content of packaged foods. Food manufacturers input their recipes into a calculator to get the Health Star Ratings for their products.
- Health Star Ratings take dietary guidelines into account.
- Health Star Ratings also encourage food manufacturers to reformulate their products to improve their star rating, which can lead to healthier packaged foods being available to consumers.

Core facts

- ★ Health Star Ratings help take the guesswork out of reading food labels and give shoppers information to make healthier choices quickly and easily when comparing similar packaged foods.
- ★ It is a voluntary front-of-pack labelling system adopted by New Zealand and Australia in 2014 for packaged foods.
- ★ It uses a star rating scale of ½ to 5 stars to measure the overall nutritional content and healthiness of packaged foods.
- ★ Health Star Ratings are calculated by food manufacturers using an algorithm-based calculator.
- ★ Most manufacturers have undertaken to put Health Star Ratings on their entire product range (including private labels).

Who developed it?

- The Health Star Rating system and calculator have been developed in collaboration with nutritionists, food industry representatives and public health experts in New Zealand and Australia, and is underpinned by robust science and food composition data.
- It is a government-led initiative in New Zealand and Australia.

How to use Health Star Ratings

- Health Star Ratings apply to packaged foods as these are the foods consumers have the most difficulty making healthier choices.
- Health Star Ratings enable shoppers to compare similar packaged foods. The foods with more stars are healthier choices.
- Health Star Ratings are one tool to help shoppers compare and choose packaged foods.
- Health Star Ratings will appear on packaged foods including lower cost products.
- Health Star Ratings are not intended to be used on fresh fruit, vegetables or meat. However, fruit and vegetables remain an important part of a healthy balanced diet.

Technical information

- Health Star Ratings are based on 100g or 100mL of food product.
- The Health Star Rating system does not apply to:
 - alcoholic beverages
 - formulated products for infants and young children
 - non-nutritive foods (eg. vinegar, herbs, spices, tea, coffee)
 - unpackaged foods
 - ready-to-eat foods from restaurants and fast food outlets.
- Health Star Ratings take into account how a packaged food is intended to be consumed (eg, reconstituted, drained, added to milk).

More information

- Ministry for Primary Industries administers the Health Star Rating system in New Zealand: www.foodsafety.govt.nz/industry/general/labelling-composition/health-star-rating/
- Consumer information is available at www.mpi.govt.nz/healthstars
- The Health Promotion Agency is working with the Ministry for Primary Industries and Ministry of Health on development of a consumer awareness campaign.
- Australian campaign information is available at <http://healthstarrating.gov.au/>