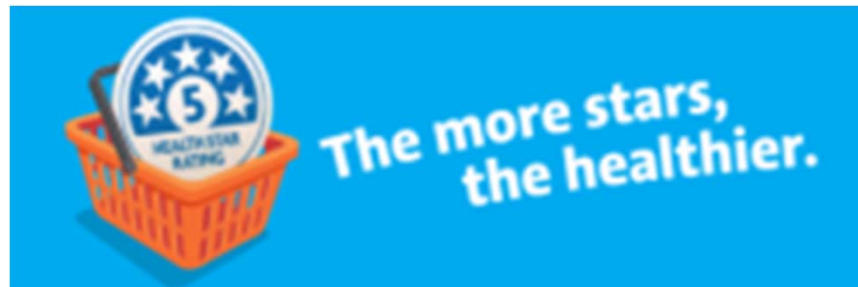


Health Star Rating system

Ms Elizabeth Flynn
Assistant Secretary
Preventive Health Policy
Branch
Department of Health
Australia

Ms Jenny Reid
Manager
Food Science and Risk
Assessment
Ministry for Primary Industries
New Zealand



Health Star Rating system

Labelling Logic: Review of Food Labelling Law and Policy (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.

- Formative research indicated no pre-existing system would be fit for purpose.
- Development of the system occurred over a 2.5 year period and involved input from governments, the food industry and public health and consumer groups.

Health Star Rating system

- A front-of-pack labelling system that rates the overall nutritional profile of packaged food and assigns a rating from ½ a star to 5 stars.
- A joint Australian, state and territory governments and New Zealand Government initiative .
- A voluntary system being implemented over five years from June 2014.
- Targets processed, packaged food at the retail level.
- A quick, easy, standard way to compare similar packaged foods.



The HSR system



- Must be accompanied by education
- Does not replace dietary guidance
- Non-judgemental – refer to “healthier” rather than healthy and not healthy
- Is Government led but supported by key stakeholders
- Development and governance includes government, industry, public health and consumers
- Monitoring and evaluation used to improve the system.

Health Star Rating system

- As at April 2017, +7,500 products displaying the HSR system graphic in Australia. This represents +150 companies.
- As at March 2017, +2,700 products displaying the HSR system graphic in New Zealand.
- Correct application is significant.
- Awareness by consumers has increased significantly since the system commenced.
- The HSR system is having a positive influence on purchasing habits.



'As prepared' Reappraisal

- The success of the system has not come without its challenges.
- The 'as prepared' rules have been raised by public health and consumer organisations as they believe that it is misleading.
- Consultation is occurring with all stakeholders on whether these rules should be amended.

Health Star Rating system review

- A five year review will broadly consider:
 - the impact of the system;
 - whether the system has successfully met its objectives; and
 - if necessary, how the system, including but not limited to the algorithm, could be improved.
- A Technical Advisory Group has been established to review the HSR Calculator.
- An independent reviewer has been engaged.
- Consultation will play a big part in the review of the system.



Two year review highlights

- Significant uptake by industry for voluntary Health Star Rating
- Consumer awareness, understanding and use increased
- Notable product reformulation with decrease in fat, salt, sugar and energy and increase in dietary fibre

Health Star Rating system

Questions?

