FOOD STANDARDS
Australia New Zealand
Te Mana Kounga Kai – Ahitereiria me Aotearoa

RECENT LABELLING DEVELOPMENTS

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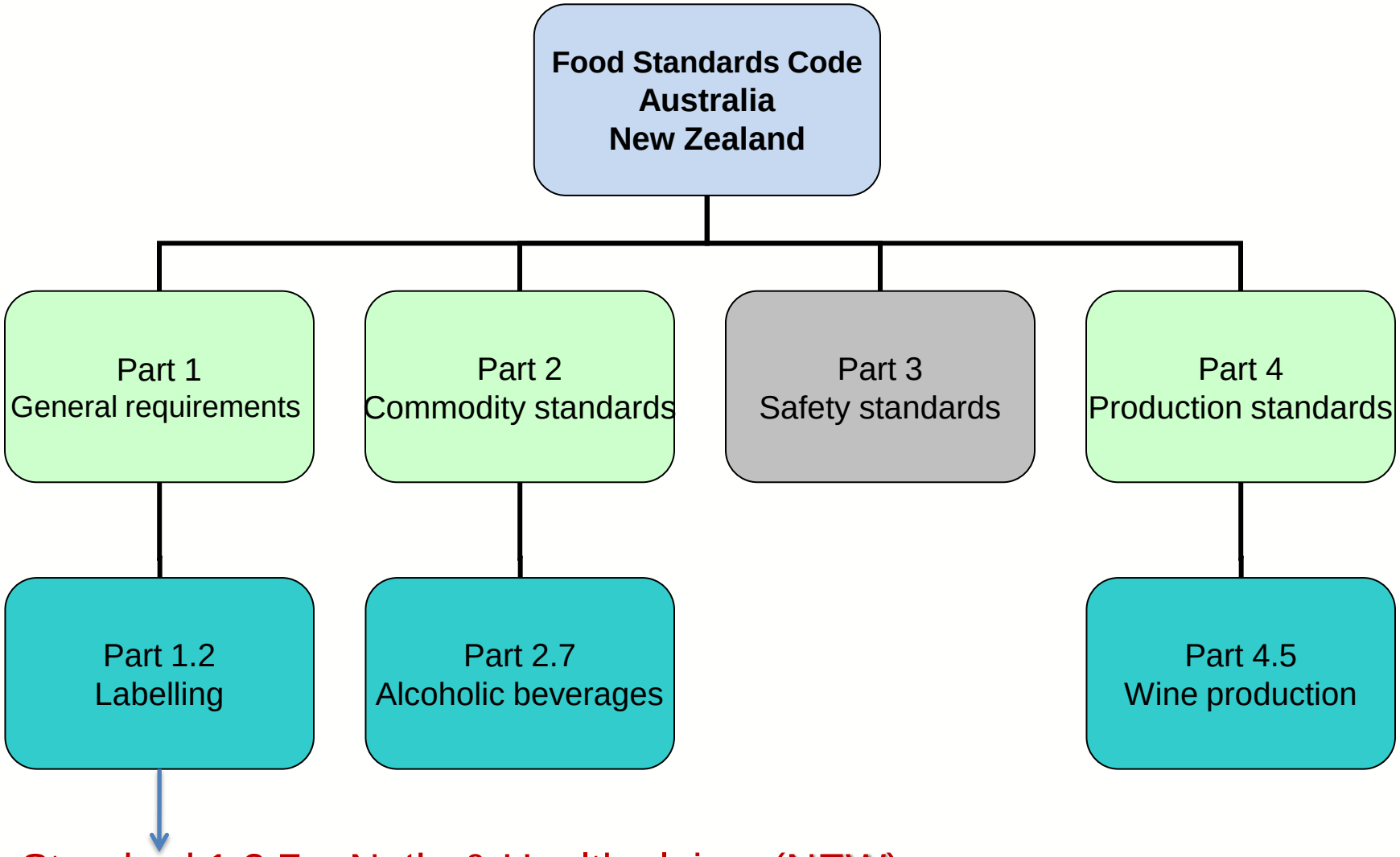
Labelling and Information Standards

AWITC

16 July 2013

OVERVIEW

1. **Nutrition and Health claims**
2. **Labelling Review**
   - Incl Front of Pack Labelling



Standard 1.2.7 – Nut'n & Health claims (NEW)

NUTRITION AND HEALTH CLAIMS

STD 1.2.7

HEAR YE! WE NOW HAVE A STANDARD

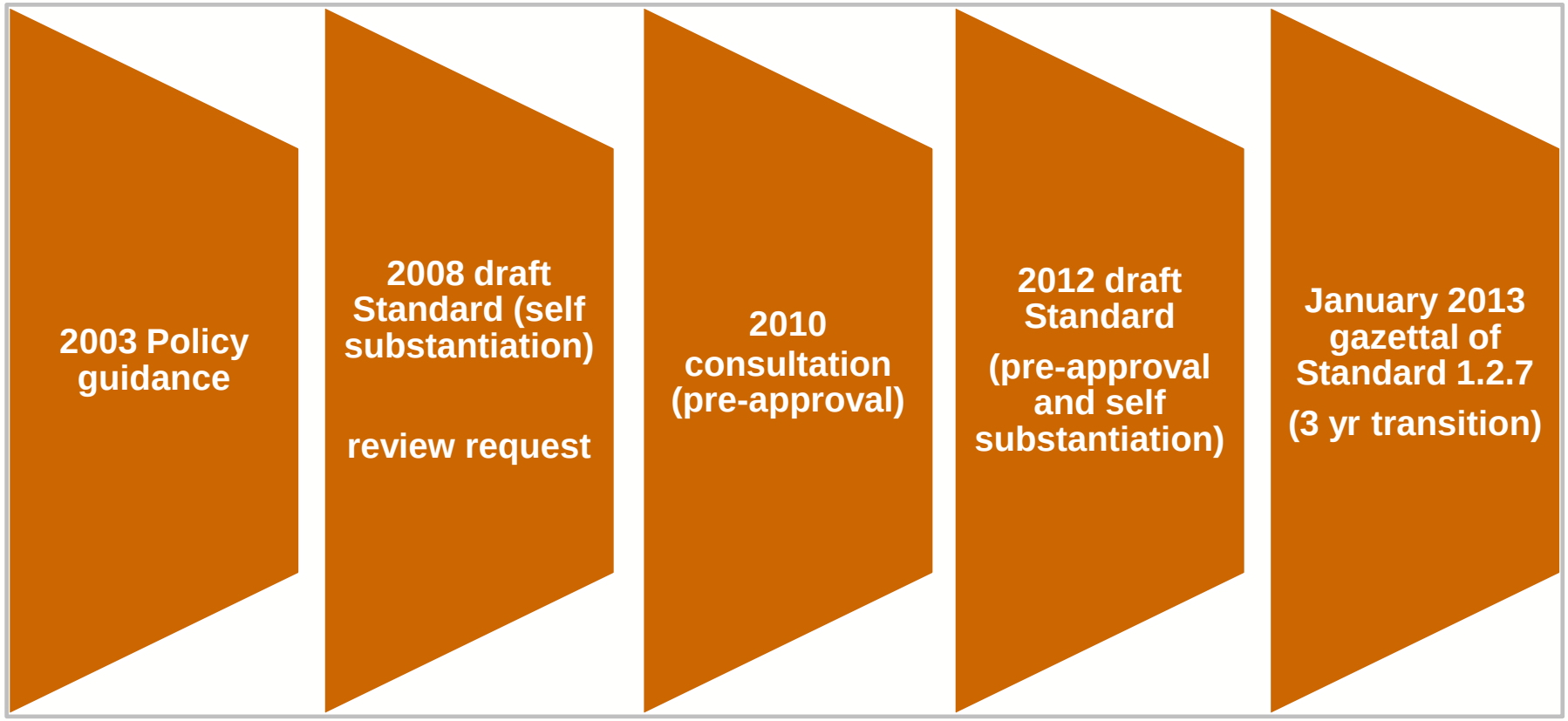
POLICY GUIDANCE 2003

- **Regulatory measure for voluntary use of nutrition and health claims**
- **Regulatory requirements for making health and nutrition claims in the one standard**
- **To allow certain disease risk reduction claims**

Generally aims to

- **permit health claims where they support healthy food choices**
- **not mislead consumers**
- **support industry innovation**

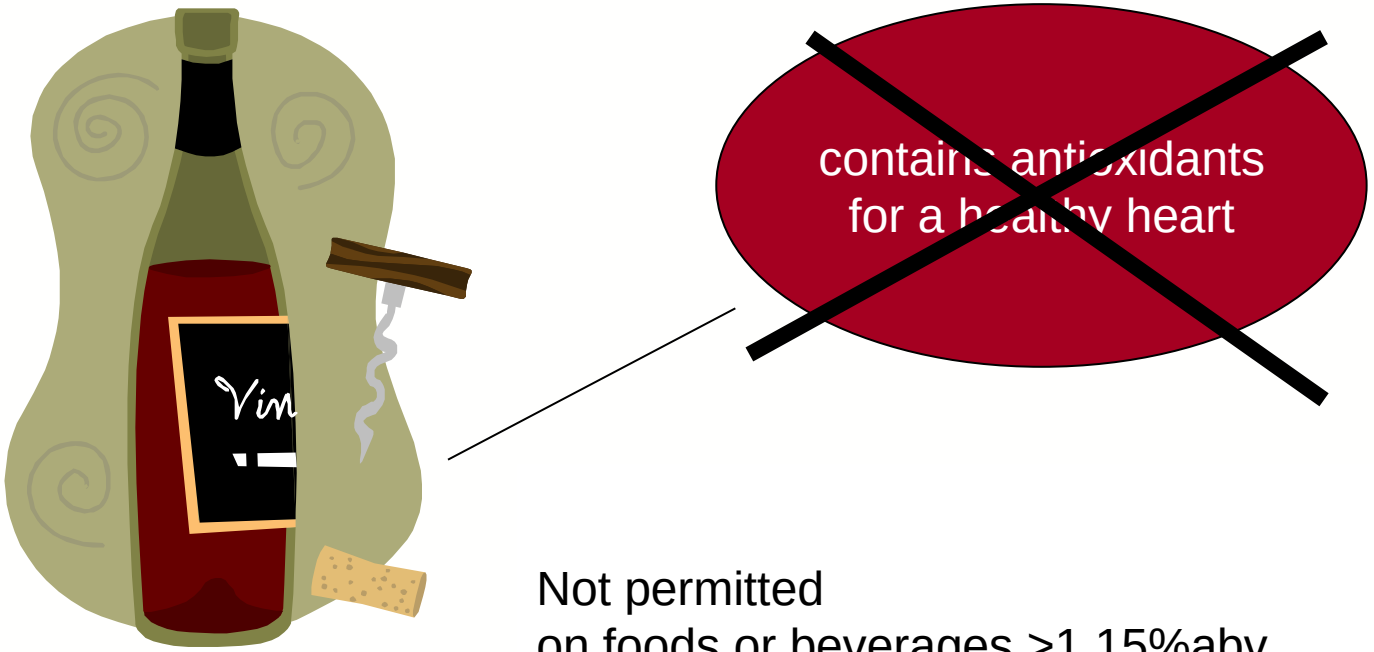
OUR JOURNEY 2003 – JANUARY 2013



APPLICATION TO ALCOHOLIC BEVERAGES

	Standard 1.2.7 – application to alcoholic beverages
Health Claims	Prohibited on alcoholic beverages > 1.15% abv
Nutrition Content Claims	Claims about energy and carbohydrate only [food profiling (NPSC) does not apply]
	Claims that refer to the presence or absence of alcohol are not considered to be a nutrition content claim or a health claim

Health claim - links to health effect



Not permitted
on foods or beverages >1.15%abv

Nutrition content claim – energy or carbohydrate (only)

low energy

reduced carbohydrate

STANDARD 1.2.7 - CL 2; CL 3(b)

Nutrition content claim means a claim about…

(i) a biologically active substance

(ii) energy

(iii) carbohydrate

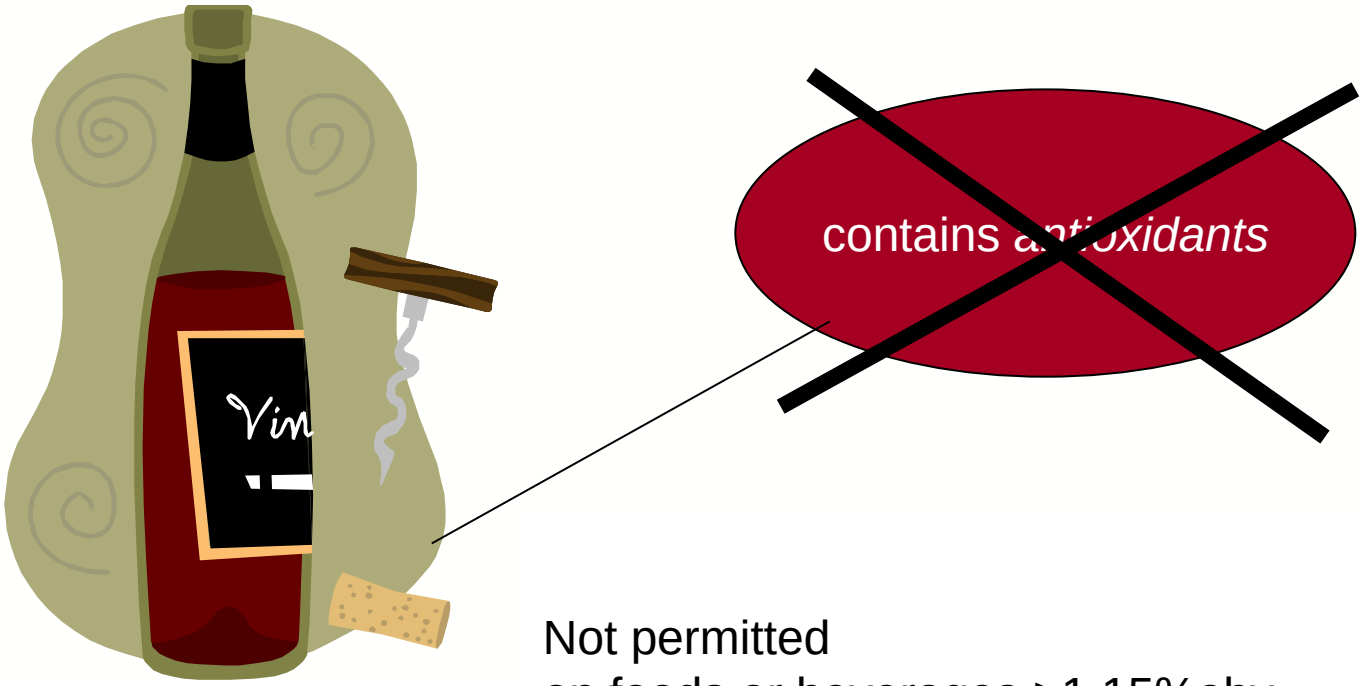
(iv) etc….

A nutrition content claim must not be made about … a food that contains more than 1.15% abv, other than …claim about energy content or carbohydrate content

STANDARD 1.2.7 – SCHEDULE 1

Nutrient	Schedule 1 - criteria
Carbohydrate	Reduced / Light – 25% less than reference food Low – no criteria set (note misleading applies)
Energy	Reduced / Light – 25% less than reference food Low - <80 kj/ 100 mL

Biologically active substances – eg resveratrol



Not permitted
on foods or beverages >1.15%abv

INFORMATION FOR EDUCATIONAL PURPOSES

Drink in moderation

Standard 1.2.7 cl 5(b).
This standard does not apply to…a claim about the risk or dangers of alcohol consumption or about moderating alcohol intake

Requirement for Nutrition Information Panel 0.5% or more abv

Claim about…	NIP required?
alcohol	No
energy carbohydrate	Yes
moderation or health advisory	No

May be provided voluntarily (Std 1.2.8 cl 19 (4))

TRANSITION – STD 1.2.7

- Three year transition period (18 Jan 2016), allows industry to adjust products, claims
- Existing claims in market – food businesses can make application to FSANZ for new permissions or self-substantiate GLHC's
- Monitoring of claims internationally
- Guidance for self-substantiation being developed
- Expert committee for health claims has been established

LABELLING REVIEW

REC 24
REC 25
REC 26
REC 27
REC 50 (FoP)

THE LABELLING REVIEW

- *Labelling Logic* – Review of Food Labelling Law and Policy (2011)
- 61 recommendations
- 21 directed to FSANZ
- Advice to government 2012-15
- Australia & New Zealand

FSANZ LABELLING REVIEW WORK PLAN 2013/14 incl:

- nutrient declarations
  - trans fatty acids, dietary fibre
  - energy on alcoholic bev's
  - 'per serve' column
- ingredient labelling – 'added fats', 'added sugars'
- allergens
- date marking
- use & storage instructions
- warning statements on alcohol
- format and presentation

REC 25 – ALCOHOL PREGNANCY WARNING LABELS

Warning message about the risks of consuming alcohol while pregnant on containers of alcoholic beverages and at the point of sale for unpackaged alcoholic beverages

- Ministers allowing 2 years for industry to adopt voluntary labelling before regulating
- Independent evaluation to be undertaken to analyse voluntary implementation (DoHA), due March 2014
- FSANZ asked to provide advice on steps required if were to regulate

APPLICATION A576 (2006)

Advisory statement for pregnant women

"It is safest not to drink while pregnant"

On hold pending outcomes of voluntary initiatives and work on Rec 25

REC 26 – ENERGY ON ALCOHOL

Declaration of energy content (KJ) on alcoholic beverages, consistent with other food products

- Contributes to energy intake → contributes to overweight/obesity?
- FSANZ asked to do cost-benefit analysis to assess full impact
  - Industry views?
  - Costs of implementation?
  - Benefits to be gained?
- **Ministers to consider advice before decision made on further action**

REC 24 – GENERIC ALCOHOL WARNING MESSAGE

Generic alcohol warning messages on alcohol labels but only as element of comprehensive multifaceted national campaign targeting public health problems of alcohol in society.

- Ministers noted broader health policy implications and sought advice from the Standing Council on Health
- Advice from the AHMAC sought on the efficacy of generic alcohol warnings in relation to a comprehensive national campaign on the public health problems of alcohol

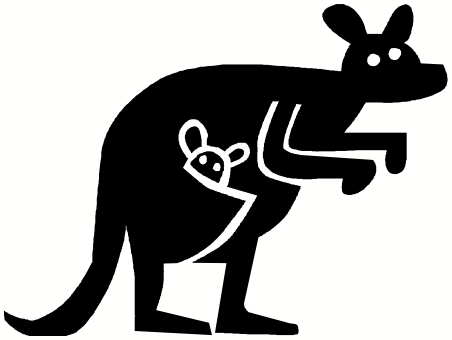
REC 27 – NUTRITION LABELLING ON MIXED ALCOHOLIC BEVERAGES

Drinks that are mixtures of alcohol and other beverages comply with all general nutrition labelling requirements, including a nutrition information panel (NIP)

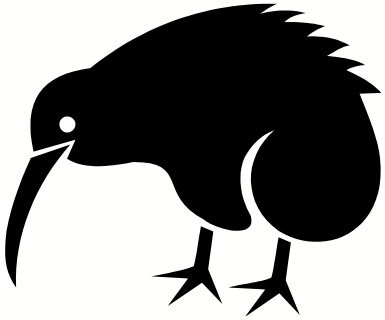
- Ministers agreed not to pursue due to potential unintended health consequences, international trade implications and costs to industry
- Noted that requiring an NIP on mixed alcoholic beverages and not all packaged alcoholic beverages would create labelling inconsistency

REC 50 - FRONT OF PACK NUTRITION LABELLING

- Voluntary system developed by Australian Govt. (not FSANZ) in collaboration with industry, public health & consumer groups
- Underpinned by a nutrient profiling model, adapted from the Health Claims NPSC
- Star rating = ½ to 5 stars; more stars = better
- Alcoholic bev's are excluded from using FoPL
- For further information, see: **http://www.health.gov.au/internet/main/publishing.nsf/Content/foodsecretariat-front-of-pack-labelling-1**



Thank You



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