

Media Release



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Setting the record straight on Tick

Reports in today's Sunday News Ltd papers that the National Heart Foundation of Australia is seeking to replace lost income from its previous arrangement with McDonalds are wrong.

The story also claims there was no monitoring or evaluation of the Tick in the takeaway environment, which is also wrong. The Heart Foundation regularly tested all products to ensure they met the Tick criteria during the five years the program was in existence.

"The Heart Foundation Tick is earned and never bought. Every cent that comes into Tick goes back into testing products to ensure our standards are met, making the foods we eat healthier and funding nutrition research," Dr Lyn Roberts, National CEO of the Heart Foundation, said today.

The Heart Foundation announced last September that it would be ending its Tick licensing program in the takeaway food environment.

Dr Roberts reassured shoppers at the time that the organisation would continue to support and expand the Tick retail program in supermarkets.

"One in five grocery buyers in Australia always have an item in their trolley with the Tick and more than half of them say they'd prefer a product with the Tick rather than a similar product without the Tick," Dr Roberts said.

"Independent research by the Korn Group has found that there is a proliferation of health labels now in the supermarket and the Heart Foundation Tick is by far the most trusted of these devices.

"Shoppers have been telling us that they trust the Tick to help them make better choices in the supermarket for more than twenty years, and we look forward to helping them for many more years to come.

"The Heart Foundation will never move away from its strong commitment for healthier food to be available for all Australians," Dr Roberts said today.

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