



Tick Fact Sheet



With so much to choose from in supermarkets and eating out today, it's so hard to identify the truly healthier choices. That's where the Tick can help.

What does the Tick mean?

The Heart Foundation Tick on a food simply means it is a healthier choice when compared to similar foods. That's because it has met *all* of our strict nutrition standards and been independently tested to prove it. So, a breakfast cereal with the Tick is a healthier choice of breakfast cereal and cheese with the Tick is a healthier choice of cheese.

How does the Tick help my family?

Tick takes the mystery out of food shopping. At a glance, it tells you that this is a healthier choice for this food. Tick means you don't need to feel like you should have a nutrition degree just to be confident that you're making healthier choices.

With about 1,100 Tick approved foods across most aisles of the supermarket and a selection of meals eaten out, just look for alternatives with the Tick.

Do all Tick foods meet the same standards?

Different foods contain different nutrients, so the criteria changes from food to food.

For example, yoghurt needs to be a good source of calcium, have less saturated fat and kilojoules but for bread, fibre is important and we also need to keep a lid on salt and saturated fat.

The Heart Foundation has done the hard work of identifying the most important



nutrients for more than 50 different types of food. More work for us, less work for you.

Why do companies pay for the Tick?

The Tick has to be earned – no exception. Only after our strict standards have been met are companies able to earn the Tick and then pay a licensing fee. The fee goes entirely into covering the costs of the program.

Independent auditors test foods from supermarket shelves and also conduct random, unannounced audits of Tick approved meals in outlets everywhere they are sold. Donations to the Heart Foundation are used to support life saving research.





How can fast food outlets earn the Tick?

Australians eat 2.7 million meals every day at large fast food restaurants, so it's not surprising that 8 out of 10 Australians told us they wanted to be able to select healthier choices when they eat there. So, the Heart Foundation challenged food outlets to produce genuinely healthier meals and snacks.

For meals and snacks at fast food outlets to earn the Tick, the outlet must meet all the Heart Foundation's nutritional requirements limiting saturated fat, salt, and serve size, virtually removing trans fat and boosting fibre and veges. The Tick means the outlet has subjected its recipes, processes and marketing to the most rigorous, independent auditing of food outlets anywhere in Australia.

Does the Tick really make a difference to my health?

The difference the Tick makes is very real – both to you and the food supply. Here are a couple of examples:

- A Tick pizza at Crust has on average one-third of the saturated fat and salt of comparable pizzas sold by the top two chains. It also provides up to 80% of your daily fibre requirement, making it more filling.
- Using a Tick approved margarine instead of butter on your toast each morning will remove almost 3 kg of saturated fat from your diet in just one year (with less salt and virtually no trans fat).
- Almost two tip trucks (26 tonnes) of salt were taken out of our food supply when 37 products in the Continental range of pasta, sauces and side dishes were reformulated to earn the Tick.

Do fruit and vegetables get the Tick?

All fresh fruit and vegetables automatically qualify for the Tick and you'll also find a wide range of Tick approved veges in freezers. Look out for other fresh foods with the Tick, such as lean meat, poultry, seafood, eggs, reduced fat dairy foods, legumes, nuts and seeds.

Why is Tick on foods like hamburgers, pizzas and ice cream?

The Tick is about reality. Reality is people eating a steak and salad most days but occasionally grabbing a ready meal; mums putting a piece of fruit in their child's lunchbox and sometimes adding a cereal bar.

That's why you'll find the Tick across the range of foods Australians eat – from fresh fruit and veges to lean meat to meat pies and breakfast cereals to cereal bars.

Hamburgers, pizza and ice cream are some of the most popular foods Aussies eat so we've challenged food companies to ensure there are genuinely healthier choices among those foods too.

If it has the Tick, can I eat as much as I want?

While the Tick improves the nutrition of a food, an occasional food like an ice cream is still an occasion food, but it is a better choice. So remember: fruit = healthy snack; ice-cream = occasional food; ice-cream + Tick = healthier occasional food. The wise phrase "everything in moderation" still applies.



Did you know?

- There is only one Tick you can trust to guide the way to healthier foods. Look for the words "National Heart Foundation Approved" around the red circle and white Tick. Making foods healthier since 1989.
- 9,662 tonnes of saturated fat and 3,465 tonnes of salt were removed from margarines in eight years thanks to the two largest margarine manufacturers meeting Tick nutrition standards.

