

# Australians and front of pack labelling

What we want, what we need.

## Executive Summary

The National Heart Foundation of Australia is a key player in health and nutrition. It has been actively gathering local and international evidence on food labels, while quietly observing the public debate. This research report is a core component of that evidence.

Research was conducted in July 2008 among 600 Australians across the country to better understand their attitudes towards and use of labelling schemes - % Daily Intake (%DI), Traffic Light Guide (TLG) and Heart Foundation Tick (HFT) - to make healthier food choices.

The research found that TLG, %DI and HFT were equally effective in helping consumers to accurately choose the healthier food. No one scheme worked equally well for all types of foods and results for each varied widely across the 10 food categories and 20 'real life' products tested.

Although perceived as useful, TLG did not lead consumers to accurately make the healthier choice across all categories. This highlights that consumer preference for a scheme does not necessarily mean that a consumer makes an accurate healthier choice.

Perhaps surprisingly, the different labelling schemes also worked equally effectively across all socio-economic groups.

The Heart Foundation is committed to ensuring any change to front of pack labelling (FOPL) in Australia supports the most fundamental strategy of improving the nutrition profile of the foods Australians eat most often. A labelling scheme must both drive food improvement and guide people to genuinely healthier food and drink choices.

A collaborative approach between all groups to share research and agree the details of an effective labelling scheme is now needed if it is to become a reality and Australians are to truly benefit.

## Background

In seeking potential strategies to address the ongoing obesity issue, there is mounting pressure for food labels to be user friendly in guiding consumers to healthier food choices.

While those involved in the labelling discussion agree that front of pack labelling (FOPL) schemes can be of value, there is little consensus over which labelling scheme would best serve Australians. So, debate continues in the public arena.

As an evidence-based organisation with almost 20 years experience running a successful voluntary FOPL program, the Heart Foundation has gathered local and international research and information to assist an informed decision by stakeholders.

A key component of this review was commissioning independent research with Australian grocery shoppers to better understand not only what they want, but what they need to make healthier food choices.

## Aim and Objectives

### Aim:

- To gather local evidence using real life products to evaluate the effectiveness of existing and potential FOPL schemes with Australians.

### Objectives:

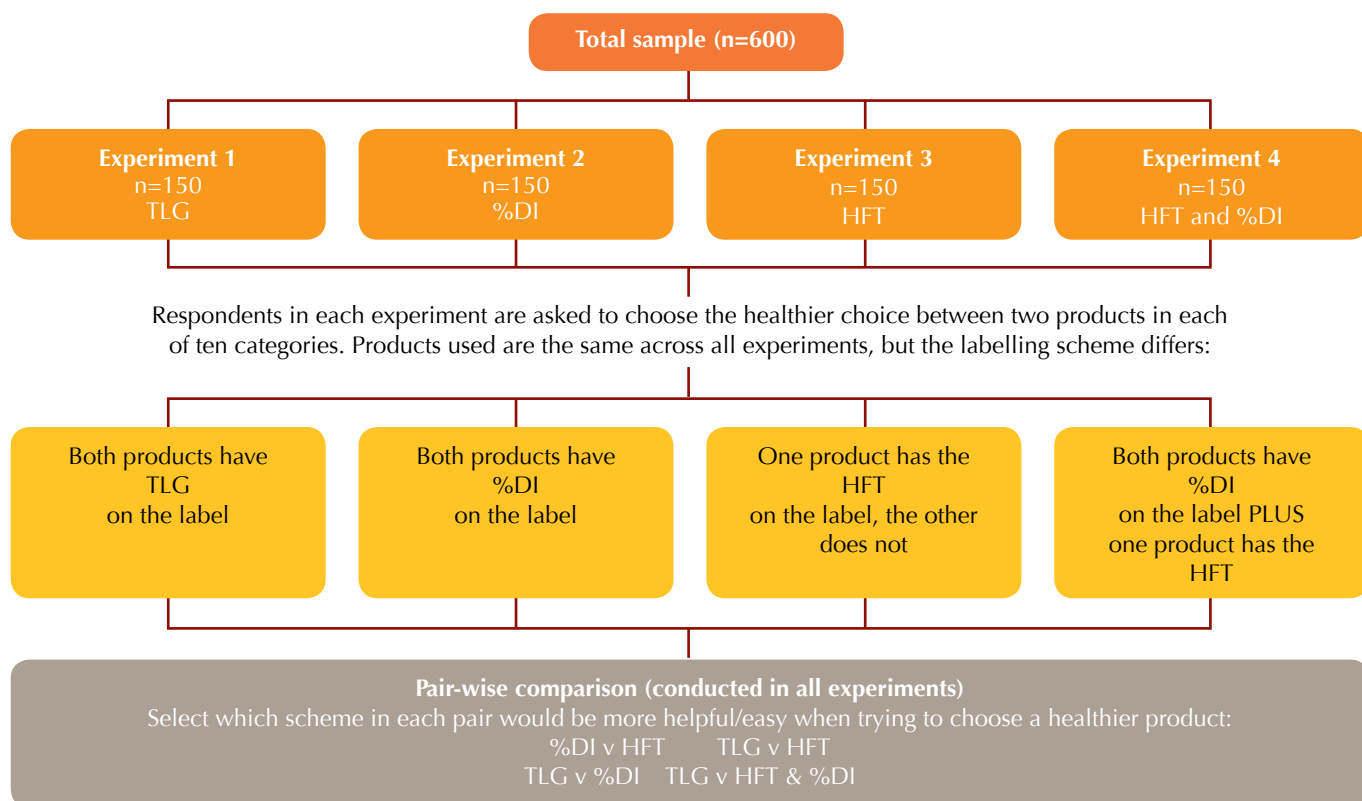
- Compare the choices consumers make using three different labelling schemes and how accurate they are in making the healthier choice.
- Compare overall preferences for each labelling scheme.
- Measure the perceived ease of use of each labelling scheme.

## Methodology

An online national survey<sup>1</sup> was conducted in July 2008 with 600 Australian consumers, taking on average 15-20 minutes to complete. In addition, some in-depth telephone interviews were conducted with consumers to gain further insights.

Four matched samples of Australian consumers completed the survey with data weighted by experiment, gender, age and household income to reflect main grocery buyers and the Australian population.

Respondents were asked to select the healthier of two products (see Product Selection) in each of 10 different food categories. Each respondent saw the same products, but the labelling scheme differed for each group as shown in the chart below:



<sup>1</sup> Research Now, online panel specialists conducted this study. Research Now hold extensive information on their panelists, and members can be screened on all demographic characteristics including responsibility for weekly grocery shopping. Respondents to this survey were heavily scrutinised and monitored in order to achieve identical matched samples. In terms of quality control, all panels are multi-sourced, used for research only, carefully managed and frequently refreshed.

Labelling schemes tested were: % DI<sup>2</sup>, TLG<sup>3</sup> and HFT<sup>4</sup>. In addition, a fourth group reviewed products displaying both % DI and HFT to reflect the real life situation for a range of products on Australian supermarket shelves. Participants were given the following explanations of the labelling schemes (see chart below).

The conditions under which the TLG model could be introduced into the Australian market have yet to be described. So, for the purposes of testing, the model and underpinning criteria used were based on the UK model using a per 100g basis<sup>2</sup>.

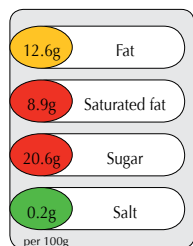
The potential bias of nutrient content claims and other schemes or symbols on packaging was controlled for by using exactly the same food packaging across all experimental groups.

Respondents were only shown the front of the packaging without exposure to the nutrition information panels (NIPs).

**Percentage Daily Intake:** The Daily Intake Guide is a food labelling scheme that shows the amount of energy, protein, fat, saturated fat, carbohydrate, sugars, and sodium **per serve** and the percentage of daily intake these represent. So, if a Daily Intake Guide displays the saturated fat content as 5% DI and you were to have one serving of that product, you will have consumed 5% of your recommended daily intake of saturated fat. Daily Intakes are based on that of an average adult.



**Traffic Light Guide:** This is a food labelling system that shows consumers the levels of sugars, fat, saturated fat, and salt **per 100g or 100ml**. Red light means high levels, amber light means medium levels, green light means low levels of that nutrient. The levels of nutrients needed to score a high, medium or low traffic light are the same across all types of food categories.



**Heart Foundation Tick:** The Heart Foundation Tick on packaging simply means that the product is healthier than one without the Tick. It means that the product has met strict nutrition and labelling standards for things like saturated fat, trans fat, salt, kilojoules, serve size, fibre or vegetables and is independently tested on a random basis to ensure ongoing compliance with Heart Foundation standards.



<sup>2</sup> Australian Food and Grocery Council. Daily intake guide labelling scheme. October 2007.

<sup>3</sup> Food Standards Agency. Front of pack nutritional signpost labelling technical guidance. Issue 1, January 2007 p4.

<sup>4</sup> Heart Foundation. Guidelines for Tick approval. June 2008.

## Product selection

The methodology forced consumers to identify which of two real life products was healthier.

Each of the products in each category was chosen because of its ability to meet the following criteria:









- Product A = “more healthy”
- Product B = “less healthy”

This enabled the researcher to determine which FOPL scheme is more effective in influencing a healthier product choice. Products were rotated on the screen so that product A and B were presented differently for each category and each experiment.

Products were assessed for “healthiness” according to the NIP (Nutrition Information Panel) and levels of nutrients that are a priority for the Australian population (saturated fat, sodium, fibre, etc). Heart Foundation Tick category specific criteria, which has been used as a benchmark by food industry for almost 20 years, were also considered in defining the product as “more healthy” or “less healthy”.

In selecting real life products for the study, the degree of nutritional difference between product A and product B was balanced to require the respondent to use the labelling scheme to make a choice. The margarine category was deleted after testing because the products were found to be too nutritionally similar for there to be a definitive right or wrong answer.

## Food categories and real life product examples








Food category	Healthier	Less healthy
Canned beans		
Luncheon meat		
Pasta (processed)		
Canned tuna		

## Food categories and real life product examples (cont.)

Food category	Healthier	Less healthy
Liquid stock		
Cheese		
Frozen oven baked chips		
Biscuits (sweet)		
Bread		
Margarine		

## Example of the study design

In the table below, processed pasta is used as the example of how the same products with each of the front of pack schemes are presented.

	Pasta (Processed)	Pasta (Processed)
<p><b>Experiment 1:</b> TLG Both products have TLG on the label</p>		
<p><b>Experiment 2:</b> %DI Both products have %DI on the label</p>		
<p><b>Experiment 3:</b> HFT One product has the HFT on the label, the other does not</p>		
<p><b>Experiment 4:</b> HFT and %DI Both products have the %DI on the label PLUS one product has the HFT</p>		

## Consumer Preference for Labelling Scheme

In this part of the study, respondents were asked to identify which of two labelling schemes on the same product was perceived to be most helpful in choosing a healthier product.

Labelling schemes were paired for comparison as follows;

- %DI vs. HFT
- TLG vs. HFT
- TLG vs. %DI
- TLG vs. HFT+ %DI

The example below shows how the pair wise comparison between %DI vs. TLG is presented.

Please indicate which labelling system would be more helpful to you if you were trying to select a healthier product:

Please select one answer.





How easy was it to decide which label was more helpful?

Please select one answer.

- Difficult choice
- Moderate choice
- Easy choice



## Results and key findings

### Overall

*No clear winners or losers in food labels:*

- Traffic Light Guide, %Daily Intake and Heart Foundation Tick were equally effective in assisting consumers to accurately choose the healthier food - **no one scheme worked equally well for all types of foods**. No significant difference was identified (See Table 1).
- Although perceived as useful, TLG did not lead consumers to accurately make the healthier choice across all categories.
- The different labelling schemes worked equally effectively across all socio-economic groups (See Table 2).





### Healthier choices by FOPL scheme

The results (Table 1 below) show how each labelling scheme performed in relation to accuracy of selecting the healthier food choice.

- Results varied widely across categories.
- All schemes worked equally well for processed pasta and canned tuna categories.
- More respondents correctly identified the healthier product using the TLG in the liquid stock category (statistically significant).
- More respondents correctly identified the healthier product using the HFT in the baked beans and bread categories (statistically significant).
- Fewer respondents correctly identified the healthier product using the HFT in the frozen chips and sweet biscuits categories (statistically significant).
- More respondents correctly identified the healthier product using the TLG and HFT + %DI than HFT alone for luncheon meat\* and cheese\* categories (statistically significant).

**TLG, %DI and HFT were equally effective in assisting consumers to accurately choose the healthier food - no one scheme worked equally well for all types of foods.**

Table 1

				
<b>Total number (healthier choices / 1000)</b>	<b>754</b>	<b>747</b>	<b>717</b>	<b>701</b>
Category	% healthier choices made			
Canned beans	27	59	78 #	58
Luncheon meat	89 *	78	65 *	81 *
Pasta (processed)	83	76	81	86
Canned tuna	93	84	90	89
Liquid stock	89 #	69	59	71
Cheese	87 *	80	73 *	86 *
Frozen oven bake chips	95	90	70 #	89
Biscuits (sweet)	73	66	44 #	80
Bread	43	70	85 #	61

Statistically significant differences (at the 95% level of confidence,  $p < 0.05$ ) within each category (eg. tinned beans) are denoted by arrows.

- # (hash) indicates that the difference is significantly higher or lower than **all other schemes within that category**.
- \* (asterisk) indicates that the difference is significantly higher or lower than other **schemes within that category with other asterisks**.

### Perceived usefulness of FOPL schemes

- TLG was perceived by consumers to be the most helpful in selecting the healthier food choice (44% TLG vs. 32% for %DI and 24% for HFT).
- While 48% of the total sample (281 people) chose the combination of HFT AND %DI, it is not appropriate to compare it to the other schemes who were all featured in two pair-wise comparisons. HFT plus %DI fared the best of all the schemes when up against TLG.
- Despite the perceived helpfulness of TLG, a number of respondents failed to select the correct healthier choice using this scheme in two core food categories – bread and canned beans (as shown in table 1).

## Effect of socio-economic status

- **There was no statistically significant difference in effectiveness of the different FOPL schemes across annual household income. Refer to table 2.**
- For example, 51% of those earning up to \$25K from the entire sample (all experiments) chose the correct canned beans choice. The 769 figure is the total number of accurate healthy choices per thousand that the up to \$25K income bracket achieved. So, those respondents earning up to \$25K had the highest 'accuracy' of all of the income levels (but not significantly) at 769 correct choices per thousand - or 77%.
- Note: these people only represent 8% of the total sample according to our weighted data

**Table 2\***

	Annual household income			
	Up to\$25K	\$25 - 50K	\$50 - 100K	\$100K+
<b>Total number (healthier choices / 000)</b>	<b>769</b>	<b>750</b>	<b>744</b>	<b>753</b>
<b>Category</b>	% healthier choices made			
Canned beans	51	55	57	54
Luncheon meat	82	76	79	77
Pasta (processed)	80	84	81	81
Canned tuna	85	93	88	90
Liquid stock	81	76	67	77
Cheese	84	82	81	82
Frozen oven bake chips	90	85	87	84
Biscuits (sweet)	78	64	66	64
Bread	62	61	65	70

\*No significant difference observed across all income brackets

## Anomalies Raised by the Research

### Balance of nutrients

- Focusing on only negative nutrients such as saturated fat and sodium while not acknowledging the good nutrients in a food may skew the product choice.
- It is important that a **balance of nutrients** be considered when setting criteria for a scheme given that different foods have different nutrient composition profiles.

### Example 1

Product A



5g	Fat
0.6g	Saturated fat
1.9g	Sugar
1g	Salt
per 100g	

Product B



2.5g	Fat
<1g	Saturated fat
2.5g	Sugar
1.1g	Salt
per 100g	

In the bread category using the TLG scheme, Product B (Mighty Soft) appears to be the healthier product with three green lights compared to Product A's (Bürger) two green lights.

However, the Bürger bread is the healthier choice as it contains more than twice the fibre (7.7g per 100g) of the Mighty Soft brand (3g per 100g) – a key nutrient consumers should consider when selecting bread. The amber light for fat on the Bürger bread also fails to recognise the healthier oils from seeds and grains.

Example 2

Product A



0.5g	Fat
0.1g	Saturated fat
5.4g	Sugar
0.6g	Salt
per 100g	

Product B



0.5g	Fat
0.1g	Saturated fat
4.5g	Sugar
0.9g	Salt
per 100g	

In the canned beans category, using the TLG scheme, Product B (Heinz) appears to be the healthier product with three green lights compared to Product A's (SPC salt reduced) two green lights.

However, The SPC product has less salt (0.6g per 100g) than the Heinz product (0.9g per 100g), but as the sugar is slightly higher in SPC (5.4g per 100g) than Heinz (4.5g per 100g) an amber light for sugar is triggered. The difference is <1 g sugar per 100g between the two choices.

**When considering the criteria underpinning any scheme, the width (or range) of cut off points for the lights (eg green, amber, red) is critical to ensure that they do not lead to the selection of the less healthy choice.**

## Recommendations

The conclusion from this research is that no single labelling scheme under consideration is the solution to the complex challenge of helping Australians make healthier food choices. Each has merits and limitations. The best labelling scheme for Australians is not one they prefer but one that drives them consistently to make healthier choices.

There is no doubt that having nutrition information on the front of pack makes nutrition top-of-mind. It must therefore help those trying to do the right thing and make a healthier choice.

A truly effective labelling scheme must work across the vast majority of food categories and all demographics. Given that over one third of the average food budget is now spent eating out<sup>5</sup>, a labelling scheme that also addresses the eating out sector is essential. This sector cannot be ignored when potential labelling solutions are being investigated to help combat the obesity problem in Australia.

The Heart Foundation believes that a collaborative approach between Government, the food industry (retailers and foodservice providers), health professionals and Non-Government Organisations is needed to share research and agree the details of an effective labelling scheme. **It is essential that all key stakeholders that will be affected by a FOPL scheme are to be included in its development.**

Whatever decision is made about FOPL in Australia, the Heart Foundation is committed to ensuring it supports the most fundamental strategy of improving the nutrition profile of the foods Australians eat most often. A label must do more than simply tell people if a food is good or bad. **A labelling scheme must encourage the food industry to improve foods as well as guide people to genuinely healthier food and drink choices.**

## References

1. Australian Market & Social Research Society. Research news. Is online up to scratch. October, 2008.
2. Australian Food and Grocery Council. Daily intake guide labelling scheme. October 2007.
3. Food Standards Agency. Front of pack nutritional signpost labelling technical guidance. Issue 1, January 2007 p4.
4. Heart Foundation. Guidelines for Tick approval. June 2008.
5. BIS Shrapnel. Fast food in Australia, 6th edition, 2006-2008. Food and Beverages. March 2006.

## Appendices

### CHEESE

#### Product A

Mainland Light Tasty Cheese (250g)		
Serve per pack: 10 Serve size: 25g	Avg Qty Per serving	Avg Qty Per 100g
Energy	338 kJ	1350
Protein	6.8g	27.3g
Fat, total	6.0g	24.0g
- saturated	4.2g	16.9g
Carbohydrate	Less than 1 g	Less than 1 g
- sugars	Less than 1 g	Less than 1 g
Sodium	128mg	511mg
Calcium	200mg (25%RDI)	800mg

\*RDI = recommended dietary intake

### CANNED BEANS

#### Product A

SPC Baked beans, salt reduced (220g)		
Serve per can: 1 Serve size: 220g	Avg Qty Per serving	Avg Qty Per 100g
Energy	867 kJ	394kJ
Protein	10.1g	4.6g
Fat, total	1.1g	0.5g
- saturated	0.2g	0.1g
Carbohydrate	38.9g	17.7g
- sugars	11.9g	5.4g
Dietary fibre	9.2g	4.2g
Sodium	550mg	250mg

### LUNCHEON MEAT

#### Product A

DON shaved lite leg ham (100g)		
Serve per pack: 10 Serve size: 25g	Avg Qty Per serving	Avg Qty Per 100g
Energy	108kJ	431kJ
Protein	4.2g	16.8g
Fat, total	Less than 1g	3.0g
- saturated	Less than 1g	1.1g
Carbohydrate	Less than 1g	2.0g
- sugars	Less than 1g	Less than 1g
Sodium	188mg	750mg

#### Product B

Mainland Tasty Cheese (250g)		
Serve per pack: 10 Serve size: 25g	Avg Qty Per serving	Avg Qty Per 100g
Energy	440 kJ	1760kJ
Protein	5.8g	23.2g
Fat, total	9.2g	36.8g
- saturated	6.5g	25.9g
Carbohydrate	Less than 1g	Less than 1g
- sugars	Less than 1g	Less than 1g
Sodium	167mg	668mg
Calcium	184mg (23%RDI)	736mg

\*RDI = recommended dietary intake

#### Product B

Heinz Baked beanz (220g)		
Serve per pack: 1 Serve size: 220g	Avg Qty Per serving	Avg Qty Per 100g
Energy	825 kJ	375kJ
Protein	10.7g	4.9g
Fat, total	1.1g	0.5g
- saturated	0.2g	0.1g
Carbohydrate	29.9g	13.6g
- sugars	9.8g	4.5g
Dietary fibre	11.6g	5.3g
Sodium	800mg	365mg
Potassium	590mg	270mg
Iron	2.8mg (23%RDI)	1.3mg
Folate	58mcg (29%RDI)	26mcg
Lycopene	3.4mg	1.6mg

\*RDI = recommended dietary intake

#### Product B

You'll love Coles 97% fat free sliced baked honey leg ham (2x50g)		
Serve per pack: 2 Serve size: 50g	Avg Qty Per serving	Avg Qty Per 100g
Energy	200kJ	400kJ
Protein	8.5g	17.0g
Fat, total	1.5g	3.0g
- saturated	Less than 1g	1.0g
Carbohydrate	Less than 1g	1.8g
- sugars	Less than 1g	1.8g
Sodium	505mg	1010mg

## Appendices

### PROCESSED PASTA

#### Product A

Continental Wholegrain creamy carbonara pasta and sauce (110g)			
Serve per package: 4 Serve size: 29g (dry content) makes 140g (1/2 cup) as consumed*	Avg Qty Per serving	Avg Qty Per 100g	Avg Qty Per serving*
Energy	483kj	1666kj	617kj
Protein	3.5g	12.1g	6.2g
Fat, total	2.7g	9.3g	4.5g
- saturated	1.0g	3.5g	2.0g
- trans	<0.1g	<0.1g	0.1g
-polyunsaturated	0.8g	2.7g	1.1g
-monounsaturated	0.9g	3.1g	1.3g
Carbohydrate	18.4g	63.5g	21.0g
- sugars	2.5g	8.6g	5.1g
Dietary fibre	2.2g	7.5g	2.2g
Sodium	260mg	900mg	290mg
Potassium	170mg	590mg	250mg

\*prepared as directed using 170ml reduced fat milk (1.4g fat per 100ml milk), 440ml water and 4.5g salt reduced polyunsaturated table spread (70g fat per 100g spread)

#### Product B

San Remo la Pasta Carbonara pasta and sauce (120g)			
Serve per package: 4 Serve size: 30g (dry content) makes 105g as consumed*	Avg Qty Per serving	Avg Qty Per 100g	Avg Qty Per serving*
Energy	374 kJ	1500kj	546kj
Protein	4.0g	13.3g	5.1g
Fat, total	1.5g	5.1g	2.8g
- saturated	0.8g	2.6g	1.4g
Carbohydrate	19.1g	63.7g	20.9g
- sugars	2.3g	7.8g	4.1g
Sodium	447mg	1490mg	469mg

\*when prepared according to directions using 125ml low fat milk, 4.5g butter and 310ml water



## Appendices

### CANNED TUNA

#### Product A

John West Tuna olive oil blend (185g)		
Serve per pack: 2 Serve size: 64g	Avg Qty Per serving	Avg Qty Per 100g
Energy	568 kJ	887kJ
Protein	15.6g	24.4g
Fat, total	7.9g	12.3g
- saturated	1.2g	1.9g
-trans	<0.1g	<0.1g
-polyunsaturated	2.7g	4.2g
- omega3	127mg	198mg
- ALA	25mg	39mg
- EPA	10mg	16mg
- DHA	92mg	143mg
-monounsaturated	3.9g	6.1g
Carbohydrate	<1.0g	<1.0g
- sugars	<1.0g	<1.0g
Sodium	205mg	320mg

### LIQUID STOCK

#### Product A

Continental Simply Stock chicken salt reduced (1 litre)		
Serve per pack: 4 Serve size: 250ml	Avg Qty Per serving	Avg Qty Per 100ml
Energy	58kJ	23kJ
Protein	0.5g	0.2g
Fat, total	0.3g	0.1g
- saturated	<0.1g	<0.1g
Carbohydrate	2.5g	1.0g
- sugars	1.5g	0.6g
Sodium	525mg*	210mg
Potassium	15mg	5mg

\*45%less sodium than our regular chicken stock

#### Product B

Sole Mare Tuna in Olive oil chunk style (185g)		
Serve per pack: 2 Serve size: 70g	Avg Qty Per serving	Avg Qty Per 100g
Energy	517kJ	738kJ
Protein	16g	23g
Fat, total	11g	15.7g
- saturated	1.8g	2.6g
-trans	<0.1g	<0.1g
-polyunsaturated	1.0g	1.4g
- omega3 (DHA & EPA)	75.6mg	108mg
-monounsaturated	8.3g	11.8g
Carbohydrate	0g	0g
- sugars	0g	0g
Sodium	380mg	540mg

#### Product B

Campbell's Real Stock chicken (1 litre)		
Serve per pack: 4 Serve size: 250ml	Avg Qty Per serving	Avg Qty Per 100ml
Energy	124kJ	50kJ
Protein	3.8g	1.5g
Fat, total	0.2g	0.1g
- saturated	Less than 0.2g	Less than 0.1g
Carbohydrate	3.0g	1.2g
- sugars	3.0g	1.2g
Sodium	1300mg	521mg

## Appendices

### BREAD

#### Product A

Bürgen Oatbran & Honey		
Serve per pack: 8.5 Serve size: 83g (2 slices)	Avg Qty Per serving	Avg Qty Per 100g
Energy	773kJ	932kJ
Protein	10.0g	12.0g
Fat, total	4.2g	5.0g
- saturated	0.5g	0.6g
-trans	<0.1g	<0.1g
-polyunsaturated	1.7g	2.1g
-monounsaturated	1.9g	2.3g
Cholesterol	NIL	NIL
Carbohydrate	23.5g	28.3g
- sugars	1.6g	1.9g
Dietary fibre, total	6.4g	7.7g
-soluble	2.2g	2.7g
-beta-glucan	0.79g	0.96g
-insoluble	4.2g	5.0g
Sodium	325mg	392mg
Potassium	171mg	206mg
Folate	166mcg (83%RDI*)	200mcg

\*Recommended dietary intake

### MARGARINE

#### Product A

Flora salt reduced(1kg)		
Serve per pack: 100 Serve size: 10g	Avg Qty Per serving	Avg Qty Per 100g
Energy	260kJ	2600kJ
Protein	<1g	<1g
Fat, total	7g	70g
- saturated	1.8g max	18g max
-trans**	0.06g max	0.63g max
-polyunsaturated	3g min	30g min
Omega-3 (ALA)	200mg min	2 g min
Omega-6	2.8g min	28g min
-monounsaturated	1.7g min	17g min
Cholesterol	<0.3mg	<3mg
Carbohydrate	<1g	<1g
- sugars	<1g	<1g
Sodium	36mg	360mg
Potassium	2mg	20mg
Vitamin D	1mcg (10% RDI*)	10mcg
Vitamin E	1.6mg (16%RDI*)	16mg

\*\* Virtually free of trans fatty acids; \* Recommended dietary intake

#### Product B

Mighty Soft White sandwich		
Serve per pack: 11 (20 slices & 2 crusts) Serve size: 59g (2 slices)	Avg Qty Per serving	Avg Qty Per 100g
Energy	600 kJ	1020kJ
Protein	4.7g	8.0g
Fat, total	1.5g	2.5g
- saturated	Less than 1 g	Less than 1g
Carbohydrate	26.6g	45.1g
- sugars	1.5g	2.6g
Dietary fibre	1.8g	3.0g
Sodium	265mg	450mg

#### Product B

Home brand Canola margarine spread (500g)		
Serve per pack: 100 Serve size: 5g (approx 1 tsp)	Avg Qty Per serving	Avg Qty Per 100g
Energy	120kJ	2400kJ
Protein	Less than 1g	Less than 1g
Fat, total	3.3g	65.0g
- saturated	Less than 1g	15.9g
- trans	Less than 0.1g	Less than 1g
- polyunsaturated	Less than 1g	15.9g
- monounsaturated	1.6g	32.8g
Cholesterol	Less than 1mg	Less than 1mg
Carbohydrate	Less than 1g	Less than 1g
- sugars	Less than 1g	Less than 1g
Sodium	20mg	393mg

## Appendices

### FROZEN OVEN BAKED CHIPS

#### Product A

Birds Eye Oven Bake Chips Homestyle (1kg)		
Serve per pack: 10 Serve size: 100g	Avg Qty Per serving	Avg Qty Per 100g
Energy	567kj	567kj
Protein	3.2g	3.2g
Fat, total	3.4g	3.4g
- saturated	0.3g	0.3g
- trans	< 0.1g	< 0.1g
- polyunsaturated	0.9g	0.9g
- monounsaturated	2.2g	2.2g
Cholesterol	<1mg	<1mg
Carbohydrate	21.9g	21.9g
- sugars	< 1g	< 1g
Sodium	13mg	13mg

### SWEET BISCUITS

#### Product A

Paradise Malt (200g)		
Serve per pack: 12 Serve size: 16.7g (2 biscuits)	Avg Qty Per serving	Avg Qty Per 100g
Energy	309kj	1850kj
Protein	1.1g	6.6g
Fat, total	2.1g	12.8g
- saturated	1.1g	6.7g
Carbohydrate	12.0g	71.7g
- sugars	3.6g	21.3g
Dietary fibre	1.0g	5.9g
Sodium	38mg	225mg

#### Product B

McCain Beer Batter Fish Shop Chips Crunchy Potato Chips (750g)		
Serve per pack: 6 Serve size: 125g	Avg Qty Per serving	Avg Qty Per 100g
Energy	775kj	620kj
Protein	3.1g	2.5g
Fat, total	8.0g	6.4g
- saturated (max)	0.6g	0.5g
- trans (max )	Less than 0.1g	Less than 0.1g
- polyunsaturated (min)	2.4g	1.9g
- monounsaturated (min)	5.0g	4.0g
Cholesterol	Less than 3mg	Less than 3mg
Carbohydrate	29.4g	23.5g
- sugars	Less than 1.0g	Less than 1.0 g
Sodium	385mg	308mg

#### Product B

Arnott's Malt'O'Milk (250g)		
Serve per pack: 7 Serve size: 35g	Avg Qty Per serving	Avg Qty Per 100g
Energy	670kj	1900kj
Protein	2.3g	6.5g
Fat, total	4.6g	13.1g
- saturated	2.1g	6.1g
Carbohydrate	26.4g	75.4
- sugars	9.2g	26.3g
Dietary fibre	0.8g	2.4g
Sodium	88mg	250mg

For more information contact:

Susan Anderson  
National Director - Healthy Weight

Heart Foundation, Level 12, 500 Collins Street, Melbourne VIC 3000  
[Susan.anderson@heartfoundation.org.au](mailto:Susan.anderson@heartfoundation.org.au)

**Telephone: 03 9321 1595**

For copies of this report go to [www.heartfoundation.org.au](http://www.heartfoundation.org.au)