

PRINCIPLES FOR INTRODUCING POINT-OF-SALE NUTRITION INFORMATION AT STANDARD FOOD OUTLETS.

The following set of principles is to provide general direction to assist jurisdictions who may wish to introduce Point-of Sale (POS) nutrition information at standard food outlets to do so in a consistent manner.

Any change to the existing approach in a jurisdiction for POS nutrition information should:

- 1. Recognise that any change should contribute to improving public health outcomes.**
- 2. Be consistent with the nationally agreed approach outlined below:**

Any jurisdiction that chooses to introduce POS nutrition information at standard food outlets should:

 - i. Use the guideline definitions and explanation of terms agreed by the ANZFRMC (see Attachment A)
 - ii. Require the disclosure of energy content at POS by placing the average kilojoule (kJ) content of each standard food item on each menu:
 - a. adjacent to the name of the standard food item, and
 - b. in text at least at the same size as the price for each item (or at least the same size as the food name if there is no price listed).
 - iii. Require that where standard food items have a range of portion sizes available (e.g. large, medium or small) there needs to be a statement of the energy content (kJ content) for each portion size.
 - iv. Require that a statement advising of the average daily kJ intake for adults (8,700 kJ) be placed prominently on the menu so that consumers have a point of reference to make informed choices.

Provide at least a 12 month transition/ compliance period for industry.

- 3. Be supported by a communication strategy that engages and informs appropriate stakeholders.**
- 4. Include an evaluation strategy to assess the impacts of any POS approach introduced.**
- 5. Not preclude jurisdictions from expanding POS nutrition information at a later date to also include disclosure of other information such as sugar, sodium and fat content.**

Attachment A: DRAFT GUIDELINE DEFINITIONS

Explanatory Note:

These guideline definitions and explanation of terms have been developed with the intent of being used to inform the drafting of legislation by any jurisdiction planning to introduce a Point-of-Sale nutrition information display initiative and to enable a nationally consistent approach to be taken.

Suggested Definition	Explanation of Terms
<p>Menu: A list of food items, in printed or electronic form (including internet menus), that lists or otherwise shows one or more items of food, and that: (a) is on a board, poster, leaflet, food tag or the like at the premises from which the item or items of food in the menu are sold, or (b) is distributed or available outside of the premises (including drive-through facilities) from which the item or items of food in the menu are sold.</p> <p>Where a supermarket is a standard food outlet, advertising material (e.g. catalogues) are not considered to be a menu in this context.</p>	<p>To ensure that all prescribed forms of menu are included in the nutrition information display requirements. This initiative aims to provide nutrition information to consumers at the time that they make decisions about their food purchase. Menu has been defined broadly so that this information is available at various points of purchase, including if purchased via the internet or at drive-through facilities, as well as in-store; however, does not mean to capture unintended advertising material that is not a “menu”. Food tags have also been included as not all outlets have menus or menu boards and purchase decisions are made on the basis of information provided on tags displayed with the food.</p>
<p>Ready-to-eat Food: Food that is in a state in which it is ordinarily consumed, but does not include nuts in the shell or raw fruit or vegetables that are intended to be hulled, peeled or washed by the consumer.</p>	<p>To clarify the targeted food items of the nutrition information initiative – that is traditional ‘quick service’ standard food items that are offered for sale ready-to-eat direct to the consumer., e.g. burgers, hot chips, donuts, bakery products, hot chicken, ice cream, juices and pizzas. Exemptions are provided to limit application to target foods.</p>

Suggested Definition	Explanation of Terms
<p>Pre-packaged Food: A food which arrives at the premises from which it is sold in a container or wrapper in or by which the food is wholly encased, enclosed, contained or packaged (whether or not the food is also in an outer container or wrapper that encases, encloses, contains or packages multiple units of the food), and is not removed from its container or wrapper (other than any such outer container or wrapper) before its sale at those premises.</p>	<p>To clarify that the standard food outlet must carry out at least some of the preparation of the food for sale at the premises where the food is offered for sale. Further, as the initiative intends to provide nutrition information at the time when purchasing decisions are being made, it is not necessary to include those foods that already carry a nutrition information panel that can be read before the purchase decision is made. These foods are defined as pre-packaged and are exempted from the requirements under ‘Standard Food Item’ below.</p>
<p>Standard Food Outlet: A food business at which Standard Food Items are sold if: (a) the food business sells Standard Food Items at other premises or while operating in a chain of food businesses that sell standard food items, and (b) at least one of the Standard Food Items that are sold at the premises has been standardised for portion and content so as to be substantially the same as standard food items of that type sold at those other premises or by the other food businesses in the chain.</p> <p>A food business is operating in a chain of food businesses that sell Standard Food Items if: (a) it is operating as one of a group of food businesses that sell standard food items under franchise arrangements with a parent business or under common ownership or control, or (b) it sells standard food items under the same trading name as a group of other food businesses that sell Standard Food Items.</p>	<p>To clarify which type of food businesses are targeted in the scheme. The definition is intended to ensure that only those businesses selling standard food items (as defined below) that operate as a chain or franchise arrangement are captured.</p>

Suggested Definition	Explanation of Terms
<p>Standard Food Item: An item of ready-to-eat food for sale at Standard Food Outlets in servings that are standardised for portion and content and that:</p> <ul style="list-style-type: none"> (a) is sold at more than one location, and (b) is listed or otherwise shown on a menu, or (c) is displayed for sale with a price tag or label or an identifying tag or label, and includes any item of ready-to-eat food. <p>If a number of Standard Food Items are shown or displayed for sale as a combination, the combination is to be treated as a single Standard Food Item.</p> <p>If an item of food is shown or displayed for sale in different standard sizes or portions (for example, small, medium or large), each standard size or portion of the item of food is to be treated as a separate Standard Food Item.</p> <p>Pre-packaged foods are not considered to be Standard Food Items.</p> <p>Where a supermarket is a standard food outlet, those food items that are accessible to the consumer and bear a nutrition information panel are exempt from point-of-sale nutrition information requirements.</p>	<p>To provide clarity as to what constitutes a standard food item for sale from a standard food outlet.</p> <p>The foods targeted by the initiative are those that are substantially the same when purchased at multiple sites of a food business. To clarify this, the definition refers to foods that are standardised for portion and content.</p> <p>Where foods are sold as combination meals the intention is to provide consumers with nutrition information that relates to the meal as a whole. This will assist consumer understanding and obviate the need to make a calculation based on the components of the meal.</p> <p>To enable consumers to easily identify the impact of purchasing different sizes of the same food or meal, the nutrition information is to be displayed for each size or portion.</p> <p>Pre-packaged foods are not standard food items, as the standard food outlet has not carried out any of the preparation on site at the premises where the food is sold.</p>
<p>Nutrition Information: Information regarding the nutritional composition of the Standard Food Item that is not limited to sugar, fat, salt and energy content. Nutrition information must be displayed in the same font, and at least the same font size, as the price displayed for the Standard Food Item concerned or, if no price is displayed, the same size as the name displayed for the Standard Food Item.</p>	<p>To provide context in which this initiative operates and clarity regarding the nature and form of nutritional information to be displayed.</p>

Suggested Definition	Explanation of Terms
<p>Energy Content: The average kilojoule (kJ) content of the Standard Food Item. The method of determining the average energy content of each Standard Food Item should be in accordance with Standard 1.2.8 of the Food Standards Code, making necessary adjustments to ensure that the calculation is done in relation to the whole of the food item rather than per 100g. The energy content on display should be rounded to the nearest 10kJ.</p>	<p>To ensure consistency in how kilojoule (kJ) is expressed and how it is measured.</p>
<p>Voluntary Display: Food Outlets that choose to voluntarily display nutrition information must comply with any legislated requirements for Standard Food Outlets (in relation to the display of nutrition information) within that jurisdiction.</p>	<p>To ensure food outlets that are not captured by the initiative but choose to provide nutrition information voluntarily, do so in a consistent manner to ensure ease of understanding by consumers and providing equity across food businesses and preventing a proliferation of different systems.</p>