

AUSTRALIA AND NEW ZEALAND FOOD REGULATION MINISTERIAL COUNCIL

(Endorsed by Ministerial Council on 23 October 2009)

Front of Pack Labelling Policy Statement

Australia and New Zealand's health strategies stress the importance of a preventive population-based approach to promoting health and reducing the prevalence of diet related chronic disease.

In addition to individual behavioural approaches, the strategies recommend changing the environment to make healthier choices easier choices for people and addressing the needs of diverse population groups.

FOPL provides nutrition information to consumers on the front of packaged foods. FOPL is not a stand-alone strategy but can fit within the context of broader health strategies.

There are indications that FOPL can contribute to consumer understanding of the nutritional content of foods and make it easier for consumers to make healthy choices. FOPL can additionally be used as a marketing incentive to drive the market towards the development of healthier products.

A FOPL scheme is a scheme that can guide consumer choice towards healthier food options and aims to:

Guide consumer choice by:

1. Enabling direct comparison between individual foods that, within the overall diet, may contribute to the risk factors of various diet related chronic diseases.
2. Being readily understandable and meaningful across socio-economic groups, culturally and linguistically diverse groups and low literacy/low numeracy groups.
3. Increasing awareness of foods that, within the overall diet, may contribute positively or negatively to the risk factors of diet related chronic diseases.

Be consistent with other health strategies and guidelines by:

4. Supporting and being consistent with the objectives of programs and strategies designed to reduce the risk of diet related chronic diseases.
5. Guiding consumers to the selection of foods consistent with the Australia and New Zealand dietary guidelines
6. Supporting and being consistent with the Australia and New Zealand dietary guidelines and Nutrient Reference Values

Affect the environment in which consumers make choices by:

7. Contributing to the creation of a supportive environment that can guide consumer choice towards healthier foods within the overall diet.
8. Providing incentive for improvements to the healthiness of the food supply