

Label Reading

Understanding how to read nutrition information will help you identify healthy choices that are:

- Lower in Energy (kJ)
- Lower in Saturated & Trans Fat
- Lower in Sugar
- Lower in Sodium (salt)
- Higher in Dietary Fibre



This guide is most suitable for processed and packaged foods such as breakfast cereals and biscuits.

Nutritional Information Panel

To compare food products and select healthy choices use the criteria below:

NUTRITION INFORMATION		
Serving Size Per Package: 9		
Serving Size: 83.5g (2 Slices)		
	Quantity per Serve	Quantity per 100g
Energy	91.8 kJ	1100 kJ
Protein	6.1 g	7.3 g
Fat, Total	2.8 g	3.3 g
- Saturated	0.3 g	0.4 g
- Trans	<0.1 g	<0.1 g
- Polyunsaturated	1.5 g	1.8 g
- Monounsaturated	0.9 g	1.1 g
Carbohydrate Total	39.8 g	47.7 g
- Sugars	16.3 g	19.6 g
Dietary Fibre	6.6 g	7.9 g
Sodium	230 mg	275 mg

Energy

Aim for: less than 600kJ per serve for a food or drink consumed as a snack



Saturated Fat

Aim for: 2g / 100g or less

Exceptions:

Cooking oil (e.g. olive, canola, sunflower, rice bran), margarine, cheese, nuts and seeds.



Trans Fat

Aim for: 1g / 100g or less

Note: Trans fats may not be listed on the label.



Sugar

Aim for: 15g / 100g or less

Exception:

Aim for 20g / 100g or less for foods with fruit listed in the first three ingredients.



Sodium (Salt)

Aim for: 120mg / 100g or less

Exception:

400mg / 100g or less is acceptable for some products.

For bread and savoury crackers choose products with the lowest sodium.



Fibre

Aim for: 5g / 100g or more

Note: Choose foods with the highest dietary fibre.



Ingredients List

Ingredients are listed in order of most to least by weight.

If a source of fat, sugar or salt is listed in the first 3 ingredients, there may be a better choice available.

You may find fat, sugar and salt listed as:

Fat:

Beef tallow or beef fat, butter, cream, coconut oil, hydrogenated oil, margarine, milk solids, palm oil, vegetable oil, shortening, full cream milk powder, cocoa butter.

Sugar:

Concentrated fruit juice, corn syrup, dextrose, fructose, glucose, golden syrup, maltose, maltodextrin, sucrose, raw sugar, cane sugar, brown sugar, honey, agave nectar, blackstrap molasses, rice syrup, rice malt, barley malt.

Salt:

Baking powder, celery/garlic salt, glutamate, mineral salts, MSG, rock salt, sodium, sodium bicarbonate.

INGREDIENTS		NUTRITION INFORMATION	
SUGAR, FULL CREAM MILK POWDER, WHEAT FLOUR, COCOA BUTTER, VEGETABLE FAT (ANTIOXIDANT (309)), COCOA MASS, COCOA, EMULSIFIERS (SOYA LECITHIN, 475), YEAST RAISING AGENT (SODIUM BICARBONATE), SALT, FLAVOURS, GLUCOSE SYRUP (DERIVED FROM WHEAT OR CORN), MADE ON EQUIPMENT THAT ALSO PROCESSES PRODUCTS CONTAINING NUTS. CONTAINS 70% MILK CHOCOLATE AND 30% WAFER FINGERS.		SERVINGS PER PACKAGE: 1 AVG QTY PER SERVING: 1	SERVING SIZE: 45g AVG QTY PER 100g
ENERGY	980 kJ	2180 kJ	
PROTEIN	3.2 g	7.1 g	
FAT, TOTAL	12.1 g	26.9 g	
SATURATED	7.8 g	17.4 g	
CARBOHYDRATE	27.8 g	61.7 g	
SUGARS	22.7 g	50.5 g	
SODIUM	45 mg	100 mg	

Nutrition Symbols, Front of Label Packaging and % Daily Intake

These symbols should not be used in isolation.



Heart Foundation Tick

Products must meet nutrition criteria for each food category. There may be alternative choices that do not contain the tick but are appropriate. It does not take into account sugar or glycemic index (GI).



Low GI Certified

Products have been tested for glycemic index (GI). There may be suitable choices that do not have this symbol.



Health Star Rating

Star ratings are based on lower energy, saturated fat, sodium and sugar content and may also reflect higher dietary fibre, protein, fruit, vegetable, legume and nut content. There are different criteria for different food groups. The rating does not take into account sugar or glycemic index (GI). There may be better alternative food choices that don't display a rating.

Nutrition Claims: Making Sense of What They Mean

Health Claim	What This Means
Baked not fried	Does not mean lower in fat or energy, therefore check the label carefully
Cholesterol free	Only animal products contain cholesterol. May still be high in fat or energy
Diet	Product has been artificially sweetened
Lite or Light	May refer to texture, colour or taste - not necessarily energy (kJ)
Low fat	Must contain less than 3% fat
No Fat	Must contain less than 1% fat
Natural / Organic	May have the same amount of sugars, fats or energy as regular varieties
No added sugar	May still be high in energy (kJ) or glycaemic index (GI) May still contain natural sugars and increase blood glucose levels
Reduced fat / salt	Has less fat / salt than the "regular" variety, but may be above healthy choice criteria
Wholegrain	There is no definition or standard for labelling for percentage (%) of wholegrains