

Front-of-pack labelling update 14 June 2013

[Printable Version of Front of Pack Labelling update 14.6.2013 \(PDF 324 KB\)](#)

On 14 June 2013, the Legislative and Governance Forum on Food Regulation (the Forum) endorsed a Front-of-Pack Labelling (FoPL) system that, except for agreed exemptions, applies to all packaged, manufactured or processed foods presented ready for sale to the customer in the retail sector and includes:

- a star rating element and a nutrient information element;
 - the star rating being underpinned by a modified Nutrient Profiling Scoring Criterion (NPSC);
 - a star rating scale of ½ a star to 5 stars, with ½ star increments and a “slider” above the relevant star/half star with the corresponding number to highlight the star rating of the food;
 - the star rating being branded ‘Health Star Rating’;
 - nutrient information elements for saturated fat, sugars and sodium and one optional positive nutrient information element (e.g. calcium) relevant to the particular food; and
 - the option of including the word ‘high’ with the positive nutrient element and ‘low’ with saturated fat, sugars and sodium elements where applicable.
- an ‘energy’ icon, with the unit of measure in kilojoules; and
- an alternative FoPL approach for certain foods (e.g. smaller packages may display the energy icon with or without stars, integrated approaches for confectionery and beverages).

The Forum recognised that further work was required to finalise some of the details of the system and that this work would be undertaken over the next 12 months led by the existing FoPL Project Committee.

The Forum agreed that the FoPL system would be implemented by:

- a tripartite (government, industry and community – public health and consumer) FoPL Overview and Advisory Committee to oversight monitoring, evaluation, social marketing and education; and
- a voluntary industry led code of practice administered by a tripartite Code Administration Committee.

The Forum noted that the preferred implementation option in Australia is a voluntary system, subject to there being consistent and widespread uptake of FoPL. If following evaluation after two years, a voluntary implementation is found to be unsuccessful, a mandatory approach will be required. This would require FSANZ to develop a standard.

Industry roll out of the system once it is finalized will be supported by government funded social marketing and communication and education activities.

A communiqué from the meeting of the Forum is available at Legislative and Governance [Communiqués](#).

Next Steps

Over the next 12 months, government will continue to work with key stakeholders to finalise and implement the FoPL system. This will include finalising revisions to the modified NPSC and considering the treatment of dairy under the NPSC, consideration of exemptions and whether the full FoPL system can be used by confectionary and beverages, developing a style guide for application of the FoPL system, ensuring the FoPL system and the modified NPSC aligns with the Australian Dietary Guidelines and the Australian Guide to Healthy Eating and developing social marketing, communication and education material for consumers and industry.

It is expected that industry will start utilising the FoPL system in approximately 12 months, following the completion of this work and amendment of the Australian Food and Grocery Council's Code of Practice for Food Labelling and Promotion. Regular updates regarding progress of implementation will be provided via this website.

Proposed Front-of-Pack Label

