

# **HEALTH STAR RATING SYSTEM**

## ***STYLE GUIDE***

December 2017  
Version 5

Version	Location	Change	Date
3	Page IV	Inclusion of references to New Zealand involvement.	17 February 2015
	Page 9	Information about legislative requirements regarding rounding for individual values displayed with the energy and nutrient icons.	
	Multiple references	Confirmation that %Daily intake can be represented on the energy icon for multipacks, and per serve size.	
	Page 12-13	Provisions for confectionery to describe portion sizes.	
	Attachment D	Addition of Option 4B	
4	Page 12	<p>Inserted - For multipacks that display more than one NIP on the outer pack, the preferred display option for the HSR system is one HSR graphic to represent each NIP or product in the pack.</p> <p>Where companies choose to display only one HSR graphic, then an average HSR which represents the average nutrient content of all of the products within the outer pack (rather than an average of all HSRs) should be displayed. Alternatively, companies may choose to display the lowest HSR and indicate that the products within the multipack are either equivalent to the displayed HSR or higher. In either case the company should include a statement on how the HSR was derived (e.g. 'average of nutrient content of all varieties' or 'minimum star rating of varieties').</p>	10 June 2016
	Page 13	<p>Inserted: 3.9 Display of HSR Information Panels: Where companies choose to display an information panel providing detail on the HSR system on their product packages, any HSR graphic displayed should be a duplicate of the HSR graphic displayed on the front of the pack.</p> <p>Where an information panel is displayed and if space permits, companies are encouraged to display a HSR Quick Response (QR) Code that directs consumers to the HSR website when scanned. A QR Code is available for download on the HSR website.</p>	
	Various	References to standards within the Australia New Zealand Food Standards Code (FSC) may have been updated to reflect the revised FSC that came into effect on 1 March 2016.	

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## Legal Considerations and Disclaimer

Use of the Health Star Rating System does not negate any legal obligations imposed by the Australia New Zealand Food Standards Code (FSC) or other relevant legislation at the Commonwealth or state or territory level in Australia, or in New Zealand. Food companies should ensure they are fully aware of the labelling requirements of the FSC and other legislation and seek legal advice.

This Style Guide and its provisions are intended as a guide only, to provide industry best practice and consistency in utilising the Health Star Rating System and meeting the relevant requirements of the FSC.

The information in this Style Guide should not be relied upon as legal advice or used as a substitute for legal advice. Food companies need to apply their own skills and knowledge in determining compliance with the labelling requirements of the FSC. Food companies should consider obtaining independent legal advice, or undertaking appropriate training in labelling requirements.

Additional regulatory requirements relating to the Nutrition Information Panel (NIP) may be triggered, such as a requirement to display a NIP on, or in association with, the food product.

Food companies should specifically refer to *Standard 1.1.2 Definitions throughout the Code*, *Standard 1.2.1 Requirements to have labels or otherwise provide information*, *Standard 1.2.7 Nutrition, Health and Related Claims*, *Standard 1.2.8 Nutrition Information Requirements and Standard 1.3.2 Vitamins and Minerals* of the FSC. Other standards may also be relevant.

In using this Style Guide food companies acknowledge that neither the Commonwealth of Australia or the Government of New Zealand, its employees or agents are responsible for any action taken on the basis of information provided, or any errors or omissions, and expressly disclaim all liability in this regard, including any liability for any loss, injury or damage as a result of product being labelled according to this Style Guide.

Any brand representation in this Style Guide is for illustration purposes only.

## 1. OVERVIEW

The fundamental purpose of the Health Star Rating (HSR) System is:

‘To provide convenient, relevant and readily understood nutrition information and/or guidance on food packs to assist consumers to make informed food purchases and healthier eating choices.’<sup>1</sup>

*Standard 1.2.8 – Nutrition Information Requirements* of the Australia New Zealand Food Standards Code (FSC) already requires most packaged food to display a Nutrition Information Panel (NIP), which provides mandatory nutrition information on the average quantity per serve and per 100g (or 100mL), of energy, protein, total fat, saturated fat, carbohydrate, sugars and sodium. The NIP may also include information on additional nutrients or biologically active substances, as well as information relating to percentage daily intake (%DI) for energy, protein, fat, saturated fat, carbohydrate, sodium, sugars, and dietary fibre, and percentage RDIs (recommended dietary intakes) or percentage ESADDIs (estimated safe and adequate daily dietary intake) for the vitamins and minerals listed in the Schedule of the FSC.

The HSR system complements the NIP by providing interpretive information on the front of packaged food products. The HSR system is based on an algorithm that awards a star rating based on the quantity of specific food components within the product. These components are energy, saturated fat, total sugars, sodium, protein, dietary fibre, fruit vegetables nuts and legumes (FVNL) and for some products calcium. Information on the algorithm is provided in [Attachment A](#).

The HSR system has been optimised for application to packaged food products presented for retail sale through supermarkets and similar retail outlets.

A useful rule of thumb is that if the food product carries a NIP, the use of the HSR system should be considered. Further information about which products should and should not use the HSR system is provided at Sections 3, 5, 6 and 7.

The greatest amount of information can be provided to consumers by displaying the full (including optional elements) HSR system graphic. This comprises the Health Star Rating, energy icon, three (3) prescribed nutrient icons and the optional nutrient icon, together with the further optional interpretive terms ‘high’ and ‘low’ with respect of the nutrient icons, and the percentage daily intake (%DI) of energy (for the ‘per pack’ or ‘per [serve size]’<sup>2</sup> presentation) (Figure 1).

Elements of the HSR system graphic can be removed for individual products as described in this Style Guide. Food companies are encouraged to use as many elements of the HSR system graphic as possible consistent with the hierarchy of elements (Section 2).

This Style Guide provides guidance about overarching Principles of the HSR system and the presentation of the HSR system graphic on food packages.

**Figure 1: Health Star Rating System graphic<sup>3</sup>**



1 Front-of-Pack Labelling (FoPL) Project Committee: Objectives and principles for the development of a FoPL scheme. 2012.

2 See section 3.8 of this Style Guide for the acceptable serve size descriptors.

3 Sat Fat is the preferred term for use in the HSR system and is an acceptable abbreviation of Saturated Fat.

## 2. HIERARCHY OF HEALTH STAR RATING SYSTEM PRESENTATION

Some food products may not be able to display all the elements of the full HSR system graphic due to pack or label size or other considerations. In these cases there is a hierarchy of options for the elements to be displayed in the HSR system graphic.

1. Health Star Rating + energy icon + 3 prescribed nutrient icons + 1 optional nutrient icon.
2. Health Star Rating + energy icon + 3 prescribed nutrient icons.
3. Health Star Rating + energy icon.
4. Health Star Rating (e.g. when pack size does not accommodate more complete versions).
5. Energy icon (e.g. for small pack sizes and some confectionery and beverage products).

*Note: In some situations the additional, optional interpretive terms 'high' and 'low' may be used with respect of the nutrient icons. The percentage daily intake (%DI) of energy may be shown on the energy icon in the 'per pack' or 'per [serve size]' presentation. Information about the use of these additional interpretive components of the HSR system is at Section 3.5.2 and Figure 5.*

It is the responsibility of food companies to determine which presentation format is most suitable for their products, based on available pack size and label space.

Food companies are encouraged to use as many elements of the HSR system graphic as possible consistent with the above hierarchy.

## 3. PRINCIPLES OF USE AND ON PACK PRESENTATION OF THE HEALTH STAR RATING SYSTEM

The HSR system graphic comprises **three principle elements**:

1. **Health Star Rating** – an overall evaluation of the food product based on its nutrient profile (per 100g or 100mL), presented as a star rating graphic and numeric;
2. **Energy Declaration** – the average energy content of the food product on a per 100g or 100mL basis, or per pack when presented as a single portion intended for consumption in a single sitting, or per [reference portion] when presented as part of a multipack (refer to Section 3.6); and
3. **Nutrient content declarations** – individual icons indicating the average quantity of prescribed nutrients (saturated fat, sugars and sodium) per 100g or 100mL basis, or per pack when presented as a single portion or per [reference portion] when presented as part of a multipack (refer to Section 3.6). A single 'positive' nutrient may also be included.

Whilst there is flexibility in relation to the final design and the principle elements used on the label, any design should conform to the following principles:

- a) The HSR system graphic should provide convenient, relevant and readily understood nutrition information and/or guidance on food packs to assist consumers to make informed food purchases and healthier eating choices;
- b) The HSR system graphic is placed on the front facing of the pack;
- c) Food companies are encouraged to use as many elements of the HSR system graphic as possible consistent with the hierarchy of elements (see Section 2 and 3.2);
- d) The HSR system graphic needs to be consistent with any provision of the FSC;

- e) Use of the HSR system is voluntary; however, food companies that choose to adopt the HSR system are encouraged to do so consistently across their product range, and/or within product categories.

### 3.1 Design Principles

As illustrated in Figure 2 below, the HSR element of the graphic comprises:

1. A rating from ½ to 5 stars (in ½ star increments) represented by shaded five point stars and half stars;
2. The same rating displayed numerically; and
3. The words “Health Star Rating” displayed prominently below the stars.

(Information about how to calculate the Health Star Rating is provided in [Attachment A](#) and in the *Guide for Industry to the Health Star Rating Calculator*).

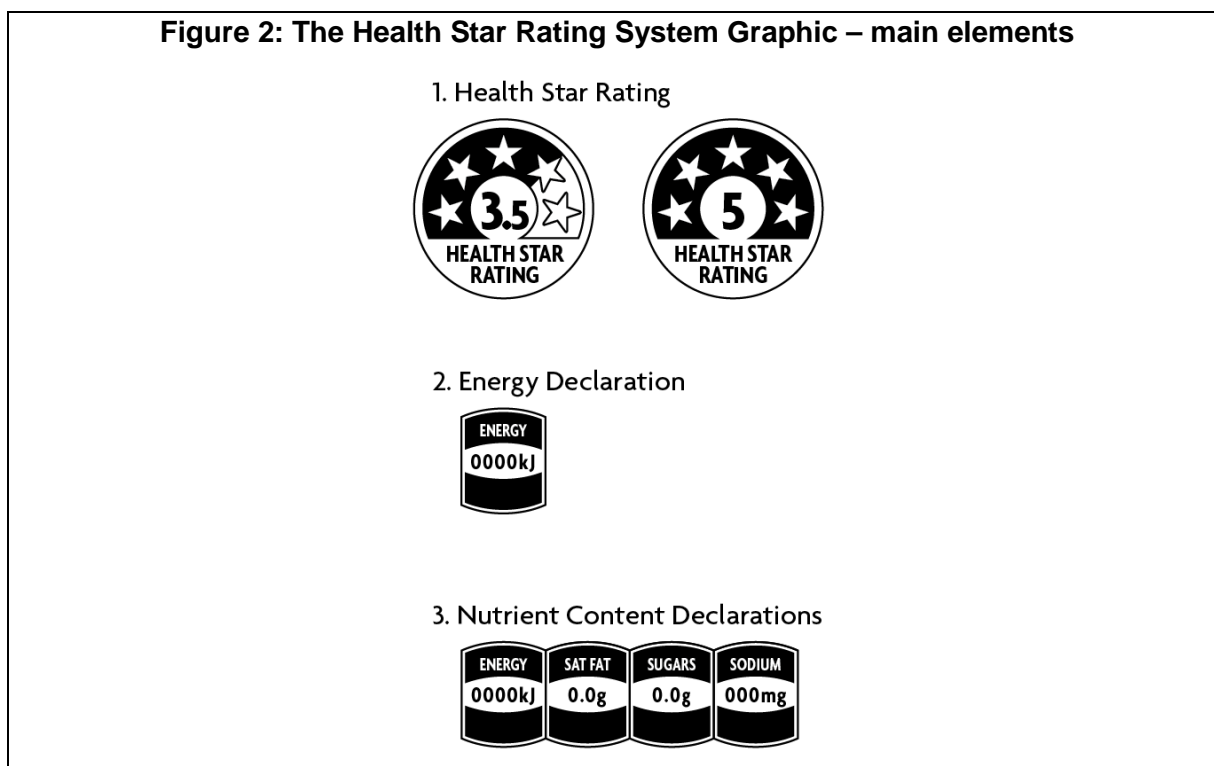
The nutritional information elements, when they are used, should include:

1. ‘Energy’;
2. The nutrient name;
3. The average energy content or average quantity of nutrients in the nominated reference measure with appropriate units e.g. kilojoules (kJ) for energy, grams (g) or milligrams (mg) for nutrients;

The HSR element is designed to be more prominent than the nutritional information elements.

### 3.2 Standard Designs for the Health Star Rating System

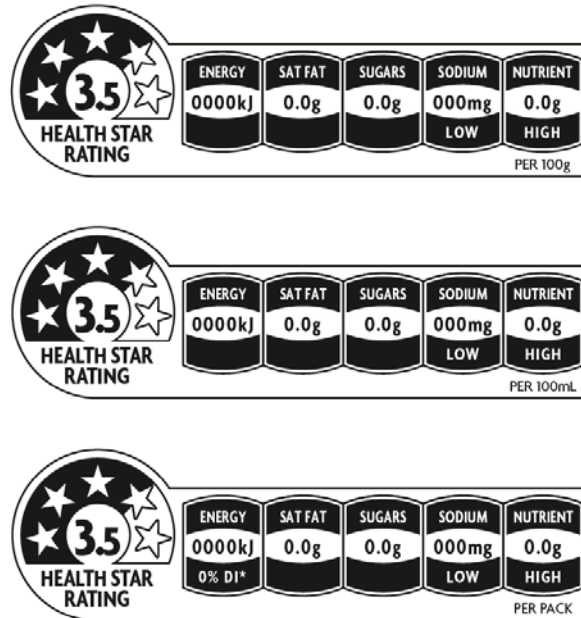
Examples of the standard design for each principle element of the HSR system graphic are presented in Figure 2 below.



Some food products may not be able to display all the elements of the full HSR system graphic due to pack or label size or other considerations. In these cases there is a hierarchy of options for the elements to be displayed in the HSR system graphic (Section 2).

The different options for displaying the HSR system graphic are shown below (Figure 2.1-2.5).

**Figure 2.1: Health Star Rating + energy icon + 3 prescribed nutrient icons + 1 optional nutrient icon (plus the two optional elements: use of the terms High / Low and %DI)**



**Figure 2.2: Health Star Rating + energy icon + 3 prescribed nutrient icons**

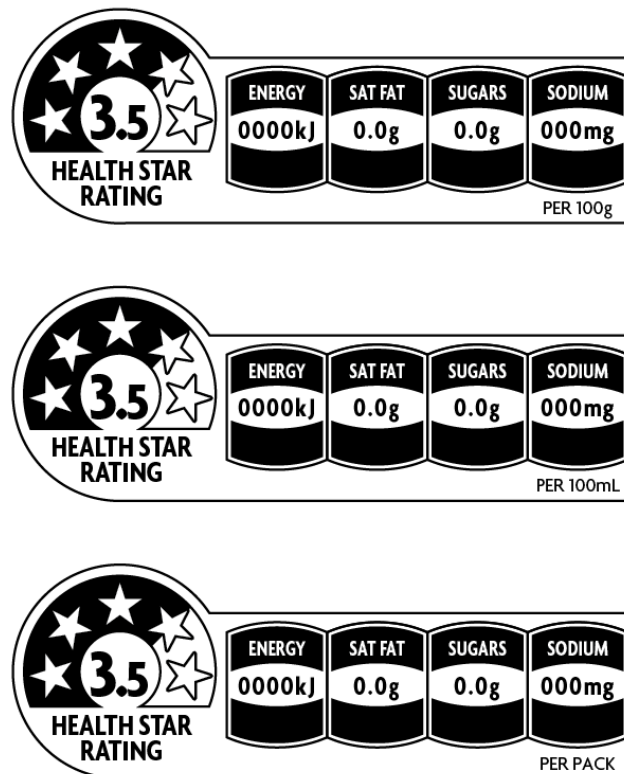




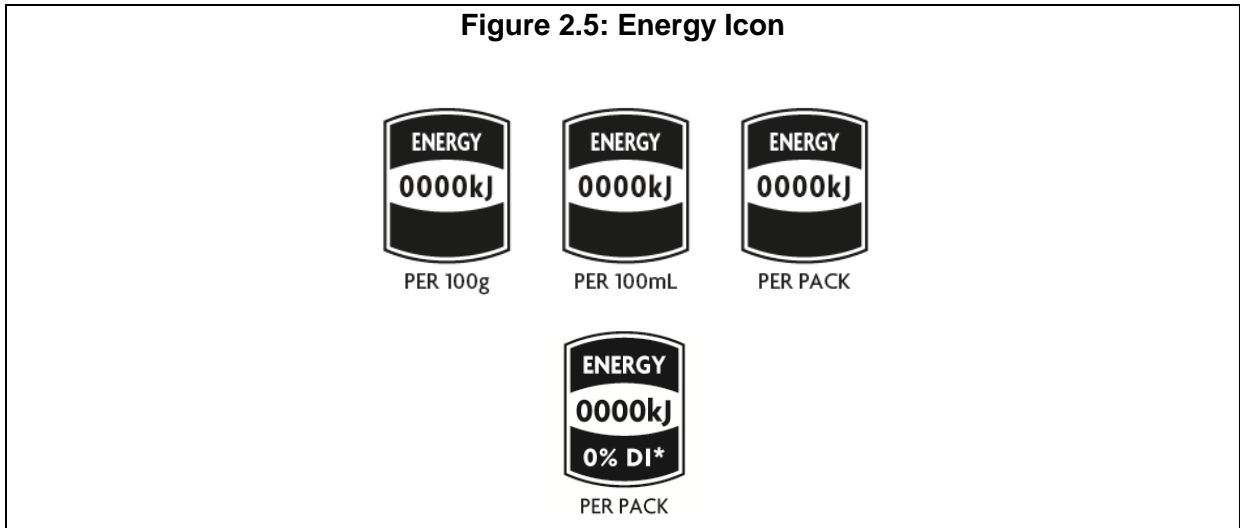
Figure 2.3: Health Star Rating + energy icon



Figure 2.4: Health Star Rating



**Figure 2.5: Energy Icon**

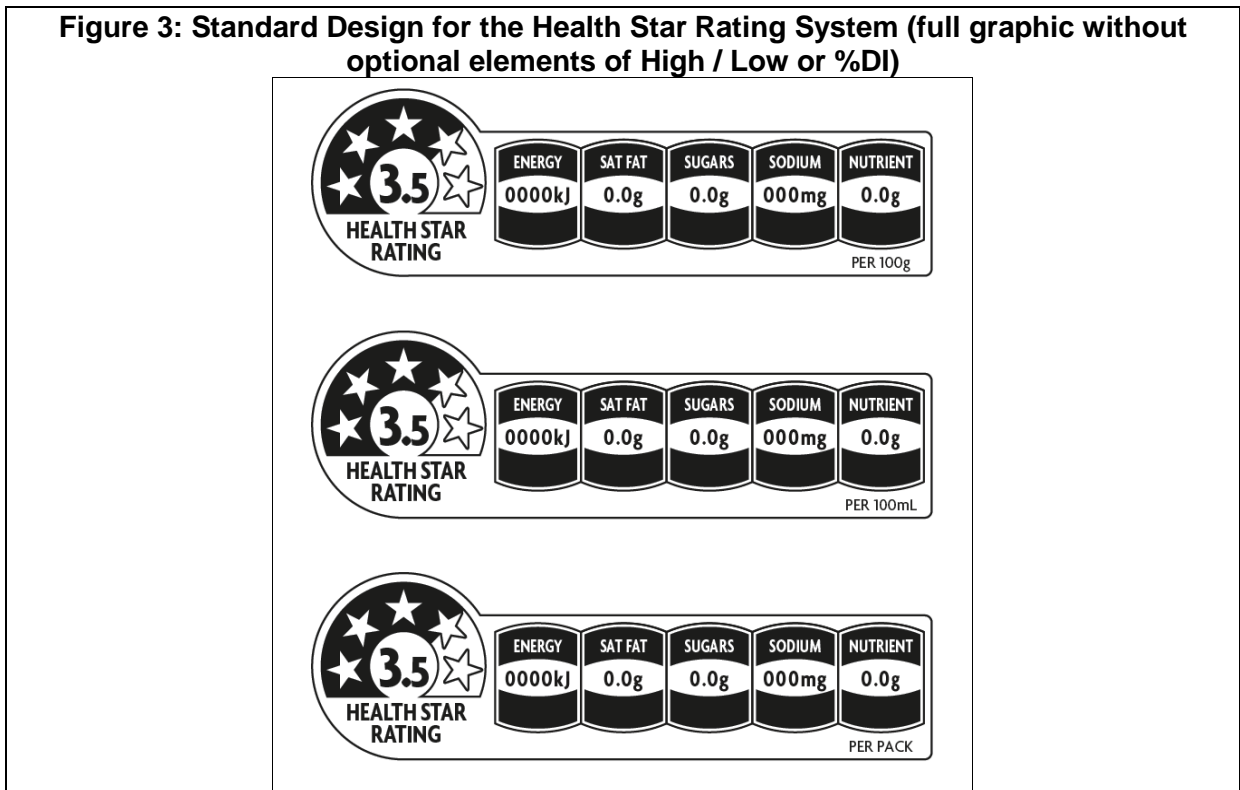


### 3.3 Design Specifications

The presentation of the HSR system graphic on food product packaging and labels is outlined in Figure 3.

In summary, the HSR system graphic must comply with *Standard 1.2.1 – Requirements to have labels or otherwise provide information of the FSC*; the HSR element should be larger than the nutrient information elements (when they are used within the HSR system graphic); and the HSR system graphic should be presented with contrasting background and text to maximise legibility<sup>4</sup>.

**Figure 3: Standard Design for the Health Star Rating System (full graphic without optional elements of High / Low or %DI)**



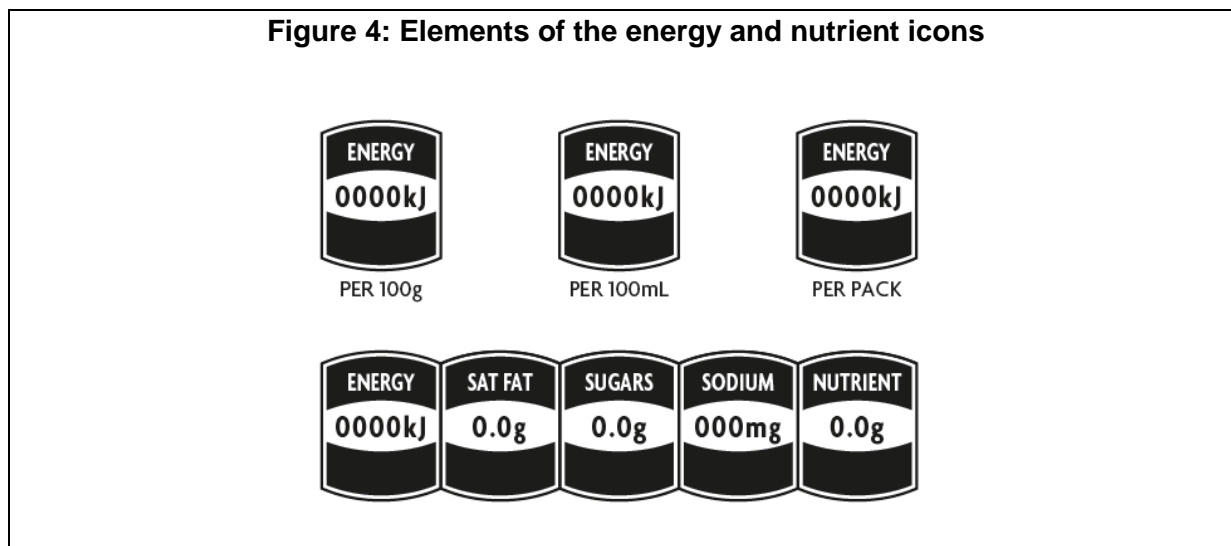
<sup>4</sup> Refer to *Standard 1.2.1 – Requirements to have labels or otherwise provide information of the FSC* for guidance on legibility of food labels.

### 3.4 Scaling and Minimum Size

The HSR system graphic can be scaled according to the package size, provided that it remains legible (refer to *Standard 1.2.1 – Requirements to have labels or otherwise provide information of the FSC*).

### 3.5 Energy and Nutrient Icons

**Figure 4: Elements of the energy and nutrient icons**



The overall order of the icons in the HSR system graphic should reflect their order in the NIP i.e. reading from left to right: energy, prescribed nutrients (sat[urated] fat, sugars, sodium), optional nutrient.

Sufficient space has been provided in the preferred design to accommodate nutrient names and values in a clear and legible way. If it is necessary to use an abbreviation for positive nutrients with long names in order to maintain legibility, advice can be sought through the FoPL Secretariat. Contact details are provided at the end of this document.

Individual values within each icon should:

- be consistent with values recorded in the NIP;
- in the case of energy, be reported as a whole number of kilojoules to three significant figures (e.g. 452.4 presented as 452 kJ);
- be reported to one decimal place if the units are grams (e.g. 4.5 g); and
- be reported as a whole number if the units are milligrams (e.g. 450 mg).

The energy and nutrient composition of food product ingredients can vary significantly. Food companies need to be aware of this variation, and its potential magnitude, when estimating average values. Energy and nutrient values should reflect those stated in the NIP (i.e. if values in the NIP change, the energy and nutrient values displayed as part of the HSR system graphic should be updated to match).

Note: Australian and New Zealand consumer law legislation is also relevant and requires that claims and representations are not false or misleading. It may therefore be inappropriate to round a number that reflects the presence of a number to zero (e.g. rounding 0.021mg to zero), as this would imply an absence of the nutrient.

#### 3.5.1 Energy

The energy icon may be used alone (e.g. on small packages where the full HSR system graphic could not be accommodated) or in conjunction with other HSR system graphic elements.

If the energy icon is used with only the HSR element, the energy icon should sit on the right hand side of the HSR element (as illustrated in Figure 2.3).

A %DI value may be included within the energy icon for 'per pack' values (i.e. when presented as a single serve pack intended for consumption in a single sitting) or 'per [serve size]' values (when displayed in accordance with Section 3.7 of this Style Guide). %DI cannot be used for reference measurements of per 100g/100mL (example is at Figure 5).

The %DI value should be:

- based on the energy content per pack (for single serve packs intended for consumption in a single sitting) or per [serve size] (when displayed in accordance with Section 3.7 of this Style Guide);
- expressed as a percentage of the total DI reference value for energy listed in 1.2.8-8 of *FSC Standard 1.2.8 – Nutrition Information Requirements*;
- expressed as a whole number through standard rounding (unless < 1). Values above 1 with a following decimal below 0.5 should be rounded down and values above 1 with a following decimal of 0.5 or above should be rounded up to the next whole number; and
- presented as %DI\*, with the asterisk (\*) to refer to a back of pack message about the average daily adult kilojoule intake.

When %DI is used on the energy icon, it triggers the full use of %DI column in the NIP, i.e. energy plus 6 nutrients and a statement about the average daily adult kilojoule intake (refer to 1.2.8-8 of *Standard 1.2.8 – Nutrition Information Requirements*).

Where the labelled value for energy is '0', statement of a %DI is at the discretion of the manufacturer.

Details on calculating daily intake values are provided in [Attachment B](#).

### 3.5.2 Nutrient Icons

If the prescribed nutrient icons are displayed (saturated fat, sugars, sodium) they should all be displayed, in conjunction with the energy icon.

**Note:** *Regulators have advised that in some instances the use of the HSR system nutrient icons will constitute nutrition content claims under Standard 1.2.7 - Nutrition Health and Related Claims of the FSC, and must comply with the requirements of the Standard.*

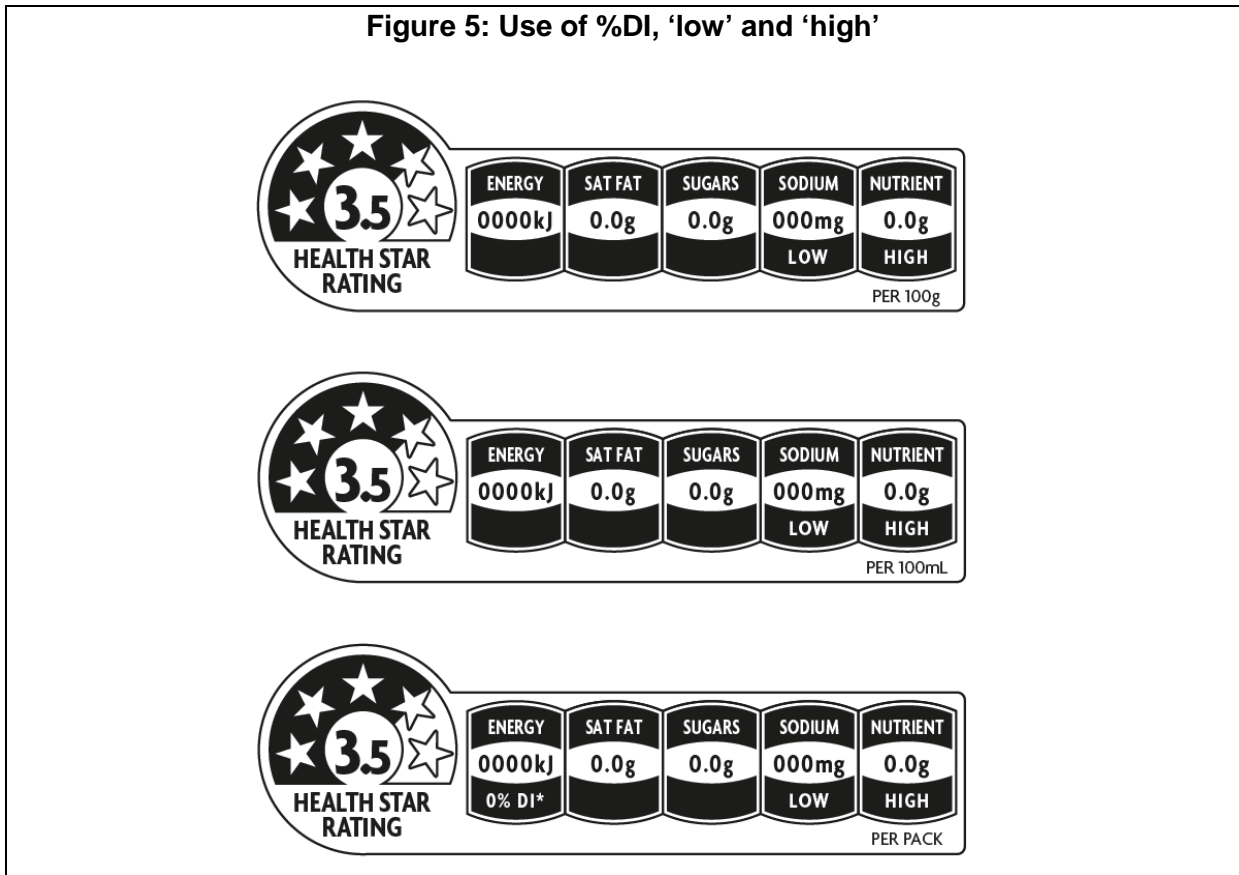
A single optional nutrient may be presented, in addition to the prescribed nutrient icons, and the energy icon. Food companies may choose, with consideration of the following, which (single) optional nutrient to present within the HSR system graphic:

1. Optional nutrients are defined as properties of food in *Schedule 4 – Nutrition, Health and Related Claims* of the FSC.
2. The nutrient must be present at a level consistent with the requirements of *Schedule 4 – Nutrition, Health and Related Claims* of the FSC and represented in the NIP in accordance with the requirements of *Standard 1.2.8 – Nutrition Information Requirements* of the FSC.
3. The purpose of the nutrient icons is to provide nutritional information only. They are not to be used to provide advice on the levels of food components which may have other health implications - for example gluten content, lactose content, glycaemic index, etc.

**Note:** *As per the above note, the use of the HSR system optional positive nutrient icon will constitute nutrition content claims under Standard 1.2.7 - Nutrition Health and Related Claims of the FSC, and must comply with the requirements of the Standard.*

The words 'low' and 'high' may be used within the nutrient icons (except for the energy icon) to highlight the content of individual nutrients in the food product (example is at Figure 5).

**Figure 5: Use of %DI, 'low' and 'high'**



In the case of the prescribed nutrients (sat[urated] fat, sugars and sodium), the word *low* may be used when the nutrient is present at levels consistent with the requirements of the FSC Schedule 4 – Nutrition, Health and Related Claims for making a low sat[urated] fat/sugar/ sodium nutrition content claim.

In the case of the optional positive nutrient, the word *high* may be used when the nutrient is present at levels consistent with the requirements of FSC Schedule 4 – Nutrition, Health and Related Claims for making nutrition content claims for 'good source' or 'excellent source'.

### 3.6 Multipacks

Multipacks are packs that contain individual pre-packed units that are intended for consumption as single portions and not intended for individual sale. Examples include individual packets of potato crisps in a family multipack; individual packs of yoghurt in a 4-serve multipack; individual bottles (under 600 mL) in a 6-pack of soft drinks. For multipacks with individually pre-portioned units, 'per [reference portion]' may be used on the HSR system graphic. The reference portion may be presented as appropriate (e.g. 'per inner pack' or 'per single pack' or 'per bottle') and should be clearly visible to the purchaser at the point of sale.

*For confectionery products only, the %DI can be shown on the energy icon for individual packs in a multipack, even when the pre-packaged piece size is not the industry agreed standardised serve size (see Section 3.8). However, in order to be consistent with the FSC, the pre-packaged piece size should be specified in the NIP.*

The HSR Advisory Committee can provide further guidance on the appropriate use of the terms used if required.

For multipacks that display more than one NIP on the outer pack, the preferred display option for the HSR system is one HSR graphic to represent each NIP or product in the pack.

Where companies choose to display only one HSR graphic, then an average HSR which represents the average nutrient content of all of the products within the outer pack (rather than an average of all HSRs) should be displayed. Alternatively, companies may choose to display the lowest HSR and indicate that the products within the multipack are either equivalent to the displayed HSR or higher. In either case the company should include a statement on how the HSR was derived (e.g. 'average of nutrient content of all varieties' or 'minimum star rating of varieties').

### **3.7 Nominated Reference Measure**

Energy and nutrient information may be presented on a 'per 100g or 100mL' basis, 'per pack' (when presented as a single portion), or 'per [reference portion]' (when presented as a multipack with individual pre-portioned units intended for consumption in a single sitting), or 'per [serve size]' according to the following guidance.

1. All products may use the 'per 100g' or 'per 100mL' reference, which should be placed to the right hand side of the graphic.
2. Products presented in single serve packages (e.g. an individual lasagne intended for consumption in a single sitting by a single person) may use the:
  - a. 'per 100g' or 'per 100mL' reference; or
  - b. 'per pack' reference.

The nominated reference measure should be placed to the right hand side of the graphic.

3. Products presented as multipacks with multiple individually pre-packaged units (as described above) may use the:
  - a. 'per 100g or 100mL' reference; or
  - b. 'per [reference portion]' reference.
4. Products for which an industry agreed standardised serve size applies (section 3.8) may use the 'per [serve size]' reference (see Table 1).

The nominated reference measure should be placed to the right hand side of the graphic. In order to be consistent with the FSC, the serve size should also be specified in the NIP.

5. Where the energy icon is used as a stand-alone, the nominated reference measure should be placed either above or below the energy icon.
6. Where the nominated reference measure may not be legible due to background images or colour, a white or contrasting colour panel can be used behind the HSR system graphic to further aid legibility. This panel forms part of the standard HSR system graphic and can simply be included or removed as required.

*Percentage daily intake (%DI) information can only be used on the energy icon of a 'per pack' or 'per [serve size]' representation. To accord with FSC Standard 1.2.8 – Nutrition Information Requirements, %DI should not appear on products when nutrient information is presented on a 'per 100g or 100mL' basis.*

### **3.8 Industry Agreed Standardised Serve Sizes**

Where there is an industry agreed standardised serve size for products it is appropriate to use this as the nominated reference value on packs and with corresponding nutrient values in the nutrient information elements of the HSR system graphic. The star rating element will

still be calculated per 100g/100mL. Current industry agreed standardised serve sizes have been agreed through the HSR development process and are listed in Table 1 below. Only those categories listed in Table 1 should use the standardised serve size as the nominated reference measure.

Other industry-agreed standardised serve sizes will be considered by the HSR Advisory Committee for inclusion in Table 1 and use in the HSR system once they have been agreed by industry through formal processes.

Table 1: Current industry agreed standardised serve sizes

Category	Standardised Serve Size	Further Information
Beverages	Products less than or equal to 600mL – serve size is the entire product Products greater than 600mL – serve size is 250mL	
Chocolate / sugar confectionery	<ul style="list-style-type: none"> <li>• 25g +/- 5g</li> <li>• The nominated reference measure (eg per row for share pack of chocolate / per 3 snakes etc) can be used when the nominated reference amount equals 25g +/-5g</li> </ul>	Pack should specify what the actual confectionery serve size is, e.g. 23g

### 3.9 Display of HSR Information Panels

Where companies choose to display an information panel providing detail on the HSR system on their product packages, any HSR graphic displayed should be a duplicate of the HSR graphic displayed on the front of the pack.

Where an information panel is displayed and if space permits, companies are encouraged to display an HSR Quick Response (QR) Code that directs consumers to the HSR website when scanned. A QR Code is available for download on the HSR website.

## 4. ABOUT THE HEALTH STAR RATING SYSTEM

The HSR system has been optimised for application to packaged food products presented for retail sale through supermarkets and similar retail outlets.

A useful rule of thumb is that if the food product carries a NIP, the use of the HSR system should be considered.

Some packaged foods are exempt from NIP labelling under FSC *Standard 1.2.8 – Nutrition Information Requirements*, and in general the HSR is not appropriate for use in relation to these foods. Examples include foods with inherently low nutritional contribution, such as herbs, spices, vinegar, salt, pepper, tea, coffee, herbal infusions, gelatine and setting compounds.

Small packages (less than 100mm<sup>2</sup>) are exempt from NIP labelling, and may not have space to carry HSR labelling.

The FSC<sup>5</sup> exempts certain 'Fresh value-added products', such as packaged fruit, vegetables, meat, poultry and fish, and pre-packaged rolls and sandwiches from NIP labelling. While the HSR may be used in relation to such foods, there is no expectation that

<sup>5</sup> Clause 2 of FSC *Standard 1.2.1 – Application of Labelling and Other Information Requirements*.

such packages would carry HSR labelling unless the products are of standardised composition and label space permits (e.g. bulk-produced pre-packaged sandwiches or wraps).

Where nutrient icons are displayed as part of the HSR system graphic, it is considered to be a nutrition content claim under *Standard 1.2.7 - Nutrition, Health and Related Claims* of the FSC. This means that use of HSR system nutrient icons may trigger NIP labelling if it is used in relation to a food that otherwise would be exempt from NIP requirements, or require the inclusion of additional information in the NIP.

## **5. IMPORTED FOOD PRODUCTS**

The intent of the HSR system is that it applies equally to domestically manufactured and imported food products. Importers of packaged food products into Australia and/or New Zealand are strongly encouraged to adopt the provisions of this Style Guide.

## **6. FOOD PRODUCTS THAT SHOULD NOT DISPLAY THE HEALTH STAR RATING SYSTEM GRAPHIC**

Specific food products that should not display the HSR system graphic include:

- Certain Special Purpose Foods in Part 2.9 of the FSC where there are required compositional formulations, namely:
  - Infant formula products – Standard 2.9.1;
  - Food for infants – Standard 2.9.2;
  - Formulated Supplementary Foods for young children – Standard 2.9.3 (including toddler milks and formulated supplementary foods intended for young children);
  - Formulated Supplementary Sports Foods – Standard 2.9.4; and
  - Foods for Special Medical Purposes – Standard 2.9.5.

(i.e. supplementary foods defined in Standard 2.9.3 that are general purpose foods [Category 1D or 2D] may use the HSR system).

- Alcoholic beverages (>1.15% alcohol by volume);
- Alcohol kits
- Kava.

In addition, the HSR system graphic should not be displayed on food products listed in 1.2.7-5, *Standard 1.2.7 – Nutrition, Health and Related Claims* of the FSC, which include those that are intended for further processing or labelled prior to retail sale, delivered to a vulnerable person by a delivered meal organisation, or provided as an institutional meal. These food product types align with those described in 1.2.7-5, *Standard 1.2.7 - Nutrition, Health and Related Claims* of the FSC, as not being eligible to carry nutrition content claims and health claims.

If in doubt about the application of the HSR system, food companies should seek guidance prior to label changes from the HSR Advisory Committee or FoPL Secretariat. Contact details are provided at the end of this document.

## **7. FOOD PRODUCTS NOT INTENDED TO DISPLAY THE HEALTH STAR RATING SYSTEM GRAPHIC**

The intent of the HSR system is that it applies to processed packaged foods. While the HSR system is not intended to be used on the following foods, they are not excluded from using the system:



- Foods where a NIP is not required – 1.2.8-5, Standard 1.2.8 – *Nutrition Information Requirements* of the FSC.
- Single ingredient foods not intended to be consumed alone (single ingredients are referred to in 1.2.8-5 (ix) of Standard 1.2.8 - *Nutrition Information Requirements* of the FSC);

If in doubt about the application of the HSR system, food companies should seek guidance prior to label changes from the HSR Advisory Committee or FoPL Secretariat. Contact details are provided at the end of this document.

## **8. THE DAILY INTAKE GUIDE, HEALTH LOGOS AND CERTIFICATION SCHEMES**

The Daily Intake Guide (DIG) and health logos and certification schemes that provide nutritional guidance to consumers are used widely in Australia and New Zealand. The DIG, health logos and certification schemes may co-exist with the HSR system graphic.

Where the HSR system graphic and DIG are used on the same pack they should be placed so that they do not lead consumers to believe that they are linked or are two parts of a single system.

## **9. LEGAL ISSUES**

The HSR system is voluntary. However, where the HSR system is used, it should align with this Style Guide in order to ensure that the information is presented to consumers in a consistent manner.

The Department of Health (on behalf of the FoPL Secretariat) has intellectual property protection of the HSR system elements to be used as part of the HSR system graphic. Intellectual property protection is expected to be in the form of registered trademarks for some or all of the HSR system elements. Use of the HSR system elements will be in accordance with this Style Guide or any other branding guidelines that may be issued from time to time.

## **10. TRADE MEASUREMENT**

Food companies need to bear in mind the obligations under the Australian National Trade Measurement Regulations to mark pre-packaged retail food products with a weight, volume or count measurement marking. This marking must also be “front of pack” and is subject to minimum size, minimum separation and other presentational requirements. The HSR system graphic should not impinge on compliance with these (or any other) mandatory requirements. The New Zealand equivalent obligations can be found in the Weights and Measures Regulation (1999).

## **11. CONTACT INFORMATION**

Questions relating to the operation of the HSR system, including use of this Style Guide, should be directed to the FoPL Secretariat.

The FoPL Secretariat  
MDP 707, Department of Health  
GPO Box 9848  
CANBERRA ACT 2601

Email [frontofpack@health.gov.au](mailto:frontofpack@health.gov.au)

Phone 1800 099 658

## **ATTACHMENT A: DETERMINING THE HEALTH STAR RATING**

The HSR for any food or beverage product can be determined by entering food nutrient and ingredient values in a spreadsheet calculator, known as the HSR Calculator (HSRC).

Use of the HSRC requires the following information about the food products per 100g or per 100mL:

- Energy
- Saturated Fat
- Total Sugars
- Sodium
- Protein
- Dietary Fibre
- Fruit, Vegetables, Nuts and Legumes

Calcium content will also be required for calculations of food products in Category 1D (dairy beverages), 2D (dairy foods other than those included in Category 1D or 3D) and 3D (cheese and processed cheese as defined in FSC Standard 2.5.4).

The *Guide for Industry to the HSRC* describes the HSRC. Manufacturers should refer to the *Guide for Industry to the HSRC* for information about correctly classifying food products for the purpose of the HSR system.

An automatic five star rating applies to packaged water as regulated in the FSC *Standard 2.6.2 – Non-alcoholic Beverages and Brewed Soft Drinks* (which sets out composition and chemical limits for packaged water). Food companies may choose to use the full HSR system graphic on packaged water in accordance with the hierarchy of presentation described under Section 2.

## ATTACHMENT B: CALCULATING DAILY INTAKE VALUES FOR THE ENERGY ICON

For 'per pack' (when presented as a single portion package) or 'per [serve size]' (when displayed as described in Section 3.7 of this Style Guide) representation of the energy icon, %DI values should be calculated as follows:

$$\frac{\text{Energy content per serving}}{\text{Daily intake reference value}} \times 100$$

**Worked example**

Total energy per serving: 421 kJ  
Energy reference value: 8700 kJ

$$\frac{421}{8700} \times 100 = 4.84\% \text{ (or 5\% after rounding)}$$

**Table 2: %DI reference values from the FSC**

Food Product Component	Reference value
Energy	8700 kJ

When %DI is used on the energy icon, it must also be included in the NIP. (This will also trigger the requirements under clause 1.2.8-8, *Standard 1.2.8 – Nutrition Information Requirements* of the FSC to include the percentage daily intake (%DI) for fat, saturated fatty acids, carbohydrate, sugars, protein and sodium per serving, in addition to energy, and to make either of the following statements '\*based on an average adult diet of 8700 kJ'; or 'Percentage daily intakes are based on an average adult diet of 8700 kJ').

## ATTACHMENT C: TERMS USED

Term	Description
FoPL	Front-of-Pack Labelling
Fresh value-added products	A broad term describing short shelf-life food and beverage products intended to be consumed shortly after purchase. Such products are often prepared and packaged on the premises from which they are sold
FSC	Australia New Zealand Food Standards Code
HSRC	Health Star Rating Calculator
HSR system graphic	The discrete part of a food product label which provides information in accordance with this Health Star Rating System Style Guide. The specific elements included on the Health Star Rating System graphic may vary, in accordance with the hierarchy of elements outlined in this Style Guide
HSR system	Health Star Rating System
Multipack	Packs that contain individual pre-packaged units that are intended for consumption as single portions and not intended for individual sale (e.g. a pack containing individually wrapped mini chocolate bars; individual packets of potato crisps in a family multipack; individual packs of yoghurt in a 4-serve multipack; individual bottles (under 600mL) in a 6-pack of soft drinks)
NIP	Nutrition Information Panel
Optional nutrient	A single positive nutrient that food companies may choose to display in addition to the prescribed nutrients. Optional nutrients are defined as properties of food in Schedule 5 – <i>Nutrition, Health and Related Claims</i> of the FSC
Pre-portioned unit	A pre-portioned unit is an individual packaged portion contained within a multiple portion pack (i.e. multipack) where the individual portion packs are not intended for individual sale
Prescribed nutrient	Prescribed nutrients for inclusion in the Health Star Rating System label are: <ul style="list-style-type: none"> <li>- Saturated fat</li> <li>- Sugar</li> <li>- Sodium</li> </ul>
Single serve	Intended for consumption in a single sitting.
Serve size	In certain circumstances there may be an official industry agreed serve size. These are listed in Table 1 (refer to section 3.8)
Share pack	A pack of food products intended for sharing (e.g. a pack of unwrapped/wrapped lollies)
%DI	Percentage daily intake

## ATTACHMENT D: POSSIBLE CONFIGURATIONS OF THE HEALTH STAR RATING SYSTEM GRAPHIC

Note: Images shown here as left facing may be presented as right facing, retaining the order of the nutrients as displayed below.

### PER PACK

OPTION 1A



OPTION 2A



OPTION 3A



OPTION 4A

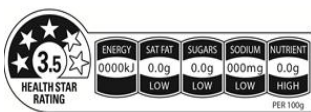


OPTION 5A



### PER 100g/100mL

OPTION 1B



OPTION 2B



OPTION 3B



OPTION 4B



OPTION 5B



OPTION 6A



OPTION 6B



OPTION 7A



OPTION 7B



OPTION 8A



OPTION 8B

