



**The more stars,
the healthier.**

The Health Star Rating system provides a simple way to compare between similar packaged foods, making it easier for consumers to make healthier choices.

Ratings range from ½ a star to 5 stars and are based on the products energy, saturated fat, total sugars, sodium, protein, dietary fibre and fruit, vegetable, nut and legume content. Specific nutrient information may also be shown.

The Health Star Rating system was developed through a collaborative process involving governments, industry, public health and consumer groups. The system is overseen by the Australian, state and territory and New Zealand governments. Implementation began in June 2014 and uptake is progressing well – as of November 2018, over 13,200 products had displayed the system, representing a commitment from over 200 manufacturers and retailers.

The implementation of the system is being monitored against several key indicators. The Health Star Rating website provides more information on regular monitoring activities and outputs. Evaluation research conducted in 2017 found that awareness of the system is high (75%) and it is encouraging positive behaviour change with consumers. More than a third of consumers surveyed bought a new packaged food product with a higher star rating, and most (82%) have continued to buy the product.

In addition, the Australia and New Zealand Ministerial Forum on Food Regulation (the



Forum) required that the Health Star Rating system undergo more comprehensive evaluations at two years and five years of implementation. The two year review was completed in 2016 and the report on the five year review is due to the Forum in mid-2019. For more information on the review go to the Health Star Rating website.

Applying Health Star Ratings

Ratings are determined using a calculator designed to assess positive and risk nutrients in food. The algorithm that drives the calculator was developed in consultation with Food Standards Australia New Zealand and other technical and nutrition experts. The Health Star Rating Calculator is a modified version of the Nutrient Profiling Scoring Criterion developed by Food Standards Australia New Zealand for the regulation of health claims in Australia and New Zealand, as outlined in Standard 1.2.7 – Nutrition, Health and Related Claims of the Food Standards Code.

For more information about the Health Star Rating system, visit www.healthstarrating.gov.au

Food manufacturers and retailers are responsible for the correct use of the Health Star Rating system which includes correctly calculating the Health Star Rating, accurately displaying nutrient information, ensuring that the information is consistent between the Health Star Rating and the Nutrition Information Panel, and complying with all relevant legislation and regulations.

The Health Star Rating system has been optimised for application to packaged food products that are made from a combination of ingredients. Consequently, the system was not designed for single ingredient foods, in particular single ingredient foods that cannot be reformulated to achieve a better nutritional profile and Health Star Rating.

As the system has not been designed with a single ingredient (e.g. flour) and non-nutritive foods (e.g. vinegar, coffee) in mind, there is no expectation that a Health Star Rating be applied to such products. However, these products are not excluded from the system and manufacturers can apply a rating if they wish to.

Further to this, certain product types are excluded from and should not display the Health Star Rating system. For more guidance on which foods can apply the Health Star rating and different options for displaying the Health Star Rating, see the Guide for Industry and Style Guide on the Health Star Rating website.

Who can I contact for more information about the Health Star Rating system?

Further information about the Health Star Rating system, including guidance documents and information about how industry can apply it to food products, is available online at the Health Star Rating website. Questions about calculating a Health Star Rating or other aspects of the Health Star Rating system and its operation can be directed to the Front-of-Pack Labelling Secretariat at frontofpack@health.gov.au.



How to display the stars

The Health Star Rating system graphic can be displayed in a number of different ways. The full system graphic uses the Health Star Rating itself, 'risk' nutrient icons and a 'positive' nutrient icon. In certain circumstances, additional interpretive information can also be displayed through % Daily Intake (for energy), and 'high' and 'low' qualifiers for the nutrients. The hierarchy of elements included in the Style Guide provides further information about how to choose a display best suited to an individual product.



The Health Star Rating

A joint Australian, state and territory governments initiative in partnership with industry, public health and consumer groups.