

Health Star Rating - Year 4 Monitoring Plan (2024)

Background

The Health Star Rating (HSR) system underwent a major review in 2019 after five years of implementation. The review recommended that the system remain voluntary, but that if the HSR is not displayed on 70% of intended products within five years that the system should be mandated.

The following uptake targets have been set by Ministers:

- Interim target 1 (at 3 years): 50% of intended products apply the HSR by 14 November 2023
- Interim target 2 (at 4 years): 60% of intended products apply the HSR by 14 November 2024
- Final target (at 5 years): 70% of intended products apply the HSR by 14 November 2025.

Data collected against interim target 1 showed that the target was not met, with the HSR shown on only:

- 32% of intended products in Australia, and
- 30% of intended products in New Zealand.

The report on uptake against interim target 1 is available on the Health Star Rating [website](#), and includes findings from a survey of industry on their views and experiences with the HSR system.

What will be monitored and reported for Interim Target 2 (Year 4)

As for interim target 1, data for interim target 2 will be collected to show the estimated uptake figure as a percentage of all intended products, and will be reported separately for Australia and New Zealand.

Additionally, results of consumer monitoring will be included in the final report for this target. This research will seek to understand whether and how consumers understand and perceive the HSR system, and whether they use it when choosing foods.

What are the intended foods?

Foods intended to carry the HSR system are those that:

- Are permitted to use the system; and
- Are required by the Australia New Zealand Food Standards Code (Code) to have a nutrition information panel (NIP); and
- Can vary in nutritional composition.

Intended products do *not* include the following, even though they are eligible for an automatic 5 star rating:

- fresh fruit and vegetables;
- minimally processed fruit and vegetables that have only been peeled, cut, surface treated, blanched or frozen; and
- plain (packaged) water.

HSRs displayed on permitted, but not intended, foods will not be included in the intended food product count or percent uptake. Previous and now redundant HSR display options (i.e. energy icon) will also be excluded from the final count. More information on the targets and intended products can be found at:

<http://www.healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/Content/target-and-intended-products>.

How will data be collected?

Data will be collected to align with the November target date. In Australia, FSANZ will use data provided by retailers and brand owners and in-market data collections. In New Zealand, New Zealand Food Safety will use the GS1 On Pack Database. Data collection will focus on foods available in the major supermarket chains in each country. The data will be cleaned and analysed before being presented to Ministers as a trans-Tasman report and then made public. Further details on the methodology are presented below.

Will the information be published?

The report is expected to be made public after it has been considered by Ministers in 2025.

Monitoring plan for the final target (2025)

The results of the year 4 uptake figure will be used to inform a monitoring plan for the final target.

Australian Government monitoring methodology

As noted above, data provided by retailers and brand owners and in-market data collection will provide the basis for monitoring HSR uptake across intended products in Australia.

The number of intended products available in Australia will be determined based on products ranged by Australia's major retailers. Products carrying an HSR but not ranged by a major retailer, and therefore not represented in the count of intended products, will be excluded from the uptake number so as to not artificially inflate the uptake percent. The final report on uptake will include observations and information on products and brands excluded from the uptake number with reasons as to why they are excluded.

New Zealand Government monitoring methodology

New Zealand Food Safety contract access to the GS1 On Pack Database and will use this to obtain data to monitor against the HSR uptake targets. This is an inventory of label information from ~54,000 packaged food products that are or were available in the New Zealand market. The database includes images of products and digitised label information including ingredient lists, nutritional information, allergens, Country of Origin, and claims. The database predominantly includes food product information from the two major supermarket retailers. The database represents over 90% of pre-packaged food sales¹. It also has limited data from other retailers, such as liquor stores and specialty stores where there has been specified collection activity. Data comes into the database through the following channels:

- Physical product received by GS1 through [ProductFlow](#)
- Through an in-market collection programme (audit or in-market collection)
- Directly from the supplier (in select cases)

¹ As at January 2023