

# OFFICIAL

## Health Star Rating - Year 3 Monitoring Plan (2023)

### 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 target 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.

### What will be monitored and reported for Interim Target 1 (Year3)

For both countries data 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. The figure will not be broken down by category for this target.

FSANZ will develop a report for Australian uptake, the New Zealand Ministry of Primary Industries will develop a report for New Zealand uptake. The FoPL Secretariat will collate this information into a report that includes information on the methodology as well as qualitative information collected from industry around barriers to uptake, use on other foods (eligible but not intended) and their future plans regarding use of the system.

### 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 fresh and minimally processed (i.e. peeled, cut, surface treated, blanched, frozen, or canned without the addition of fat, sugars/sweeteners or salt) fruit and vegetables or plain (packaged) water, even though these products are eligible for an automatic 5 star rating.

HSRs displayed on permitted, but not intended, foods will not be included in the 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 in November 2023. In Australia Food Standards Australia New Zealand will use the Australian Branded Food Database, and in New Zealand the New Zealand Ministry of Primary Industries will use the GS1 On Pack Database. Data collection will focus on the major supermarket chains in each country. The data will be cleaned and analysed before being presented to Ministers 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 2024.

### **Monitoring plan for Interim Target 2 and 3**

The results of the year 3 uptake figure will be used to inform a monitoring plan for year 4 and subsequently for year 5. If uptake figures are below the target, the Front-of-Pack Labelling Secretariat will begin scoping on the potential to mandate the system, should the final target not be met.

### **Australian Government monitoring methodology**

As noted above, data in the Australian Branded Food Database (BFD) and information provided by Australian retailers will provide the basis for monitoring HSR uptake across intended products in Australia.

The BFD will include digitised label information on (amongst other things) product branding, package and serving sizes, ingredient lists, nutrition information, label claims and HSR. Where relevant, the BFD will also capture off-pack attributes that are relevant to the assessment of a product's HSR.

The BFD is being populated with data by brand owners, via GS1 Australia's NPC or the web-based BFD Portal, and through an in-market collection program.

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 chains. The database represents over 90% of pre-packaged food sales. 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)