

Healthy Food Partnership Voluntary Industry Best Practice Guide for Serving Sizes - Public Consultation

About this submission

The George Institute for Global Health is pleased to contribute to the Healthy Food Partnership Voluntary Industry Best Practice Guide for Serving Sizes - Public Consultation. We welcome the opportunity to further engage with the Committee on this important issue.

About The George Institute for Global Health

The George Institute is a leading independent global medical research institute established and headquartered in Sydney. It has major centres in China, India and the United Kingdom, and an international network of experts and collaborators. Our mission is to improve the health of millions of people worldwide by using innovative approaches to prevent and treat the world's biggest killers: non-communicable diseases (NCDs) and injury.

Our work aims to generate effective, evidence-based and affordable solutions to the world's biggest health challenges. We research the chronic and critical conditions that cause the greatest loss of life and quality of life, and the most substantial economic burden, particularly in resource-poor settings.

Our food policy team works in Australia and overseas to reduce death and disease caused by diets high in salt, harmful fats, added sugars and excess energy. The team conducts multi-disciplinary research with a focus on generating outputs that will help government and industry deliver a healthier food environment for all.

The George Institutes also owns and manages FoodSwitch, a mobile app that empowers consumers to make better food choices by providing simple nutrition information on a scanned product and suggesting healthier alternatives to 'switch' to. FoodSwitch also collects nutrition information data from annual in-store supermarket visits and through crowd-sourcing images of new products through consumers who use the app. In turn, FoodSwitch is used to help our research and advocacy work to improve food environments.

Acknowledgement of Country

The George Institute acknowledges the Gadigal People of the Eora Nation as the Traditional Custodians of the land on which our Australia office is built and this submission was written. We pay our respect to Elders past, present and emerging.

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Part A - Serving size goals

1. Do you support portion guidance and serving size goals as a complementary public health measure? Why, why not? Please provide evidence.

Yes.

The George Institute is in agreement with our colleagues from the Cancer Council and the Heart Foundation, and supports, in principle, the provision of portion guidance and serving size goals as a public health measure. Portion and serving size goals may contribute to reduced intake of kilojoules and nutrients of concern such as sodium, added sugar and saturated fat. The George Institute recommends that portion guidance and serving size goals need to be developed and implemented under best practice conditions to deliver meaningful public health outcomes. These conditions include:

- corresponding reformulation targets for reducing sodium, added sugar and saturated fat;
- clear timeframes for implementation;
- independent and transparent reporting on the uptake of the serving size guidelines; and
- details of monitoring and evaluation initiatives to assess changes in serving sizes across the food supply.

The Food and Health Dialogue (the predecessor to the Healthy Food Partnership) had credible goals but lacked many of the key mechanisms listed above. As such, the voluntary sodium targets released by the Food and Health Dialogue were only partially achieved across targeted food categories and resulted in mixed levels of compliance across food companies.¹ Research by The George Institute suggests that the reformulation targets developed by the Healthy Food Partnership may follow a similar trajectory. Results indicate that due to the limited scope of targets and lenient target levels, the program will likely only achieve very minor shifts to Australians' sodium intakes.² The George Institute recommends these targets be made mandatory and more stringent target levels be introduced across a wider range of food categories over time.

¹ Jones A, Magnusson R, Swinburn B, et al. Designing a Healthy Food Partnership: lessons from the Australian Food and Health Dialogue. *BMC Public Health*. 2016;16(1):651.

Elliott T, Trevena H, Sacks G, et al. A systematic interim assessment of the Australian Government's Food and Health Dialogue. *Medical Journal of Australia*. 2014;200(2):92-5.

Trevena H, Neal B, Dunford E, et al. An evaluation of the effects of the Australian Food and Health Dialogue targets on the sodium content of bread, breakfast cereals and processed meats. *Nutrients*; 2014:2014.

Trevena H, Dunford E, Neal B, et al. The Australian Food and Health Dialogue - the implications of the sodium recommendation for pasta sauces. *Public Health Nutr*. 2014;17(7):1647-53.

² Jones A, Magnusson R, Swinburn B, et al. Designing a Healthy Food Partnership: lessons from the Australian Food and Health Dialogue. *BMC Public Health*. 2016;16(1):651

Coyle DH, Shahid M, Dunford EK, et al. Contribution of major food companies and their products to household dietary sodium purchases in Australia. *International Journal of Behavioral Nutrition and Physical Activity*. 2020;17(1):81.

Coyle D, Shahid M, Dunford E, et al. Estimating the potential impact of Australia's reformulation programme on households' sodium purchases. *BMJ Nutrition, Prevention & Health*. 2021.

Rosewarne E, Huang L, Farrant C, Coyle D, Pettigrew S, Jones A, Moore M, Webster J. Assessing the Healthy Food Partnership's Proposed Nutrient Reformulation Targets for Foods and Beverages in Australia. *Nutrients*. 2020; 12(5):1346.

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The George Institute does not believe the drafted serving size guidelines are 'best practice' given they do not address all of the key mechanisms listed above. Considering our research evaluating the performance of the Food and Health Dialogue and our modelling work analysing the likely outcomes of the Healthy Food Partnership, The George Institute believes that it is unlikely these serving size goals will have a significant impact on public health. Moreover, these guidelines are voluntary, which further limits the potential impact for these targets to significantly improve the health of the Australian population and save Australian lives. In agreement with colleagues at the Cancer Council and the Heart Foundation, The George Institute supports provisions to mandate these serving size goals unless there is significant uptake across the food industry within the first two years of implementation.

The George Institute recommends and further supports portion guidance and serving size goals as a complementary public health measure as they can help to address the high levels of sodium, added sugar and saturated fat in processed foods. Effective serving size policies are particularly important for food categories where other nutrition policies such as reformulation may not be feasible. Many of the discretionary foods subject to these drafted portion size guidelines were not subject to reformulation targets despite being high contributors to total sodium, added sugar and saturated fat intakes. As such, these serving size guidelines are an important policy for reducing the diet-related health impact associated with these foods.

Despite the Dietary Guidelines stating that "*discretionary choices should be eaten only sometimes and in small amounts*", these foods made up over a third (35%) of total energy consumed by Australians in 2011-12.³ Moreover, The Australian Dietary Guidelines outline that an appropriate serving size for discretionary foods should provide no more than 600kJ. In agreement with our colleagues at the Cancer Council, The George Institute recommends this 600kJ limit should underpin all serving sizes of discretionary foods. However, currently most of the serving sizes listed in this guide exceed this 600kJ target. For example, the 150g maximum serving size for muffins as listed in the guide is equivalent to nearly four discretionary serves (1 serve = 40g). Similarly, the 150g maximum serve for potato products is equivalent to almost three discretionary serves (1 serve = 60g of hot chips).

To address the growing rates of non-communicable disease related to poor diet, particularly low vegetable and wholegrain intake, The George Institute recommends that Australians should be encouraged to avoid heavily processed discretionary foods and choose fresh, minimally processed whole foods from the five groups, including fruit, vegetables, wholegrain, dairy and lean meats. To achieve this, more work is needed to improve food availability and accessibility and to limit the promotion of discretionary foods.

While the addition of national portion guidance and serving size goals is an important public health measure, The George Institute is concerned that the guidelines and guidance presented in this document is not enough to adequately reduce intakes of excess kilojoules, sodium, added sugars and saturated fat to meaningfully reduce the burden of diet-related disease in Australia.

³ <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/australian-health-survey-nutrition-first-results-foods-and-nutrients/latest-release>

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1. Cakes, Muffins, Slices: Retail sector

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category Definition:

Ready-to-eat freshly baked, frozen or shelf-stable cakes, muffins and slices sold in retail settings. Excludes packet baking mixes.

Contains three sub-categories:

Sub-category A: Cakes

Ready-to-eat freshly baked, frozen or shelf-stable cakes sold in retail. Includes cake sold whole or pre-portioned (with or without toppings), or cupcakes with a frosting or a coating. Excludes packet baking mixes.

Sub-category B: Muffins

Ready-to-eat freshly baked, frozen or shelf-stable muffins with or without a light topping (e.g. crumbs, dusted with icing sugar, chocolate drizzle), sold in retail in pre-portioned servings. Excludes packet baking mixes.

Sub-category C: Slices

Ready-to-eat freshly baked, frozen or shelf-stable slices sold in retail. Excludes packet baking mixes. Slices are a sweet product typically consisting of layers, with a firm base (such as biscuit), and a topping (such as icing or chocolate), with or without a filling.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No.

4. Are there other concerns or challenges with reducing the serving size of this category?

No.

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5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

The foods within this category are considered discretionary foods under the Australian Dietary Guidelines. As such, the serving serve limit for this category is 600kJ, i.e. one slice (40g) of plain cake/small cake-type muffin.

In agreement with colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ. While the recommended (maximum) serving size for slices aligns with this definition (45g), more work is needed to reduce the serving size for cakes and muffins (90g), which greatly exceeds discretionary serving size recommendations.

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2. Cakes, Muffins, Slices: Out of Home Sector

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Freshly baked, frozen or shelf-stable cakes, muffins and slices sold in the out of home sector.

Contains three sub-categories:

Sub-category A: Cakes

Freshly baked, frozen or shelf-stable cakes sold in food service. Includes cake sold whole or pre-portioned (with or without toppings), or cupcakes with a frosting or a coating.

Sub-category B: Muffins

Freshly baked, frozen or shelf-stable muffins, with or without a light topping (e.g. crumbs, dusted with icing sugar, chocolate drizzle), sold in food service, in pre-portioned servings.

Sub-category C: Slices

Freshly baked, frozen or shelf-stable slices sold in food service. Slices are a sweet product typically consisting of layers, with a firm base (such as biscuit), and a topping (such as icing or chocolate), with or without a filling.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No.

4. Are there other concerns or challenges with reducing the serving size of this category?

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5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

The foods within this category are considered discretionary foods under the Australian Dietary Guidelines. As such, the serving serve limit is 600kJ, i.e. 1 slice (40g) of plain cake/small cake-type muffin. The Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit also has portion size guidelines for occasional cakes, muffins and sweet pastries. The portion guideline is 80g.

In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ. As stated in this guide, the recommended (maximum) serving size for the out-of-home sector for cakes (125g), muffins (150g) and slices (90g) are equivalent to 2-4 serves of discretionary foods. This is concerning given these foods should be limited as part of a healthy diet. These recommended serving sizes place Australians at high risk of consuming discretionary foods in excess.

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3. Chocolate and chocolate based confectionery: Retail sector

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Plain chocolate or chocolate-based confectionery, including all chocolate varieties (white, milk or dark chocolate) sold in the retail setting. Excludes cooking chocolate.

This applies to single consumption bars that are not portion controlled or portionable (i.e. single serve chocolate portions, chocolate bars for individual consumption in a single sitting). For multiserve products, defer to existing industry guidance i.e. 25g +/-5g and portionability criterion.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No.

4. Are there other concerns or challenges with reducing the serving size of this category?

No.

5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

The foods within this category are considered discretionary foods under the Australian Dietary Guidelines. As such, the serving size limit is 600kJ, i.e. ½ bar (25g) of chocolate. The Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit also has portion size guidelines for chocolate confectionery. The portion guideline is 50g.

In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ. As stated in this guide, the recommended (maximum) serving size is 50g for single consumption bars and 25g +/-5g for multiserve products. While the multiserve serving size aligns with the Australian Dietary Guidelines, the serving size for single consumption bars exceeds discretionary serve size recommendations. Moreover, the voluntary nature of these guidelines may have limited

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effect on food companies reducing the 'king-size' versions of their chocolate bars, which are the equivalent to 3-4 discretionary serves.

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4. Crumbed and battered proteins: Out of Home

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Meat, poultry, seafood and plant-based proteins which have been coated with a crumb or batter made from flour or flour-alternatives and sold in the out of home sector. Includes products prepared on-site or pre-prepared.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No.

4. Are there other concerns or challenges with reducing the serving size of this category?

No.

5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

Crumbed and battered proteins are considered a discretionary food under the Australian Dietary Guidelines. The serving size limit is 600kJ. The Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit also has portion size guidelines for crumbed and battered protein products. The portion guideline is 140g.

In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ.

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5. Frozen desserts, ice-cream and ice-confection: Retail Sector

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Ready-to-eat frozen dairy- or dairy-alternative-based desserts and ice-confections sold in retail settings.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No.

4. Are there other concerns or challenges with reducing the serving size of this category?

No.

5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

The foods within this category are considered discretionary foods under the Australian Dietary Guidelines. As such, the serving serve limit is 600kJ, i.e. two scoops (75g) of ice-cream. The Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit has portion size guidelines for ice-cream. The portion guideline is 85ml.

In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ. As stated in this guide, the recommended (maximum) serving size for the out-of-home sector is 80g, which generally aligns with Australian Dietary Guidelines discretionary serving size guidance.

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6. Sweetened beverages: Out of home

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Sweetened beverages portioned on site and served cold in the out of home sector. This includes beverages marketed as soft drinks or energy drinks (includes cola and non-cola varieties), fruit drinks (defined in the Food Standards Code, Std 2.6.2 Non-alcoholic beverages and brewed soft drinks and sweetened dairy-based drinks.

Yes.

2. Does the name of the category reflect the definition?

Yes.

3. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

4. Are you aware of any technical constraints to reducing the serving size?

No.

5. Are there other concerns or challenges with reducing the serving size of this category?

No.

6. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

The foods within this category are considered discretionary foods under the Australian Dietary Guidelines. As such, the serving serve limit for this category is 600kJ i.e. one can (375ml) of sweetened beverages.

In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ. As stated in this guide, the recommended (maximum) serving size for the out-of-home sector is 450mL, thereby exceeding the Australian Dietary Guidelines discretionary serving size guidance by 20%.

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7. Pizza: Out of home Sector

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Pizza base, with toppings (e.g. vegetable, cheese, meat, fish or alternatives) sold in the out of home sector.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No.

4. Are there other concerns or challenges with reducing the serving size of this category?

No.

5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

Pizza is considered a discretionary food under the Australian Dietary Guidelines. The serve limit is 600kJ. In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ.

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8. Potato Products: Out of home

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Potato or sweet potato-based products designed to be consumed as a snack or side dish with or without added seasonings or fat and sold in the out of home sector. Excludes potato-based meals or cold potato-based snack foods.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No.

4. Are there other concerns or challenges with reducing the serving size of this category?

No.

5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

The foods within this category are considered discretionary foods under the Australian Dietary Guidelines. As such, the serving size limit for this category is 600kJ, i.e. 12 (60g) fried hot chips. The Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit has portion size guidelines for hot chips. The portion guideline is 100g.

In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ. As stated in this guide, the recommended (maximum) serving size for the out-of-home sector is 150g, thereby significantly exceeding the Australian Dietary Guidelines discretionary serving size guidance. This lenient serving size recommendation puts Australians at risk of exceeding intakes of discretionary foods.

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9. Savoury pastry products, pies, rolls and envelopes: Out of home and Retail

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Meat, poultry and/or vegetable filing encased in a pastry and sold in the out of home and retail sectors.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No

4. Are there other concerns or challenges with reducing the serving size of this category?

No.

5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

The foods within this category are considered discretionary foods under the Australian Dietary Guidelines. As such, the serving serve limit for this category is 600kJ, i.e. ¼ pie or pastie (60g). The Healthy Food and Drink in NSW Health Facilities for Staff and Visitors Toolkit has portion size guidelines for pies, sausage rolls and pasties. The portion guideline ranges between 120g-250g.

In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ. As stated in this guide, the recommended (maximum) serving size for the out-of-home sector is 200g, thereby significantly exceeding the Australian Dietary Guidelines discretionary serving size guidance. This lenient serving size recommendation puts Australians at risk of exceeding intakes of discretionary foods.

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10. Sweet Biscuits: Retail Sector

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

All sweet biscuits sold in retail. Includes products which are coated or uncoated, filled or unfilled. Excludes packet biscuit/cookie mixes and cookie doughs.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No.

4. Are there other concerns or challenges with reducing the serving size of this category?

No.

5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

The foods within this category are considered discretionary foods under the Australian Dietary Guidelines. The serving size limit is 600kJ, i.e. two to three (35g) sweet plain biscuits.

In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ. As stated in this guide, the recommended (maximum) serving size for the retail sector is 30g, which aligns with the Australian Dietary Guidelines discretionary serving size guidance.

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11. Sweet Biscuits: Out of home

1. Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

All sweet biscuits sold in the out of home sector. Includes products which are coated or uncoated, filled or unfilled.

Yes.

2. What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

N/A.

3. Are you aware of any technical constraints to reducing the serving size?

No.

4. Are there other concerns or challenges with reducing the serving size of this category?

No.

5. Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

Yes.

The foods within this category are considered discretionary foods under the Australian Dietary Guidelines. The serving size limit is 600kJ, i.e. two to three (35g) sweet plain biscuits.

In agreement with our colleagues from the Cancer Council and the Heart Foundation, The George Institute recommends that the serving size guideline for this category should align with the Australian Dietary Guidelines definition of 600kJ. As stated in this guide, the recommended (maximum) serving size for the out-of-home sector for biscuits is 60g, equivalent to two serves of discretionary foods (and twice the recommended serving size of the retail sector). This is concerning given these foods should be limited as part of a healthy diet. These recommended serving sizes puts Australians at high risk of consuming discretionary foods in excess.

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Part B Best Practice Guide

1. Two samples of the Industry Best Practice Guide are provided above. Please review the samples before answering the following questions.

What do you like about the two samples with regards to the look feel and layout?

- The George Institute recommends the use of the plate visual and the serving suggestion of “fill $\frac{3}{4}$ of plate with salad or vegetables” is an important component of the guide to demonstrate that these foods should be consumed alongside minimally processed whole foods.
- The George Institute recommends the use of everyday objects to demonstrate serving size recommendations. For example, a baseball or a deck of cards, is helpful for demonstrating the recommended serve size. However, it should be clarified in the guide that everyday objects should reflect the size to be consumed (not weight), i.e. rather than stating “one baseball”, it should state “size of one baseball”.

What would you change about the two examples with regards to the look feel and layout?

The George Institute is concerned the look, feel and layout presents discretionary foods as a healthy and positive addition to the diet. To avoid the public misinterpreting the message, The George Institute recommends:

- 1) The guide should include a statement that “discretionary foods should be eaten only sometimes and in small amounts”.⁴
- 2) The guide should not have a green background as this colour is often associated with good health. The George Institute recommends a different colour should be used, such as red or yellow.

⁴https://www.eatforhealth.gov.au/sites/default/files/content/The%20Guidelines/n55a_australian_dietary_guidelines_summary_131014_1.pdf

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2. How helpful is it to have the following pieces of information displayed in the Guide?

	Helpful	Neutral	Not helpful
Category definition	x		
Serving size recommendation	x		
Tips & tricks – category specific	x		
Guiding principles for resizing	x		
How to review the serving size information on labels of products	x		
How to indicate a smaller serving size on pack	x		
Case studies	x		
Rationale for the serving size recommendation		x	

3. In what formats are you likely to access the Industry Best Practice Guide?

- X View online
- X Download and print out copies
- Other - please specify below
- N/A.

4. Which channels should be used to promote the Industry Best Practice Guide?

- X Healthy Food Partnership website
- X Public Health/NGO peak bodies
- Industry peak bodies
- Forums
- Other, please specify below
- N/A.

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Part C General Comments

1. Do you have any additional general comments?

N/A.

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Contact The George Institute for Global Health

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