



Australian Government

Department of Health
and Aged Care



Healthy Food
Partnership

working together to improve your food

Healthy Food Partnership

An opportunity for
food industry dietitians



The Healthy Food Partnership

The Healthy Food Partnership (the Partnership) is a voluntary collaborative forum bringing together Government, food industry and public health representatives.

The Partnership aims to improve the health of all Australians by:

- reducing sugar, sodium and saturated fat in processed food and drinks;
- assisting manufacturers to promote more appropriate serving sizes to increase healthy eating options and reduce waste; and
- supporting manufacturers of foods for infants and young children to produce foods that align with dietary guidelines and enable Australian parents to provide their children with foods that support healthy eating and the establishment of healthy food preferences.

The Partnership builds on the Health Star Rating system, which is already helping to improve the nutritional profile of packaged food and drinks.

The work of the Partnership closely links to the Australian Dietary Guidelines, the National Obesity Strategy and the National Preventative Health Strategy as a key Government activity to improve the food supply and nutrition in the Australian population.

About the Healthy Food Partnership Reformulation Program

In Australia, processed food and drinks form a large part of our diet. The Partnership helps Australians make healthier choices, while still enjoying the convenience these foods provide.

Under the Partnership Reformulation Program, reformulation targets have been set for sodium, saturated fat and sugar in key food and drink categories that are major contributors to Australians' intakes of these risk nutrients.

Food categories included in the Partnership Reformulation Program are commonly consumed foods such as bread, cheese, savoury snacks, breakfast cereals, processed meats, soft drinks and pizza.

The success of the Partnership Reformulation Program relies on support from food industry to achieve the reformulation targets and help improve population dietary intakes and reduce diet-related chronic conditions.

Reformulation targets

The Partnership Reformulation Program involves two waves of targets for specific food and drink categories/subcategories:

- Wave 1 includes sodium targets for 28 food categories and saturated fat targets for 5 food categories.
- Wave 2 includes sodium targets for 5 food categories, and sugar targets for 9 food and drink categories.

Reformulation targets apply to a participating company's top 80% of products in each food category by sales volume. Companies are also asked to show effort towards reformulating the remaining products.



Companies are asked to commit to the entire Partnership Reformulation Program, rather than to individual targets. By committing to the full program, you are showing your intent to work towards the targets for existing products as far as practicable. Companies are also encouraged to use the reformulation targets to guide any new product development.

Full details of reformulation targets and food category definitions are available on our website.

About the Industry Guide to Voluntary Serving Size Reduction

Recognising that not all foods are suitable for reformulation, the Industry Guide to Voluntary Serving Size Reduction is another way to support Australians to reduce the consumption of risk nutrients and manage energy intakes.

The Guide contains maximum serving size recommendations for 11 discretionary food and drink categories in retail and out of home settings.

Some of the food categories included in the Guide are cakes, muffins and slices, chilled beverages, ice cream and frozen desserts, hot potato chips and fries, chocolate and chocolate based confectionary and sweet biscuits.

Quick Service Restaurant and Food Service Forum

We have recently established a Quick Service Restaurant and Food Service Forum to consider the development or application of reformulation targets and serving size guidance in this sector. If you would like to join this work from the beginning and share your expertise please contact us.

How to participate

All companies, regardless of size or number of products are encouraged to join the Healthy Food Partnership. Participation is voluntary and companies can join at any time - there is no cut off for signing up. As these are voluntary activities, there are no penalties for not meeting the reformulation or serving size targets and no publishing of individual companies' achievements against the targets.

To participate in the program please contact the Healthy Food Partnership Secretariat at **HealthyFoodPartnership@health.gov.au.**



Participating companies can be acknowledged on the Partnership website. Public acknowledgement of companies' involvement is completely voluntary.

Reporting requirements

There are some reporting requirements to help us monitor the impact of the Partnership. Once we receive your commitment to the program, we will provide the relevant Reporting and Monitoring templates.

Achievements to date

Initial reporting for Wave 1 and Wave 2 reveals that companies participating in the Partnership Reformulation Program have removed from the Australian food supply:

- 81 tonnes of sodium (almost 208 tonnes of table salt)
- 470 tonnes of saturated fat
- 261 tonnes of sugar

We invite your company to join the Healthy Food Partnership to continue to improve the Australian food supply and support Australians to make healthier food choices.

Frequently Asked Questions

Can companies commit to the reformulation targets for new products only?

The intent of the Partnership Reformulation Program is for participating companies to reformulate existing products as well as use the reformulation targets to guide new product development.

What happens in the case that products/categories are not controlled locally?

We understand the formulation of certain products will not be locally controlled. By committing to the Reformulation Program, companies are showing their intent to work towards the targets for existing products as far as reasonably practicable.

How do food service products factor into the commitment? For example, products for cafes. Are the commitments limited to retail only?

The focus of the Reformulation Program is retail products only. However, we encourage all food businesses to improve the nutritional profile of their foods. The Industry Guide to Voluntary Serving Size Reduction contains recommended serving sizes for foods sold in both retail and out of home settings. Companies who manufacture products intended for food service may consider applying the reformulation targets to their products as well as the serving size recommendations in the Industry Guide to Voluntary Serving Size Reduction.

Can I label that my products meet the Partnership reformulation targets?

The Partnership is not a consumer-focused initiative, and it is unlikely that labelling will be meaningful to consumers. We encourage companies to adopt the Health Star Rating front-of-pack labelling system to support consumers to understand a product's overall nutritional profile.



**We look forward to working
with your company to create
meaningful change to the
Australian food supply
to achieve healthier food
options for all Australians.**



Scan the QR code for more information or email
HealthyFoodPartnership@health.gov.au

