



Comparison of eligibility of Health Star Rating (HSR) products, Year 5 and Year 6

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1. BACKGROUND

1.1 Context

The Health Star Rating (HSR) system is a front of pack labelling (FoPL) system that rates the overall nutritional profile of packaged foods to assist consumers make informed food purchases. It was introduced in June 2014, with voluntary participation.

To monitor the implementation of the HSR system, and evaluate its impact, the Department of Health engaged The National Heart Foundation, leveraging its comprehensive food database, FoodTrack™.

The monitoring is broken into three areas of enquiry (AoE):

1. Label implementation and consistency with the HSR system Style Guide
2. Consumer awareness and ability to use the HSR system correctly
3. Nutrient status of products carrying a HSR system label

In addition to the three areas of enquiry, The National Heart Foundation provides uptake reports to the Department at specific time periods to track HSR uptake throughout the years.

The uptake reports include:

1. Quarterly reports on cumulative participation in the HSR system
2. Bi-annual point-in-time snapshots of participation in the HSR system

1.2 Area of Enquiry

Missing from both measures of uptake reporting is a sense of context; how does the number of products participating in the HSR compare to the total number of products eligible for participation?

To understand how the number of products participating in the HSR compares to the number of eligible products in the market, HSR coverage is calculated by dividing the total number of participating products by the total number of eligible products. This is provided on an annual basis.

The objective of this report is to provide an update (since Year 4) on the proportion of HSR products to the total number of eligible products.

Eligibility

The HSR system has been developed for use on packaged products. Nonetheless it's not suitable for all packaged products. Products not eligible to display the HSR system are outlined in the HSR system Style Guide which cross references the (Food Standard Code) FSC and aligns with other restrictions outlined in the Code.

It was not intended that the HSR be applied to single ingredient products and those that didn't require a Nutrition Information Panel (NIP). However, over time an increasing number of manufacturers began to include the HSR system logo on these kinds of products.

Products that are either not eligible for the HSR, or not intended to display the HSR are considered outside the scope of eligible products.

1.3 Methodology

FoodTrack™, a joint nutrition database between The Heart Foundation and CSIRO is utilised to monitor the implementation of the HSR system.

For each product collected within FoodTrack™, product information (e.g. brand, package size), nutrition information (e.g. energy and nutrients), and participation in the HSR is recorded. Eligibility of products to participate in the system is assessed and mapped to corresponding categories (e.g. HSR Category Class and HSR Category Name).

Limitations and qualifiers for FoodTrack™ collection

As the Covid-19 pandemic unfolded in Australia mid-March 2020, this impacted the capacity and continuation of FoodTrack collection to take place in-store. Collection was suspended; therefore, a number of categories were incomplete nor did not commence based on previous regular timeframes. Therefore, the uptake data is not entirely comparable with the previous quarters and results should be interpreted with caution.

Table 1: HSR Categories impacted from collection in Year 6

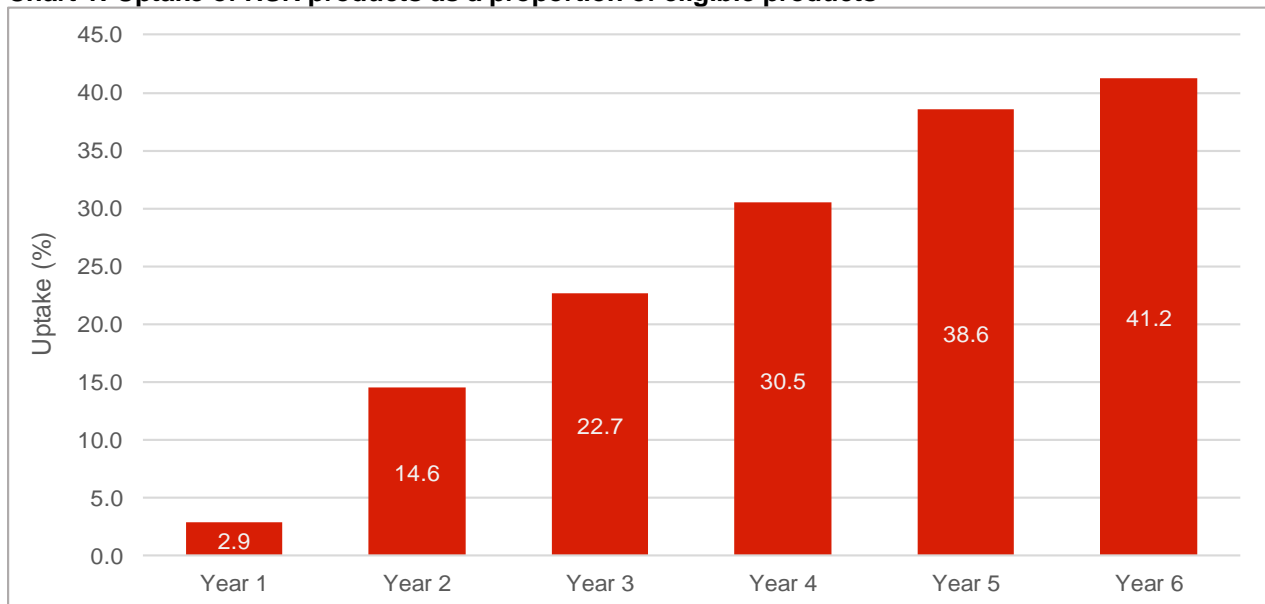
HSR Category Name			
Bakery fats	Butter	Cooking sauces	Dips
Edible oil spreads	Finishing sauces	Flour	Formulated foods – protein bars protein shakes meal replacements
Frozen desserts (fruit-based only)	Fruit and vegetable juices	Hot cereals - flavoured	Hot cereals - plain
Mayonnaise and aioli products	Meal kits	Meat – plain	Meat - processed
Mueslis	Nut and seed bars	Pastry	Poultry – plain
Ready to eat breakfast cereals	Recipe concentrates	Relishes chutneys and pastes	Salad dressings and mayonnaise type dressings
Smallgoods	Soups - all	Tea and coffee	Vegetables – plain
Vegetarian - processed	Vegetable oils		

2. Eligibility of Uptake

2.1 Comparison between complete and incomplete products

- The proportion of eligible products displaying the HSR system has continuously grown throughout the years. The proportion of products displaying the HSR system grew from 2.9 percent in Year 1 to 38.6 percent in Year 5. See Chart 1
- As of March 2020, in Year 6, 41.2 percent of all eligible products collected displayed the HSR system
- Though the proportion of eligible products displaying the HSR continues to increase each year, the rate of uptake is decreasing. That is, the number of products adopting the HSR system is relatively slower than the increasing number of eligible products each year
- As the uptake of eligible products from Year 4 to 5 increased by 26.5 percent, the rate of uptake decreased from the previous year by 22.7 percent

Chart 1: Uptake of HSR products as a proportion of eligible products^a



Notes: **a.** Year 6 HSR collection was incomplete due to COVID-19 pandemic therefore results are reflective up to March 2020

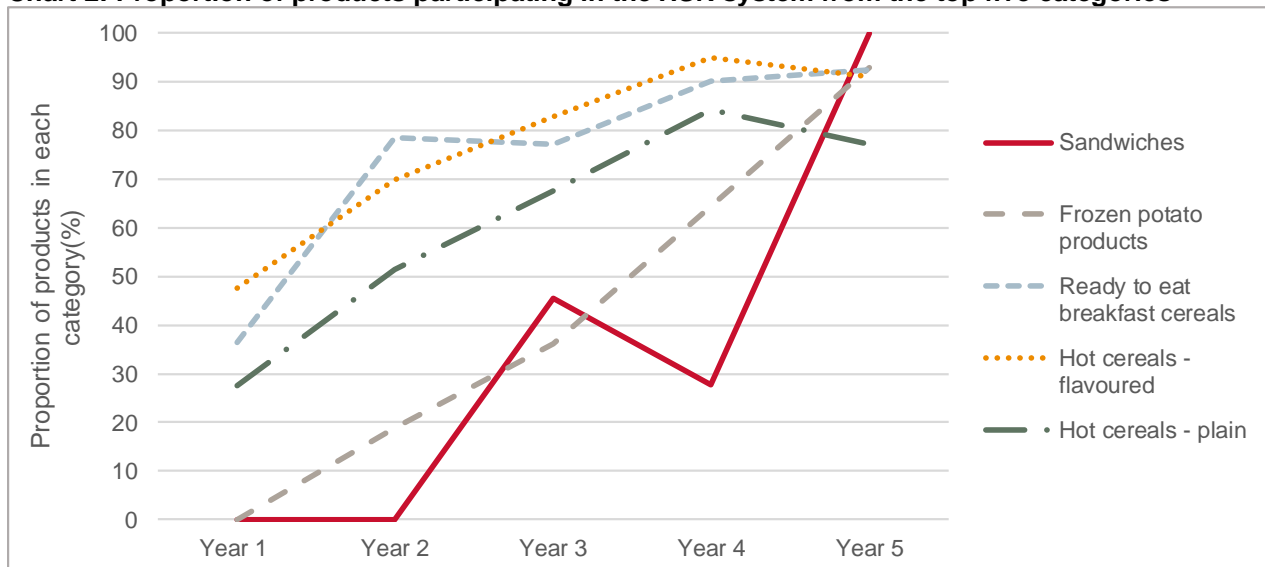
Source: FoodTrack™; Heart Foundation calculations

2.1 Uptake by HSR Category

- As uptake of the HSR increased, coverage of HSR Categories also increased. By Year 5, out of 83 HSR categories, the HSR was displayed on products from all but three categories: *Poultry – plain*, *Meal kits* and *Bakery fats*. This was an increase from Year 1 as there were only 36 categories that recorded HSR products

- Compared to Year 4, the ranking in the top five categories that had the greatest proportion of products participating in the HSR system had changed as *Hot cereals – flavoured* was no longer the HSR Category that had the greatest proportion of products participating in the HSR. See Chart 2
- Though the *Sandwiches* HSR Category had no products recorded in Year 1 and 2, by Year 5, all eligible products within the category displayed an HSR system graphic
- The other four categories, *Frozen potato products*, *Ready to eat breakfast cereals*, *Hot cereals – flavoured* and *Hot cereals – plain* continued to be in the top five categories over the years with the greatest proportion of products participating in the system

Chart 2: Proportion of products participating in the HSR system from the top five categories^a



Notes: **a.** Year 6 HSR collection was incomplete due to COVID-19 pandemic therefore Year 6 results were excluded from this analysis

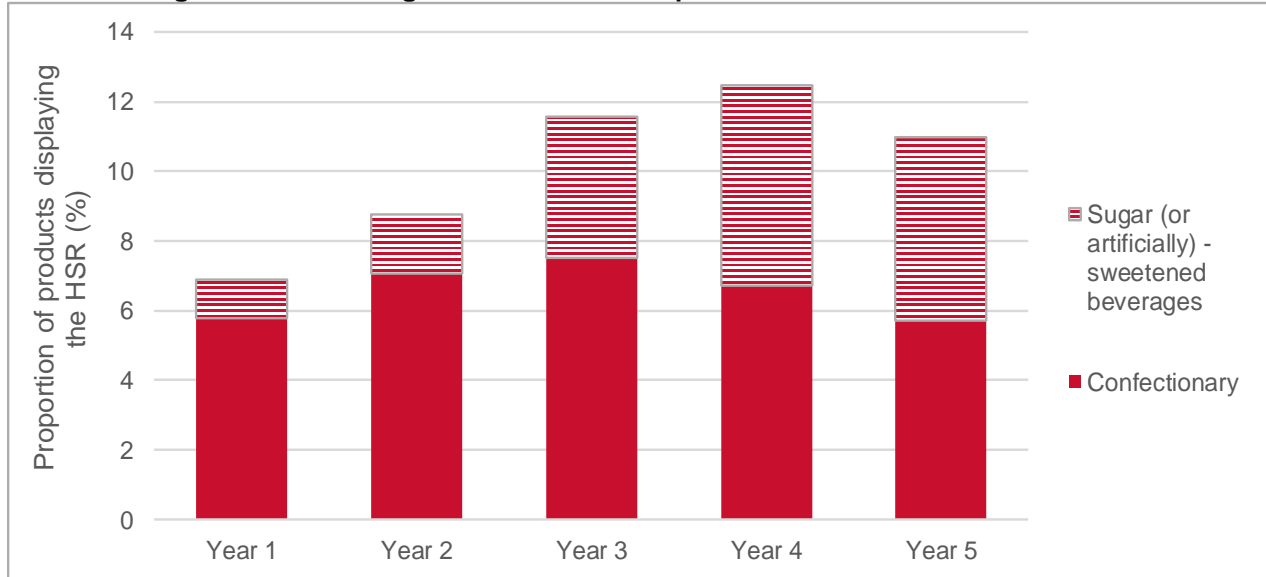
Source: FoodTrack™; Heart Foundation calculations

NOTE: A full list of all HSR categories with the proportion of eligible products for each year is included in the Appendices ([Appendix 1](#))

- Like previous years, the *Confectionary* and *Sugar (or artificially) sweetened beverages* HSR categories continuously had the largest number of products participating in the HSR system
- By Year 5, these two categories collectively accounted for 769 products which was an increase of 13.1 percent from Year 5. See Chart 3
- Except for the *Confectionary* category in Year 4, the proportion of products displaying the HSR for these two categories continued to increase each year. However, by Year 5, a further 15.1 percent decrease

was observed for the Confectionary category and an 8.2 percent decrease was recorded for the *Sugar (or artificially) sweetened beverages* category

Chart 3: Categories with the largest contribution to uptake^a



Notes: **a.** Year 6 HSR collection was incomplete due to COVID-19 pandemic therefore results are reflective up to March 2020

Source: FoodTrack™; Heart Foundation calculations

3. Appendix

3.1 Appendix 2: Proportion of products sampled from HSR categories, in Year 6

<i>HSR Category Name</i>	<i>Year 1 (%)</i>	<i>Year 2 (%)</i>	<i>Year 3 (%)</i>	<i>Year 4 (%)</i>	<i>Year 5 (%)</i>	<i>Year 6 (%)</i>
Bakery fats	0.0	0.0	0.0	0.0	0.0	-
Baking goods	0.0	0.2	0.3	0.3	0.3	0.2
Biscuits - savoury	0.0	0.1	0.2	0.2	0.4	0.4
Biscuits - sweet	0.0	0.1	0.2	0.2	0.3	0.4
Bread	0.0	0.1	0.1	0.2	0.4	0.4
Breakfast drinks	0.0	0.8	0.8	0.8	0.8	0.9
Breakfast spreads	0.0	0.2	0.1	0.1	0.1	0.1
Butter	0.0	0.0	0.2	0.2	0.3	-
Cakes muffins and other baked products	0.0	0.2	0.3	0.3	0.5	0.5
Cereal-based bars	0.0	0.3	0.4	0.5	0.5	0.6
Cheese - hard and processed	0.0	0.0	0.1	0.2	0.3	0.3
Cheese - soft	0.0	0.0	0.1	0.2	0.3	0.3
Confectionary	0.0	0.2	0.3	0.3	0.4	0.4
Cooking sauces	0.0	0.2	0.2	0.4	0.5	-
Cream and cream alternatives	0.0	0.1	0.1	0.3	0.3	0.3
Crisps and similar snacks	0.0	0.1	0.2	0.2	0.2	0.3
Custards and dairy desserts (non - frozen)	0.0	0.0	0	0.1	0.3	0
Dairy milks - flavoured	0.0	0.2	0.2	0.4	0.5	0.5
Dairy milks - plain	0.0	0.1	0.1	0.3	0.5	0.4
Dessert toppings and baking syrups	0.0	0.0	0.2	0.4	0.4	0.4
Dips	0.1	0.1	0.1	0.1	0.1	-
Dried fruit and nut mixes	0.0	0.1	0.3	0.5	0.6	0.8
Edible oil spreads	0.0	0.1	0.2	0.3	0.5	-
Eggs	0.0	0.0	0.0	0.1	0.1	0.1
Finishing sauces	0.0	0.1	0.1	0.2	0.3	-
Flour	0.0	0.1	0.1	0.2	0.3	-
Formulated foods - protein bars protein shakes meal replacements	0.0	0.0	0.1	0.1	0.1	0.4
Frozen dairy (and soy) desserts	0.0	0.2	0.2	0.2	0.3	0.3
Frozen desserts (fruit-based only)	0.0	0.2	0.2	0.2	0.3	-
Frozen potato products	0.0	0.2	0.4	0.6	0.9	1.0
Fruit - dried	0.0	0.1	0.1	0.3	0.4	0.5
Fruit - plain	0.0	0.1	0.2	0.3	0.3	0.3
Fruit - shelf stable	0.0	0.0	0.1	0.4	0.6	0.7
Fruit and vegetable juices	0.1	0.3	0.4	0.5	0.5	-

Fruit bars	0.0	0.2	0.4	0.4	0.4	0.4
Fruit pies tarts crumbles	0.0	0.2	0.3	0.3	0.6	0.5
Grains - plain	0.0	0.2	0.3	0.3	0.4	0.5
Grains - processed	0.0	0.2	0.2	0.3	0.6	0.7
Hot cereals - flavoured	0.5	0.7	0.8	1.0	0.9	-
Hot cereals - plain	0.3	0.5	0.7	0.8	0.8	-
Jelly	0.0	0.0	0.0	0.1	0.2	0.3
Legumes - canned/shelf-stable	0.0	0.2	0.3	0.5	0.7	0.6
Mayonnaise and aioli products	0.0	0.1	0.1	0.2	0.2	0.0
Meal kits	0.0	0.0	0.0	0.0	0.0	-
Meat - plain	0.0	0.1	0.1	0.1	0.0	-
Meat - processed	0.2	0.3	0.4	0.6	0.7	-
Milk modifiers and flavourings	0.0	0.2	0.2	0.3	0.2	0.2
Milk substitutes - plain and flavoured	0.1	0.4	0.5	0.5	0.5	0.5
Mueslis	0.3	0.5	0.6	0.6	0.6	-
Nut and seed bars	0.1	0.3	0.3	0.4	0.5	-
Nuts and seeds	0.0	0.1	0.3	0.4	0.6	0.6
Pasta and noodles - plain	0.0	0.1	0.1	0.2	0.2	0.3
Pasta and noodles - processed	0.0	0.1	0.2	0.3	0.4	0.4
Pastry	0.0	0.0	0.1	0.2	0.3	-
Poultry - canned	0.1	0.1	0.2	0.4	0.5	0.8
Poultry - plain	0.0	0.0	0.0	0.0	0.0	-
Poultry - processed	0.1	0.2	0.2	0.4	0.6	0.6
Ready meals	0.0	0.3	0.5	0.6	0.6	0.6
Ready to eat breakfast cereals	0.4	0.8	0.8	0.9	0.9	-
Recipe concentrates	0.0	0.2	0.2	0.5	0.6	-
Relishes chutneys and pastes	0.0	0.0	0.0	0.1	0.1	-
Salad dressings and mayonnaise type dressings	0.0	0.2	0.2	0.3	0.2	0.5
Sandwiches	0.0	0.0	0.5	0.3	1.0	0.4
Savoury pies pastries and pizzas	0.0	0.1	0.3	0.4	0.5	0.6
Savoury snack combinations	0.0	0.2	0.2	0.2	0.4	0.4
Seafood - canned	0.0	0.2	0.3	0.3	0.5	0.6
Seafood - plain	0.0	0.2	0.3	0.3	0.6	0.6
Seafood - processed	0.0	0.2	0.2	0.4	0.7	0.7
Seasonings herbs and spices	0.0	0.0	0.0	0.0	0.1	0.1
Smallgoods	0.0	0.1	0.1	0.1	0.1	-
Soups - all	0.1	0.3	0.5	0.6	0.6	-
Spreads - nut and seeds	0.0	0.4	0.4	0.5	0.5	0.5
Stocks	0.0	0.0	0.1	0.1	0.2	0.0

Sugar (or artificially) – sweetened beverages	0.0	0.1	0.2	0.4	0.5	0.5
Sugar and sugar alternatives	0.0	0.1	0.1	0.1	0.1	0.2
Tea and coffee	0.0	0.1	0.1	0.1	0.1	0.1
Tomato and other table sauces	0.0	0.0	0.0	0.1	0.2	0.1
Vegetable oils	0.0	0.1	0.2	0.2	0.3	0.0
Vegetables – plain	0.0	0.1	0.2	0.3	0.3	0.1
Vegetables – processed	0.1	0.1	0.3	0.5	0.7	0.7
Vegetarian – processed	0.1	0.3	0.5	0.6	0.5	-
Water	0.0	0.0	0.1	0.3	0.3	0.3
Yoghurt	0.0	0.1	0.1	0.2	0.2	0.2
TOTAL	2.9	14.6	22.7	30.5	38.6	41.2