



FOODSTANDARDS
Australia New Zealand
Te Mana Kounga Kai – Ahitereiria me Aotearoa

P1062 – Defining added sugars for claims

FSANZ webinar 21 September 2023



Welcome and overview

- Webinar purpose and scope
- About FSANZ
- The Food Regulation System and Food Ministers' Meeting
- Australian and New Zealand Dietary Guidelines
- Evidence base and proposed approach under P1062
- Next steps
- Questions

Purpose and scope

Purpose

- Provide an overview of P1062 – Defining added sugars for claims
- Answer your questions about the proposal

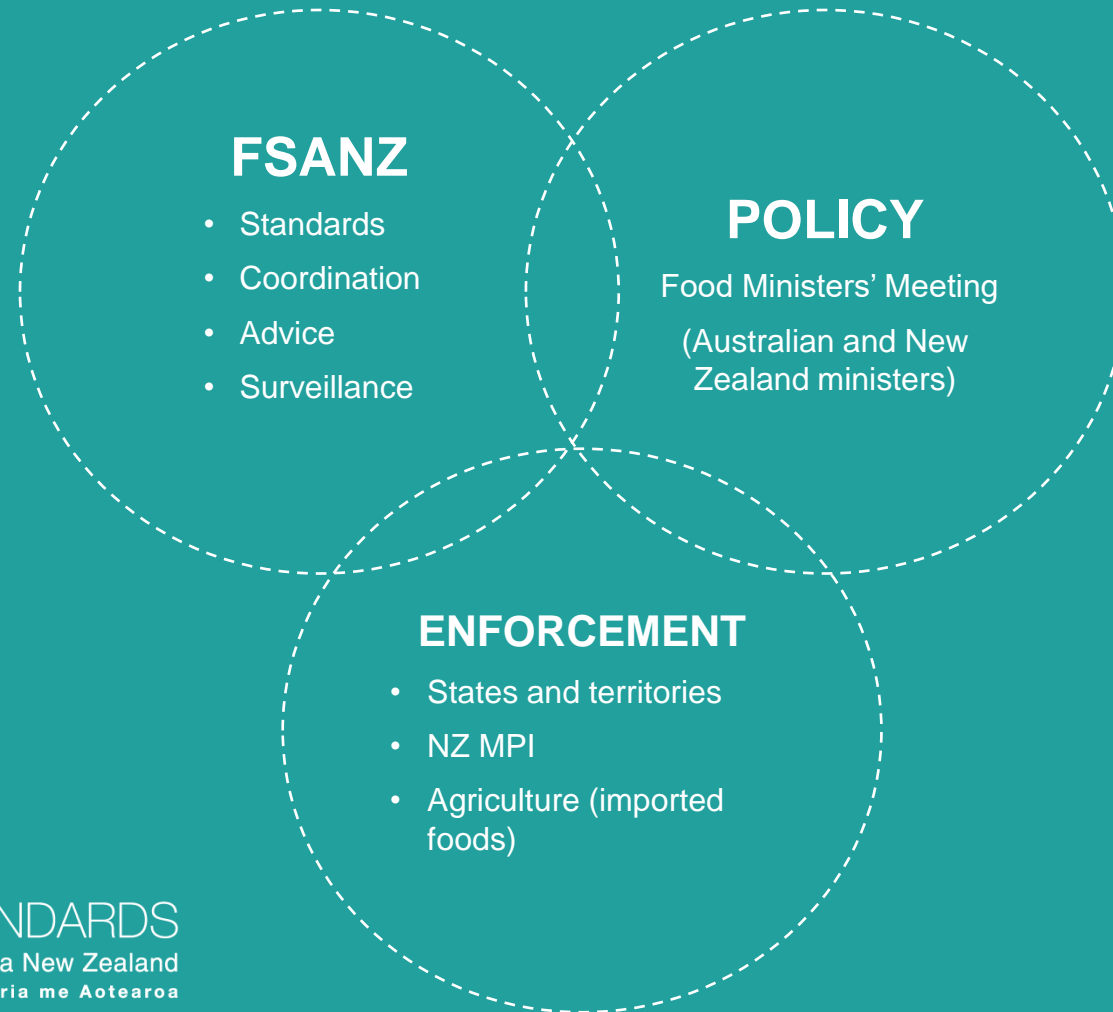
Out of scope

- P1058 - Nutrition labelling about added sugars
- P1049 - Carbohydrate and sugar claims on alcoholic beverages
- Dietary guidelines evidence base

About FSANZ

- Central scientific agency in the bi-national food regulation system
- Our primary responsibility is to protect public health and safety by ensuring a safe food supply in partnership with food and health authorities in Australia and New Zealand
- We do this by:
 - developing evidence-based standards for regulators and industry
 - monitoring the safety of the food supply
 - supporting consumers to make informed choices, and
 - coordinating food incidents and recalls in Australia.

Food Regulation System



Food ministers' request

Stage the delivery of added sugars work to:

- Consider incorporating a definition of added sugars into the Food Standards Code as a matter of priority to ensure added sugars claims align with dietary guidelines.

P1062 purpose

Consider amending the Food Standards Code to:

- Clarify and define added sugars for making voluntary nutrition content claims; and
- Align added sugars claims with Australian and New Zealand dietary guidelines to support informed consumer choice

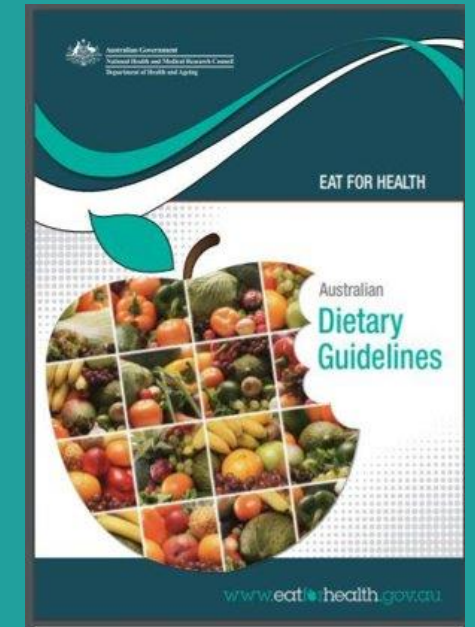
Australian Dietary Guidelines

Guideline 2. Enjoy a wide variety of nutritious foods from these five groups every day:

- Plenty of vegetables, including different types and colours, and legumes/beans
- **Fruit**
- Grain (cereal) foods, mostly wholegrain and/or high cereal fibre varieties, such as bread, cereals, rice, pasta, noodles, polenta, couscous, oats, quinoa and barley
- Lean meats and poultry, fish, eggs, tofu, nuts and seeds, and legumes/beans
- Milk, yoghurt, cheese and/or their alternatives, mostly reduced fat (reduced fat milks are not suitable for children under 2 years)

Guideline 3. Limit intake of foods containing saturated fat, added salt, added sugars and alcohol.

- c. Limit intake of **foods and drinks containing added sugars** such as confectionary, sugar-sweetened soft drinks and cordials, fruit drinks, vitamin waters, energy and sports drinks.



Australian DGs include dried fruit (30g) and 100% fruit juice (125ml) as a serve of fruit occasionally, preferably with no added sugar.

New Zealand Eating and Activity Guidelines

Eating Statement 1. Enjoy a variety of nutritious foods including plenty of vegetables and fruit

Eating Statement 2. Choosing or preparing foods and drinks with little or no added sugar

- Choose foods with the lowest amount of added sugar.
- Compare the sugar content on food labels.
- Add little or no sugar to foods and drinks.
- Choose plain water or diet drinks rather than sugary drinks, juice, energy or sports drinks, cordial or powdered drinks.

If drinking sugary drinks, have them only:

- occasionally (less than once each week)
- in small quantities (limit to one glass or dilute with water)
- with food rather than between meals.



New Zealand DGs consider juice and dried fruit to be high in sugars and recommend limiting intake. DGs also note to compare sugars levels not added sugars.

Overall aim of guidelines is to reduce sugar, in particular added sugars, to assist with weight control and reduce dental caries.



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Evidence to inform the decision

- Dietary guidelines from Australia and New Zealand
- A&NZ market scan of added sugars claims and product categories
- Social science rapid evidence review on consumer understanding and responses to 'no added sugar' claims
- Targeted consultation
- Advice from government bodies
- International approaches
- Cost benefit assessment

Risk assessment

Identified 'no added sugar(s)' claims:

- are prevalent in the market, particularly in certain categories of foods
- are sought out by consumers but may not be well understood by some consumers
- are commonly understood by consumers to be about sugar that is added during manufacturing or food preparation, rather than being inherent or naturally occurring in the food
- can increase how healthy consumers perceive food products to be and can influence purchasing decisions.

Suggests consumers may not be supported to make informed choices and could be potentially misled if 'no added sugar(s)' claims are not aligned with dietary guidelines.

Proposed approach – define and clarify

A 'no added sugar(s)' claim cannot be made if:

- a food for sale contains any of the following added ingredients (including compound ingredients)

- 'added sugars'

means the following derived from any source:

- hexose monosaccharides and disaccharides (includes D-tagatose);
- starch hydrolysate
- glucose syrups, maltodextrin and similar products
- products derived at a sugar refinery, including brown sugar, molasses, raw sugar, golden syrup, treacle
- icing sugar
- invert sugar
- sugar and sugar syrups derived from plants;
- honey
- malt
- malt extracts
- concentrated fruit juice, unless the food for sale is fruit juice
- deionised fruit juice.



Proposed approach – define and clarify

AND/OR

- dried fruit other than whole, cut or chopped
- fruit juice (other than concentrate), unless canned or frozen fruit
- fruit juice or fruit powder
- fruit pulp
- fruit purée
- concentrated fruit purée
- a blend or combination of any of these ingredients including ‘added sugars’

Does not apply to

- products which are the food for sale (e.g. bottle of orange juice, jar of honey, whole dried apricots)
- blends of types of fruit products (e.g. bottle of apple and orange juice)
- lemon or lime fruit

Proposed approach – hydrolysis

A 'no added sugar(s)' claim is not permitted when

- the concentration of sugars in a food is increased from the hydrolysis during manufacture, except cereal-based plant milks when sugars concentration is $\leq 1.5\%$ (and the product otherwise meets claim conditions).

Proposed approach – ‘unsweetened’

Maintain the existing ‘unsweetened’ claim conditions

- must meet ‘no added sugar(s)’ claim conditions, noting the proposed amended claim conditions will apply.
- contains no intense sweeteners, sorbitol, mannitol, glycerol, xylitol, isomalt, maltitol syrup or lactitol.
- contains no low energy sugars (monosaccharides and disaccharides), as ingredients, listed in subsection S11—2(3) of schedule 11

NHMRC and NZ Ministry of Health views

- Considers proposed approach generally aligns with Australian and New Zealand dietary guidelines.
- Confirmed view that while dietary guidelines identify fruit juice and dried fruit as foods to be limited (or avoided for fruit juice in NZ), they do not identify these foods as 'added sugars'.

Next steps

- Call for submissions - opened 11 September 2023, closes 6pm 3 October 2023
- FSANZ will consider all submissions in drafting a final approval report
- Approval report presented to FSANZ Board
- If approved, Food Ministers' Meeting notified of the decision.
- Expect the proposal to be completed before the end of 2023.

Questions