Health Star Rating System
Implementation in New Zealand

Phillippa Hawthorne
Australia New Zealand
Joint food regulation system

Health Star Rating
Same system, different implementation to suit each country
Industry uptake – Voluntary system

- All stakeholders involved from the beginning
- Commitment from supermarket instore brands and many companies to roll out HSR across all products
- Over 1200 HSR labelled products in NZ (March 2016)
- Wide range star ratings appearing (0.5 to 5 stars) across many food categories
Industry Reformulation

- Reformulation of products occurring with both new products launched and changes to existing recipes

↓ 60-93% sodium
↓ 30-50% sugar
↑ Fibre
Government led consumer campaign

- Focus on product not the consumer
- Encouraging not lecturing
- Uses humour
- Social media, bus shelters and in-store
Campaign strategy

Primary communication objectives

• Awareness of HSR system.
• How to use the HSR labels.
• Develop consumer confidence in HSR system.
• Shoppers consider nutrition and the HSR system when shopping.

Healthier is easy when you look for

~ Health Stars ~
Cross-government collaboration

BIG CHANGE STARTS SMALL

MINISTRY OF HEALTH
MANATŪ HAUORA

MINISTRY OF EDUCATION
Te Tāhuhu o Te Mātauranga

MINISTRY FOR PRIMARY INDUSTRIES
Manatū Ahu Matua