



Dairy for life

Labelling and understanding Nutrition Information Panels

Simple, honest food labelling

In Australia, food labelling standards are set by Food Standards Australia and New Zealand (FSANZ). The standards on a food label, the nutrition information panel, ingredient declaration, allergens and mandatory and advisory statements. In addition the weight and measurement markings on prepackaged goods are regulated by the National Measurement Institute and Australia's consumer protection laws.

Trying to understand labels on food can be challenging. All of our dairy foods have simple, accurate and clear labelling - making it easy to identify the goodness of dairy in each serve and help consumers make more informed food choices about what they choose to eat. Meanwhile, product and nutrition claims are compliant with local regulatory requirements and based on robust science.

Responsible marketing

To help combat issues such as the rising levels of obesity, government and industry have introduced a range of voluntary initiatives to ensure a high sense of social responsibility in the advertising and marketing of food and beverage products in Australia. As part of our commitment to promote responsible consumption of our dairy foods at all life stages, we adhere to the Australian Association of National Advertisers' Advertising and Marketing Communications Code, Responsible Marketing to Children Initiative, and have also developed our own Fonterra Australia Nutrition Commitments.

For more information on how to read a food label, visit:

<https://www.foodstandards.gov.au/consumer/labelling/Documents/food%20label%20poster.pdf>

How to read a Nutrition Information Panel

Below is a quick guide on how to understand the food labels to help you make informed choices when purchasing food and drinks.

Additives

Food additives must be declared in the ingredient list.

Ingredients

Listed from greatest to smallest by ingoing weight.

Allergens

Some food ingredients and substances can cause severe allergic reactions and therefore must be declared when present in a food. These are bolded in the ingredients list.

Serving Size

Serving size is indicated at the top of the nutrition information panel. When reading nutrition information, be mindful that your actual portion may differ from the suggested serving size.

100 g / 100 mL Column and Serving Size

If comparing nutrients in similar food products, use the per 100 g / 100 mL column. If calculating how much of a nutrient, or how many kilojoules you will actually eat, use the per serve column. But check whether your portion size is the same as the serve size.

Energy

Check how many kJ per serve.

Protein

Products with a source of protein contain at least 5 g per serve, while products high in protein contain at least 10 g per serve.

Total Fat

Low fat products contain no more than 3 g per 100 g for dairy foods such as cheese, and no more than 1.5 g fat per 100 g for liquid dairy products such as milk.

Saturated Fat

Saturated fat is the main source of fat in dairy products. Recent evidence shows that saturated fat from dairy may not be harmful like other sources.⁽¹⁾ Products with low saturated fat contain no more than 1.5 g per 100 g of dairy foods such as cheese and no more than 0.75 g per 100 mL for liquid dairy products such as milk.

Carbohydrate and Sugars

Avoiding sugar completely is not necessary, but it is recommended to avoid larger amounts of added sugars. Dairy foods such as milk and yoghurt contain naturally occurring sugar in the form of lactose, this contributes to the energy content of the product.

Sodium

Lower sodium options contain less than 400 mg of sodium per 100 g. Meanwhile, dairy foods such as cheese contain added salt to ensure it is safe to eat by preserving the product throughout its shelf life.

Calcium

Additional nutrients may be listed, such as vitamins and minerals including calcium. Products with a source of vitamins or minerals contain at least 10% RDI, and products rich/high in a vitamin/mineral contain at last 25% RDI.

INSTANT WHOLE MILK POWDER

INGREDIENTS

- **Milk**, Calcium Carbonate, Emulsifier
- **(Soy Lecithin)**, Vitamin D3

NUTRITION INFORMATION

Servings per package: 28
Serving size: 250 mL (after reconstitution with 35 g of powder)

	Average Quantity per Serving	% Daily Intake† (per Serving)	Average Quantity per 100 mL
Energy	728 kJ	8 %	291 kJ
Protein	8.5 g	17 %	3.4 g
Fat, total	9.3 g	13 %	3.7 g
- saturated	6.0 g	25 %	2.4 g
Carbohydrate	14.0 g	5 %	5.6 g
- sugars	14.0 g	16 %	5.6 g
Sodium	90 mg	4 %	36 mg
Calcium	480 mg (60% RDI*)		192 mg
Vitamin D	2.6 µg (26% RDI*)		1.0 µg

*Recommended Dietary Intake.

†Percentage Daily Intakes are based on an average adult diet of 8700 kJ.

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