



FOOD GROUP MODELS AND LABELS

There are different ways to show a healthy diet in a pictorial way. The Ministry of Health recommends food from the four food groups to stay healthy and active.

Harold's Pataka Kai (pantry)

This is a way to show the four groups. It is made up of Grain Foods, Fruit and Vegetables,

Proteins and Milk and Milk products.

Each of these four groups can be individualised to our likes and needs. For example Grain Foods includes both wheat based and gluten free options.

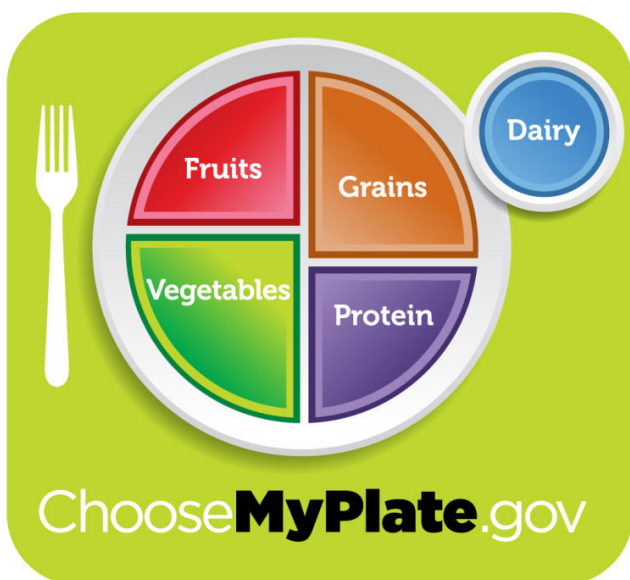


The Proteins group includes both meat and non-meat options.

The Sometimes foods are often high in fats, salt or sugar and should be eaten in small amounts, occasionally.

A **serving** is defined as a portion the size of the fist of the intended consumer, and the number of servings consumed also needs to take into account the size and activity level of the person eating the food.

The Food Plate

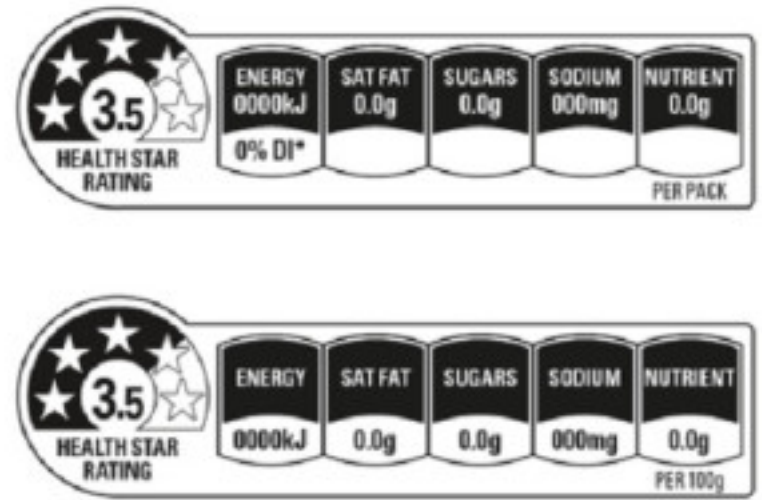


The Food Plate is a simplified eating plan, developed by the USDA (US Department of Agriculture) in 2010. The Food Plate suggests 50 percent of each meal - even breakfast - should be made up of fruits and vegetables, with a further 25 percent each of carbohydrate and protein based foods. Dairy is suggested as a supplement on the side.



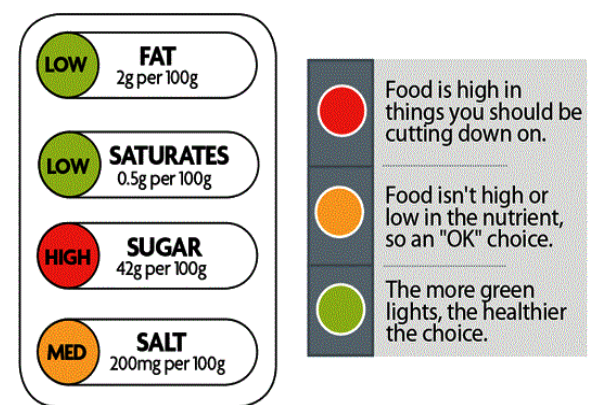
Health Star Rating

In June 2014, the New Zealand Government announced that a voluntary Health Star Rating system would be introduced, with labels appearing on food packages within 6 to 12 months. This labelling will be consistent between New Zealand and Australia. The labels state amounts of certain nutrients per serving and per 100g, along with an overall 'star' rating based on the nutritional value of the whole product.



The Traffic Light System

The Traffic Light label is a visual guide to ingredients contained in a specific item of food. It is commonly used in the UK.



Example of a "traffic light" food label.

Nutritional Panel

Nutrition information panels provide information on the average amount of energy (in kilojoules or both in kilojoules and kilocalories), protein, fat, saturated fat, carbohydrate, sugars and sodium (a component of salt) in the food, as well as any other nutrients about which a nutrition claim is made. The nutrition information panel must be presented in a standard format which shows the average amount per serve and per 100g (or 100ml if liquid) of the food.

NUTRITION INFORMATION		
Servings per package: 3		
Serving size: 150g		
	Quantity per serving	Quantity per 100 g
Energy	608 kJ	405 kJ
Protein	4.2 g	2.8 g
Fat, total	7.4 g	4.9 g
— saturated	4.5 g	3.0 g
Carbohydrate, total	18.6 g	12.4 g
— sugars	18.6 g	12.4 g
Sodium	90 mg	60 mg
Ingredients: Whole milk, concentrated skim milk, sugar, banana (8%), strawberry (6%), grape (4%), peach (2%), pineapple (2%), gelatine, culture, thickener (1442)		
All quantities above are averages		

References

Ministry for Primary Industries, New Zealand Government, www.foodsmart.govt.nz/whats-in-our-food/food-labelling/

Science Media Centre 2014, www.sciencemediacentre.co.nz/2014/06/30/health-star-rating-food-labelling-experts-respond/

Ministry of Primary Industry www.mpi.govt.nz/food-safety-home/how-health-star-ratings-work/

US Department of Agriculture 2014, www.choosemyplate.gov/

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