

Healthy Food Partnership Voluntary Industry Best Practice Guide for Serving Sizes - Public Consultation

Overview

Healthy Food Partnership

Portion sizes of many foods are increasing in Australia (1). In late 2015, the Australian Government established the Healthy Food Partnership (HFP) with the aim of improving the dietary habits of Australians by making healthier food choices easier and more accessible and by raising awareness of appropriate food choices and portion sizes (2).

A Portion Size Working Group (PSWG) was established with a key objective to consider how to work with industry to optimise portion sizes. A recommendation was to develop an industry engagement strategy, including the development of a best practice guide on serving size to provide Industry with guidance and support and the development of recommended serving sizes for key discretionary foods and drinks. The PSWG also developed a **guide** <https://www1.health.gov.au/internet/main/publishing.nsf/Content/D1303EA4560AC170CA257FAD00823954/%24File/Portion%20Size%20Terminology> to consistent terminology for describing the difference between a serve, serving size and portion size (3).

Definitions

Term	Definition
Five food groups	This includes foods that form the basis of a healthy diet, based on or developed with reference to recommended daily intakes.
Discretionary food	This includes foods and drinks not necessary to provide the nutrients the body needs, but that may add variety. However, many of these are high in saturated fats, added sugars, salt and/or alcohol, and are therefore described as energy dense. They can be included sometimes in small amounts by those who are physically active, but are not a necessary part of the diet.
Out-of-home sector	Any outlet where food or drink is prepared in a way that means it is ready for immediate consumption by the person who buys it, such as cafes, restaurants, pubs, clubs, quick-service restaurants, school and work canteens, as well as online businesses that sell food or drink for takeaway or home delivery that is ready to be consumed.
Portion size	The size or amount of food and/or drink selected by an individual from what is on offer.
Retail foods	Packaged and unpackaged food and beverage products sold in Australian retail environments – eg. supermarkets and convenience stores.
Serve size	A reference amount of a food or beverage described by the Australian Dietary Guidelines.
Serving size	The size or amount of a product (food and/or drink), suggested by others, such as on-pack labelling by a manufacturer or provided by a food service business.

To date, much of the focus of dietary advice to the community has been on achieving and maintaining a healthy weight through dietary guidelines which promote the five food groups foods and reducing risk associated nutrients in the Australian diet (saturated fat, sodium, added sugar and alcohol). A complementary approach is to specifically support the community to reduce the number of serves and portion sizes of discretionary food and drinks consumed and, in some cases, increase number of serves of five food group foods. This may displace intake of energy from discretionary food and drinks and reduce intake of risk associated nutrients.

A 2017 study examining changes in portion sizes between the 1995 and 2011-2012 national dietary surveys found that portion sizes had increased for half of the discretionary foods surveyed (1). As larger serving sizes lead to higher food and energy intakes than smaller serving sizes, and little compensation occurs at subsequent meals (4), it is important that appropriate serving sizes are available.

The recommended serving sizes are intended to drive a decrease in energy and risk associated nutrients intake from priority food categories.

Industry Best Practice Guide Working Group

An Industry Best Practice Guide Working Group (IBPGWG) was established to further progress work on a prioritised list of foods and beverages for which serving size recommendations will apply. This includes the development of a Best Practice Guide for Industry on Serving Sizes, comprising:

- Adopting consistent terminology
- Off-pack labelling information
- Voluntary goals relating to sizes of servings
- Promoting appropriate sizes of serving
- Serving control devices in product presentation
- Advice about sizes of servings in consumer communication material

The guide for industry will provide practical guidance and support to food companies, both in retail and out-of-home settings, to incorporate nutrition as a key driver for setting appropriate serving sizes for food and drinks. For example, changing tableware size, packaging and portions are proven to help with reducing consumption of food (5).

Preview consultation

You can download a preview of this consultation under 'Related' at the bottom of this page.

Responding to the consultation

Responses to the consultation questions are to be submitted through this online consultation platform. It is not necessary to complete the survey in one sitting. You can save where you are up to and come back later as needed by pressing the blue "save and come back later" button at the bottom of the page.

PLEASE NOTE: The Working Groups Rationale, Serving Size Recommendations and Food Category Definitions can be found at the bottom of the page under 'Related'. Please ensure you have read these documents in full before you provide feedback.

References

- (1) Zheng, M, Rangan, A, Meertens, B and Wu, J 2017. **Changes in Typical Portion Sizes of Commonly Consumed Discretionary Foods among Australian Adults from 1995 to 2011-2012.** <<https://pubmed.ncbi.nlm.nih.gov/28587276/>> Nutrients. 6;9(6):577. doi: 10.3390/nu9060577.
- (2) Department of Health 2016. **Healthy Food Partnership** <<http://www.health.gov.au/internet/main/publishing.nsf/Content/healthy-food-partnership>> . Australian Government Department of Health, Canberra.
- (3) **Healthy Food Partnership 2018. Consistent terminology for describing the size of food and beverages.** <<https://www1.health.gov.au/internet/main/publishing.nsf/Content/D1303EA4560AC170CA257FAD00823954/%24File/Portion%20Size%20Terminology>>
- (4) Hollands, GJ, Shemilt, I, Marteau, TM, et al. (2015) **Portion, package or tableware size for changing selection and consumption of food, alcohol and tobacco.** <<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4579823/>> The Cochrane Database of Systematic Reviews (9):CD011045.

Why we are consulting

The purpose of this consultation is to seek stakeholder and community feedback on the draft Best Practice Guide for Serving Sizes. The diverse perspectives, experience and knowledge of all stakeholders and interested members of the community are valued and will contribute to the final Guide.

Introduction and demographics

1 What is your name?

Name

2 What is your email address?

If you enter your email address then you will automatically receive an acknowledgement email when you submit your response.

Email

3 Are you answering on behalf of an organisation (and have authorisation to do so)?*Please select only one item*☐ Yes ☐ No

If you answered yes to the question above, please provide your organisation's name.

4 Where do you live, or where is your organisation based? Please select one item.

(Required)

Please select only one item☐ NSW ☐ Victoria ☐ Queensland ☐ WA ☐ SA ☐ Tasmania ☐ ACT ☐ NT ☐ National ☐ Other

If other, please specify

5 What is your background/interest group?

(Required)

Please select only one item☐ General public ☐ Consumer group ☐ Government ☐ Industry ☐ Public Health ☐ Other

If other, please specify

6 What role best describes you? Please select one item.*Please select only one item*☐ Marketing ☐ Food regulation ☐ Regulatory affairs ☐ Health professional ☐ Health professional – nutrition
☐ Food technologist ☐ Government relations officer ☐ Academic/researcher ☐ Retailer ☐ Consumer ☐ Other

If other, please specify

7 Do you consent to your submission being published in whole or in part?*Please select only one item*☐ Yes ☐ No**Part A - Serving size goals****1 Do you support portion guidance and serving size goals as a complementary public health measure? Why, why not? Please provide evidence.**

(Required)

Please select only one item☐ Yes ☐ No

We are now going to ask you about different food categories. You can answer for one or all of the categories as applicable to you.

1. Cakes, Muffins, Slices: Retail sector

The questions on this page relate to the **Retail** sector. For the Serving Size recommendations for the **Out of Home** sector, please see the next question.

The recommended (maximum) serving sizes for this category are:

- Cakes and Muffins - 90g
- Slices - 45g

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category Definition:

Ready-to-eat freshly baked, frozen or shelf-stable cakes, muffins and slices sold in retail settings. Excludes packet baking mixes.

Contains three sub-categories:

Sub-category A: Cakes

Ready-to-eat freshly baked, frozen or shelf-stable cakes sold in retail. Includes cake sold whole or pre-portioned (with or without toppings), or cupcakes with a frosting or a coating. Excludes packet baking mixes.

Sub-category B: Muffins

Ready-to-eat freshly baked, frozen or shelf-stable muffins with or without a light topping (e.g. crumbs, dusted with icing sugar, chocolate drizzle), sold in retail in pre-portioned servings. Excludes packet baking mixes.

Sub-category C: Slices

Ready-to-eat freshly baked, frozen or shelf-stable slices sold in retail. Excludes packet baking mixes. Slices are a sweet product typically consisting of layers, with a firm base (such as biscuit), and a topping (such as icing or chocolate), with or without a filling.

Please select only one item

☐ Yes ☐ No

If no, please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?*Please select only one item*☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence. If no – go to next question.

4 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide details and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail.

2. Cakes, Muffins, Slices: Out of Home Sector

The questions on this page relate to the **Out of Home** sector. For the Serving Size recommendations for the **Retail** sector, please see the previous question.

The recommended (maximum) serving sizes for this category are:

- Cakes - 125g
- Muffins - 150g
- Slices - 90g

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Freshly baked, frozen or shelf-stable cakes, muffins and slices sold in the out of home sector.

Contains three sub-categories:

Sub-category A: Cakes

Freshly baked, frozen or shelf-stable cakes sold in food service. Includes cake sold whole or pre-portioned (with or without toppings), or cupcakes with a frosting or a coating.

Sub-category B: Muffins

Freshly baked, frozen or shelf-stable muffins, with or without a light topping (e.g. crumbs, dusted with icing sugar, chocolate drizzle), sold in food service, in pre-portioned servings.

Sub-category C: Slices

Freshly baked, frozen or shelf-stable slices sold in food service. Slices are a sweet product typically consisting of layers, with a firm base (such as biscuit), and a topping (such as icing or chocolate), with or without a filling.

Please select only one item

☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?*Please select only one item*☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence. If no – go to next question.

4 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail.

If no – go to next question.

3. Chocolate and chocolate-based confectionery: Retail sector

The questions on this page relate to the **Retail** sector.

The recommended (maximum) serving size for this category is 50g.

This applies to single consumption bars that are not portion controlled or portionable (i.e. single serve chocolate portions, chocolate bars for individual consumption in a single sitting). For multiserve products, defer to **existing industry guidance** <<https://www.betreatwise.info/industry/#verticalTab3>> i.e. 25g +/-5g and portionability criterion.

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Plain chocolate or chocolate-based confectionery, including all chocolate varieties (white, milk or dark chocolate) sold in the retail setting. Excludes cooking chocolate.

This applies to single consumption bars that are not portion controlled or portionable (i.e. single serve chocolate portions, chocolate bars for individual consumption in a single sitting). For multiserve products, defer to **existing industry guidance** <<https://www.betreatwise.info/industry/#verticalTab3>> i.e. 25g +/-5g and portionability criterion.

Please select only one item

☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?*Please select only one item*☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence.

If no – go to next question.

4 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail.

If no – go to next question.

4. Crumbed and battered proteins: Out of Home

The questions on this page relate to the **Out of Home** sector.

The recommended (maximum) serving size for this category is 150g

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Meat, poultry, seafood and plant-based proteins which have been coated with a crumb or batter made from flour or flour-alternatives and sold in the out of home sector. Includes products prepared on-site or pre-prepared.

Please select only one item

☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?

Please select only one item

☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence.

If no – go to next question.

4 Are there other concerns or challenges with reducing the serving size of this product?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail.

If no – got to next question.

5. Frozen desserts, ice-cream and ice-confection: Retail SectorThe questions on this page relate to the **Retail** sector.

The recommended (maximum) serving size for this category is 80g

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Ready-to-eat frozen dairy- or dairy-alternative-based desserts and ice-confections sold in retail settings.

Please select only one item

☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?

Please select only one item

☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence.

If no – go to next question.

4 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail.

If no – go to next question.

6. Sweetened beverages: Out of homeThe questions on this page relate to the **Out of Home** sector.

The recommended (maximum) serving size for this category is 450mL

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Sweetened beverages portioned on site and served cold in the out of home sector. This includes beverages marketed as soft drinks or energy drinks (includes cola and non-cola varieties), fruit drinks (defined in the Food Standards Code, Std **2.6.2 Non-alcoholic beverages and brewed soft drinks** <<https://www.legislation.gov.au/Series/F2015L00465>> and sweetened dairy-based drinks.

Please select only one item☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 Does the name of the category reflect the definition?*Please select only one item*☐ Yes ☐ No

If no, please explain below

3 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

4 Are you aware of any technical constraints to reducing the serving size?*Please select only one item*☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence.

If no – go to next question.

5 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

6 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail.

If no – go to next question.

7. Pizza: Out of home Sector

The questions on this page relate to the **Out of Home** sector.

The recommended (maximum) serving size for this category is 200g.

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Pizza base, with toppings (e.g. vegetable, cheese, meat, fish or alternatives) sold in the out of home sector.

Please select only one item

☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome, and if they can how?

4 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?

If yes, please provide detail.

8. Potato Products: Out of home

The questions on this page relate to the **Out of Home** sector.

The recommended (maximum) serving size for this category is 150g.

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Potato or sweet potato-based products designed to be consumed as a snack or side dish with or without added seasonings or fat and sold in the out of home sector. Excludes potato-based meals or cold potato-based snack foods.

Please select only one item

☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?

Please select only one item

☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence.

If no – go to next question.

4 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail.

If no – go to next question.

9. Savoury pastry products, pies, rolls and envelopes: Out of home and RetailThe questions on this page relate to both the **Retail** and **Out of Home** sectors.

The recommended (maximum) serving size for this category is 200g.

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

Meat, poultry and/or vegetable filling encased in a pastry and sold in the out of home and retail sectors.

Please select only one item

☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?

Please select only one item

☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence.

If no – go to next question.

4 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes – please provide detail.

If no – go to next question.

10. Sweet Biscuits: Retail Sector

The questions on this page relate to the **Retail** sector. For the Serving Size recommendations for the **Out of Home** sector, please see the next question.

The recommended (maximum) serving size for this category is 30g

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

All sweet biscuits sold in retail. Includes products which are coated or uncoated, filled or unfilled. Excludes packet biscuit/cookie mixes and cookie doughs.

Please select only one item

☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?

Please select only one item

☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence.

If no – go to next question.

4 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail.

If no – go to next question.

11. Sweet Biscuits: Out of home

The questions on this page relate to the **Out of Home** sector. For the Serving Size recommendations for the **Retail** sector, please see the previous question.

The recommended (maximum) serving size for this category is 60g

1 Do you agree with the definition of this category? Is there anything that needs to be added/deleted?

Category definition:

All sweet biscuits sold in the out of home sector. Includes products which are coated or uncoated, filled or unfilled.

Please select only one item

☐ Yes ☐ No

If yes – go to next question.

If no – please provide detail.

2 What have you or your company done in the past or are currently doing within this category in relation to portion or serving size guidance?

Please provide examples of case studies/initiatives. Examples may be used in the guidance document to provide real world practical advice.

3 Are you aware of any technical constraints to reducing the serving size?

Please select only one item

☐ Yes ☐ No

If yes - please provide detail of the constraints and supporting evidence.

If no – go to next question.

4 Are there other concerns or challenges with reducing the serving size of this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail of the concern/challenges and supporting evidence.

If yes, please explain whether these challenges can be overcome.

5 Are there other portion guidance and serving size initiatives in Australia you are aware of that impact this category?*Please select only one item*☐ Yes ☐ No

If yes, please provide detail.

If no – go to next question.

Part B - Best Practice Guide

The following questions relate to the design of the Industry Best Practice Guide. The Guide will present the serving size recommendations for each category, along with tips and tricks to help industry to align their existing serving sizes with the recommendations.

Please note: The below pages are draft samples. Based on the feedback recieved, the layout, design and content may change following the consultation.

SAVOURY PASTRIES

Pies, Rolls and Envelopes.

Pastry filled with:  Meat  Poultry  Vegetable

SOLD IN:  Out of home  Retail

SERVING SIZE RECOMMENDATION:

UP TO 200g OR 1

Serving suggestion:
Fill $\frac{3}{4}$ of plate with salad or vegetables



CAKES, MUFFINS, SLICES

Ready-to-eat freshly baked, frozen or shelf-stable.
Excludes pre-packaged baking mixes.

SOLD IN:  Retail

SERVING SIZE RECOMMENDATION:



1 Two samples of the Industry Best Practice Guide are provided above. Please review the samples before answering the following questions.

What do you like about the two samples, with regards to the look, feel and layout?

What would you change about the two examples, with regards to the look, feel and layout?

2 How helpful is it to have the following pieces of information displayed in the Guide?

	Helpful	Neutral	Not helpful
Category definition <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Serving size recommendation <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tips & tricks – category specific <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guiding principles for resizing <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to review the serving size information on labels of products <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How to indicate a smaller serving size on pack <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Case studies <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rationale for the serving size recommendation <i>Please select only one item</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3 In what formats are you likely to access the Industry Best Practice Guide?

(Select all that apply)

Please select all that apply

☐ View online ☐ Download and print out copies ☐ Other - please specify below

If other, please specify

4 Which channels should be used to promote the Industry Best Practice Guide?*Please select all that apply*

- ☐ Healthy Food Partnership website ☐ Public Health/NGO peak bodies ☐ Industry peak bodies ☐ Forums
- ☐ Other, please specify below.

If other, please specify

Part C - General Comments**1 Do you have any additional general comments?****Please attach a copy of any documents you wish to include to this printout.**

If you would like to provide additional evidence to support your responses, please upload here.

Please attach a copy of any documents you wish to include to this printout.