Healthy Food Partnership Voluntary Food Reformulation Targets - Public Consultation

Overview

The Healthy Food Partnership is a mechanism for government, the public health sector and the food industry to cooperatively tackle obesity, encourage healthy eating and empower food manufacturers to make positive changes.

The Partnership’s Reformulation Working Group has developed draft reformulation targets for sodium, sugars and/or saturated fats, in 36 sub-categories of food. These food categories are amongst the highest contributors of sodium, sugars and saturated fat to Australian population level intakes.

Why we are consulting

The Partnership recognises that many companies are already reformulating their products to improve the nutritional quality and aims to build on (rather than replicate) these efforts. It is not the intention of the Partnership to disadvantage companies that are already reformulating, but to recognise and support their efforts to date, and encourage those companies that have yet to engage in reformulation activities to move towards improving the nutritional profile of their products. Targets will create certainty for industry of what they, and their competitors, should be aiming for.

Feedback is sought on the feasibility of the draft targets, the appropriateness of the draft category definitions (including products which are included or exclude), and the proposed implementation period (four years). Consultation feedback will inform the final recommendations of the Reformulation Working Group, to the Partnership’s Executive Committee.

Deidentified information from submissions will be provided to the Reformulation Working Group and other committees involved with the Healthy Food Partnership.

Submissions will be published at the end of the consultation period, unless confidentiality has been requested.
Introductory text

The Healthy Food Partnership's Reformulation Working Group would like your feedback on some general aspects of the proposed Partnership Reformulation Program. In addition, you may choose to respond to all or some of the draft reformulation targets, for the categories listed below.

The Rationale (Healthy Food Partnership: Evidence informing the Approach, Draft Targets and Modelling Outcomes) provides detailed information about the process used by the Reformulation Working Group to determine the draft targets. Please read this document as you consider your submission.

Frequently Asked Questions have been prepared (see below). If you have specific questions during the consultation period please email the Partnership Secretariat healthyfoodpartnership@health.gov.au. Q&As will be updated on the Partnership website throughout the consultation period. (LINK) <http://www.health.gov.au/internet/main/publishing.nsf/Content/Healthy-Food-Partnership-Home>

Note: You will be returned to this page after each set of questions; and can use the table of contents to navigate to the food categories / draft targets you wish to respond to.

DUE DATES FOR RESPONSES

responses due for all categories with ONLY a sodium target (24 subcategories)

responses due for all categories that have a sugar ONLY, sodium AND saturated fat, and sodium AND sugar target/s (12 subcategories)

Responses due regarding categories where a portion size reduction (7 categories) or the use of healthier oils (3 categories) may be progressed in the future.

Frequently Asked Questions

FAQs for Reformulation Working Group consultation

What is the Healthy Food Partnership

The Healthy Food Partnership is a mechanism for government, the public health sector and the food industry to cooperatively tackle obesity, encourage healthy eating and empower food manufacturers to make positive changes.

The Healthy Food Partnership aims to improve the dietary habits of Australians by making healthier food choices easier and more accessible and by raising awareness of better food choices and portion sizes.

Five working groups were established, including the Reformulation Working Group which was tasked with developing food reformulation targets. Reformulation targets are just one component of the Healthy Food Partnership.

The Healthy Food Partnership is a voluntary initiative. Can a voluntary food reformulation program really be effective?

Yes, and the Government’s preferred approach is to work collaboratively with industry and actively encourage them to continue to make positive changes.

The previous Food and Health Dialogue achieved significant reductions in sodium across nine food categories. Similarly the Healthy Food Partnership provides a mechanism for Government and industry to work voluntarily together. The commitment made by industry to date, through previous initiatives and in designing the current proposed reformulation program, has proven that this approach is an effective way to improve the Australian food supply. Many manufacturers are already reformulating products – reformulation targets will provide guidance and a nudge to businesses not already participating, while providing clarity about the expected level change.
What about the reformulation work already under taken by Australian companies?

The Healthy Food Partnership recognises that many companies are already reformulating their products to improve nutritional quality and aims to build on (rather than replicate) these efforts, including through the previous Food and Health Dialogue. It is not the intention of the Healthy Food Partnership to disadvantage companies that are already reformulating, but to recognise and support their efforts to date, and encourage those companies that have yet to engage in reformulation activities to move towards improving the nutritional profile of their products. Targets will create certainty for industry of what they, and their competitors, should be aiming for.

The Australian Beverages Council has announced a voluntary pledge to reduce sugar consumption from certain beverages. Why is there a reformulation target proposed for certain sweetened beverages?

Some members of the Australian Beverages Council have pledged to reduce sugar consumption from certain types of non-alcoholic beverages. As we understand it, this is a sales-weighed grouped portfolio target that (if met) will result in a 10% sugar reduction by 2020 and an additional 10% reduction by 2025 (i.e. 20% reduction in total) – both based on a January 1st 2016 baseline. The Australian Beverages Council has listed ten different methods which individually or cumulatively may be used to meet the 20% target, one of which is product reformulation.

In developing draft targets, the Reformulation Working Group (RWG) identified that, based on the Australian Health Survey (2011-12) ‘soft drinks and energy drinks’ contributed 17% of the population level intake of sugars, based on self-report. In terms of soft drinks and energy drinks, roughly two-thirds of products have sugar levels ≥10g/100 and would be required to reformulate in order to meet the draft target (based on data from FoodTrack considered by the RWG).

The draft reformulation targets for these products indicate the preferred position of the RWG for those products to be reformulated to reduce sugar content. This reformulation may contribute to companies meeting the targets set by the Australian Beverages Council.

How have draft reformulation targets been determined

Draft reformulation targets were determined by the Partnership’s Reformulation Working Group, based on data, as shown in the flow chart on page 11 of the Rationale. In addition, all food categories which had a reformulation target under the previous Food and Health Dialogue were considered for a Healthy Food Partnership target.

How will individual companies be engaged

A number of food companies are involved in the Healthy Food Partnership and its working groups, as well as receiving updates through the Community of Interest. Emails have been sent to many of
the major manufacturers of products in the food categories identified for draft reformulation targets, inviting them to participate in the consultation process.

Through the consultation period, questions may be sent to the Healthy Food Partnership Secretariat (healthyfoodpartnership@health.gov.au) and answers will be posted on the website for the information if everyone.

During implementation, companies will be encouraged to sign up via the Healthy Food Partnership website, to make a public commitment to work towards the reformulation targets. This will be supported by awareness raising activities and recognition of companies who have signed up, made significant progress, or achieved the reformulation targets.

Do participating companies have to reformulate all of their products?

It is hoped that companies will reformulate as many of the in-scope products, for each food category, as possible, or to the greatest extent possible towards the target. Individual companies will determine the priority order for their products to be reformulated. From a public health perspective, the Healthy Food Partnership strongly encourages companies to reformulate those products whose combination of sales volume and nutrient profile make them the largest contributors of sodium, sugar, or saturated fat to the diet.

The previous Food and Health Dialogue used an 80/20 rule to identify the major manufacturers. Is this still the case?

The Food and Health Dialogue sought to engage the largest players (based on market share) to determine and act upon targets for each nominated food category. The Healthy Food Partnership will aim to engage all relevant manufacturers in implementing the targets.

What is the timeframe for meeting reformulation targets?

The Reformulation Working Group proposes a four year implementation period for each category, with all targets in place concurrently. Consultation is seeking feedback about this proposal.

It will be up to each individual company to determine how it will reformulate its products within the agreed timeframe. Companies may choose to work towards a target through a single reduction, or through multiple smaller reductions over the implementation timeframe. The implementation period allow time for research, product innovation, labelling changes, product shelf-life and for reformulation to occur in a staggered way to minimise the risk of sudden flavour and/or texture changes.

How will reformulation activities be monitored?

Companies will be asked to identify through the Healthy Food Partnership website that they are participating in the Partnership Reformulation Program. Companies will be asked to make a report on progress AT two years and AFTER four years of implementation (time period indicatively
January 2019 – December 2020; and January 2021 – December 2022. Reports will be treated in the strictest confidence, with aggregated reporting of achievements made public via the Healthy Food Partnership website and de-identified data made available for the preparation of monitoring reports.

How do companies benefit from participating in Healthy Food Partnership activities?

Public recognition of participating companies will be provided through media releases, the Healthy Food Partnership website and social media.

Demographics

Do you give permission for your submission to be published in whole or in part? Please select one item.
(Required)

Please select only one item

☐ Agree for submission to be published
☐ Do not agree for submission to be published
☐ Agree submission may be published anonymously

What is your name?
Name

What is your email address? (All correspondence about your submission will be sent to this address. If you are jointly preparing a submission, only this address will be able to access your submission)
If you enter your email address then you will automatically receive an acknowledgement email when you submit your response.
Email

Are you answering on behalf of an organisation and have authorisation to do so?
(Required)

*Please select only one item*

- Yes
- No

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

Organisation

Have you / your organisation already made a submission about some of the consultation questions?

- I have already made a submission about some of the questions

Demographics (continued)

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

*Please select only one item*

- NSW
- Victoria
- Queensland
- Western Australia
- South Australia
- Tasmania
- ACT
- Northern Territory
- Outside of Australia

What is your background/interest group?
(Required)

*Please select only one item*

- General public
- Consumer group
- Government
- Industry
- Public Health
- Other

Other

General Questions
Do you support nutrient reformulation as a public health measure?
(Required)

Please select only one item

☐ Yes - please add comments and evidence  ☐ No - please add comments and evidence

Please provide details

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

Are you aware of any general public health risks associated with reformulation of select nutrients (i.e. sodium, saturated fat, sugars)?
(Required)

Please select only one item

☐ No

☐ Yes - (If yes, please indicate which food category and nutrient(s); and provide details and supporting evidence.)
dropdown list of nutrients

Please select only one item

☐ sodium  ☐ saturated fat  ☐ sugars

Please attach a copy of any documents you wish to include to this printout.
Please upload your supporting evidence in a web accessible format
supporting evidence
Bread (Sodium)

Draft definitions and targets

Products made by baking a dough prepared from cereal flours or meals and water. Includes bread mixes.

Bread subcategories: 1. Breads (includes artisanal breads and gluten free varieties), 2. Flat breads.

Bread sub-category 1: Breads

Products made by baking a yeast-leavened dough prepared from cereal flours or meals and water and bread mixes.

BREAD TARGET: A reduction in sodium across defined products to 380mg/100g by the end of 2022.

Breads definition - inclusions and exclusions

Breads (includes artisanal breads and gluten free varieties)

Sub-category Inclusions

Loaf bread (e.g. white, rye, oat, wholemeal, multigrain, soy/linseed, other seed, omega-3 enriched, low GI, added vegetables e.g. pumpkin bread), un-iced fruit bread/rolls/buns, bread mixes, raisin toast, sourdough, baguettes, focaccia, bagels, bread rolls, damper, hot cross buns, English muffins, includes gluten-free alternatives.

Sub-category Exclusions

Savoury flavoured products (e.g. cheese and bacon or spinach or vegemite rolls/scrolls, garlic bread), flatbreads, breadcrumbs, individual ingredients for bread (e.g. flour, yeast), crumpets, scones, sweet breads including iced varieties, bread-like cakes (including but not limited to brioches, panettone and stolen), biscuits, crackers and breadsticks (e.g. grissini’s).
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

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Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
☐ Other (please specify)  ☐ Don't know/can't answer

other constraints

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Please attach a copy of any documents you wish to include to this printout. please upload your supporting evidence

Please attach a copy of any documents you wish to include to this printout. please upload your supporting evidence
Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

- O No  O Yes - if yes, please select what these concerns are based on

*Please select only one item*

- O Cost  O Capacity  O Consumer acceptance  O Public health risk
- O Other (please specify below)

If you selected 'other', please provide details

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How can the challenges be overcome?

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Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- O Yes  O No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

- O Additional six (6) months  O Additional year (12 months)  O other (please specify)
To what degree are you considering implementing this category target?  
(Responses to this question will not be published)

<table>
<thead>
<tr>
<th>Very likely</th>
<th>Likely</th>
<th>Unsure</th>
<th>Unlikely</th>
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<th>N/A I'm not a manufacturer</th>
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Flat Bread (Sodium)

Draft definitions and targets

Products made by baking a dough prepared from cereal flours or meals and water. Includes bread mixes.

Bread subcategories: 1. Breads (includes artisanal breads and gluten free varieties), 2. Flat breads.

**Bread sub-category 2: Flat breads**

*Products made by baking an unleavened or slightly-leavened dough prepared from cereal flours or meals and water.*

FLAT BREADS TARGET: A reduction in sodium across defined products to 450mg/100g by the end of 2022.

Flat bread definition - inclusions and exclusions

**Flat breads**

**Sub-category Inclusions**

Flat bread, pita/pocket breads, Turkish bread, naan, Lebanese bread, chapatti, roti, tortilla, wraps, Lavash bread, includes gluten-free alternatives.

**Sub-category Exclusions**

Flat breads with toppings, completely leavened breads (e.g. loaf bread, sweet breads, focaccia, buns), sweetened flat bread, crispbreads and pizza bases, dough and mixes.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- [ ] Yes
- [ ] No - if no, please comment below

**Details of definition**

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Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- [ ] Food safety
- [ ] Technical issues
- [ ] Technical issues and food safety
- [ ] Other (please specify)
- [ ] Don't know/can't answer

**other constraints**

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

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Please upload your supporting evidence
Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

☐ No  ☐ Yes - if yes, please select what these concerns are based on

Please select only one item

☐ Cost  ☐ Capacity  ☐ Consumer acceptance  ☐ Public health risk
☐ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

☐ Yes  ☐ No (if no, please specify what would be a reasonable time and why)

Please select only one item

☐ Additional six (6) months  ☐ Additional year (12 months)  ☐ Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one of the options below. Please select only one item.

Very likely  ○  Likely  ○  Unsure  ○  Unlikely  ○  Very unlikely  ○  N/A I'm not a manufacturer

Breakfast Cereal (Sodium and Sugar)

Draft definitions and targets

*Commercial breakfast cereals made from flakes, puffed grains, processed grains, and fruit/flake mixtures with added ingredients, designed to be eaten cold, and not requiring further cooking or processing.*

BREAKFAST CEREALS TARGET:

**Sodium** - A reduction in sodium across defined products to 360mg/100g by the end of 2022.

**Sugar** – A 10% reduction in sugar across defined products containing over 25g sugar/100g, and a reduction in sugar to 22.5g/100g for products between 22.5-25g sugar/100g by the end of 2022.

Breakfast cereal definition - inclusions and exclusions

*Ready-to-eat breakfast cereals*

**Sub-category Inclusions**

Ready to eat breakfast cereals - plain or mixed flakes, fruit/flake mixtures, toasted mueslis, fruit filled wheat pillows, granolas, cereal/wheat 'biscuits' (e.g. Vita Brits, Weet-Bix), clusters and oat products designed to be consumed as a cereal. Includes gluten-free varieties.

**Sub-category Exclusions**

Plain ready-to-eat breakfast cereals with nothing added (i.e. 100% cereal grains, e.g. plain flakes, plain puffed grains/ cereals and other processed grains, processed bran, oat bran, oats, wheat germ), porridge, breakfast biscuits (e.g. Belvita Milk & Cereal Breakfast Biscuits), cereal-containing beverages and untoasted muesli.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
☐ Other (please specify)  ☐ Don’t know/can’t answer

other constraints

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Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

- [ ] No
- [ ] Yes - if yes, please select what these concerns are based on

*Please select only one item*

- [ ] Cost
- [ ] Capacity
- [ ] Consumer acceptance
- [ ] Public health risk
- [ ] Other (please specify below)

If you selected ‘other’, please provide details

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How can the challenges be overcome?

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Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- [ ] Yes
- [ ] No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

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Cheese - Cheddar and cheddar style (Sodium)

**Draft definitions and targets**

Hard and soft cheese products made from dairy, including processed and unprocessed varieties.

Cheese subcategories: 1. Cheddar and cheddar style variety cheese products, 2. Processed cheese

**Cheese subcategory 1: Cheddar and cheddar style variety cheese products**

*Mild, matured, tasty, extra tasty, vintage and other cheddar cheeses.*

**CHEDDAR AND CHEDDAR STYLE CHEESE TARGET:** A reduction in sodium across defined products to 710mg/100g by the end of 2022.

**Cheddar and cheddar style cheese - Definition inclusions and exclusions**

**Cheddar and cheddar style variety cheese products**

**Sub-category Inclusions**

Cheddar cheeses; mild, matured, semi-matured, tasty, extra tasty, vintage and smoked. Includes all fat varieties (e.g. full fat, reduced fat) and all forms (e.g. block cheeses, slices and grated).

**Sub-category Exclusions**

All non-cheddar cheese products, (e.g. Colby, Swiss, gouda, mozzarella, parmesan), all soft and unripened cheeses (e.g. feta, cream cheese, brie), 'Protected Designation of Origin' cheeses (e.g. some pecorinos), processed cheddar cheeses (e.g. Kraft Dairylea Cheddar cheese) and cheddar-flavoured cheeses.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- Yes
- No - if no, please comment below

Details of definition

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Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- No
- Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- Food safety
- Technical issues
- Technical issues and food safety
- Other (please specify)
- Don't know/can't answer

Other constraints

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Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

- [ ] No
- [ ] Yes - if yes, please select what these concerns are based on

*Please select only one item*

- [ ] Cost
- [ ] Capacity
- [ ] Consumer acceptance
- [ ] Public health risk
- [ ] Other (please specify below)

If you selected 'other', please provide details

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How can the challenges be overcome?

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Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- [ ] Yes
- [ ] No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

- [ ] Additional six (6) months
- [ ] Additional year (12 months)
- [ ] Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Please select one Please select only one item

Cheese - Processed cheeses (Sodium)

Draft definitions and targets

Hard and soft cheese products made from dairy, including processed and unprocessed varieties.

Cheese subcategories: 1. Cheddar and cheddar style variety cheese products, 2. Processed cheese

Cheese subcategory 2: Processed cheeses

All processed cheese products; products obtained from milk, heated and melted, usually with added emulsifying salts, to form a homogeneous mass.

PROCESSED CHEESE TARGET: A reduction in sodium across defined products to 1270mg/100g by the end of 2022.

Processed cheeses definition - inclusions and exclusions

Processed cheeses

Sub-category Inclusions

Processed cheese sold in all forms, including slices (e.g. Kraft singles, Bega super slices, Hillview light cheese slices, Devondale sandwich slices), grated, blocks (e.g. Kraft Dairylea Cheddar) or in other forms (e.g. Dairylea Fridge Sticks, Dairylea Cheddar Cream Cheese Spread). Products may be shelf-stable or chilled.

Sub-category Exclusions

Hard or soft cheeses not processed in the manor outlined in the definition, soy or other dairy alternatives, cream- cheeses or cream-cheese based products (e.g. Philadelphia cream cheese, cream-cheese based dips).
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one

Please select only one item

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer
Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
☐ Other (please specify)  ☐ Don't know/can't answer

other constraints

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Please select only one item

☐ No  ☐ Yes - if yes, please select what these concerns are based on

Please select only one item

☐ Cost  ☐ Capacity  ☐ Consumer acceptance  ☐ Public health risk
☐ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

☐ Yes  ☐ No (if no, please specify what would be a reasonable time and why)

Please select only one item

☐ Additional six (6) months  ☐ Additional year (12 months)  ☐ other (please specify)
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- [ ] Yes  
- [ ] No - If no, please comment below

Details of definition

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Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No  
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- [ ] Food safety  
- [ ] Technical issues  
- [ ] Technical issues and food safety  
- [ ] Other (please specify)  
- [ ] Don't know/can't answer

other constraints

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

don't attach any evidence
Crumbed and battered proteins - Meat and poultry (Sodium)

Draft definitions and targets

Meat, poultry and seafood which have been coated with a crumb or batter made from flour or flour-alternative. Including chilled and frozen varieties.


Crumbed and Battered Proteins subcategories subcategory 1: Meat and poultry

Meat (e.g. beef, veal, lamb) and poultry (e.g. chicken, turkey) which have been coated with a crumb or batter.

CRUMBED AND BATTERED MEAT AND POULTRY TARGET: A reduction in sodium across defined products to 450mg/100g by the end of 2022.

Crumbed and battered proteins - Meat and poultry definition - inclusions and exclusions

Meat and poultry

Sub-category Inclusions

Schnitzels, Kiev’s, nuggets, crumbed chicken, crumbed burger patties and crumbed/battered rissoles. May be whole or in pieces, fresh or frozen. Includes gluten-free varieties.

Sub-category Exclusions

Marinated or seasoned products without crumbing or batter, products with savoury additives (e.g. chicken parmigiana, ready meal of schnitzel with vegetables), potato-based dishes, meatloaf, plain (not crumbed/battered) patties, vegan/vegetarian alternatives, uncoated rissoles, crumbed or battered cheeses, seafood, nuts or other non-meat protein sources.

*Incorrect number included previously. Updated to correct target 22/08/18.*
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one item

<table>
<thead>
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<th>Very likely</th>
<th>Likely</th>
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</thead>
</table>

Crumbed and battered proteins - Seafood (Sodium)

**Draft definitions and targets**

Meat, poultry and seafood which have been coated with a crumb or batter made from flour or flour-alternative. Including chilled and frozen varieties.


**Crumbed and Battered Proteins subcategories subcategory 2: Seafood**

*Seafood which has been coated with a crumb or batter.*

CRUMBED AND BATTERED SEAFOOD TARGET: A reduction in sodium across defined products to 270mg/100g by the end of 2022.

Crumbed and battered proteins - Seafood - Definition inclusions and exclusions

*Seafood*

**Sub-category Inclusions**

Crumbed or battered fish, squid, prawns and all other seafood (e.g. fish fingers, fish fillets, crumbed calamari, salt and pepper squid). May be whole or in pieces, fresh or frozen. Includes gluten-free varieties.

**Sub-category Exclusions**

Marinated or seasoned products without crumbing or batter, products with savoury additives (e.g. ready meal of battered fish with vegetables), potato-based dishes, vegan/vegetarian alternatives, crumbed or battered cheeses, meats, nuts or other non-seafood protein sources.
Do you have other concerns or challenges associated with this reformulation target?

**Please select only one item**

- No  - Yes - if yes, please select what these concerns are based on

**Please select only one item**

- Cost  - Capacity  - Consumer acceptance  - Public health risk
- Other (please specify below)

If you selected 'other', please provide details

---

How can the challenges be overcome?

---

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

**Please select only one item**

- Yes  - No (if no, please specify what would be a reasonable time and why)

**Please select only one item**

- Additional six (6) months  - Additional year (12 months)  - Other (please specify)
Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

- [ ] No
- [ ] Yes - if yes, please select what these concerns are based on

*Please select only one item*

- [ ] Cost
- [ ] Capacity
- [ ] Consumer acceptance
- [ ] Public health risk
- [ ] Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- [ ] Yes
- [ ] No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

- [ ] Additional six (6) months
- [ ] Additional year (12 months)
- [ ] Other (please specify)
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- [ ] Yes
- [ ] No - if no, please comment below

Details of definition

---

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- [ ] Food safety
- [ ] Technical issues
- [ ] Technical issues and food safety
- [ ] Other (please specify)
- [ ] Don’t know/can’t answer

Other constraints

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

Please upload your supporting evidence

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Please upload your supporting evidence
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one
Please select only one item

Very likely  ○  Likely  ○  Unsure  ○  Unlikely  ○  Very unlikely  ○  N/A I'm not a manufacturer

Flavoured milk - Mammalian milks (Sugar)

Draft definitions and targets

Dairy or dairy alternative liquid ready-to-drink milks with added caloric or non-caloric flavourings.


**Flavoured milk subcategory 1: Mammalian milks**

*Mammalian milk with added flavour(s).*

FLAVOURED MAMMALIAN MILK TARGET: A reduction in sugar across defined products to 9g/100g by the end of 2022.

Flavoured milk - Mammalian milks - Definition inclusions and exclusions

*Mammalian milks*

**Sub-category Inclusions**

Chocolate, vanilla, coffee, strawberry or other prepared, ready-to-drink, flavoured dairy milk drinks. Includes ready-to-drink, portion sized beverages (e.g. prepared Milo tetrapacks) and lactose free varieties. Includes all fat varieties (e.g. full fat, reduced fat), artificially- and sugar-sweetened milks.

**Sub-category Exclusions**

Plain milks (e.g. cow's milk, evaporated milk, buttermilk), dry beverage flavourings (e.g. Milo), flavoured milk alternatives (e.g. chocolate soy milks), smoothies, meal replacements, protein shakes, eggnog, frozen dairy desserts, cream (e.g. thickened cream, soy cream, sour cream), straws with integrated flavourings (e.g. Sippahh), breakfast beverages (e.g. Up&Go) and bubble tea.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
☐ Other (please specify)  ☐ Don't know/can't answer

other constraints

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

○ No ○ Yes - if yes, please select what these concerns are based on

Please select only one item

○ Cost ○ Capacity ○ Consumer acceptance ○ Public health risk ○ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

○ Yes ○ No (if no, please specify what would be a reasonable time and why)

Please select only one item

○ Additional six (6) months ○ Additional year (12 months) ○ other (please specify)
To what degree are you considering implementing this category target?  
(Responses to this question will not be published)

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I’m not a manufacturer

Please select one  

Please select only one item

Flavoured milk - Dairy alternatives (Sugar)

Draft definitions and targets

Dairy or dairy alternative liquid ready-to-drink milks with added caloric or non-caloric flavourings.


**Flavoured milk subcategory 2: Dairy alternatives**

*Any dairy milk substitute with added flavour(s).*

FLAVOURED DAIRY ALTERNATIVES TARGET: A reduction in sugar across defined products to 4g/100g by the end of 2022.

Flavoured milk - Dairy alternatives - Definition inclusions and exclusions

*Dairy alternatives*

**Sub-category Inclusions**

Chocolate, vanilla, strawberry or other prepared, ready-to-drink, flavoured soy, oat, nut, rice, coconut or other dairy alternative milks. Includes all fat varieties (e.g. full fat, reduced fat), artificially and sugar-sweetened milks.

**Sub-category Exclusions**

Plain milks (e.g. plain soy milk), dry beverage flavourings (e.g. Milo), flavoured animal milks (e.g. cow’s milk), smoothies, meal replacements, protein shakes, frozen dairy-alternative desserts, straws with integrated flavourings (e.g. Sippahh), breakfast beverages and bubble tea.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

---

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
☐ Other (please specify)  ☐ Don't know/can't answer

other constraints

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

☐ No  ☐ Yes - if yes, please select what these concerns are based on

Cost  ☐ Capacity  ☐ Consumer acceptance  ☐ Public health risk
☐ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

☐ Yes  ☐ No (if no, please specify what would be a reasonable time and why)

Please select only one item

☐ Additional six (6) months  ☐ Additional year (12 months)  ☐ Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one

Please select only one item

Gravies and sauces - Gravies and finishing sauces (Sodium)

Draft definitions and targets

Sauce-type products which are major characterising components of a meal and are designed to be added to foods during preparation, rather than at the table. Products within this category are designed to be mixed with rice or pasta or noodles, and/or meat and vegetables before consumption and can be simmered, baked or stir fried with the added ingredients. May be chunky or smooth in consistency and the packaged product may contain other ingredients such as vegetables and/or meat. Also includes gravies and finishing sauces that are designed to be served over food upon serving or as it finishes cooking.


Gravies and sauces subcategory 1: Gravies and finishing sauces

*Gravies and finishing sauce products which are designed to be served over food upon serving or as it finishes cooking.*

GRAVIES AND FINISHING SAUCES TARGET: A reduction in sodium across defined products to 450mg/100g by the end of 2022.
Gravies and finishing sauces - Definition inclusions and exclusions

Gravies and finishing sauces

Sub-category Inclusions

Ready-to-serve liquid gravies, powdered gravies, sauces used in cooking and positioned as a finishing sauce (e.g. red wine sauce, mushroom sauce, white sauce, cheese sauce and Hollandaise sauce). Includes both shelf stable and chilled varieties.

Sub-category Exclusions

Salad dressings, mayonnaise, béarnaise and hollandaise sauces if positioned for use as a condiment. Mustards, pesto, tomato paste, passata, condiment style sauces (e.g. tomato, barbeque, hoisin and sweet chilli sauces), ready meals containing gravies or finishing sauces and stocks (e.g. vegetable or chicken stock), curry pastes, rubs, marinades, Asian-style and other savoury sauces.

Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

- No
- Yes - If yes, please select what these restraints are based on below

Please select all that apply

- Food safety
- Technical issues
- Technical issues and food safety
- Other (please specify)
- Don't know/can't answer

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Do you have other concerns or challenges associated with this reformulation target?

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- [ ] No
- [ ] Yes - if yes, please select what these concerns are based on

*Please select only one item*

- [ ] Cost
- [ ] Capacity
- [ ] Consumer acceptance
- [ ] Public health risk
- [ ] Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- [ ] Yes
- [ ] No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

- [ ] Additional six (6) months
- [ ] Additional year (12 months)
- [ ] Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Please select one
Please select only one item

Gravies and sauces - Pesto (Sodium)

Draft definitions and targets

Sauce-type products which are major characterising components of a meal and are designed to be added to foods during preparation, rather than at the table. Products within this category are designed to be mixed with rice or pasta or noodles, and/or meat and vegetables before consumption and can be simmered, baked or stir fried with the added ingredients. May be chunky or smooth in consistency and the packaged product may contain other ingredients such as vegetables and/or meat. Also includes gravies and finishing sauces that are designed to be served over food upon serving or as it finishes cooking.


Gravies and sauces subcategory 2: Pesto

A sauce traditionally made with basil, garlic, pine nuts or other nuts, olive oil, parmesan or similar cheeses, and salt. May include other herbs and/or vegetables and flavourings, and is a major characterising component of a meal and designed to be added to foods during preparation, rather than at the table. Includes both shelf stable and chilled varieties.

PESTO TARGET: A reduction in sodium across defined products to 720mg/100g by the end of 2022.
Gravies and sauces - Pesto - Definition inclusions and exclusions

Pesto

Sub-category Inclusions

Pestos used during cooking or intended as stir-through (e.g. basil pesto, sundried tomato pesto). Includes both shelf stable and chilled varieties.

Sub-category Exclusions

All other sauces, condiments or flavourings, ready meals containing pesto, pesto's marketed as a dip and pesto sauces marketed as a pasta sauce (e.g. stir-through pesto pasta sauce), finishing sauces and condiments.

Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition
Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No   ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety   ☐ Technical issues   ☐ Technical issues and food safety
☐ Other (please specify)   ☐ Don't know/can't answer

other constraints

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

☐ No  ☐ Yes - if yes, please select what these concerns are based on

Please select only one item

☐ Cost  ☐ Capacity  ☐ Consumer acceptance  ☐ Public health risk

☐ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

☐ Yes  ☐ No (if no, please specify what would be a reasonable time and why)

Please select only one item

☐ Additional six (6) months  ☐ Additional year (12 months)  ☐ other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one

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Gravies and sauces - Asian-style sauces (Sodium)

Draft definitions and targets

Sauce-type products which are major characterising components of a meal and are designed to be added to foods during preparation, rather than at the table. Products within this category are designed to be mixed with rice or pasta or noodles, and/or meat and vegetables before consumption and can be simmered, baked or stir fried with the added ingredients. May be chunky or smooth in consistency and the packaged product may contain other ingredients such as vegetables and/or meat. Also includes gravies and finishing sauces that are designed to be served over food upon serving or as it finishes cooking.


**Gravies and sauces subcategory 3: Asian-style sauces**

*Sauces based on replicating Asian flavours, often based on high sodium sauces such as soy, fish or oyster sauce and/or labelled as noodle sauce or stir-fry sauce, which are major characterising components of a meal and are designed to be added to foods during preparation, rather than at the table. Includes both shelf stable and chilled varieties.*

ASIAN-STYLE SAUCES TARGET: A reduction in sodium across defined products to 680mg/100g by the end of 2022.
Gravies and sauces - Asian-style sauces - Definition inclusions and exclusions

*Asian-style sauces*

**Sub-category Inclusions**

Sauces used during cooking (e.g. stir-fry sauces, satay simmer sauce). Includes both shelf stable and chilled varieties.

**Sub-category Exclusions**

Curry powder (designed as a spice), sauces and condiments designed to be added at the table (e.g. wasabi, chilli sauce, sweet chilli sauce, soy sauce, fish sauce, oyster sauce, black bean sauce and teriyaki sauce), curry pastes, rubs, marinades, finishing sauces, gravies, pasta sauces, Indian sauces, casserole and non-Asian rice sauces.

Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

☐ Yes  ☐ No - if no, please comment below

Details of definition
Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- [ ] Food safety
- [ ] Technical issues
- [ ] Technical issues and food safety
- [ ] Other (please specify)
- [ ] Don't know/can't answer

other constraints

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

- [ ] No  - [ ] Yes - if yes, please select what these concerns are based on

Please select only one item

- [ ] Cost  - [ ] Capacity  - [ ] Consumer acceptance  - [ ] Public health risk
- [ ] Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

- [ ] Yes  - [ ] No (if no, please specify what would be a reasonable time and why)

Please select only one item

- [ ] Additional six (6) months  - [ ] Additional year (12 months)  - [ ] Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Please select one Please select only one item

Gravies and sauces - Other savoury sauces (Sodium)

Draft definitions and targets

Sauce-type products which are major characterising components of a meal and are designed to be added to foods during preparation, rather than at the table. Products within this category are designed to be mixed with rice or pasta or noodles, and/or meat and vegetables before consumption and can be simmered, baked or stir fried with the added ingredients. May be chunky or smooth in consistency and the packaged product may contain other ingredients such as vegetables and/or meat. Also includes gravies and finishing sauces that are designed to be served over food upon serving or as it finishes cooking.


Gravies and sauces subcategory 4: Other savoury sauces

All other sauce-type products used in cooking and not already included in other categories, which are major characterising components of a meal and are designed to be added to foods during preparation, rather than at the table. Includes both shelf stable and chilled varieties.

OTHER SAVOURY SAUCES TARGET: A reduction in sodium across defined products to 360mg/100g by the end of 2022
Related Information

Other savoury sauces

Sub-category Inclusions

Casserole bases (dry and requiring reconstitution, or liquid), pasta sauces, pasta and risotto bakes, Indian curry sauces (e.g. butter chicken) and other rice, pasta or noodle sauces used in cooking. Can be pour-in, stir-in, cook-in or stir-thru (e.g. stir-fry, casserole, ragout, goulash, curry sauces in liquid form). Includes both shelf stable and chilled varieties.

Sub-category Exclusions

Tomato paste, curry paste, herbs, spices, condiments (e.g. pickles, relishes), tomato sauce, BBQ sauce, Asian-style sauces, gravies and finishing sauces, pesto, recipe concentrates.

Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

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Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No  
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- [ ] Food safety  
- [ ] Technical issues  
- [ ] Technical issues and food safety  
- [ ] Other (please specify)  
- [ ] Don't know/can't answer

other constraints

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Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

- [ ] No
- [ ] Yes - if yes, please select what these concerns are based on

*Please select only one item*

- [ ] Cost
- [ ] Capacity
- [ ] Consumer acceptance
- [ ] Public health risk
- [ ] Other (please specify below)

If you selected 'other', please provide details

[ ]

How can the challenges be overcome?

[ ]

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- [ ] Yes
- [ ] No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

- [ ] Additional six (6) months
- [ ] Additional year (12 months)
- [ ] Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

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Please select one

Please select only one item

Muesli bars (Sugar)

Draft definitions and targets

_Baked or cold-formed cereal-based snack bars, may contain fruit, nuts, seeds, chocolate or yoghurt chips or coating or other fillings and toppings._

MUESLI BARS TARGET: A 10% reduction in sugar across defined products containing over 28g sugar/100g, and a reduction in sugar to 25g/100g for products between 25-28g sugar/100g by the end of 2022

Muesli bars - Definition inclusions and exclusions

*Muesli bars*

**Sub-category Inclusions**

Muesli bars, muesli slices, breakfast bars, fruit-filled cereal bars and twists made from wheat, oats, puffed rice or other grains. May also include other ingredients including nuts, dried fruit, fruit puree, honey/sugars, yoghurt or chocolate.

**Sub-category Exclusions**

Fruit-based bars, leather and strap bars, protein bars, 'lo-carb' bars and nut-based bars.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
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Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

○ No  ○ Yes - if yes, please select what these concerns are based on

*Please select only one item*

○ Cost  ○ Capacity  ○ Consumer acceptance  ○ Public health risk  
○ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

○ Yes  ○ No (if no, please specify what would be a reasonable time and why)

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Pizza (Sodium and Saturated fat)

Draft definitions and targets

Commecially produced pizza dough, with toppings (vegetable, cheese, meat, fish or alternatives) which only requires cooking or re-heating (i.e. no construction). Includes chilled and frozen varieties.

PIZZA TARGETS:

Sodium - A reduction in sodium across defined products to 450mg/100g by the end of 2022

Saturated Fat - A reduction in saturated fat across defined products to 4g/100g by the end of 2022.

Pizza - definition inclusions and exclusions

Pizza

Sub-category Inclusions

Pizzas, calzones, pizza pockets, can be slices or whole.

Sub-category Exclusions

Pastry-based dishes, pizza toppings, pizza-flavoured foods (e.g. pastries, biscuits), pizzas from takeaway or fast-food restaurants.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
☐ Other (please specify)  ☐ Don't know/can't answer

other constraints

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Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

- No
- Yes - if yes, please select what these concerns are based on

*Please select only one item*

- Cost
- Capacity
- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- Yes
- No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

- Additional six (6) months
- Additional year (12 months)
- Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Please select one
Please select only one item

Processed Meat - Ham (Sodium)

Draft definitions and targets

Meat and poultry preserved by smoking, curing, salting or chemical preservatives.

Meat product contains no less than 300g/kg meat, where meat either singly or in combination with other ingredients or additives, has undergone a method of processing other than boning, slicing, dicing, mincing or freezing, and includes manufactured meat and cured and/or dried meat flesh in whole cuts or pieces. Excludes sausages sold raw.


**Processed meat subcategory 1: Ham**

*Cured pork product generally containing pork, starch, salt, mineral salts, sugar, antioxidant, sodium nitrate, spices and water. Includes all fat varieties.*

HAM TARGET: A reduction in sodium across defined products to 1005mg/100g by the end of 2022

Processed meat - Ham - Definition inclusions and exclusions

*Ham*

Sub-category Inclusions

Packaged or deli ham, including leg ham, shaved ham, lite ham, and flavoured varieties (e.g. honey ham).

Sub-category Exclusions

Sausages, 'leg of ham', 'Protected Designation of Origin' (e.g. Champagne ham, prosciutto, some pancetta’s), traditional speciality guaranteed products (e.g. Parma ham), speciality products produced using traditional methods such as immersion and dry cured processes (e.g. cured tongue), canned processed meats (e.g. spam), vegetarian/ vegan alternatives, bacon, processed deli meats, Frankfurts and saveloys.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- [ ] Yes
- [ ] No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- [ ] Food safety
- [ ] Technical issues
- [ ] Technical issues and food safety
- [ ] Other (please specify)
- [ ] Don't know/can't answer

other constraints

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

- No
- Yes - if yes, please select what these concerns are based on

Please select only one item

- Cost
- Capacity
- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

- Yes
- No (if no, please specify what would be a reasonable time and why)

Please select only one item

- Additional six (6) months
- Additional year (12 months)
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To what degree are you considering implementing this category target? (Responses to this question will not be published)

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Processed Meat - Bacon (Sodium)

Draft definitions and targets

Meat and poultry preserved by smoking, curing, salting or chemical preservatives.

Meat product contains no less than 300g/kg meat, where meat either singly or in combination with other ingredients or additives, has undergone a method of processing other than boning, slicing, dicing, mincing or freezing, and includes manufactured meat and cured and/or dried meat flesh in whole cuts or pieces. Excludes sausages sold raw.


**Processed meat subcategory 2: Bacon**

*Cured and smoked pork product generally containing meat, sugar, mineral salts, antioxidant, nitrite and water. Includes all fat varieties.*

BACON TARGET: A reduction in sodium across defined products to 1005mg/100g by the end of 2022

Processed meat - Bacon - Definition inclusions and exclusions

*Bacon*

Sub-category Inclusions

Packaged or deli bacon sold in all forms (e.g. rashers, diced). Includes all types of injection cured bacon (e.g. sliced back, streaky, pancetta, bacon joints).

Sub-category Exclusions

Dry and immersion cured bacon, ham, 'Protected Designation of Origin', traditional speciality guaranteed products, speciality products produced using traditional methods, sausages, canned processed meats, turkey bacon, chicken bacon, vegetarian/ vegan alternatives, processed deli meats, Frankfurts and saveloys.

Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- Yes
- No - if no, please comment below

**Details of definition**

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- No
- Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- Food safety
- Technical issues
- Technical issues and food safety
- Other (please specify)
- Don't know/can't answer

**Other constraints**

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

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Please select only one item

☐ Cost  ☐ Capacity  ☐ Consumer acceptance  ☐ Public health risk

☐ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?


Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

☐ Yes  ☐ No (if no, please specify what would be a reasonable time and why)

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To what degree are you considering implementing this category target?  
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Please select one

Very likely  
Likely  
Unsure  
Unlikely  
Very unlikely  
N/A I'm not a manufacturer

Processed Meat - Processed deli meats (Sodium)

Meat and poultry preserved by smoking, curing, salting or chemical preservatives.

Meat product contains no less than 300g/kg meat, where meat either singly or in combination with other ingredients or additives, has undergone a method of processing other than boning, slicing, dicing, mincing or freezing, and includes manufactured meat and cured and/or dried meat flesh in whole cuts or pieces. Excludes sausages sold raw.


**Processed meat subcategory 3: Processed deli meats**

*Processed and reformed meat products (containing pork, beef, or chicken) with added ingredients such as starch, salt, cereal, sugar, spices, flavour, sodium nitrite/nitrate, preservatives and water. Products are typically served cold and often sliced or diced. Includes emulsified luncheon meats.*

PROCESSED DELI MEATS TARGET: A reduction in sodium across defined products to 720mg/100g by the end of 2022
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

- Yes
- No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

- No
- Yes - If yes, please select what these restraints are based on below

Please select all that apply

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- Technical issues
- Technical issues and food safety
- Other (please specify)
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- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

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Processed Meat - Frankfurts and saveloys (Sodium and Saturated fat)

Draft definitions and targets

Meat and poultry preserved by smoking, curing, salting or chemical preservatives.

Meat product contains no less than 300g/kg meat, where meat either singly or in combination with other ingredients or additives, has undergone a method of processing other than boning, slicing, dicing, mincing or freezing, and includes manufactured meat and cured and/or dried meat flesh in whole cuts or pieces. Excludes sausages sold raw.


**Processed meat subcategory 4: Frankfurts and Saveloys**

**Frankfurts and Saveloys.**

**FRANKFURTS AND SAVELOYS TARGETS:**

**Sodium** - A reduction in sodium across defined products to 900mg/100g by the end of 2022

**Saturated Fat** - A 10% reduction in saturated fat across defined products with saturated fat levels exceeding 6.5g/100g by the end of 2022
Processed Meat - Frankfurts and sveloys - Definition inclusions and exclusions

Frankfurts and Sveloys

Sub-category Inclusions

Frankfurts/Frankfurters, hot dogs and sveloys.

Sub-category Exclusions

Ham, bacon, processed deli meats, canned processed meats, kabana, kransky, Polish sausage, fresh sausages, vegetarian/vegan alternatives, sausage rolls, coated processed meats and meats in pastry or bread.

Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition
Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- No
- Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- Food safety
- Technical issues
- Technical issues and food safety
- Other (please specify)
- Don't know/can't answer

Other constraints

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- No
- Yes - if yes, please select what these concerns are based on

*Please select only one item*

- Cost
- Capacity
- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- Yes
- No (if no, please specify what would be a reasonable time and why)

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Ready meals (Sodium)

Draft definitions and targets

*Meals sold as ready-to-eat. May require re-heating or added accompaniments (e.g. potato, rice, noodles, pasta). Includes chilled and frozen varieties.*

READY MEALS TARGET: A reduction in sodium across defined products to 250mg/100g by the end of 2022

Ready meals - Definition inclusions and exclusions

*Ready meals*

**Sub-category Inclusions**

Frozen, fresh or chilled plated complete meals of all cuisines made from meat, poultry, fish, Quorn, tofu or vegetables (e.g. frozen lasagne, frozen risotto, fresh pastas with sauces, butter chicken with rice, vegetable curries, dhal), shelf-stable rice/pasta with meat/poultry/ fish/ vegetables and/or sauce served as a meal (e.g. quinoa and bean salads in shelf-stable container) and canned meals with meat or alternative (e.g. canned Irish stew, beef stroganoff) and other dishes that can be consumed as a meal and do not require preparation.

**Sub-category Exclusions**

Meals requiring reconstitution (powdered or dry sachets), kit meals (e.g. taco kits, sushi kits), any meals requiring the addition of fresh ingredients (e.g. vegetables, meat, meat alternatives), soups, pizzas and dishes requiring preparation (e.g. Mac & Cheese, 2 Minute Noodles).
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- Yes  
- No - if no, please comment below

Details of definition

---

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- No  
- Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

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- Technical issues  
- Technical issues and food safety  
- Other (please specify)  
- Don't know/can't answer

Other constraints

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Do you have other concerns or challenges associated with this reformulation target?

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*Please select only one item*

- [ ] Cost
- [ ] Capacity
- [ ] Consumer acceptance
- [ ] Public health risk
- [ ] Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- [ ] Yes
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*Please select only one item*

- [ ] Additional six (6) months
- [ ] Additional year (12 months)
- [ ] Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one

Very likely ○  Likely ○  Unsure ○  Unlikely ○  Very unlikely ○  N/A I'm not a manufacturer ○

Sausages (Sodium and Saturated fat)

Draft definitions and targets

Minced meat, poultry or a combination of meat and poultry, encased in a skin, sold raw and requiring cooking before eating. Product must contain no less than 500g/kg of fat free meat flesh; and have a proportion of fat that is no more than 500g/kg of the fat free meat flesh content.

SAUSAGES TARGETS:

Sodium - A reduction in sodium across defined products to 540mg/100g by the end of 2022

Saturated Fat - reduction in saturated fat across defined products to 7g/100g by the end of 2022

Sausages - Definition inclusions and exclusions

Sausages

Sub-category Inclusions

Fresh, chilled and frozen sausages and chipolatas, sold in raw form, made from beef, veal, lamb, kangaroo, chicken, turkey, pork or other meats.

Sub-category Exclusions

Rissoles, burger patties, crumbed or battered meats, vegetarian/ vegan alternatives, sausage rolls, ham, bacon, deli meats, frankfurts, saveloys, hot dogs and other pre-cooked sausages, sausage meat products (e.g. stuffing, turkey roll or chicken roll).
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

○ Yes  ○ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

○ No  ○ Yes - If yes, please select what these restraints are based on below

Please select all that apply

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*Please select only one item*

- Cost
- Capacity
- Consumer acceptance
- Public health risk

- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

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To what degree are you considering implementing this category target?  
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Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I’m not a manufacturer

Please select one

Please select only one item

Savoury biscuits - Plain savoury crackers and soda biscuits (Sodium)

Draft definitions and targets

Savoury Biscuits

Savoury biscuits, crackers or cakes which are shelf-stable and ready-to-eat.

Savoury biscuits subcategories: 1. Plain savoury and soda biscuits, 2. Plain corn, rice & other cakes, 3. Flavoured crackers & corn cakes

**Savoury biscuits subcategory 1: Plain savoury crackers and soda biscuits**

Plain, savoury grain-based crackers and biscuits which are shelf-stable and ready-to-eat. Includes pepper varieties, but not those with added salt flavours.

Plain savoury crackers and soda biscuits TARGET: A reduction in sodium across defined products to 630mg/100g by the end of 2022.
Plain savoury crackers and soda biscuits - Definition inclusions and exclusions

Plain savoury crackers and soda biscuits

Sub-category Inclusions

Wholemeal/wholegrain/plain crackers and biscuits with a flaky texture (e.g. SAO, Jat, Savoy), crispbreads (e.g. Ryvita, Cruskits), other varieties (e.g. water/wafer crackers), all with either pepper flavouring or without flavourings. Includes crackers made from any type of flour (e.g. wheat, rice) with no added seasonings/flavourings.

Sub-category Exclusions

Breadsticks, croutons, sweet biscuits, combinations of savoury biscuits/crackers with toppings (e.g. cheese, dip, vegetables, canned seafood), plain or flavoured rice, corn or other cakes (e.g. SunRice rice cakes), savoury crackers with cheese, salt, or other savoury flavourings. Note: rice crackers that are advertised as ‘plain’ are excluded if they contain any added seasoning/flavouring, (including salt).

Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

- Yes  - No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

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*Please select only one item*

- [ ] Cost
- [ ] Capacity
- [ ] Consumer acceptance
- [ ] Public health risk
- [ ] Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

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- [ ] Additional six (6) months
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To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Savoury biscuits - Plain corn, rice and other cakes (Sodium)

Draft definitions and targets

Savoury Biscuits

Savoury biscuits, crackers or cakes which are shelf-stable and ready-to-eat.

Savoury biscuits subcategories: 1. Plain savoury and soda biscuits, 2. Plain corn, rice & other cakes, 3. Flavoured crackers & corn cakes

Savoury biscuits subcategory 2: Plain corn, rice and other cakes

Plain, savoury corn, quinoa or rice-based cakes which are shelf-stable and ready-to-eat.

Plain corn, rice and other cakes TARGET: A reduction in sodium across defined products to 270mg/100g by the end of 2022

Plain corn, rice & other cakes - Definition inclusions and exclusions

Plain corn, rice and other cakes

Sub-category Inclusions

Puffed cakes (grain-varieties listed in definition) without added flavourings (e.g. SunRice rice cakes, Real Foods corn thins, SunRice rice and quinoa cakes).

Sub-category Exclusions

Plain or flavoured crackers (e.g. rice crackers, corn-based crackers, flavoured grain-based crackers) and flavoured cakes (e.g. flavoured rice cakes, flavoured corn Thins).
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

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- ☐ Capacity
- ☐ Consumer acceptance
- ☐ Public health risk
- ☐ Other (please specify below)

If you selected 'other', please provide details

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How can the challenges be overcome?

---

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- ☐ Yes
- ☐ No (if no, please specify what would be a reasonable time and why)

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- ☐ Additional year (12 months)
- ☐ Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one

Savoury biscuits - Flavoured biscuits, crackers and corn cakes (Sodium)

Draft definitions and targets

Savoury Biscuits

Savoury biscuits, crackers or cakes which are shelf-stable and ready-to-eat.

Savoury biscuits subcategories: 1. Plain savoury and soda biscuits, 2. Plain corn, rice & other cakes, 3. Flavoured crackers & corn cakes

**Savoury biscuits subcategory 3: Flavoured biscuits, crackers and corn cakes**

*Flavoured or salted savoury grain-based biscuits, crackers and cakes which are shelf-stable and ready-to-eat.*

Flavoured biscuits, crackers and corn cakes TARGET: A reduction in sodium across defined products to 720mg/100g by the end of 2022
Flavoured biscuits, crackers and corn cakes - Definition inclusions and exclusions

*Flavoured biscuits, crackers and corn cakes*

**Sub-category Inclusions**

Savoury crackers with cheese (e.g. Shapes), salt (e.g. rosemary & sea salt, garlic & sea salt crostini, Grissinis or other biscuits), or other savoury flavourings. Flavoured rice, corn or other crackers, biscuits (e.g. Country Cheese, Sakata, Delites) and cakes (e.g. flavoured rice cakes, flavoured corn Thins).

**Sub-category Exclusions**

Croutons, breadsticks, sweet biscuits, savoury biscuits/crackers with toppings (e.g. cheese, dip, vegetables, canned seafood) and puffed cakes (grain-varieties listed in definition), plain wholemeal/wholegrain/plain crackers and plain biscuits, plain crispbreads (e.g. Ryvita, Cruskits), other varieties (e.g. water/wafer crackers).

Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- [ ] Yes
- [ ] No - if no, please comment below

Details of definition

---

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

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If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

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Savoury pastries - Dry pastries (Sodium and Saturated fat)

**Draft definitions and targets**

**Savoury Pastries**

Meat, poultry and/or vegetable filing encased in a pastry.

Savoury pastries subcategories: 1. Dry pastries, 2. Wet pastries

**Savoury pastries subcategory 1: Dry pastries**

*Dry meat, vegetable or dairy filing encased in a pastry.*

**DRY PASTRIES TARGETS:**

- **Sodium** - A reduction in sodium across defined products to 500mg/100g by the end of 2022
- **Saturated Fat** - reduction in saturated fat across defined products to 7g/100g by the end of 2022

**Savoury pastries - Dry pastries - Definition inclusions and exclusions**

*Dry pastries*

**Sub-category Inclusions**

Sausage rolls, meat or vegetable pasties, savoury pastries/rolls (e.g. chicken & vegetable, spinach & cheese, ham & cheese), single-serve and party variety pasties and sausage rolls, includes gluten-free varieties.

**Sub-category Exclusions**

Frittatas, processed meats, pastry cases or bases without fillings (e.g. vol au vent or spring roll wrappers), sweet pastries, pastizzi, Asian pastries (e.g. dumplings, wontons, spring rolls) and filled vol-au-vents. All wet pastry dishes including quiches, meat or vegetarian pies (in a gravy base, all flavours).
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- Yes
- No - if no, please comment below

**Details of definition**

---

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- No
- Yes - If yes, please select what these restraints are based on below

**Please select all that apply**

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- Other (please specify)
- Don’t know/can’t answer

**Other constraints**

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Do you have other concerns or challenges associated with this reformulation target?

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- No
- Yes - if yes, please select what these concerns are based on

*Please select only one item*

- Cost
- Capacity
- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

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Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- Yes
- No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

- Additional six (6) months
- Additional year (12 months)
- Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Savoury pastries - Wet pastries (Sodium and Saturated fat)

Draft definitions and targets

Savoury Pastries

Meat, poultry and/or vegetable filing encased in a pastry.

Savoury pastries subcategories: 1. Dry pastries, 2. Wet pastries

**Savoury pastries subcategory 2: Wet pastries**

*Wet meat, vegetable or dairy filing encased in a pastry.*

WET PASTRIES TARGETS:

- **Sodium** - A reduction in sodium across defined products to 360mg/100g by the end of 2022
- **Saturated Fat** - reduction in saturated fat across defined products to 7g/100g by the end of 2022

Savoury pastries - Wet pastries - Definition inclusions and exclusions

*Wet Pastries*

**Sub-category Inclusions**

Quiches, meat or vegetarian pies (in a gravy base, all flavours), includes gluten-free varieties.

**Sub-category Exclusions**

Pizzas, calzones, pizza pockets, pastry cases or bases without fillings (e.g. vol-au-vent or spring roll wrappers), sweet pastries. All dry pastries including sausage rolls, meat or vegetable pasties and savoury pastries/rolls.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- Yes
- No - if no, please comment below

**Details of definition**

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- No
- Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- Food safety
- Technical issues
- Technical issues and food safety
- Other (please specify)
- Don't know/can't answer

**Other constraints**

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

Please upload your supporting evidence

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

Please upload your supporting evidence
Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

○ No  ○ Yes - if yes, please select what these concerns are based on

Please select only one item

○ Cost  ○ Capacity  ○ Consumer acceptance  ○ Public health risk
○ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

○ Yes  ○ No (if no, please specify what would be a reasonable time and why)

Please select only one item

○ Additional six (6) months  ○ Additional year (12 months)  ○ other (please specify)
To what degree are you considering implementing this category target? 
(Responses to this question will not be published)

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Please select one
Please select only one item

Savoury snacks - Potato snacks (Sodium)

Draft definitions and targets

Savoury Snacks

Potato-, corn-, vegetable-, grain-based and extruded shelf-stable, ready-to-eat snacks sold in portioned or bulk packaging with or without flavouring.


Savoury snacks subcategory 1: Potato snacks

Thin potato slices that are generally deep fried, and then flavoured (e.g. using salts, seasonings, herbs or spices), ready-to-eat snacks. Excludes salt and vinegar flavours.

POTATO SNACKS TARGET: A reduction in sodium across defined products to 500mg/100g by the end of 2022

Savoury snacks - Potato snacks - Definition inclusions and exclusions

Potato snacks

Sub-category Inclusions

Potato crisps (all flavours except salt & vinegar)/ includes thick, thin, crinkle, sticks, deli-style, potato straws and Pringles. May be sold in portioned packages or bulk.

Sub-category Exclusions

Salt and vinegar flavoured potato crisps and straws, processed flavoured snacks, corn chips, popcorn, vegetable- or legume-based snacks, savoury biscuits, crackers or cakes and extruded snacks.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- Yes
- No - if no, please comment below

Details of definition

---

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- No
- Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- Food safety
- Technical issues
- Technical issues and food safety
- Other (please specify)
- Don't know/can't answer

other constraints

---

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Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

- No
- Yes - if yes, please select what these concerns are based on

*Please select only one item*

- Cost
- Capacity
- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- Yes
- No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

- Additional six (6) months
- Additional year (12 months)
- Other (please specify)
To what degree are you considering implementing this category target?  
(Responses to this question will not be published)

Please select one

- Very likely
- Likely
- Unsure
- Unlikely
- Very unlikely
- N/A I'm not a manufacturer

Savoury snacks - Salt and vinegar snacks (Sodium)

Draft definitions and targets

Savoury Snacks

Potato-, corn-, vegetable-, grain-based and extruded shelf-stable, ready-to-eat snacks sold in portioned or bulk packaging with or without flavouring.


Savoury snacks subcategory 2: Salt and vinegar snacks

All snack products salt & vinegar flavoured and sold as ready-to-eat. Includes potato-, corn-, rice-, vegetable-based snacks.

SALT AND VINEGAR SNACKS TARGET: A reduction in sodium across defined products to 810mg/100g by the end of 2022

Savoury snacks - Salt and vinegar snacks - Definition inclusions and exclusions

Salt and vinegar snacks

Sub-category Inclusions

Potato-, corn-, vegetable-, grain-based and extruded snacks flavoured with salt and vinegar flavouring. Includes popcorn.

Sub-category Exclusions

All non-salt and vinegar flavoured snacks (e.g. potato crisps, processed flavoured snacks, corn chips, popcorn, vegetable- or legume-based snacks, savoury biscuits, crackers or cakes, extruded snacks and nuts (including salted)).
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- [ ] Yes
- [ ] No - if no, please comment below

Details of definition

---

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- [ ] Food safety
- [ ] Technical issues
- [ ] Technical issues and food safety
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other constraints

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

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Please select only one item

☐ Cost  ☐ Capacity  ☐ Consumer acceptance  ☐ Public health risk
☐ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

☐ Yes  ☐ No (if no, please specify what would be a reasonable time and why)

Please select only one item

☐ Additional six (6) months  ☐ Additional year (12 months)  ☐ other (please specify)
Savoury snacks - Extruded snacks (Sodium)

Draft definitions and targets

Savoury Snacks Potato-, corn-, vegetable-, grain-based and extruded shelf-stable, ready-to-eat snacks sold in portioned or bulk packaging with or without flavouring.


_Savoury snacks subcategory 3: Extruded snacks. Starch-rich materials (e.g. corn, maize, wheat, rice, potato flour) that are generally transformed into hot melt fluids and then expanded or puffed via an extruder to form a ready-to-eat snack._

EXTRUDED SNACKS TARGET: A reduction in sodium across defined products to 720mg/100g by the end of 2022

Savoury snacks - Extruded snacks - Definition inclusions and exclusions

_Extruded snacks_

Sub-category Inclusions

Processed flavoured snacks (e.g. Cheese Puffs, Bacon Balls, Twisties, Burger Rings, Cheezels, Grainwaves, pork pork rind snacks, prawn crackers).

Sub-category Exclusions

Potato crisps, processed salt and vinegar flavoured snacks, popcorn, corn-, vegetable- or legume-based snacks. Savoury biscuits, crackers and cakes.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition


Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
☐ Other (please specify)  ☐ Don't know/can't answer

other constraints

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please upload your supporting evidence
Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

- Yes
- No (if no, please specify what would be a reasonable time and why)

Please select only one item

- Additional six (6) months
- Additional year (12 months)
- Other (please specify)

Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

- No
- Yes - if yes, please select what these concerns are based on

Please select only one item

- Cost
- Capacity
- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Savoury snacks - Corn snacks (Sodium)

Draft definitions and targets

Savoury Snacks

Potato-, corn-, vegetable-, grain-based and extruded shelf-stable, ready-to-eat snacks sold in portioned or bulk packaging with or without flavouring.


Savoury snacks subcategory 4: Corn snacks

Corn or maize kernels used to make a dough, which is then sheeted to thin, uniform dimensions and cut to form the snack and fried. Also includes maize kernels that have been heated until they burst open and puff out. Sold as ready-to-eat.

CORN SNACKS TARGET: A reduction in sodium across defined products to 360mg/100g by the end of 2022

Savoury snacks - Corn snacks - Definition inclusions and exclusions

Corn snacks

Sub-category Inclusions

Corn chips (e.g. Dorito’s, CC’s), popcorn, all flavours except salt and vinegar.

Sub-category Exclusions

Salt and vinegar flavoured corn chips, potato crisps, processed flavoured snacks, snacks made from other vegetables or legumes. Savoury biscuits, crackers or cakes.

* Incorrect number included previously. Updated to correct target 3/09/18.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

*Please select only one item*

- [ ] Yes
- [ ] No - if no, please comment below

Details of definition

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Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- [ ] Food safety
- [ ] Technical issues
- [ ] Technical issues and food safety
- [ ] Other (please specify)
- [ ] Don't know/can't answer

other constraints

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

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

☐ No  ☐ Yes - if yes, please select what these concerns are based on

Please select only one item

☐ Cost  ☐ Capacity  ☐ Consumer acceptance  ☐ Public health risk

☐ Other (please specify below)

If you selected 'other', please provide details

______________

How can the challenges be overcome?

______________

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

☐ Yes  ☐ No (if no, please specify what would be a reasonable time and why)

Please select only one item

☐ Additional six (6) months  ☐ Additional year (12 months)  ☐ Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one
Please select only one item

Very likely ○  Likely ○  Unsure ○  Unlikely ○  Very unlikely ○  N/A I'm not a manufacturer

Savoury snacks - Vegetable, grain and other snacks (Sodium)

Draft definitions and targets

Savoury Snacks

Potato-, corn-, vegetable-, grain-based and extruded shelf-stable, ready-to-eat snacks sold in portioned or bulk packaging with or without flavouring.


Savoury snacks subcategory 5: Vegetable, grain and other snacks

Vegetable matter (except potato) or cereal grains (except corn) used to make a dough, which is then sheeted to thin, uniform dimensions and cut to form the snack and fried or baked. Sold as ready-to-eat.

VEGETABLE, GRAIN AND OTHER SNACKS TARGET: A reduction in sodium across defined products to 450mg/100g by the end of 2022

Savoury snacks - Vegetable, grain and other snacks - Definition inclusions and exclusions

Vegetable, grain and other snacks

Sub-category Inclusions

Vegetable or legume chips (e.g. beetroot chips, chickpea chips, sweet potato chips), wholegrain snacks (e.g. multigrain and sea salt VitaWeat Cracker Chips and other wholegrain crisps).

Sub-category Exclusions

Biscuits and dip (including cheese dips), potato-based snacks, processed flavoured snacks, corn-based snacks, popcorn, pretzels, dry noodle snacks, Bhuja snacks, salt and vinegar-flavoured snacks, extruded snacks. Savoury biscuits, crackers and cakes.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

○ Yes  ○ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

○ No  ○ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
☐ Other (please specify)  ☐ Don’t know/can’t answer

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*Please select only one item*

- [ ] Cost
- [ ] Capacity
- [ ] Consumer acceptance
- [ ] Public health risk
- [ ] Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- [ ] Yes
- [ ] No (if no, please specify what would be a reasonable time and why)

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- [ ] Additional six (6) months
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- [ ] Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one
Please select only one item

Very likely  ○  Likely  ○  Unsure  ○  Unlikely  ○  Very unlikely  ○  N/A I'm not a manufacturer

Beverages - Soft drinks (Sugar)

Draft definitions and targets

Beverages

Ready-to-drink non-dairy beverages with caloric sweeteners.


**Beverages subcategories 1: Soft drinks**

Ready-to-drink, non-dairy, calorically sweetened drinks marketed as soft drinks or energy drinks.

SOFT DRINKS TARGET: A 10% reduction in sugar across defined products for products above 10g sugar/100mL by the end of 2022

Beverages - Soft drinks - Definition inclusions and exclusions

**Soft drinks**

Sub-category Inclusions

Soft-drinks, energy drinks. Products sold as ready-to-drink.

Sub-category Exclusions

Sports drinks, drink powders or concentrates, sparkling juices and artificially sweetened drinks.
To what degree are you considering implementing this category target? (Responses to this question will not be published)

<table>
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<th>Very likely</th>
<th>Likely</th>
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Please select one

Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

- Yes
- No - if no, please comment below

Details of definition

---

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

*Please select only one item*

- [ ] No
- [ ] Yes - If yes, please select what these restraints are based on below

*Please select all that apply*

- [ ] Food safety
- [ ] Technical issues
- [ ] Technical issues and food safety
- [ ] Other (please specify)
- [ ] Don’t know/can’t answer

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

☐ No  ☐ Yes - if yes, please select what these concerns are based on

Please select only one item

☐ Cost  ☐ Capacity  ☐ Consumer acceptance  ☐ Public health risk

☐ Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

☐ Yes  ☐ No (if no, please specify what would be a reasonable time and why)

Please select only one item

☐ Additional six (6) months  ☐ Additional year (12 months)  ☐ other (please specify)
Beverages - Flavoured water, flavoured mineral water, soda water and iced tea (Sugar)

Draft definitions and targets

Beverages

*Ready-to-drink non-dairy beverages with caloric sweeteners.*


**Beverages subcategories 2: Flavoured water, flavoured mineral water, soda water and iced tea**

*Ready-to-drink, non-dairy beverages with caloric sweeteners, excluding soft drinks and energy drinks.*

FLAVOURED WATER, FLAVOURED MINERAL WATER, SODA WATER AND ICED TEA
TARGET: A reduction in sugar across defined products to 5g/100mL by the end of 2022

Flavoured water, flavoured mineral water, soda water and iced tea - Definition inclusions and exclusions

*Flavoured water, flavoured mineral water, soda water and iced tea*

**Sub-category Inclusions**

Vitamin waters, coconut water, kombucha, sparkling flavoured waters (e.g. flavoured mineral or soda water) and iced tea. Products sold as ready-to-drink.

**Sub-category Exclusions**

Cordials, juices, fruit drinks, smoothies, tea, coffee, plain mineral/spring/soda water, drink powders or concentrates, soft drinks, energy drinks and artificially sweetened drinks.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
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*Please select only one item*

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- [ ] Yes - if yes, please select what these concerns are based on

*Please select only one item*

- [ ] Cost
- [ ] Capacity
- [ ] Consumer acceptance
- [ ] Public health risk
- [ ] Other (please specify below)

If you selected 'other', please provide details

[ ]

How can the challenges be overcome?

[ ]

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- [ ] Yes
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- [ ] Additional six (6) months
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- [ ] Other (please specify)
To what degree are you considering implementing this category target?  
(Responses to this question will not be published)

Please select one

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Soups (Sodium)

Draft definitions and targets

Soups

_Savoury, primarily liquid dish, containing meat, poultry, fish, vegetables or other ingredients in stock or water. May be chilled or shelf-stable, ready for consumption or requiring reconstitution._

SOUPS TARGET: A reduction in sodium across defined products to 270mg/100g by the end of 2022

Soups - Definition inclusions and exclusions

Soups

Sub-category Inclusions

Chilled soups, ready-to-eat soups, frozen soups, dry packet soup mixes requiring reconstitution and canned soups.

Sub-category Exclusions

Products designed to be added to soup (e.g. lentil soup mix, soup beans, pasta or noodles for soups, canned or fresh meats for use in soups, e.g. beef soup bones).
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

○ Yes  ○ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

○ No  ○ Yes - If yes, please select what these restraints are based on below

Please select all that apply

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Do you have other concerns or challenges associated with this reformulation target?

Please select only one item

- No
- Yes - if yes, please select what these concerns are based on

Please select only one item

- Cost
- Capacity
- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

Please select only one item

- Yes
- No (if no, please specify what would be a reasonable time and why)

Please select only one item

- Additional six (6) months
- Additional year (12 months)
- Other (please specify)
To what degree are you considering implementing this category target?  
(Responses to this question will not be published)

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Please select one (Please select only one item)

---

Sweet bakery - Cakes, muffins and slices (Sodium)

Draft definitions and targets

Sweet bakery - Cakes, Muffins and Slices

*Freshly baked, frozen, shelf-stable or baking mixes of cakes, muffins and slices.*

CAKES, MUFFINS AND SLICES TARGET: A reduction in sodium across defined products to 360mg/100g by the end of 2022

Cakes, Muffins and Slices definition - inclusions and exclusions

*Sweet bakery - cakes, muffins and slices*

**Sub-category Inclusions**

All cakes, lamingtons, cupcakes, cake-type slices (e.g. chocolate brownies), biscuit-type slices (e.g. hedgehogs, caramel slice), cake rolls (e.g. Swiss rolls), muffins and muffin bars, cake mixes, muffin mixes and slice mixes.

**Sub-category Exclusions**

Meringues (including pavlova, macarons), muesli/fruit/nut bars, pastry bases (e.g. short crust pastry, tart shells), crepes, pancakes, pikelets, waffles, single cake-making ingredients (e.g. icing/frosting, sugar, flour), sweet buns (e.g. finger buns, fruit buns, fruit loaves, cinnamon scrolls), scones, pastries (e.g. croissants, Danishes, strudels), sweet biscuits, fruit pies, tarts, crumbles, doughnuts, profiteroles, flour-based puddings (e.g. sticky date pudding), eclairs and cookies.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

- Yes
- No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

- No
- Yes - If yes, please select what these restraints are based on below

Please select all that apply

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- Technical issues
- Technical issues and food safety
- Other (please specify)
- Don't know/can't answer

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Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

- No
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*Please select only one item*

- Cost
- Capacity
- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- Yes
- No (If no, please specify what would be a reasonable time and why)

*Please select only one item*

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Sweetened yoghurt (Sugar)

Draft definitions and targets

Sweetened Yoghurt

*Calorically sweetened dairy-based or dairy-alternative yoghurts, liquid or semi-solid.*

SWEETENED YOGHURT TARGET: A reduction in sugar across defined products to 13.5g/100g by the end of 2022

Sweetened yoghurt - Definition inclusions and exclusions

Sweetened Yoghurts

Sub-category Inclusions

Sweetened yoghurts (with sugar, honey, juice concentrate, fruit or other calorie-containing method with or without artificial sweetener), yoghurt with added cereal, vitamins, fibre, confectionary, nuts, yoghurt drinks, made with dairy milk or milk alternatives (e.g. nuts, oat, coconut, rice, soy).

Sub-category Exclusions

Custards, dairy and dairy alternative desserts (including frozen products), fermented milks, 'Fruche', fromage frais, plain/Greek-style or other unsweetened yoghurts and artificially sweetened yoghurts with no added sugar, honey, juice concentrate, fruit or other calorie-containing sweetener.
Is the definition appropriate? e.g. are there any other products that could be included or excluded from this definition?

Please select only one item

☐ Yes  ☐ No - if no, please comment below

Details of definition

Are you aware of any technical constraints with meeting the reformulation target, in this timeframe, in this food category?

Please select only one item

☐ No  ☐ Yes - If yes, please select what these restraints are based on below

Please select all that apply

☐ Food safety  ☐ Technical issues  ☐ Technical issues and food safety
☐ Other (please specify)  ☐ Don't know/can't answer

other constraints

Please attach a copy of any documents you wish to include to this printout.
please upload your supporting evidence

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please upload your supporting evidence
Do you have other concerns or challenges associated with this reformulation target?

*Please select only one item*

- No
- Yes - if yes, please select what these concerns are based on

*Please select only one item*

- Cost
- Capacity
- Consumer acceptance
- Public health risk
- Other (please specify below)

If you selected 'other', please provide details

How can the challenges be overcome?

Is the time frame suggested (4 years) to meet the target for this category, reasonable?

*Please select only one item*

- Yes
- No (if no, please specify what would be a reasonable time and why)

*Please select only one item*

- Additional six (6) months
- Additional year (12 months)
- Other (please specify)
To what degree are you considering implementing this category target? (Responses to this question will not be published)

Please select one

Very likely  Likely  Unsure  Unlikely  Very unlikely  N/A I'm not a manufacturer

Portion size reduction and use of healthier oils

In considering the food categories which contribute more than 1% of each nutrient to population consumption, the Reformation Working Group identified a number of categories for which they considered that sugars, saturated fat and/or sodium levels would be best addressed by mechanisms other than nutrient reformulation targets.

*The Department of Health separately progressed consideration of portion size reduction targets, and use of healthier oils.*

Feedback from this initial consultation about portion size reduction targets, and categories for use of healthier oils will be considered further by the Healthy Food Partnership Executive Committee.
Consultation paper - Portion size reduction targets for certain food categories; and use of healthier oils.

For certain food categories where there is already significant product variation to enable consumer choice; both in product type, size and sugar content, seven food categories were determined to be best addressed by portion size reduction, and communication about the place of these (mainly discretionary) foods in total diet.

Seven food categories were thus identified: sweet bakery, sweet biscuits, chocolate and chocolate-based confectionery, confectionery (non-chocolate), frozen milk products, dishes with sugar as the main ingredient and fruit and vegetable juices.

A further three food categories were identified as significant contributors of saturated fat, but that the modifiable saturated fat is associated primarily with the method of production (e.g. pre-frying of crumbed and battered proteins); rather than with the food ingredients (primarily proteins). Use of healthier oils (lower in saturated fats) and preparation instructions for baking rather than frying is therefore recommended as the best approach for reducing saturated fats associated with these products. This is relevant for three food categories: snacks, savoury biscuits, crumbed and battered proteins.

See the attached paper for further information and draft category definitions.
Are there any subcategories for these product types where a portion size reduction may not be feasible? If so, can you suggest an alternative approach to achieve a similar outcome?

If so, can you suggest an alternative approach to achieve a similar outcome?

What type of changes are required to business practices and infrastructure, (rather than recipes) to effect a portion size reduction?

Please provide details

What lead time is considered appropriate to prepare for these changes, for business preparedness ahead of the implementation time period beginning?

Suggested leadtime
Nutrient reformulation targets have a suggested four year implementation period, with a report on progress after two years. Is a similar timeframe suitable for portion size reduction? For changing to healthier oils?

*Please select only one item*

- [ ] Yes
- [ ] No
- [ ] Don't know
- [ ] Not applicable

Please provide details

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From a business perspective, is there any benefit in having the timeframe for nutrient reformulation targets overlap with the change to healthier oils?

*Please select only one item*

- [ ] Yes
- [ ] No
- [ ] Don't know

Please provide details
Do you have any suggested changes to the inclusions / exclusions of the draft definitions?

Please select only one item

☐ Yes  ☐ No

Please provide details