

The Tick Update

August 2006



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Pick the Tick

Celebrating 10 Years of Tick

The Heart Foundation Tick is celebrating its tenth birthday in New Zealand with the release of new figures showing its impact on the nation's food supply.

The Tick is also using this landmark to embark on an educational media campaign to inform New Zealanders about the Tick and healthier eating, through consumer and news media, advertising and online promotional channels.

This issue of Tick Update brings you 10 reasons to celebrate 10 years of the Tick!

1. For Taking Action to Shape up New Zealanders

As a leading public health organisation the Heart Foundation is supporting the fight against obesity, one of New Zealand's most pressing public health issues.

Ian Mathieson, Heart Foundation Tick Programme manager comments, "Over 10 years, the Tick has become New Zealand's most trusted food signposting guide, with 73% of main grocery buyers using the Tick and 69% of shoppers influenced to buy a Tick product over a similar product without the Tick. This demonstrates the impact the Tick has on consumer purchasing behaviour and evidence that the Tick is an effective means of influencing shoppers to make healthier food choices. With the shape of New Zealanders today, the provision of healthier food choices is more important than ever."

The Tick also works with the food industry to reformulate and develop healthier products. There are currently 950 Tick approved products from more than 60 food manufacturers meeting tough nutrition standards, and an ongoing interest from food companies to join the Tick Programme.

These factors have resulted in significant and measurable improvements to the foods New Zealanders eat.

2. For Getting Rid of Trans Fat

Because trans fat is now known to be more harmful to health than saturated fat, the Tick has got tough on trans, nearly eliminating it across 18 food categories. Figures just released show margarine and spread manufacturers reduced trans fat by an average of 92% to keep the Tick, removing 266 tonnes of trans from the food supply in just one year.

3. For Leading the Way Worldwide

New Zealanders now have access to 25 Tick approved margarines and spreads containing a maximum of just 1% of total fat as trans fat – half the maximum level allowed by Denmark, the first government to take a hard line on trans fat.

4. For Reducing Saturated Fat

The Tick is on a mission to reduce the amount of saturated fat we eat. In the past year two leading children's dairy food brands, Calci Yum and Meadow Fresh Blues Clues, shed 68 tonnes of total fat, including 49 tonnes of saturated fat to earn the Tick.

As a population, Kiwis still eat significant levels of saturated fat, with butter being the largest contributor¹. In fact, according to one international survey, New Zealanders rank as the highest consumers of butter in the world², and have almost double the butter consumption of many other dairy consuming nations. Butter contains more than 50% saturated fat, but margarine with the Tick must contain less than 28% saturated fat.



These statistics show the importance of directing shoppers away from butter and towards healthier spread options – with Tick being a clear leader on the issue.

5. For Counting Calories

With an energy (kilojoule) limit in 11 food categories, the Tick now counts the calories on 228 products to make it easier for shoppers to spot healthier choices. This move has also resulted in smaller serving sizes of many foods, like cereal bars.

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An update for health professionals



The Fat Chance

Hosted by dietitian Nikki Hart, the recent Heart Foundation Tick-sponsored TV2 show The Fat Chance tackled childhood obesity by introducing parents to real life adults their children could become, unless they improve their eating and exercise habits.

The show demonstrated the real improvements that can be made through a healthier lifestyle approach. Tapping into an issue currently weighing heavily on many New Zealanders' minds, it attracted excellent ratings, delivering messages about healthier living into many thousands of Kiwi households.

Nikki was pleased to see the Tick putting its name to the documentary. "Making better food choices contributes greatly towards the important lifestyle changes that can give our children better futures. The Heart Foundation Tick is a powerful tool for helping New Zealanders make healthier food choices," she commented.

Ian Mathieson, Tick Programme manager added: "Our sponsorship of the show is about championing the importance of healthier living, which includes more adequate physical activity, as well as healthier eating."

More information about The Fat Chance is shown on TVNZ's website.
<http://tvnz.co.nz/view/page/413551/764044>

Celebrating 10 Years of Tick continued...

6. For Increased Fibre

There are now 117 products meeting the Tick's fibre standards, including breads and breakfast cereals – an important move given most New Zealanders don't eat enough fibre.

7. For Taking Away a Mountain of Salt

New Zealanders typically have too much salt in their diets. The Tick removed 33 tonnes of salt from the food supply in just one year by influencing manufacturers to reformulate breads, cereals and margarines.

8. For Raising the Bar on Nutrition Standards

Many Tick products are now even healthier than before. The Heart Foundation is implementing tougher new nutrition standards across more than 50 food categories. Many manufacturers were unable to meet the new standards, with 85 Tick products exiting the Tick Programme, but at least 100 went back to the drawing board and reformulated to earn the Tick.

1 Source: NZ Food: NZ People. The Ministry of Health's 1997 National Nutrition Survey.

2 Source: Agriculture and Agri-Food Canada, Canadian Dairy Information Centre.

3 Typical mince pie content according to Crop and Food Research, New Zealand Food Composition database.

9. For a Healthier Choice of "Occasional" Foods

Tick understands reality and the reality is that New Zealanders do eat "occasional" foods. When it comes to snacks, the Heart Foundation always recommends a piece of fruit as the healthiest option, but you'll find Tick on just a few "occasional" foods so a healthier choice is available. A Tick approved pie – which should still be limited in the diet – has less than half the saturated fat and one third of the energy of a typical pie³, making a real public health impact given that 60 million pies are eaten each year. Tick approved pies and pastries must contain only 5g/100g saturated fat, or less.

10. For the Tick Club

The Heart Foundation Tick Programme website provides an authoritative source of healthier eating information. Shoppers are encouraged to visit www.pickthetick.org.nz and become a Tick Club member to receive updates.

Receive news online



Launched earlier this year, the new Heart Foundation Tick Club is a great way of finding out more about the Heart Foundation Tick. Registering is easy, just visit the new Tick website www.pickthetick.org.nz, click Join Tick Club and enter your details. The Tick Club is designed to educate and inform New Zealand consumers about the Tick and how to use it for healthier eating. The Tick Club has been a great success so far, attracting almost 15,000 members and counting!

Visit the Tick team at the NZDA Conference

The Tick team will be on-hand to answer all your Tick related questions at the NZDA Conference 2006, from September 11–13, so be sure to come and talk to us at our trade stand.

Heart Foundation Food Industry manager Dave Monro will also be presenting at the event.