

The Tick Update

December 2006



CERT TM

Pick the Tick

Clearer communications for 'treat' foods with the Tick



The public health goal of the Tick Programme is to improve the nation's food supply and increase the availability of healthier choice Tick-approved foods. To do this, the Tick is on everyday foods as well as some occasional (treat) foods that should be limited in the diet. Foods that get the Tick

have to meet the Tick nutrition standards, specific to a food category. There are over 50 different food categories in the Tick Programme, from everyday foods like bread and milk, to occasional foods like ice-cream and pastries.

While only six percent of foods with the Tick are occasional foods, recent statistics from the Ministry of Health show that more than 50 percent of New Zealanders are either

¹ Nutrition and the Burden of Disease 1997-2011.

over-weight or obese¹, so it is important for the Tick Programme to communicate responsible messages about treat foods.

"The Tick understands reality, and reality is New Zealanders do eat occasional foods. However, we need to frame Tick occasional foods within the context of a balanced and varied diet. It is important that Tick occasional foods do not assert the same healthier choice messages as Tick everyday foods," said Ian Mathieson, Manager of the Tick Programme.

"The majority of our Tick licensees responsibly promote Tick occasional foods and the majority of Tick users understand the Tick is not a license to over-indulge, but moving forward we need clear guidelines."

The Tick Programme will introduce new communication guidelines for occasional

foods early next year, which will set a framework for the advertising and promotion of occasional foods. These products need to be marketed responsibly within the context of a balanced and varied diet. The guidelines will also insure that Tick occasional foods will not be promoted in a way that encourages frequent or increased consumption.

The Tick Programme will continue to work towards improving the nutritional value of occasional foods.

"With over 60 million pies sold every year in New Zealand, having a healthier choice Tick pie that has at least half the fat content of a standard pie can have a significant public health impact," said Mr Mathieson.



Heart Foundation Tick products clean-up Massey Food Awards

The Tick Programme has been working closely with the food industry for over ten years to encourage the formulation of healthier choice products.

In October, the Massey Food Awards recognised New Zealand's most outstanding and innovative food products, with two Heart Foundation Tick products taking home seven of the possible 19 awards.

School food manufacturer Tasman Bay, won this year's Tick award for their healthier adaptation of the Kiwi favourite pie. Hot Bite

Murphies is a bread-based alternative to the pie, consisting of lean mince encased in bread and topped with potato and cheese. It has a remarkably low fat content of just 3.6g, compared with a normal mince pie that can have up to 20g - an impressive fat reduction of over 80 per cent.

The overall winner of the Massey Food Awards was another exciting new Tick product, Sealord Simply Natural Tender Calamari Rings.



An update for health professionals



Latest research gives two thumbs up to the Tick

Latest research shows that consumer awareness of the Tick is at an all time high. The research also shows that a high percentage of consumers understand Tick key messages such as, a Tick product is a healthier choice.

Awareness of the Tick

- 52% of main grocery buyers require no prompting to spontaneously recall the Tick on food packaging
- 95% of main grocery buyers when prompted recall the Tick on food packaging

Buying Tick Products

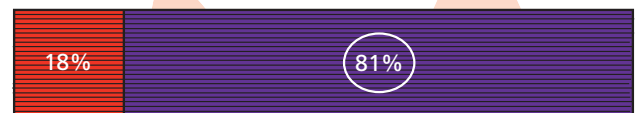
- 75% of main grocery buyers would buy a Tick product over a similar product without the Tick

Occasional foods with the Tick

There have been concerns that the Tick on occasional foods may encourage increased consumption. Interestingly, this research shows shoppers clearly understand consumption of Tick occasional foods such as pies and ice cream should be limited in the diet.

Statements about eating Tick products

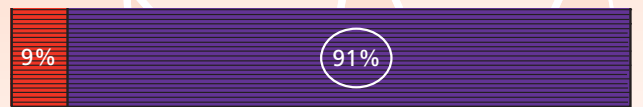
People can eat as much of the Tick product as they like



Agree strongly, Agree or agree a little | Disagree a little, disagree or disagree strongly

Attitudes to occasional foods: ice cream

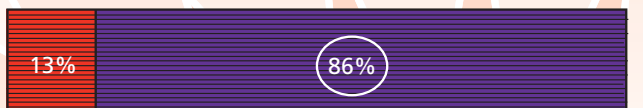
If ice-cream has the Tick on it, people can eat as much as I like



Agree strongly, Agree or agree a little | Disagree a little, disagree or disagree strongly

Attitudes to occasional foods: pies

If a pie has the Tick on it, people can eat one every day



Agree strongly, Agree or agree a little | Disagree a little, disagree or disagree strongly

Research was carried out by Phoenix Research on behalf of the Heart Foundation Tick Programme. A sample of 400 people were randomly selected nationwide and the main grocery shopper of the household was interviewed.

Promoting the Tick to Pacific and Māori People

The Heart Foundation recently funded research to assess the effectiveness of the Tick within Pacific and Māori communities. The research was commissioned as part of the Heart Foundation's regular evaluation of existing programmes.

The majority of participants in the study recognised the Tick, perceived it to be simple to understand and knew its connection to healthier food, but this did not translate to the Tick being bought by many Pacific and Māori people.

The Tick Programme's team is working with the wider Heart Foundation staff, who have expertise in communicating to Pacific and Māori audiences, to develop new Tick messages for these two consumer groups. A planned starting point is to create a shift towards Tick products in just a few essential everyday food categories, such as milk.

Based on a family of four consuming five litres of milk per week for a year, the switch to trim milk with the Tick would mean the family would only consume 0.3kg of fat per year, compared with 8.6kg of fat per year if drinking full fat milk. This is a small shift that can make a big difference.