

# The Tick Update

An update for health professionals



Pick the Tick

[www.pickthetick.org.nz](http://www.pickthetick.org.nz)

## Promoting better understanding of the Tick

The high level of consumer awareness and trust in the Tick carries a responsibility for the programme to communicate clearly how Tick products should be included as part of a healthier, balanced diet. This is an ongoing challenge and is reflected in our own communications and the work we do with Tick licensees to ensure they promote products responsibly.

We recognise the importance of health professionals in helping us meet this communication challenge, and adding a level of consumer understanding that cannot be created by food signposting and licensee advertising alone.

As a food signposting programme with a public health goal of improving New Zealand's food supply, we encourage manufacturers to reformulate products to meet Tick standards, but it is consumer demand for healthier products with the Tick that also drives these changes. To be as effective as possible in meeting this demand and improving the food supply, the Tick is on a wide range of foods New Zealanders choose to eat.

While we continue to eat occasional treats like pies, ice cream and chicken nuggets, it makes sense to provide healthier choices in these food types. The Tick programme

has developed tough nutrition standards to encourage manufacturers to do this.

Having the Tick on healthier product choices in food categories that can be significant contributors of saturated fat and kilojoules to the diet of New Zealanders, fits with our public health goal of improving the food supply, but also creates a need to communicate clearly what the Tick means.

While most consumers understand the difference between foods they can eat every day and products they should eat as occasional treats, we need to constantly promote the understanding that the Tick means healthier – not just healthy – and encourage choosing Tick products as part of a balanced diet.

Our message to consumers is simple – foods with the Tick are healthier than similar types of food and some foods with the Tick need to be limited in our diet. We have a range of resources conveying this message, including a Tick Guide to Healthier Eating pamphlet, Tick Shopping List pamphlets, posters and display materials. Visit [www.pickthetick.org.nz](http://www.pickthetick.org.nz) to order.

The Tick has an ongoing programme to communicate responsible eating messages for foods with the Tick that we should limit in our diet. We welcome suggestions on how we can further promote this message and provide better understanding of the Tick. Please email Tick communications manager Simon Claridge on [simonc@nhf.org.nz](mailto:simonc@nhf.org.nz).

HEART FOUNDATION TICK PROGRAMME

Why you should  
**Pick the Tick.**

The Heart Foundation Tick is New Zealand's leading food labelling programme that helps you **choose healthier foods**.

The Tick signposts **healthier choices in over 50 different types of food**, most that can be eaten everyday, to some foods that should be eaten occasionally and limited in your diet.

Tick foods have **less salt** and **reduced levels of bad fats** (saturated and trans). Many also have **less kilojoules** and some have increased levels of **positive nutrients** such as dietary fibre and calcium.

To make a **healthier choice**, simply **Pick the Tick** when you shop.

For more information go to [www.pickthetick.org.nz](http://www.pickthetick.org.nz)

HEALTHIER CHOICES FOR HEALTHIER NEW ZEALANDERS

Heart Foundation  
THE HEART OF THE MATTER

Pick the Tick  
[www.pickthetick.org.nz](http://www.pickthetick.org.nz)

For more information go to [www.pickthetick.org.nz](http://www.pickthetick.org.nz)

## Tick criteria development - key points

- Tick nutrition criteria are developed and periodically revised by the Food Programme Criteria Working Group which includes representatives from New Zealand and Australia. The same criteria are used by Tick programmes in both countries.
- Criteria are set and revised according to Heart Foundation nutrition policy, government strategies (e.g. HEHA) and public health priorities.
- The criteria are non-negotiable entry-requirements and aim to reduce saturated fat, trans fat and sodium, and increase nutrients such as fibre and calcium. There are also energy (kJ) limits in many of the food categories.
- Criteria are specific to each food category (for example breakfast cereals/ milk and milk alternatives/canned fish). There are 55 food categories in total.

## Your feedback

The Tick Guide to Healthier Eating pamphlet is currently being revised.



Please email Tick communications manager Simon Claridge on [simonc@nhf.org.nz](mailto:simonc@nhf.org.nz) with any suggestions for improvement. Copies of the pamphlet are available on [www.pickthetick.org.nz](http://www.pickthetick.org.nz).

## Healthier meals with Tick

In 2008, the Tick programme launched *Healthier Meals with the Tick* - a multimedia campaign showing consumers how to produce healthier meals using a range of healthier choice Tick products.

Tick recipes were prepared weekly on Sky's Living Channel and Food TV, covering all types of meals, from breakfasts, to healthier desserts. To complement the show and extend the reach of the campaign, recipes also featured regularly in New Zealand Woman's Weekly magazine.

Thirty nine recipes were created by some of New Zealand's top chefs during this campaign, which culminated in the release of a free Tick recipe book, attached to the cover of New Zealand Woman's Weekly magazine - and which is now available through our website.



## Children's breakfast a winner

Hubbards' Berry Berry Good breakfast cereal won the Heart Foundation Tick Programme Healthier Choice Award for 2008, with category judges labelling the sugar content significantly lower compared to many other children's novelty cereals.

Despite many breakfast cereals being marketed to appear nutritious, shoppers are increasingly aware that they can be high in saturated fat, salt and kilojoules. Hubbards' Berry Berry Good stands out as a healthier choice in a market becoming crowded with products high in sugar increasingly aimed at children.

Hubbards was congratulated for its market leadership in taking a health focus in children's breakfast cereals, and its support for the Tick programme through development of healthier, Tick approved products.



Lisa Powell, Rachel Bergquist and David Kay from Hubbards Foods with Tick national manager Ian Mathieson.