

Appendix 3 Food Label Collection Method (Excerpt from Food Label Monitoring Survey Phase 1 Pilot Report- Silliker Microtech Pty Ltd Report, Canberra)

i) Sample size

To determine the appropriate sample size, stock keeping unit (SKU) lists were obtained from supermarket and retail outlets across Australia and New Zealand. These SKU lists were analysed and grouped according to their inter-company relationship. From these lists, the total size in terms of the variety of products available in each pre-determined sub-minor food category was estimated.

The cross over between Australia and New Zealand SKUs (i.e. the number of SKUs available in both countries) was estimated as 30% of the total number of SKUs available in Australia. In order to account for this, the number of required samples for Australian food categories was reduced to 70% of that initially calculated.

Two and a half percent of the total SKUs for any given sub-minor food category was chosen as a sampling quota. In cases where a sub-minor food category was small (less than 100 SKUs), a minimum of two samples was taken. The total number of samples to be taken was calculated as 1284: 733 from Australia and 551 from New Zealand however, due to the unavailability of some samples (e.g. royal jelly in New Zealand), the total number of samples purchased was 1273 (99% of the target). Of these, a total of 1,266 labels were assessed, as some products with the same product brand and product name were purchased in both New Zealand and Australia (99% target).

For products to be sampled within Australia, the most extensive SKU data supplied by any one chain were used to estimate the proportion of specialty, generic, and state specific brands available in each sub-minor food category to ensure that a representative sample of brand type was obtained.

The SKU data received for New Zealand were not as extensive as that from Australia and thus, analysing for brand types proved difficult. Therefore, to ensure the sampling of a variety of brand types (namely national and generic), sampling was undertaken in both the North and South Islands and split between the three principal supermarket chains. SKU data were not comprehensive enough to allow categorisation of products in terms of specificity to either the North or South Island.

Once the sample quota for each brand type per sub-minor food category had been established as above, individual foods for inclusion in the survey were chosen by convenience sampling (non-random). However, samples from as many different manufacturers as possible were chosen, without consideration for their market share within each category. For example, for the minor food category of edible oils, it was observed that there are a number of manufacturers, but the market is dominated by a small number of manufacturers whose brand name is associated with a variety of SKUs (oil types and pack sizes) that were likely to have been labelled in the same manner. Sampling products made by a range of manufactures rather than proportional to the number of SKUs provided a wide range of food labels to assess for consistency with the new Code in that minor food category.

ii) Sample collection

Samples within food categories were selected off store shelves, purchased and recorded in sampling lists. Food products were collected until the quota for any given food category was filled.

a) Sample collection in Australia

A large proportion of samples were initially purchased in metropolitan Victoria, the majority of which were nationally branded and generic branded products.

For state specific products in Australia, samplers purchased products within this brand type category in Victoria, New South Wales, Queensland, South Australia, Western Australia and Tasmania. All samplers received a state specific product list for their respective state. This list indicated the number of products the sampler was to purchase within each sub-minor food category and the state specific brands that were to be chosen from. For example, for the minor food category of cheese, a single sample of the following state specific brands could be purchased in South Australia:

- Cosmo Dairy
- Farmers Union
- Watsonia Dairy
- Capel Dairy
- Kangaroo Island

Samplers were asked to purchase those state specific brands/products that were easy to find within local supermarket/s. Where products were hard to find, supermarkets were contacted, and asked if any of the listed state specific products were stocked at nearby stores. If state specific brands were stocked, samplers were asked to purchase a specific state specific brand at the alternative store.

In addition to a state specific product list, samplers received a sampling list to record products purchased, and prompt sheets to assist in the purchasing of products considered difficult or confusing to identify (e.g. formulated supplementary foods).

Specialty products were sought from retail outlets chosen for their ethnic product range, their specialized product range, and their wide range of product lines or their innovative product lines. In Australia, these types of products were generally purchased within metropolitan Victoria.

The remainder of products (including imported products) to be sampled within Australia were primarily purchased from metropolitan Victoria and New South Wales.

b) Sample collection in New Zealand

As with Australia, samplers were recruited in both the North and South Island, and a sampling list and prompt sheet were provided. Sampling was undertaken in metropolitan Auckland and Christchurch; and in surrounding rural areas of Ashburton; Methven; and Timaru. Sampling was split between the three principal supermarket chains.

Due to the limited information provided for New Zealand SKUs, guidance in terms of 'state or regional specific' products was not given as it was not possible to assess the status of products for this brand type category for New Zealand.

iii) List of Product Labels Collected

Code	Category	No. of Samples
Dairy		
1.1	Milk	29
1.2	Cream	12
1.3	Dried Milk	11
1.4	Cheese	34
1.5	Dips	10
1.6	Yoghurt	20
Edible Oils & Emulsions		
2.1	Edible Oils	17
2.2	Butter	4
2.3	Margarine	5
2.4	Dairy Spreads	4
Ice Cream & Edible Ices		
3.1	Ice Cream	24
3.2	Ice Confectionery	12
3.3	Frozen Yoghurt	4
Fruit & Vegetables		
4.1	Canned Fruit	19
4.2	Fresh packaged fruit	3
4.3	Fresh packaged vegetables	12
4.4	Canned Vegetables	17
4.5	Nuts & Seeds	14
4.6	Jams & Spreads	27
4.7	Herbs & Spices	21
4.8	Dried/Candied Fruits	12
4.9	Dried Vegetables	13
4.10	Pickled Fruit	3
4.11	Pickled Veg	6
4.12	Frozen Fruit	4
4.13	Frozen Vegetables	9
Confectionery		
5.1	Chocolate & Cocoa Products	31
5.2	Sugar Confectionery	41
5.3	Chewing gum	4
Cereal & Cereal Products		
6.1	Unprocessed cereals	8
6.2	Flours	7
6.3	Processed Cereals	16
6.4	Cereal bars	16
6.5	Noodles & pasta	28
Bread & Bakery Products		
7.1	Breads	62
7.2	Biscuits	53
7.3	Cakes & muffins & pastries	45
Meat & Meat products		
8.1	Processed whole meat products	59
8.2	Comminuted meat	33
8.3	Canned meat	4

Code	Category	No. of Samples
Fish & Fish products		
9.1	Packaged processed fish & fillets	10
9.2	Semi preserved fish & fillets	7
9.3	Preserved fish	18
Eggs & egg products		
10.1	Eggs & egg products	8
Sugars, honey & related products		
11.1	Sugar	5
11.2	Honey	7
11.3	Tabletop sweeteners	4
11.4	Royal jelly	3
11.5	Icing & frosting	4
Food for particular dietary use		
12.1	Infant formula	4
12.2	Food for infants	8
12.3	Supplementary foods for children	4
12.4	Formulated meal replacements	4
12.5	Formulated supplementary foods	4
12.6	Formulated supplementary sports foods	4
Non-alcoholic beverages		
13.1	Waters	6
13.2	Fruits & vegetable juices	28
13.3	Fruit & vegetable juice drinks	20
13.4	Soft drinks	23
13.5	Formulated caffeinated beverages	4
13.6	Cordials	12
13.7	Electrolyte drinks	3
13.8	Electrolyte drink base	4
13.9	Coffee	17
13.10	Tea	10
13.11	Herbal infusions	7
Mixed foods		
14.1	Mixed non-alcoholic drinks	4
14.2	Desserts	27
14.3	Mayonnaise & salad dressings	10
14.4	Sauces	95
14.5	Soups	25
14.6	Meat products	20
14.7	Pre-prepared meals	44
14.8	Pizza	12
14.9	Snacks	48
Total		1266