

Nutrition Information Panel Review: Preliminary Position

NIP Review Team

10 / 11 / 2025

Agenda

Areas we are covering



01 The NIP

02 Purpose of the NIP

03 What we reviewed

04 How we reviewed the themes

05 What we found

06 Key review themes and
conclusions

Nutrition Information Panel Review: Preliminary Position

NIP Review Team

10 / 11 / 2025

Our Nutrition Information Panel



Trusted

- 67% of Australian and New Zealand consumers trust the NIP
- The same proportion reporting that it is important for making food purchasing decisions
- It is a central component of our food labelling requirements
- Longevity may be a strength and a weakness



Our Nutrition Information Panel



Introduced in 2002

Developed by ANZFA following a general review of nutrition labelling when introducing the joint Australia New Zealand Food Standards Code



For our population

Intent was to provide information relating to the nutritional content of foods, based on our national guidelines and policies for public health and nutrition.



Guided by evidence

Decisions reflected the best available scientific knowledge, and were made in consultation with the food industry.



Section

What is the Purpose of the NIP?

What is the purpose of the NIP?



01 Original intent

To provide consistent, meaningful, and accurate nutritional information on foods.

02 Current food policy

Enabling consumers to make informed food choices as recommended in the dietary guidelines of both Australia and New Zealand

03 Dietary guidelines

Emphasis on matching energy consumption to an individual's needs, and limiting intakes of specified nutrients,

04 Informed food choice

Prevent nutrition content and health claims from being potentially misleading or deceptive for consumers.



Section

What did we review?

Key themes



NUTRITION INFORMATION			
Servings per package: (insert number of servings)			
Serving size: g (or mL or other units as appropriate)			
	Quantity per serving	% Daily intake* (per serving)	Quantity per 100 g (or 100 mL)
Energy	kJ (Cal)	%	kJ (Cal)
Protein	g	%	g
Fat, total	g	%	g
—saturated	g	%	g
Carbohydrate	g	%	g
—sugars	g	%	g
Sodium	mg (mmol)	%	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	%	g, mg, µg (or other units as appropriate)
*Percentage daily intakes are based on an average adult diet of 8700 kJ.			

Key themes



Prescribed Format

NUTRITION INFORMATION			
Servings per package: (insert number of servings)			
Serving size: g (or mL or other units as appropriate)			
	Quantity per serving	% Daily intake* (per serving)	Quantity per 100 g (or 100 mL)
Energy	kJ (Cal)	%	kJ (Cal)
Protein	g	%	g
Fat, total	g	%	g
—saturated	g	%	g
Carbohydrate	g	%	g
—sugars	g	%	g
Sodium	mg (mmol)	%	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	%	g, mg, µg (or other units as appropriate)
*Percentage daily intakes are based on an average adult diet of 8700 kJ.			

Key themes



Prescribed Format

Per serving information

NUTRITION INFORMATION			
Servings per package: (insert number of servings)			
Serving size: g (or mL or other units as appropriate)			
	Quantity per serving	% Daily intake* (per serving)	Quantity per 100 g (or 100 mL)
Energy	kJ (Cal)	%	kJ (Cal)
Protein	g	%	g
Fat, total	g	%	g
—saturated	g	%	g
Carbohydrate	g	%	g
—sugars	g	%	g
Sodium	mg (mmol)	%	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	%	g, mg, µg (or other units as appropriate)
*Percentage daily intakes are based on an average adult diet of 8700 kJ.			

Key themes



Prescribed Format

Per serving information

Interpretive information

NUTRITION INFORMATION			
Servings per package: (insert number of servings)			
Serving size: g (or mL or other units as appropriate)			
	Quantity per serving	% Daily intake* (per serving)	Quantity per 100 g (or 100 mL)
Energy	kJ (Cal)	%	kJ (Cal)
Protein	g	%	g
Fat, total	g	%	g
—saturated	g	%	g
Carbohydrate	g	%	g
—sugars	g	%	g
Sodium	mg (mmol)	%	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	%	g, mg, µg (or other units as appropriate)
*Percentage daily intakes are based on an average adult diet of 8700 kJ.			

Key themes



Prescribed
Format

Per serving
information

Interpretive
information

Declarations

NUTRITION INFORMATION			
Servings per package: (insert number of servings)			
Serving size: g (or mL or other units as appropriate)			
	Quantity per serving	% Daily intake* (per serving)	Quantity per 100 g (or 100 mL)
Energy	kJ (Cal)	%	kJ (Cal)
Protein	g	%	g
Fat, total	g	%	g
—saturated	g	%	g
Carbohydrate	g	%	g
—sugars	g	%	g
Sodium	mg (mmol)	%	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	%	g, mg, µg (or other units as appropriate)
*Percentage daily intakes are based on an average adult diet of 8700 kJ.			

Key themes



Prescribed
Format

Per serving
information

Interpretive
information

Declarations

Terminology

NUTRITION INFORMATION			
Servings per package: (insert number of servings)			
Serving size: g (or mL or other units as appropriate)			
	Quantity per serving	% Daily intake* (per serving)	Quantity per 100 g (or 100 mL)
Energy	kJ (Cal)	%	kJ (Cal)
Protein	g	%	g
Fat, total	g	%	g
—saturated	g	%	g
Carbohydrate	g	%	g
—sugars	g	%	g
Sodium	mg (mmol)	%	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	%	g, mg, µg (or other units as appropriate)
*Percentage daily intakes are based on an average adult diet of 8700 kJ.			

Key themes



Prescribed
Format

Per serving
information

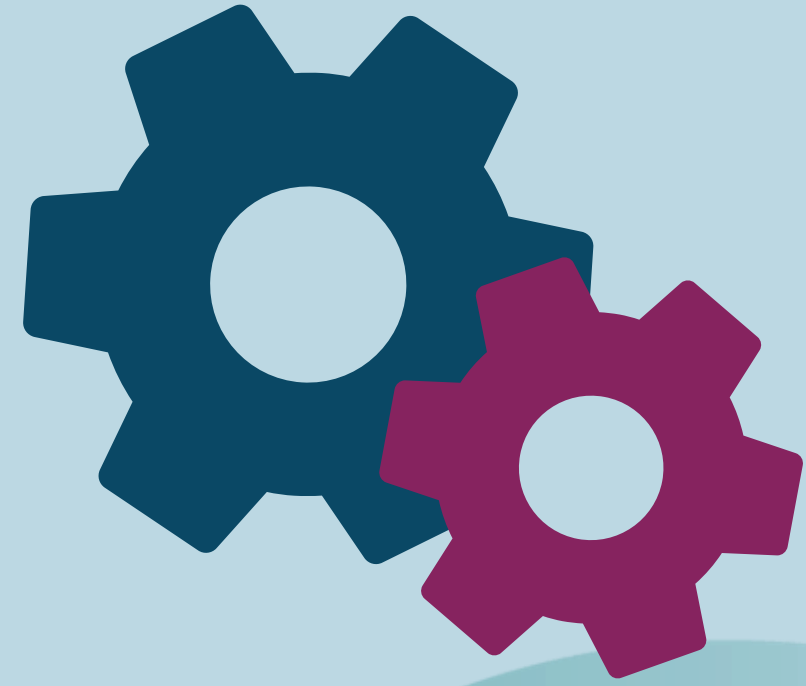
Interpretive
information

Declarations

Terminology

Expressions

NUTRITION INFORMATION			
Servings per package: (insert number of servings)			
Serving size: g (or mL or other units as appropriate)			
	Quantity per serving	% Daily intake* (per serving)	Quantity per 100 g (or 100 mL)
Energy	kJ (Cal)	%	kJ (Cal)
Protein	g	%	g
Fat, total	g	%	g
—saturated	g	%	g
Carbohydrate	g	%	g
—sugars	g	%	g
Sodium	mg (mmol)	%	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	%	g, mg, µg (or other units as appropriate)
*Percentage daily intakes are based on an average adult diet of 8700 kJ.			



Key Themes

1. Prescribed format
2. Per serving information
3. Current interpretive information
4. Included nutrients
5. Terminology
6. Expressions



Out of scope

1. When a NIP must be displayed
2. The nutrient reference values
3. Legibility requirements
4. Requirements specific to certain foods.
5. Additional interpretive values or graphics





Section

How did we
review our
themes?

Our evidence



PUBLISHED RESEARCH

We considered the consumer research published for Australia and New Zealand since introduction of the NIP in 2002



INTERNATIONAL

We compared our NIP requirements with international requirements and guidelines



COST OF CHANGE

We analysed the cost and impact on any changes to the NIP using our label cost-change model



NEW RESEARCH

We conducted consumer research with both Australian and New Zealand consumers, which consisted of online focus groups and a national survey



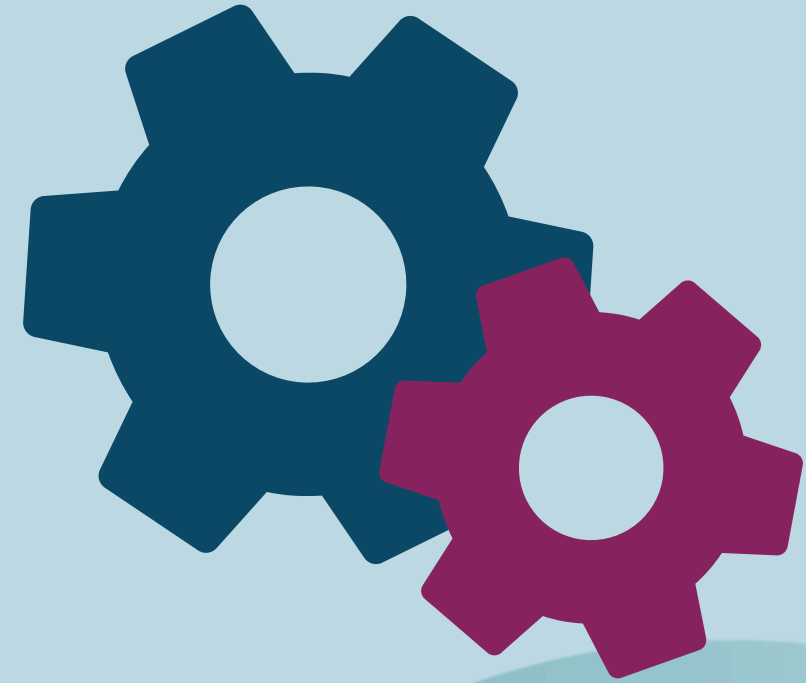
POPULATION NUTRITION

We assessed what nutrients are appropriate for the general population to make informed food choices in-line with dietary guidelines



STAKEHOLDER ENGAGEMENT

We asked the food industry that provides, consumers that use, and the researchers that study, nutrition information in our food system



Key Themes

1. Prescribed format
2. Per serving information
3. Current interpretive information
4. Included nutrients
5. Terminology
6. Expressions
7. **Numeric Information**
8. **Legibility**
9. **Online Sales**



Section

What did we find?



Used and trusted

- 76% of consumers surveyed consider the NIP important.
- 78% of those surveyed trust the NIP.



Information used

- to judge product healthiness,
- compare products,
- check nutrients, and
- verify claims.



Not without barriers

- Limited nutrition literacy in the population was a key barrier to what was provided

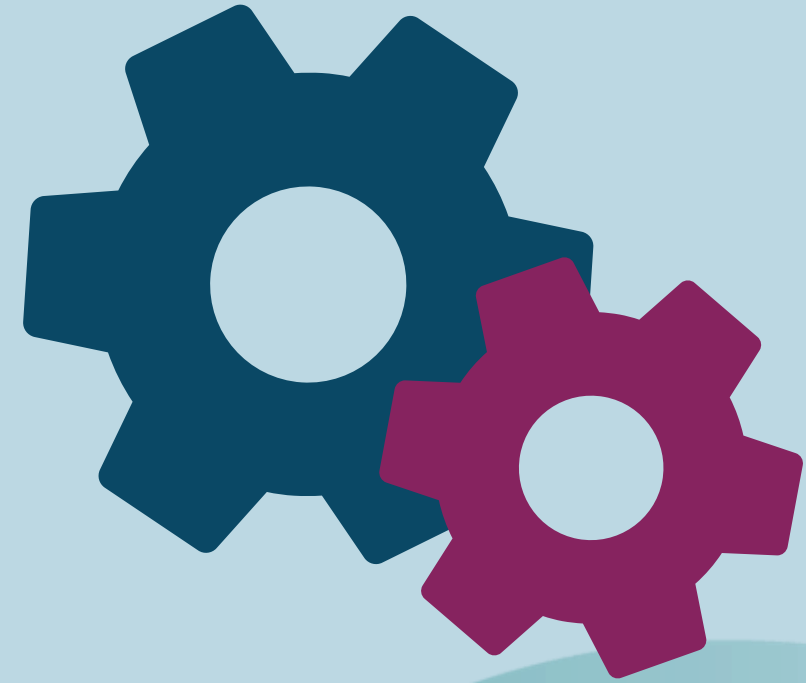


The NIP continues to meet its intended purpose and no regulatory changes to the Code are necessary at this time.



Section

Key review themes and conclusions



Key Themes

1. **Prescribed format**
2. Per serving information
3. Current interpretive information
4. Included nutrients
5. Terminology
6. Expressions
7. Numeric Information
8. Legibility
9. Online Sales

Prescribed format



STAKEHOLDER INSIGHTS

- Format is a barrier to trade
- Sub-groupings poorly understood
- Extras undermine comparison



CONSUMER EVIDENCE

- Standard format is clearer
- Familiarity builds trust
- Extra information confusing some



INTERNATIONAL COMPARISONS

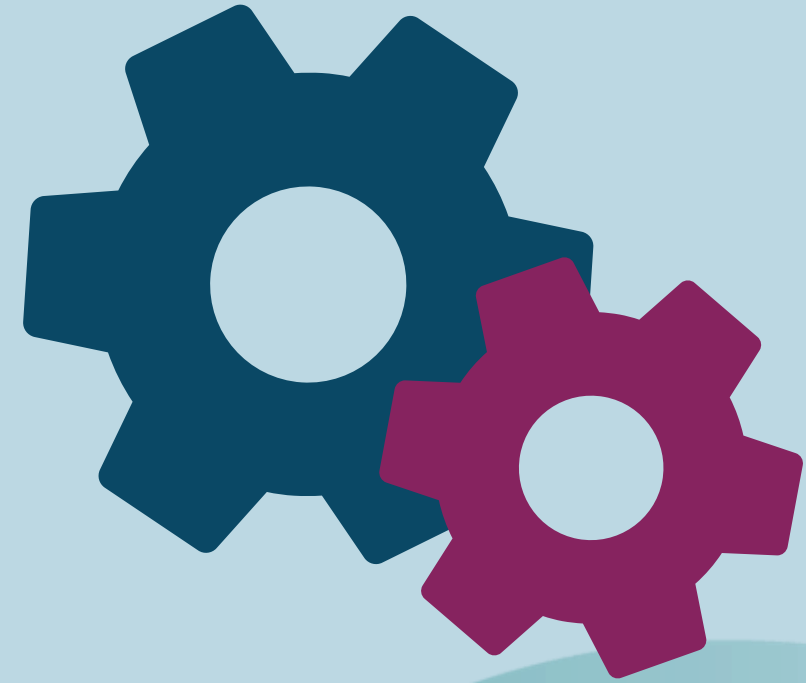
- Broadly aligned with Codex
- US/Canada are more prescriptive
- UK/EU less prescriptive



PRELIMINARY POSITION

No regulatory changes are required at this time





Key Themes

1. Prescribed format
2. **Per serving information**
3. Current interpretive information
4. Included nutrients
5. Terminology
6. Expressions
7. Numeric Information
8. Legibility
9. Online Sales

Per serving information



NUTRITION INFORMATION			
Servings per package: (insert number of servings)			
Serving size: g (or mL or other units as appropriate)			
	Quantity per serving	% Daily intake* (per serving)	Quantity per 100 g (or 100 mL)
Energy	kJ (Cal)	%	kJ (Cal)
Protein	g	%	g
Fat, total	g	%	g
—saturated	g	%	g
Carbohydrate	g	%	g
—sugars	g	%	g
Sodium	mg (mmol)	%	mg (mmol)
(insert any other nutrient or biologically active substance to be declared)	g, mg, µg (or other units as appropriate)	%	g, mg, µg (or other units as appropriate)
*Percentage daily intakes are based on an average adult diet of 8700 kJ.			



Per serving information



STAKEHOLDER INSIGHTS

- Inconsistency confusing
- Provides important context
- Could be standardised



CONSUMER EVIDENCE

- valuable for some
- Want tangible servings sizes
- Incorrectly applied can mislead.



INTERNATIONAL COMPARISONS

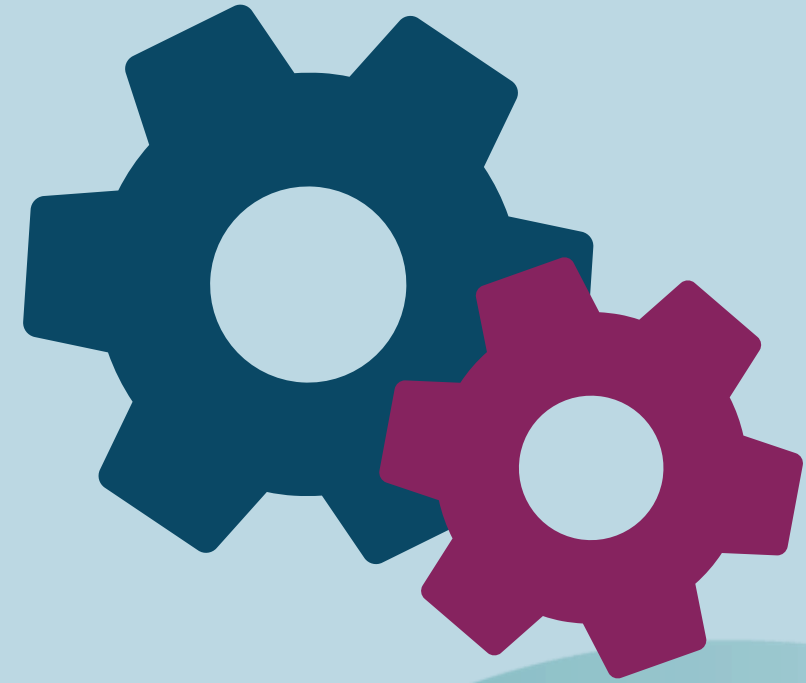
- Limited consensus
- Per portion is voluntary in EU/UK
- US/Canada use per serving only



PRELIMINARY POSITION

No regulatory changes are required at this time





Key Themes

1. Prescribed format
2. Per serving information
3. **Current interpretive information**
4. Included nutrients
5. Terminology
6. Expressions
7. Numeric Information
8. Legibility
9. Online Sales

Current interpretive information



Stakeholder insights

- Some find it helpful context
- Others find it confusing
- Not on every product



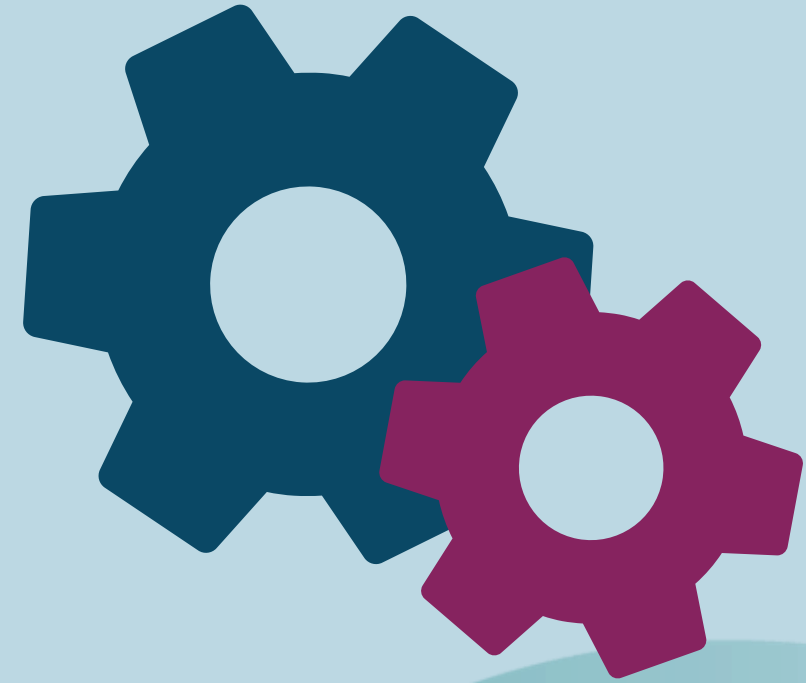
Consumer evidence

- Helped some consumers
- Ignored when not understood
- Can make NIP 'busy'



Preliminary position

No regulatory changes are required at this time



Key Themes

1. Prescribed format
2. Per serving information
3. Current interpretive information
4. **Included nutrients**
5. Terminology
6. Expressions
7. Numeric Information
8. Legibility
9. Online Sales

Included nutrients



Stakeholder insights

- Some want more nutrients listed
- Adding more would make labels harder to read.



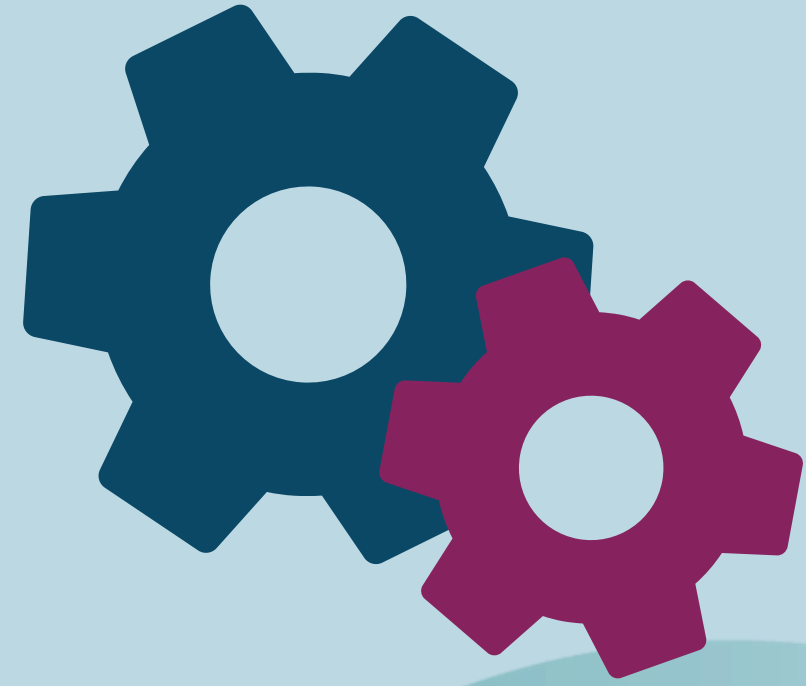
Population nutrition

- Current nutrients still fit-for-purpose
- Additional nutrients are not needed



Preliminary position

No changes to declarations are required at this time



Key Themes

1. Prescribed format
2. Per serving information
3. Current interpretive information
4. Included nutrients
5. **Terminology**
6. **Expressions**
7. **Numeric Information**
8. Legibility
9. Online Sales

Terminology, expressions & numbers



Stakeholder insights

TERMINOLOGY:

- 'Sodium' can be confusing
- Different types of fat

EXPRESSIONS:

- Many people are more familiar with calories
- The term 'energy' is confusing

NUMERIC INFORMATION:

- Numbers are hard for some
- People don't know what is high/low

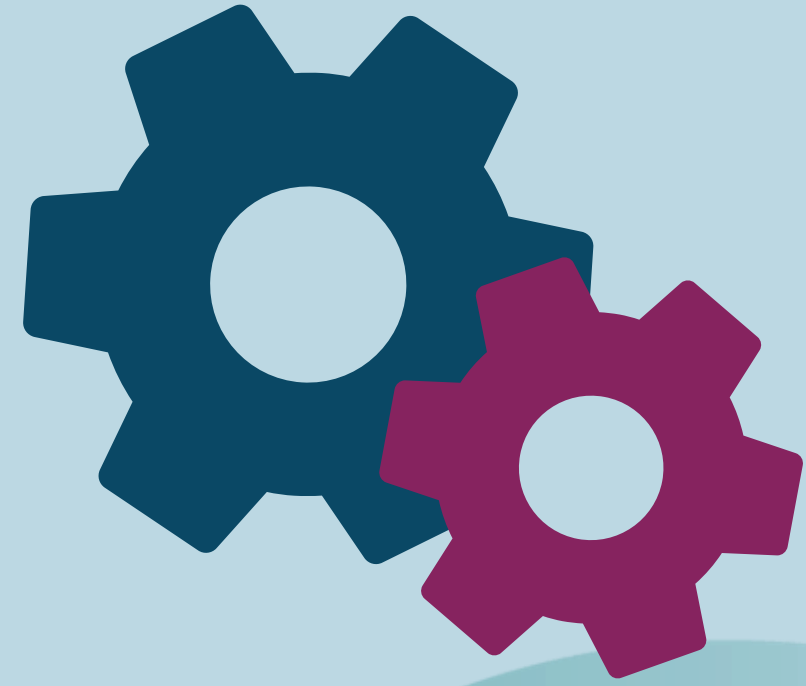


Consumer evidence

- Consumers know sodium and salt are related
- Consumers have heard of 'bad' fats

- Kilojoules can be hard to interpret for some

- People want to use the NIP, but struggle
- Nutritional literacy is an issue



Key Themes

1. Prescribed format
2. Per serving information
3. Current interpretive information
4. Included nutrients
5. Terminology
6. Expressions
7. Numeric Information
8. **Legibility**
9. **Online Sales**

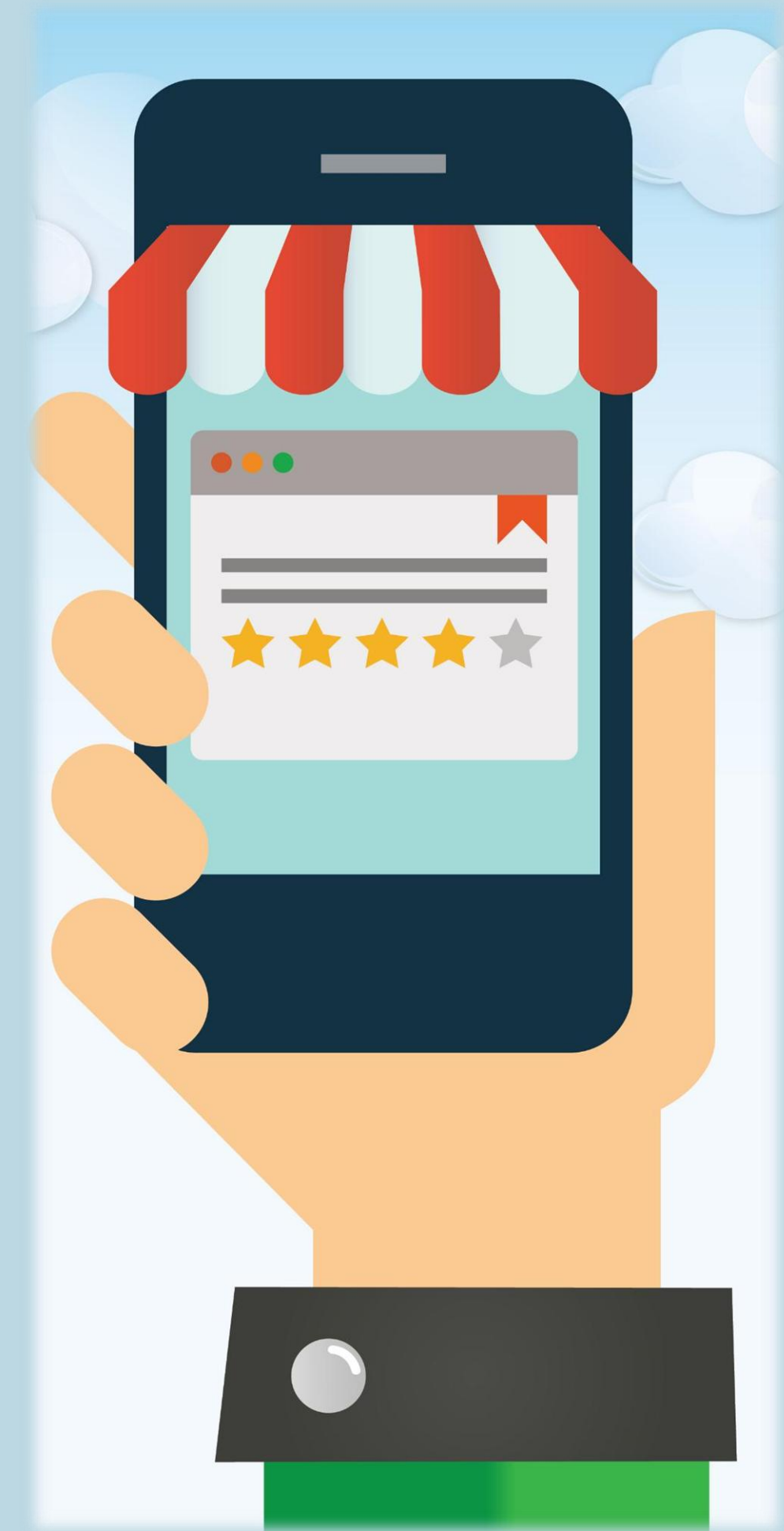


Legibility

- We heard that legibility is an ongoing concern for consumers. This was also identified in our focus group research
- Consumers were able to locate the NIP
- This reflects a general concern some stakeholders have with the legibility of mandatory food labelling information

Online sales

- Access to accurate and complete nutrition information in online sales environments has been a recurring theme throughout the NIP review
- This extends beyond the NIP and into the broader digital retail environment
- This matter is currently being considered across the food regulation system





FSANZ Preliminary View:

The Nutrition Information Panel continues to meet its intended purpose and no regulatory changes to the Code are necessary at this time

Providing a response

FSANZ welcomes additional information or evidence that may assist in refining our analysis before finalising recommendations for consideration by food ministers.

Submissions can be made through the survey response form on FSANZ's Consultation Hub until 11:59pm (AEDT) on 30 November 2025.

FSANZ also accepts submissions in hard copy to our Australian or New Zealand offices. There is no need to send an email or hard copy if you have already submitted through the Consultation Hub.

Connect with

us Find us on social media for the latest news and updates



FACEBOOK
@Food.Standards



INSTAGRAM
@foodstandardsanz



LINKEDIN
Food Standards
Australia New Zealand



YOUTUBE
@foodstandardsanz