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To whom it may concern – Food Regulation Secretariat

The New Zealand Nutrition Foundation welcomes the opportunity to provide a submission on the labelling of sugar on packaged food and drinks. We support the evidence based response from the University Of Auckland School Of Population Health. In addition we would like to make the following points

1. It is important to maintain a “whole of diet approach” consistent with the New Zealand Eating and Activity Guidelines. Singling out sugar risks overlooking potential harm caused by excess of other nutrients like sodium and fat.
2. It is important to work with food industry to achieve any changes. Many companies are already working to reduce negative nutrients in foods, this should be acknowledged and encouraged.
3. Any changes to labelling should utilise the Health Star Rating and nutrition information panel rather than creating something new.

Kind regards

Sarah Hanrahan

CEO