OVERVIEW

Findings of two FSANZ studies:
• Both relate to consumers and their use of labels
• Examine different label elements

First study:
Consumers and Nutrition Content Claims. A study of responses to vitamin, mineral and other claims

Reanalysis available from:
Original report available from:

Second study:
Consumers’ awareness, attitudes and behaviours towards food fortification in Australia and New Zealand – survey

Available from:
**NUTRITION CONTENT CLAIMS - BACKGROUND**

- Proposal P293 – Nutrition, Health and Related Claims
- Question: are consumers’ nutrition evaluations and intention to purchase influenced by nutrition content claims on products of lower nutritional quality?
- Previous research – macronutrients

**DESIGN**

- Online experiment
- Australia (n=814), New Zealand (n=313)
- Between-groups
- Claims: vitamins, minerals, biologically active substances
- Products: ice cream, frozen lasagne, fruit drink, potato chips

**PRODUCTS**

- Orange Mango Fruit Drink
- Splitz Potato Chips
- Vanilla Ice Cream
- Frozen Beef Lasagne
CLAIMS TESTED

<table>
<thead>
<tr>
<th>Product</th>
<th>Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ice cream</td>
<td>Source of calcium</td>
</tr>
<tr>
<td></td>
<td>Source of phosphorous</td>
</tr>
<tr>
<td>Frozen lasagne</td>
<td>Source of iron</td>
</tr>
<tr>
<td></td>
<td>Source of selenium</td>
</tr>
<tr>
<td>Fruit drink</td>
<td>Contains antioxidants-flavanoids</td>
</tr>
<tr>
<td></td>
<td>Contains beta-cryptoxanthins</td>
</tr>
<tr>
<td>Potato chips</td>
<td>Good source of niacin</td>
</tr>
<tr>
<td></td>
<td>Good source of vitamin C</td>
</tr>
</tbody>
</table>

OUTCOME MEASURES

Purchase intention:
- How likely is it that you would purchase this [product]?
- Assuming this [product] has a cost that is similar to others on the market, how likely is it that you would purchase this [product]?  

Nutrition attitude
- How would you rate the nutritiousness of this [product]?
- What is your overall attitude towards the nutrition content of this [product]?
OUTCOME MEASURES

Perception of level of overall benefit to people
• Below is a list of some types of people. For each one, do you think they would or would not benefit from eating this [product] as a regular part of the diet?

Perception of level of overall health benefit
• Do you think the following types of health benefits would result from eating this [product] as a regular part of the diet?”

WAS THE PRESENCE OF A CLAIM A SIGNIFICANT PREDICTOR?

<table>
<thead>
<tr>
<th>Measure</th>
<th>Significant predictor?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td>✗</td>
</tr>
<tr>
<td>Nutrition attitude</td>
<td>✗</td>
</tr>
<tr>
<td>Perceived level of overall benefit to people</td>
<td>✗</td>
</tr>
<tr>
<td>Perceived level of overall health benefit</td>
<td>✗</td>
</tr>
</tbody>
</table>

EFFECT OF CLAIMS ON PURCHASES INTENTIONS AND NUTRITION ATTITUDE

<table>
<thead>
<tr>
<th>Measure</th>
<th>No claim</th>
<th>Claim</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Nutrition attitude</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

FORTIFICATION RESEARCH - BACKGROUND

• Research questions
  • What do consumers know about voluntary fortification?
  • What are consumers’ attitudes towards voluntary fortification?
  • How do consumers use fortified foods?
**DESIGN**

- CATI
- Cognitive and pilot testing
- Australia (n=800), New Zealand (n=802)
- 16 years and over
- Weighted
- Qualitative research

**AWARENESS OF FORTIFICATION**

Do you think it is **true** or **false** or are you **unsure** whether foods and drinks also sometimes contain vitamins or minerals that have been added to them by the manufacturer?

**WHERE CONSUMERS FIND ADDED VITAMINS AND MINERALS**

**ADDED VITAMINS AND MINERALS ON LABELS**

- When discussing a product bought for added vits and mins
  - Found info on package, generally claims
- When thinking hypothetically, where would they check…?
  - Ingredient list
  - Nutrition information panel
FOODS BOUGHT FOR ADDED VITAMINS AND MINERALS

![Bar chart showing per cent of respondents for different food types](chart.png)

REASONS FOR CHOOSING

- "If you got extra calcium it must be better for your bones"
- "Need a good start / most important meal of the day"
- "Get vitamins and minerals I might be lacking"
- "I buy soy milk and rice milk because I'm lactose intolerant"

CONCLUSIONS

Nutrition content claims
Presence of claim did not affect:
- Purchase intention
- Nutrition attitude
- Perceived level of overall benefit to people
- Perceived level of overall health benefit

CONCLUSIONS

Fortification
- Consumers are aware
- Seek out some fortified foods
- Reasons vary by food type
- May have difficulty identifying fortified foods
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