

Healthy Kids

Product Registration Scheme



Compliance Program Information for Food Industry



Introduction

As part of the Healthy Kids Product Registration Scheme (PRS) Healthy Kids conducts an annual Compliance Program. The Compliance Program helps to ensure an even playing field for all registered companies, as well as reassuring school canteens that products they see in the Healthy Kids Buyers' Guide are accurately represented as Green or Amber.

Only products that meet the Healthy Kids Nutrient Criteria are promoted by Healthy Kids and listed in the Buyers' Guide.

To ensure Healthy Kids Registered Products are correctly colour coded, a part of the Compliance Program involves laboratory analysis of registered products.

The Compliance Program also monitors and protects the use of the Healthy Kids name and Healthy Kids Registered Product Logo and in doing so, protects the products that are registered and promoted to schools as healthier choices under the Healthy Kids PRS.

Education and Prevention of Breaches of Compliance

An important part of the Healthy Kids Compliance Program is education. This booklet aims to educate companies with Healthy Kids Registered Products on how the Compliance Program works and their rights and responsibilities as companies with registered products. This is done to maintain the transparency of the program. Healthy Kids aims

to have all its correspondence with companies regarding the Compliance Program in plain English.

Funding of the Compliance Program

Having a comprehensive compliance testing program in place is costly, so Healthy Kids places a levy on all companies with registered products to fund this program. This amount is included in the company benefit fee.

Choosing Product for Laboratory Testing

Product categories for nutrient testing are chosen on an annual basis. Product category choice for nutrient testing takes into account estimated sales of the product in schools (therefore nutritional impact through volume consumed), type of product (variability in quantities served and its possible nutrition impact), complaints/concerns from schools and/or competitors about a product and the potential public health impact of an incorrect colour code classification of the product.

Random spot checks of products outside of the annual chosen categories may be conducted throughout the year.

Notification of Product Testing

Companies who have had their products chosen for compliance testing will be notified and asked to inform Healthy Kids if any of their chosen products will be reformulated or deleted within six months. It is very important that we receive this information as it will help us determine the final products to be tested. Companies will be asked to supply the product/s to be tested.



Testing Procedure

Laboratory testing is the best way to assess a product's nutritional content. Healthy Kids collects samples of selected categories of Healthy Kids Registered Products and sends them for laboratory testing of their nutritional content.

Product sourced for laboratory testing will be on-market (where possible) and supplied to Healthy Kids by the company for testing. A composite sample of product will be tested. Testing samples will be sourced from three different batches (or from three different use-by dates) in order to account for variability between production runs.

The testing laboratory will have NATA accreditation. There may be different Compliance Program requirements for companies with franchisee product suppliers.

Reporting of Results

All companies who have had products tested as part of the Healthy Kids compliance testing regime will be notified in writing of the results of their products' tests and any possible action required. General results (non-identified) will be reported to the Board of Healthy Kids in the bimonthly Board Report. General results (non-identified) will also be reported to all manufacturers of currently registered products via the bimonthly Industry Bulletin. All test results are the property of Healthy Kids.

Non-Compliance With the Healthy Kids Nutrient Criteria

If a product fails the laboratory testing component of the Compliance Program, the company will be notified and given options for action, depending on the laboratory results.

Companies whose products are found not to comply with the Healthy Kids Nutrient Criteria colour coding can, at their own expense, have testing of the non-compliant product/s conducted at a NATA approved laboratory. It is recommended that a composite sample of three batches is tested. It is recommended that companies do this prior to re-labelling the product for the marketplace.

Re-Registration of Products That Have Failed the Compliance Test

In general, if a product has failed the compliance test, it will not be able to be re-submitted for registration without laboratory testing of the newly reformulated and re-labelled product available in the marketplace.

Laboratory analysis of the product prior to re-registration will be at the cost of the manufacturer. The product will need to be sent to Healthy Kids for analysis by a NATA laboratory, chosen by Healthy Kids. These costs are in addition to both the annual Company Benefit Fee and Product Assessment Fees.



Amber

Healthy Kids Registered Product Logo Use

The Healthy Kids Registered Product Logo Licence Deed Agreement must be signed and returned to Healthy Kids if a company wishes to use the Healthy Kids Registered Product Logo. On receipt of the signed licence deed agreement, a copy of the Healthy Kids Registered Product Logo (electronic) file will be provided, and authorisation given to use the Healthy Kids Registered Product Logo **on printed materials only. (This does not include product packaging or websites).**

Companies with Healthy Kids Registered Products are responsible for following the Conditions of Use of the Healthy Kids Registered Product Logo as set in the Advertising Guidelines for Healthy Kids Registered Products. They are also responsible for obtaining Healthy Kids approval for use of the Healthy Kids Registered Product Logo and/or name. Materials containing the Healthy Kids Registered Product Logo and/or Healthy Kids name must be approved in writing, by Healthy Kids, prior to publication. Should approval not be sought prior to publication, Healthy Kids may enforce full recall and correction of any materials.

Advertising in Healthy Kids Publications and on Healthy Kids Website

Companies with Healthy Kids registered products are responsible for following the Advertising Guidelines for Healthy Kids Registered Products. All advertising in Healthy Kids publications must be approved by Healthy Kids prior to publication.

Wording

Companies referring to the Healthy Kids name in published documents should follow the Advertising Guidelines for Healthy Kids Registered Products. All references to Healthy Kids must have written approval prior to publishing. This includes references to Healthy Kids on company websites.

Companies who have misused the Healthy Kids name or logo will be contacted by letter to seek an explanation. If the explanation is not adequate, legal action may be pursued.

Dispute Resolution

All complaints regarding the Compliance Program need to be directed to Healthy Kids in writing. Complaints that cannot be resolved between the company and the Food and Nutrition Team will be referred to the Compliance Sub-Committee of the Healthy Kids Association Board. Please contact the Food and Nutrition Team at Healthy Kids on 02 9876 1300 for more details.

