



AUSTRALIAN  
**FOOD &  
GROCERY**  
COUNCIL

# **BEST PRACTICE GUIDE**

JUNE 2016

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DAILY INTAKE GUIDE  
STYLE GUIDE

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*Sustaining Australia*

## TABLE OF CONTENTS

Preface	4
1. Introduction	6
1.1 Aim	6
1.2 Objectives	7
1.3 Scope	7
1.4 Compliance to the guide	7
1.5 Definitions	9
2. Guide provisions	10
2.1 Overview	10
2.2 Requirements	14
2.3 Design specifications	24
Appendix 1 – Use of the Daily Intake Guide with the Health Star Rating and other health marks	26
Appendix 2 - Calculating daily intake values	31
Appendix 3 - Further advice on design specifications	32

# AFGC BEST PRACTICE GUIDE – DIG

## LIST OF TABLES AND FIGURES

Table Number	Table Name	Page Number
<b>1</b>	Examples of non-compliance to the DIG scheme Style Guide	8
<b>2</b>	Reference value for % Daily Intake [Standard 1.2.8-8 (3)(a)]	10
<b>3</b>	Elements of the thumbnail	14
<b>4</b>	Suggested approach for reporting very low values	24

Figure Number	Figure Name	Page Number
<b>1</b>	Energy plus four core nutrients	11
<b>2</b>	Energy plus six core nutrients	11
<b>3</b>	Example statement which should be used adjacent to DIG icons when products are promoted exclusively or primarily to children	12
<b>4</b>	Elements of the thumbnail	14
<b>5</b>	Option 1 - Energy plus four core nutrients	15
<b>6</b>	Option 2 - Energy plus six core nutrients	16
<b>7</b>	Option 3 – Energy only	16
<b>8a &amp; b</b>	Option 4 - Energy plus four core nutrients plus other nutrients Option 4 - Energy plus six core nutrients plus other nutrients	17
<b>9</b>	Option 5 – Energy alone plus other nutrients	18
<b>10</b>	Serving size example for clearly individual portions	21
<b>11</b>	Presenting % DI values when the nutrient value is low, but not zero	23
<b>12</b>	Presenting % DI values when a nutrient content is reported as having a 'less than' value	23
<b>13</b>	Design specifications	25

# AFGC BEST PRACTICE GUIDE – DIG

## PREFACE

This document has been prepared by the Australian Food and Grocery Council (AFGC) as a resource for the food industry and other stakeholders.

The provisions specified here take the place of all previous Daily Intake Guide (DIG) Labelling Scheme Style Guides. The provisions are largely consistent with previous versions of the DIG Style Guides. If there is conflicting advice, this version takes precedence and should be followed.

The AFGC may update this document from time to time so it is recommended that companies check the AFGC website (<http://www.afgc.org.au/key-projects/daily-intake-labelling/>) regularly for further updated versions.

For further information, please contact at the AFGC [afgc@afgc.org.au](mailto:afgc@afgc.org.au).

Use of the DIG labelling scheme (hereafter referred to as the DIG scheme) does not negate any legal obligations imposed by the Australia New Zealand Food Standards Code<sup>1</sup> (the Code) or other relevant legislation at Commonwealth or state and territory level. Food companies should ensure they are fully aware of the labelling requirements of the Code and other legislation and seek legal advice as appropriate.

Food companies need to apply their own skills and knowledge in determining compliance with the labelling requirements of the Code. If necessary the user should consider independent legal advice, or undertake appropriate training in labelling requirements.

The AFGC has made this document available on the basis and understanding that users exercise their own skill, care and judgement with respect to its use.

The AFGC provides no warranty or endorsement with regards to the materials contained within this document. In using this style guide, food companies acknowledge that the AFGC, its employees, Board, committees and working group members and agents accept no liability for any loss, injury or damage as a result of a product/s being labelled according to this style guide.

## MANAGEMENT OF THE DIG SCHEME

The AFGC manages the DIG scheme, providing support to companies who choose to use the DIG scheme icons on some or all of their products. Queries regarding use of the DIG scheme may be directed to the AFGC Secretariat.

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<sup>1</sup> <http://www.foodstandards.gov.au/code/Pages/Food-Standards-Code-from-1-March-2016.aspx>

# AFGC BEST PRACTICE GUIDE – DIG

The AFGC will regularly review this Style Guide document to ensure it remains current. Reviews will be under the direction of the AFGC Health Nutrition and Scientific Affairs Committee and the AFGC Board.

Interested Stakeholders can suggest amendments for consideration at any time by contacting the AFGC [afgc@afgc.org.au](mailto:afgc@afgc.org.au).

## TERMS OF USE

The AFGC has trademark rights over the DIG scheme thumbnail icons. It is not the intention of the AFGC to formally license the thumbnails. If, however, a company uses the thumbnails inappropriately the AFGC may invoke its trademark integrity and require the company to cease using the thumbnails.

You may display, print and reproduce this material in unaltered form only (retaining this notice) for your own personal use or use within your organisation. Apart from any other use permitted under the *Copyright Act 1968 (Cth)*, all other rights are reserved. You do not obtain any ownership right, title or other interest in copyrighted materials by downloading or otherwise using these materials.

Requests for further authorisation should be directed to the AFGC [afgc@afgc.org.au](mailto:afgc@afgc.org.au).

## 1. INTRODUCTION

People living in Australia have access to an abundant, safe and nutritious food supply through products grown and manufactured in Australia and overseas. The labels associated with food are a valuable source of information and an important contributor to educating consumers about the role of food in a healthy, balanced diet.

The manufacture and sale of food in Australia is subject to extensive regulation - in Food Standards, packaging and other specific regulations, and general fair trading legislation - which requires products to be safe, appropriately labelled and truthfully promoted in labelling and advertising. This regulation applies equally to locally made and imported products.

The DIG scheme has been developed as a mechanism for the food industry to aid consumers in their decision-making through the provision of consistent and accurate information about food products. This document sets out provisions that guide its application to labels on food packages and on labels in association with unpackaged foods.

This industry scheme reflects and supports existing Commonwealth, state and territory legislation, such as the *Competition and Consumer Act 2010* and *Australia New Zealand Food Standards Code* (the Code), and should be used in conjunction with these. The DIG scheme has been designed to complement existing food standards and consumer protection regulation. Implementing the DIG scheme does not preclude additional steps being taken by individual companies to provide information to consumers, provided they comply with the appropriate legislation.

Stakeholders to the DIG scheme include the food industry, all levels of government, non-government organisations, health professionals and consumers.

Development of the DIG scheme and this style guide has been undertaken by the AFGC on behalf of the food industry.

### 1.1 AIM

The aim of the DIG scheme is to assist the food industry in providing key nutrition information in a recognisable, easy to use front of pack format which will assist consumers to make informed dietary choices by helping them to see the relationship between a serve of food and daily nutrition requirements.

## 1.2 OBJECTIVES

The objectives of this Guide are to:

- guide food companies on the use of different DIG scheme labelling options including use with other voluntary nutrition labelling devices,
- facilitate nutrition information being presented to consumers in a consistent manner, and
- maintain the integrity of the DIG scheme through ensuring its correct use.

## 1.3 SCOPE

This style guide applies to the 'food industry', that is:

*Those industries that value-add to agriculture and food for the purpose of producing everyday fresh and processed food and beverages consumed by Australians.*

This definition captures food and beverage manufacturing and fresh food production and covers both locally made and imported products.

The AFGC intends that the DIG scheme be suitable for all food suppliers in Australia, including manufacturers, importers, wholesalers, distributors, packers and retailers.

Companies are not required to use the DIG scheme, however, companies using it should adhere to the provisions specified in this style guide.

The DIG scheme **should not** be applied to the following products:

- Special Purpose Foods covered in Standards 2.9.1 – 2.9.5, including Infant formula products and foods for Infants, and
- Alcoholic beverages covered by Standard 2.7 of the ANZ Food Standards Code.

## 1.4 COMPLIANCE TO THE GUIDE

Complaints of alleged incorrect use of the DIG scheme may be forwarded to the AFGC and will be addressed in an equitable, objective and unbiased manner by the AFGC Secretariat. Examples of non-compliance are shown in **Table 1**.

In the first instance, however, complaints should be directed to the company against which the complaint is being made. If a complainant contacts the AFGC in the first instance, they will be directed to contact the company.

# AFGC BEST PRACTICE GUIDE – DIG

**Table 1:** Examples of non-compliance to the DIG scheme Style Guide

Minor	Moderate	Severe
<p>E+4 or E+6 thumbnails not in required order</p> <p>Use of decimals to express % DI when &gt; 1%</p>	<p>Thumbnails placed on incorrect label face i.e. not on front</p> <p>E only is used when E+4 or E+6 would fit on the pack</p> <p>Own selection of nutrients is used</p> <p>Values are presented per 100 g rather than serving size</p> <p>Thumbnail shapes and/or colour not in line with requirements</p>	<p>Values are inconsistent with the NIP</p>



## 1.5 DEFINITIONS

**Claim** means an express or implied statement, representation, design or information in relation to a food or a property of food which is not mandatory in this Code.<sup>2</sup>

**Company** means the entity named in the label of a food as the importer, manufacturer, packer or seller of the food.

**Food industry** means those industries that value-add to agriculture and food for the purpose of producing everyday fresh and processed food and beverages for sale in Australia directly to consumers.

**Guide** means the AFGC Daily Intake Guide – Front of Pack Labelling Style Guide

**Label**, in relation to a food for sale, means any tag, brand, mark or statement in writing or any representation or design or descriptive matter that:

- (a) is attached to the food or is a part of or attached to its packaging, or
- (b) accompanies and is provided to the purchaser with the food, or
- (c) is displayed in connection with the food when it is sold.<sup>3</sup>

**Portion** means the amount of food a person chooses to consumer on one eating occasion.

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<sup>2</sup> Food Standards Code – Standard 1.1.2 Definitions used throughout the Code

<sup>3</sup> Food Standards Code – Standard 1.1.2 Definitions used throughout the Code

## 2. GUIDE PROVISIONS

### 2.1 OVERVIEW

The Code requires most packaged food to display a nutrition information panel (NIP), which provides information on the amount of energy, protein, total fat, saturated fat, carbohydrate, sugars and sodium provided by a food. If a claim is made about any other nutrient, for example 'high in calcium', the level of this nutrient must also be shown in the NIP. The information must be presented in a standard format that shows the amount per serving and per 100 grams (or 100 mL for liquid) of the food.

The NIP can also contain information relating to the percent daily intake (% DI) of nutrients. If so, values must be provided for energy, protein, fat, saturated fatty acids, carbohydrate, sugars and sodium (**Table 2**). If the nutrition information panel also includes other nutrients, the %DI must also be included (refer to Standard 1.2.8-9 in relation to labelling when a claim is made).<sup>4</sup>

**Table 2:** Reference value for % Daily Intake [Standard 1.2.8-8 (3)(a)]

Item	Reference Value
<b>Energy</b>	8700kJ
<b>Protein</b>	50 g
<b>Fat</b>	70 g
<b>Saturated fatty acids</b>	24 g
<b>Carbohydrate</b>	310g
<b>Sodium</b>	2300 mg
<b>Sugars</b>	90 g
<b>Dietary fibre (if declared)</b>	30 g

The DIG scheme is an extension of the nutrition information from the back to the front of the package. The aim of the DIG scheme is to assist the food industry in providing key nutrition information in a recognisable, easy to use front of pack format which will assist consumers to

<sup>4</sup> Standard 1.2.8 – Nutrition Information Requirements of the Australia New Zealand Food Standards Code

## AFGC BEST PRACTICE GUIDE – DIG

make informed dietary choices by helping them to see the relationship between a serve of food and daily nutrition requirements.

DIG scheme information is presented to consumers in a simple thumbnail format showing the amount per serve for energy and four core nutrients - fat, saturated fat, sugars and sodium (**Figure 1**) or extended to a total of six nutrients (**Figure 2**) - fat, saturated fat, sugars, sodium, protein and carbohydrate respectively. Daily intake values for these nutrients are those estimated for an average Australian adult in the Code.<sup>5</sup> Values for other nutrients can also be displayed, as long as authoritative technical sources are used to identify adult daily dietary amounts.



PER 60g SERVE

**Figure 1: Energy plus four core nutrients**



PER 60g SERVE

**Figure 2: Energy plus six core nutrients**

### 2.1.1 FOODS

The DIG scheme may be used for any type of food—packaged, fresh value-added or fresh. However, on some foods it may be inappropriate, particularly where they provide low levels or no nutrients at all, for example herbs and spices. An exception is when the product is a variant or type which otherwise would contain appreciable amounts of nutrients, for example on a diet soft drink, to allow comparison with the regular variant. Presenting the DIG scheme information would then allow consumers to compare products directly.

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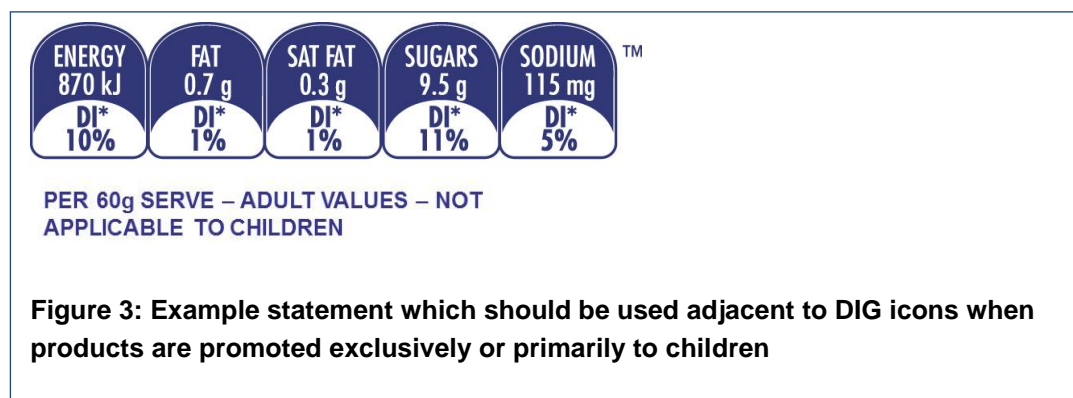
<sup>5</sup> Standard 1.2.8-8 – Nutrition Information Requirements of the Australia New Zealand Food Standards Code

## 2.1.2 USE OF THE DIG SCHEME AND CHILDREN

The DIG scheme %DI values are applicable to adults only.

Consequently, companies should be aware of the potential for the DIG scheme to mislead consumers when used on food products that are intended to be consumed exclusively or primarily by children.

To guard against misleading consumers of such products, companies **must** include a statement adjacent to the DIG icons indicating that the nutrient values shown are applicable to adults only (**Figure 3**).



For small packs where it is not possible to include the statement close to the DIG icons, the statement may be linked to the icons by use of an asterisk or other type of symbol to another location on the pack on the same face as the DIG icons themselves if at all possible.

## 2.1.3 USE OF DIG WITH OTHER HEALTH MARKETING INITIATIVES

The DIG scheme, while intended to stand alone, may be used in conjunction with other health marks and nutrition labelling including the Health Star Rating (HRS) system. When combining the DIG icons with other labelling devices, companies should ensure consumers are not confused by conflicting information, or misled into thinking that different labelling schemes are formally linked.

Detailed guidance is provided in **Appendix 1** of this Style Guide.

# AFGC BEST PRACTICE GUIDE – DIG

## **2.1.4 EUROPEAN GUIDELINE DAILY AMOUNTS**

Thumbnails/icons compliant with the European Guideline Daily Amount Labelling Scheme<sup>6</sup> are considered to be compliant with the DIG scheme.

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[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/300886/2902158\\_FoP\\_Nutrition\\_2014.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/300886/2902158_FoP_Nutrition_2014.pdf)

## 2.2 REQUIREMENTS

### 2.2.1 NUTRIENT THUMBNAIL PRESENTATION

Thumbnail elements

The DIG thumbnail icon is intended to be used:

- on the retail item (barcoded) packaging,
- on labels for fresh value-add products (which may also be barcoded), and
- displayed in association with fresh, unpackaged products for retail sale.

The elements of the thumbnail icon that should be used, and the required order, are shown in Figure 4 and Table 3.



**Figure 4: Elements of the thumbnail**

**Table 3: Elements of the thumbnail**

Item	Description
1	Energy or nutrient name
2	the amount in the nominated serve size or portion measure with appropriate units e.g. kilojoules (kJ) for energy, grams (g) or milligrams (mg) for nutrients
3 & 4	the percentage of an average adult diet this represents
5	the nominated serve size expressed in grams (g), millilitres (ml), or other portion measure per serve

#### Placement of thumbnails

# AFGC BEST PRACTICE GUIDE – DIG

The DIG scheme is a **front of pack** labelling scheme, therefore, thumbnails must be placed on the front facing of the pack. For some special packaging, alternative placement may be used<sup>7</sup> as long as it is consistent with the principle that thumbnails should be placed on a face of the pack which will be clearly visible to the consumer at the point of purchase.

## Minimum options - energy, macronutrients and sodium

There are various options available for using the DIG scheme thumbnails. As a minimum, companies must use either Option 1 or Option 2 below. Option 3 can be used given special circumstances that are outlined below.

### Option 1

The **preferred format** is energy plus four core nutrients, which must be presented in the order - energy, fat, saturated fat (SAT FAT), sugars and sodium (**Figure 5**). Companies are encouraged to use this option.

#### *Option 1: Energy plus four nutrients*



**Figure 5: Energy plus four core nutrients**

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<sup>7</sup> The *Be treatwise*® program (<http://betreatwise.info/about-be-treatwise/>) allows for presentation of thumbnails on the back of pack

# AFGC BEST PRACTICE GUIDE – DIG

## Option 2

Companies may choose to present energy plus six core nutrients, which must be presented in the order energy, protein, fat, saturated fat, carbohydrate, sugars and sodium (Figure 6).

### *Option 2: Energy plus six nutrients*



**Figure 6: Energy plus six core nutrients**

## Option 3

The energy thumbnail may be used on its own (**Figure 7**) only when:

1. label space is restricted to the extent that it is impractical to present the four or six main thumbnails, or
2. the product is very low in all the core nutrients e.g. mineral waters and diet beverages and it makes little sense to present the full set of thumbnails, or
3. as part of the Health Star Rating front of pack labelling scheme. Companies should refer to the Health Star Rating Style Guide ([www.healthstarrating.gov.au](http://www.healthstarrating.gov.au))

Information on the use of the DIG energy icon with the HRS symbols is set out in **Appendix 1**.

### *Option 3: Energy alone*



**Figure 7: Energy only**

**NOTE: It is NOT permissible to use other combinations of the DIG energy thumbnail and/or the main nutrient thumbnails.**



# AFGC BEST PRACTICE GUIDE – DIG

## EXTENDED OPTIONS

Thumbnails for other nutrients are also permitted as an extension of the minimum options. The energy and four or six core nutrients must be presented in the order specified above, however, the order of the other nutrients is at the discretion of the company, but they must follow on from the core nutrients.

### Option 4

The preferred format is in combination with energy plus four or six core nutrients (**Figure 8**).

#### *Option 4: Energy plus four plus other nutrients*



PER 60g SERVE

**Figure 8a: Energy plus four core nutrients plus other nutrients**

#### *Option 4: Energy plus six core nutrients plus other nutrients*



PER 60g SERVE

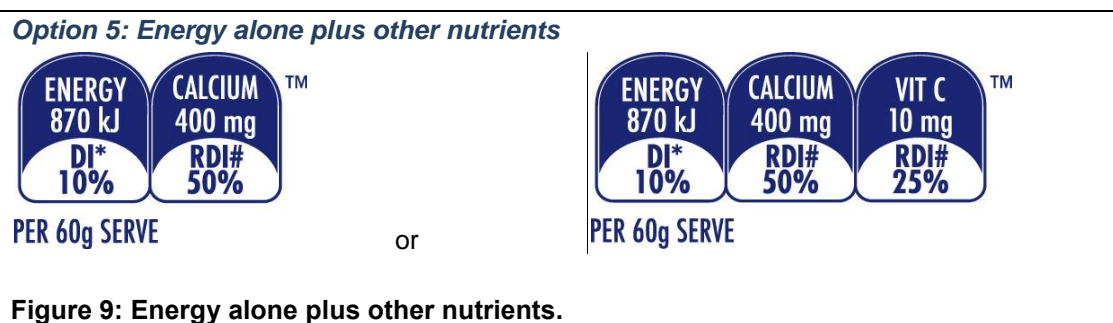
**Figure 8b: Energy plus six core nutrients plus other nutrients**

# AFGC BEST PRACTICE GUIDE – DIG

## Option 5

The energy plus other nutrients option may be used only when label space is restricted (**Figure 9**). It is not advised to use energy and several thumbnails as this would indicate there is sufficient room to use energy plus four core nutrients, in which case these must be presented.

This option does not permit energy plus a selection from among the six main nutrients (protein, fat, saturated fat, carbohydrate, sugar, sodium).



**Note:** The Food Standards Code makes specific provision that the Health Star Rating icons are NOT nutrition content claims for the purposes of Standard 1.2.7. However, to avoid any risk, the AFGC continues to advise that the DIG icons be understood to be a nutrition claim in relation to each declared nutrient, the consequence of which is that NIPs may need to be extended depending on the DIG icon(s) adopted. In particular, a 'sugars' icon triggers an NIP fibre declaration, a saturated fat icon triggers NIP declarations for mono-, poly- and trans-fats, and a salt or sodium declaration triggers an NIP entry for potassium.

## 2.2.2 SERVING SIZE PRINCIPLES

It is the manufacturer's responsibility to determine the serving size for a food or beverage product, but they must reflect the agreed industry serving size principles developed by the AFGC as follows:

- ✓ When determining serving sizes consideration should be given to authoritative nutrition guidance (for example, Australian Dietary Guidelines, Australian Guide to Healthy Eating).
- ✓ The serving size should be realistic and should consider eating habits across the day, as part of a healthy diet.
- ✓ Single serve items should be cognisant of the target market (for example adults or children).
- ✓ If a product is packed in such a way that is can be reasonably expected to be consumed by the target consumer in one eating occasion, then the pack size should be the serving size.
- ✓ For multi serve products with recognisable portion units (for example, slices of bread) serving sizes should be communicated with references to these units (for example, serving size 74g – 2 slices). For all other multi serve products manufacturers should consider the use of additional terminology to communicate the serving size to consumers (for example, serving size 74g – ½ cup).
- ✓ Serving sizes must not be used inappropriately to manipulate the energy or nutrient content per serving.
- ✓ Serving sizes must not promote over-consumption.

### Multipacks

There are a number of options available for using the DIG scheme on multipacks:

- If pack size is sufficient and the values between varieties do not differ appreciably, one set of thumbnails may represent the average DIG values of all the inner pack varieties. A statement must be made that they are average values of the multipacks.
- If a separate NIP is provided for each variety, separate thumbnails for each **may also be applied**, in which case the values should be consistent with the NIP values.
- If space is limited, the energy thumbnail alone may be used for the different varieties if the complete DIG values are included in the NIP.

## 2.2.2 FRESH VALUE-ADD PRODUCTS

*Fresh value-add products* is a broad term describing supermarket food and beverage products prepared and sold to consumers for immediate or very rapid consumption. Such products are often prepared and packaged on the premises from which they are sold. Examples include:

- marinated or crumbed meat products
- pre-prepared salads and sandwiches
- freshly baked products
- freshly made short shelf-life soups.

The Code exempts such products from carrying a label and hence a NIP, although if nutrition claims are made about the products the retailer must have the nutrition information displayed close to where the food is displayed, or available on request.

Where label space permits the DIG thumbnails may be added to these products. Use of the DIG thumbnails may, however, trigger the requirement for a NIP if one is not already provided.

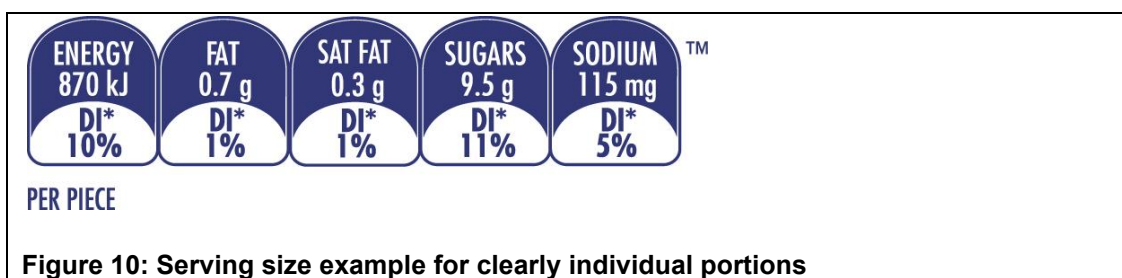
Generally, the DIG scheme should be used following the same principles as described here.

### Serving sizes

DIG scheme values must be calculated according to serving size. For products presented in a manner where there is a clear individual portion the serving size can be based on that portion. For example, a small tub of salad might use the term '1 tub' as a serving size. Marinated steak presented in a pack of two could use the '1 piece' as a serving size (**Figure 10**).

In some cases, the serving size might not be obvious – such as prepared mashed potato. In these cases, a sentence such as 'per half a pack serve' may be appropriate.

Serving size principles (listed above) also apply to fresh value-add products.



**Figure 10: Serving size example for clearly individual portions**

## 2.2.3 FRESH PRODUCE

The Code exempts fresh produce from labelling requirements unless a nutrition claim is made, then the retailer must have the nutrition information displayed close to where the food is displayed, or available on request. Fresh produce can also carry DIG thumbnails, although as with fresh value-add products, the use of DIG scheme may require NIP information to be displayed or made available to consumers.

As with packaged foods products, the company responsible for providing the DIG information is also responsible for its accuracy.

### **Serving sizes**

Servings for fruits and vegetables have not been standardised, but there is guidance available on appropriate serving sizes.<sup>8</sup> It is the responsibility of companies to determine appropriate serving sizes.

## 2.2.5 DAILY INTAKE GUIDE VALUES

Information presented in thumbnails (energy and nutrient content, % DI values and serving sizes) must reflect information presented in the NIP on food packages, although variances due to rounding are permitted. The thumbnail value must be as simple as possible, that is use whole numbers, and minimal decimal places. Ultimately, however, it is up to the company to ensure consistency between the values in the NIP and on thumbnails.

### **Variance issues**

The nutrient composition of food ingredients and products can vary significantly. Companies need to be aware of this variation, and its potential magnitude, when estimating average values. Similarly, DI values should reflect those stated in the NIP.

### **Energy and nutrient content values**

Individual values must:

- be consistent with values recorded in the NIP except for rounding variances.
- in the case of energy, be reported as a whole number of kilojoules (e.g. 450 kJ).
- be reported to one decimal place if the units are grams (e.g. 4.5 g),.
- be reported as a whole number if the units are milligrams (e.g. 450 mg).

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<sup>8</sup> <http://gofor2and5.com.au/WhatisaServe/tabid/56/Default.aspx>

# AFGC BEST PRACTICE GUIDE – DIG

If values are very small and below limits of detection, a less than symbol (<) can be used, consistent with the advice of the Code which allows the use of a 'less than' symbol for values less than 40 kJ for energy, less than 1 g major nutrients, and less than 5 mg for sodium.

## Daily intake values

Individual % DI (or RDI) must be:

- based on the energy or nutrient content per nominated serve of product.
- expressed as a percent of the total DI (or RDI) reference value as listed in the Code for a nutrient, or for energy. Other authoritative sources should be used for nutrients not listed in the Code.
- expressed as a whole number through standard rounding (unless < 1). Values above 1 with a following decimal below 0.5 should be rounded down and values above 1 with a following decimal of 0.5 or above should be rounded up to the next whole number.

Other requirements include:

- Where the labelled value is less than 1, then a single decimal place should be used preceded by a 0 e.g. 0.4%, 0.7%.
- Where the value is very low, but not zero then the '~' symbol may be used i.e. '~ 0%' (**Figure 11**).
- Where the labelled value for a nutrient is '0', statement of a % DI in the thumbnail is at the discretion of the manufacturer.
- When a nutrient content is reported as having a 'less than' value, the 'less than' symbol can be included in the % DI value (**Figure 12**). There is, however, the potential for very low values to be reported, which is of limited use to consumers. Consideration should be given to using the approach in **Table 4**.



**Figure 11: Presenting % DI values when the nutrient value is low, but not zero**

## AFGC BEST PRACTICE GUIDE – DIG



**Figure 12: Presenting % DI values when a nutrient content is reported as having a 'less than' value**

**Table 4:** Suggested approach for reporting very low values

NIP % daily intake value	% DI value
For 'less than' values of 1 or less	< 1%
For 'less than' values of 2 or less, but more than 1	< 2%
For 'less than' values of 3 or less, but more than 2	< 3%

Details on calculating DIG scheme values are provided in **Appendix 2**.

## 2.3 DESIGN SPECIFICATIONS

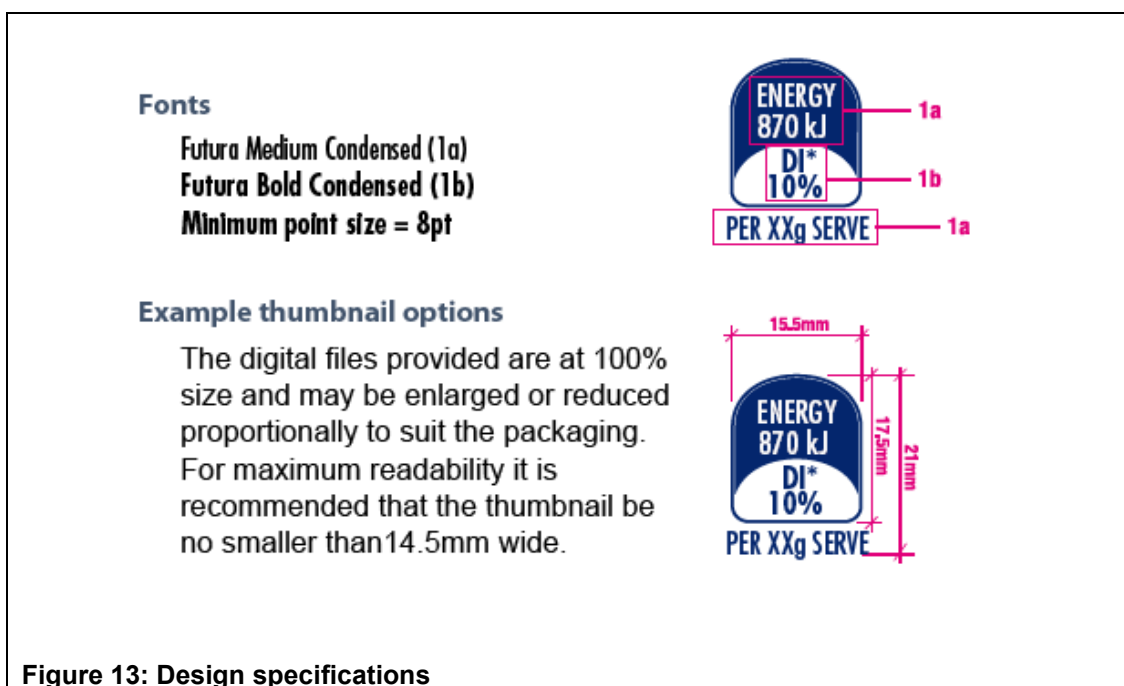
This section outlines brand identity requirements for external design agencies.

The recommended format for presentation of the DIG thumbnails on food packaging and labels is outlined in **Figure 13**. Other formats are permitted as long as they are consistent with intention of the DIG scheme which is to provide nutrition information in a form which is easily recognised by consumers as being part of the DIG scheme. This means the basic thumbnail presentation must be adhered to. Other forms are not permitted.

The DIG thumbnails are a registered trademark of AFGC and companies should add the trademark symbol (TM) after the thumbnails. Companies are not required to reference the trademark to AFGC on the label, however, if they do, the following words should be used:

*The Daily Intake thumbnails are a registered trademark of the Australian Food and Grocery Council*

Further advice on design specifications is provided in **Appendix 3**.



**Figure 13: Design specifications**



# AFGC BEST PRACTICE GUIDE – DIG

## Other requirements:

- The % DI value must be larger in point size and/or typeface than the kilojoule (kJ) value.
- The text present in **Figure 13** is in *Futura* typeface, however, this can be substituted with a similar *sans serif* font when preparing the packaging artwork.
- The thumbnail must be presented in a consistent monochromatic colour with contrasting background and text to maximise legibility.
- The serving size can be located either above or below the thumbnail.
- Presentation of the thumbnails in either a horizontal or vertical format is recommended. However, if space is limited, presenting the thumbnails in two rows or columns is acceptable.
- The order of the thumbnails must reflect the order of the nutrients as they appear in the nutrition panel. When displaying energy plus four core nutrients the order must be energy, fat, saturated fat, sugars and sodium. 'Order' is standardised as left to right, top to bottom. Examples of layout options are presented in **Appendix 3**.
- Thumbnail information must be based on the product 'as prepared' or 'as consumed' according to the labelled instructions and intended use. Consistency with the NIP is required.
- The use of green, amber or red to highlight the nutritional value of individual % DIs is **not permitted** on thumbnails. These colours may be used when they are the primary colour of the pack.
- The \* must direct consumers to the statement 'Percentage daily intakes are based on an average adult diet of 8700 kJ. Your daily intakes may be higher or lower depending upon your energy needs.'
- Where vitamins or minerals are labelled as part of DIG, the # must direct consumers to the statement 'Recommended Dietary Intake'. Reference values for vitamins and minerals are to be based on the RDIs specified in Standard 1.1.1 of the Code.

## APPENDIX 1 – USE OF THE DAILY INTAKE GUIDE WITH THE HEALTH STAR RATING AND OTHER HEALTH MARKS

### BACKGROUND

On 27 June 2014 the Legislative and Governance Forum on Food Regulation agreed to the introduction of a new *voluntary* Front of Pack [nutrition] Labelling (FoPL) scheme for packaged food. The scheme comprises:

1. an *interpretive* Health Star Rating (HSR) label showing ½-5 stars (with ½ star increments) with the number of stars based on the nutrient profile, and
2. an *informative* nutrition label indicating the level of energy and selected nutrients.

Information on the HSR scheme (a spreadsheet calculator, User Guide, and a style guide providing advice on implementation of the labelling) is available on the HSR website<sup>9</sup>. The scheme was introduced on a voluntary basis and will be reviewed after five years (2019) with a progress report after two years (2016).

### DIG LABELLING IN CONJUNCTION WITH HEALTH MARKS

Companies are in the best position to determine the potential value of the new HSR FoPL scheme in assisting the food choices of their consumers. The AFGC will continue to support the DIG Scheme through the provision of this Style Guide for as long as there is appreciable use of the labelling by industry.

The DIG may be used in conjunction with the HSR and other health marks such as the Glycaemic Index Symbol (see below), or general nutrition and health claims. Where the DIG and other FoPL labelling is used on the same pack companies must ensure that there is no implication that they are part of the same scheme.

Central to the DIG scheme is the *energy* thumbnail. Encouraging consumers to monitor and moderate their energy intake (i.e. eat less) will moderate concurrently their intake of risk associated nutrients such as saturated fat and sodium. For this reason, the AFGC considers that the minimum FoPL labelling companies should consider (for example if label space is tight) is the energy icon (**Figure 1**). Where space is at a lesser premium, the four core nutrient icons can be used (**Figure 2**).

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<sup>9</sup> <http://healthstarrating.gov.au/internet/healthstarrating/publishing.nsf/content/home>

# AFGC BEST PRACTICE GUIDE – DIG

## OPTIONS FOR USING THE DAILY INTAKE GUIDE WITH THE HEALTH MARKS SUCH AS THE HEALTH STAR RATING – EXAMPLES



Figure 1: Health Star Rating used with the Daily Intake Guide Energy Icon



Figure 2: Health Star Rating used with the Daily Intake Guide Energy and Nutrients Icons

## AFGC BEST PRACTICE GUIDE – DIG



**Figure 3: Health Star Rating used with GI symbol and the Daily Intake Guide Energy and Nutrients Icons**

Figures 1- 3 above are illustrative only. Companies should use them as guides as to how the DIG labelling might be placed on packs also carrying the HSR and other health marks, rather than taking them to be specific requirements. For more information regarding the labelling the respective Style Guides should be consulted.

*(Note: Companies should avoid using borders or shading which suggests the DIG and HSR are part of a single system. This is not the case. The HSR is derived independently of the information provided in the DIG).*

### USE OF PER SERVE

The HSR Style Guide mandates the presentation of informative nutrient content values to a *per 100g* basis unless the product is presented as individual servings within a pack or if there is an industry agreed standardised serve size.

DIG nutrient elements can be presented using a variety of terms, with companies best placed to determine the greatest value to consumers. Use of the *per serve* in conjunction with the DIG is not dependent upon an industry agreed standardised serve.

Note that if DIG icons are used in conjunction with the HSR star graphic it must be in a manner which does not suggest they are part of the one system.

### POSITIVE NUTRIENTS

The HSR Style Guide allows a single positive nutrient label within its informative element. This restriction does not apply to the use of DIG icons, even where the HSR star graphic is also displayed. Companies can use as many positive nutrient icons as they choose, as long as the consumer is not misled by the labelling.

As with all food labelling, companies should consult their own legal counsel to ensure labelling is fully compliant with relevant regulations.

# AFGC BEST PRACTICE GUIDE – DIG

## NUTRITION AND HEALTH LOGOS AND SYMBOLS

The DIG may be used in conjunction with health symbols such as those listed below. Companies should, however, use them in a manner consistent with providing consumers useful information and maintaining the integrity of the both the DIG scheme and the particular labelling program. Companies should consult the websites of the organisations responsible for the symbols for guidance on their use.

### BE TREATWISE

As an industry initiative, *Be treatwise*® provides a resource for consumers to help understand the place for confectionery, as a treat food, as part of a balanced diet and active lifestyle. Its presence on packaging, in particular, is to encourage responsible consumption of confectionery. [www.betreatwise.info](http://www.betreatwise.info).



### GLYCAEMIC INDEX FOUNDATION

Foods that carry the GI Symbol have had their glycaemic index tested at an accredited laboratory and must meet strict nutrient criteria for kilojoules, saturated fat and sodium, and where appropriate, fibre and calcium. The nutrient criteria are consistent with international dietary guidelines and were developed in consultation with experts from the University of Sydney and Australian consumer diabetes organisations.

<http://www.gisymbol.com>



### GRAIN LEGUMES NUTRITION COUNCIL

The Grains & Legumes Nutrition Council™ (GLNC) has established an industry standard guiding the use of whole grain ingredient content claims on food labels and in advertising in Australia and New Zealand. The *Code of Practice for Whole Grain Ingredient Content Claims* provides clear, consistent messaging on the whole grain ingredient content of foods helping consumers make informed choices.

[www.glnc.org.au/codeofpractice/about-the-code/](http://www.glnc.org.au/codeofpractice/about-the-code/)



### COELIAC AUSTRALIA ENDORSEMENT PROGRAM

The Coeliac Australia Endorsement Program helps shoppers identify gluten free products. The logo has been developed to make gluten free choices quicker, easier and safer. The Coeliac Australia Endorsement Logo incorporates the crossed grain logo, which is both nationally and internationally recognisable. All products using these logos have been reviewed and approved by Coeliac Australia as part of an endorsement program and are suitable for a gluten free diet. <http://www.coeliac.org.au>.



# AFGC BEST PRACTICE GUIDE – DIG

## **BOWEL CANCER AUSTRALIA**

Bowel Cancer Australia encourages Australians to take preventive steps to avoid bowel cancer through increasing bowel cancer awareness through the *Love my family* program. [www.bowelcanceraustralia.org](http://www.bowelcanceraustralia.org),



## **COMPANY DEVELOPED AND OWNED HEALTH MARKS**

Similar to the above examples, the DIG can be used with food company developed and owned health marks, symbols and labelling devices.

## APPENDIX 2 - CALCULATING DAILY INTAKE VALUES

% DI values should be calculated as follows:

$$\frac{\text{Nutrient or energy content per serve}}{\text{Daily intake reference value}} \times 100$$

### Worked example

Total fat in serving: 4.5 g

Fat reference value: 70 g

Daily intake value:  $\frac{4.5}{70} \times 100 = 6.43$  or 6% after rounding

**Table 1: % DI reference values from the Code**

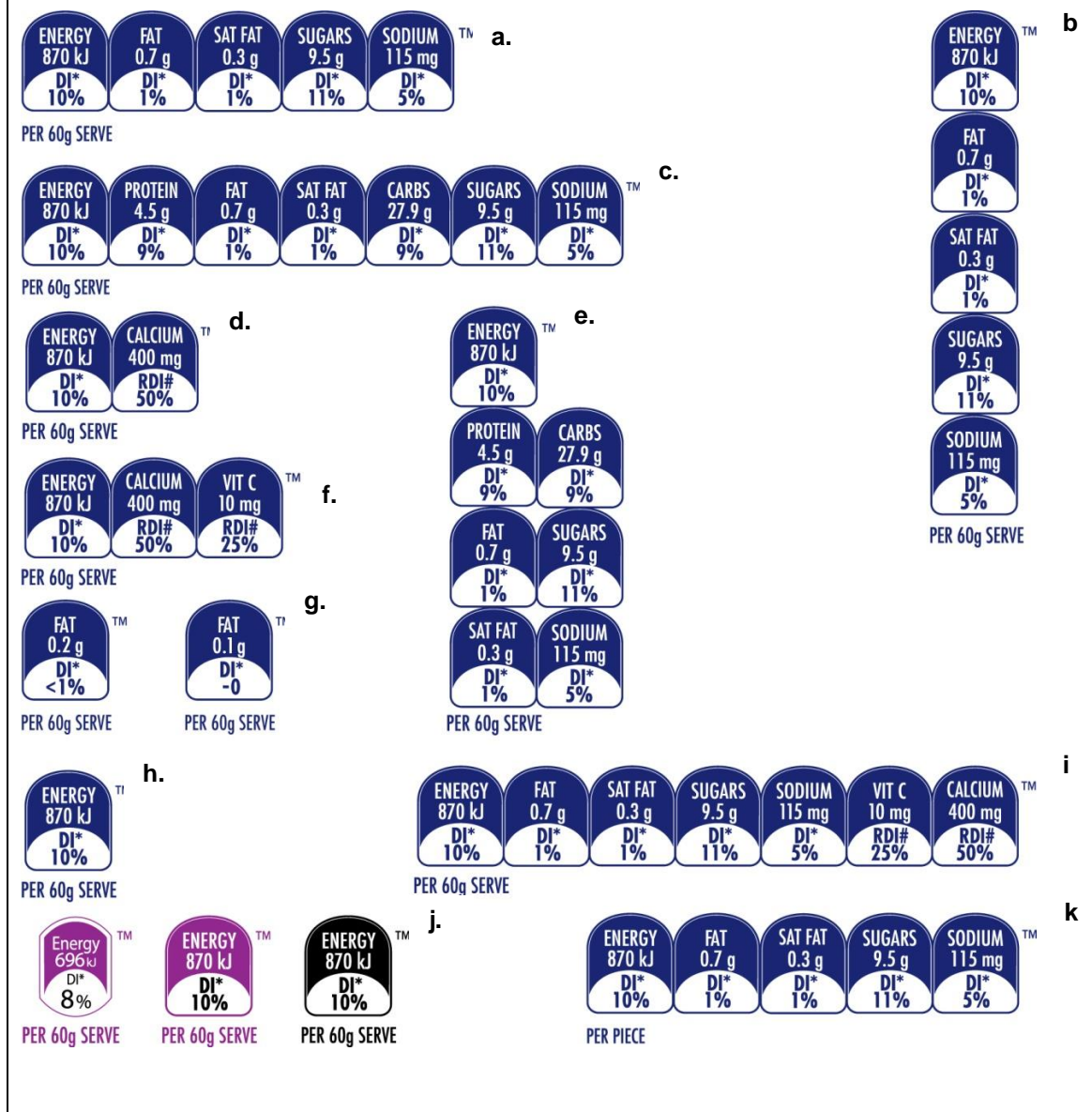
Food Component	Reference value
Energy	8700 kJ
Protein	50 g
Fat	70 g
Saturated fatty acids	24 g
Carbohydrate	310g
Sodium	2300 mg
Sugars	90 g
Dietary fibre	30 g

**Note:** these are adult values only, the DIG should be used with care on products promoted exclusively or primarily to children. See Section 2.1.2 this Guide

## APPENDIX 3 - FURTHER ADVICE ON DESIGN SPECIFICATIONS

### A3.1 COMPLIANT DESIGNS

Figure 1: Examples of compliant designs





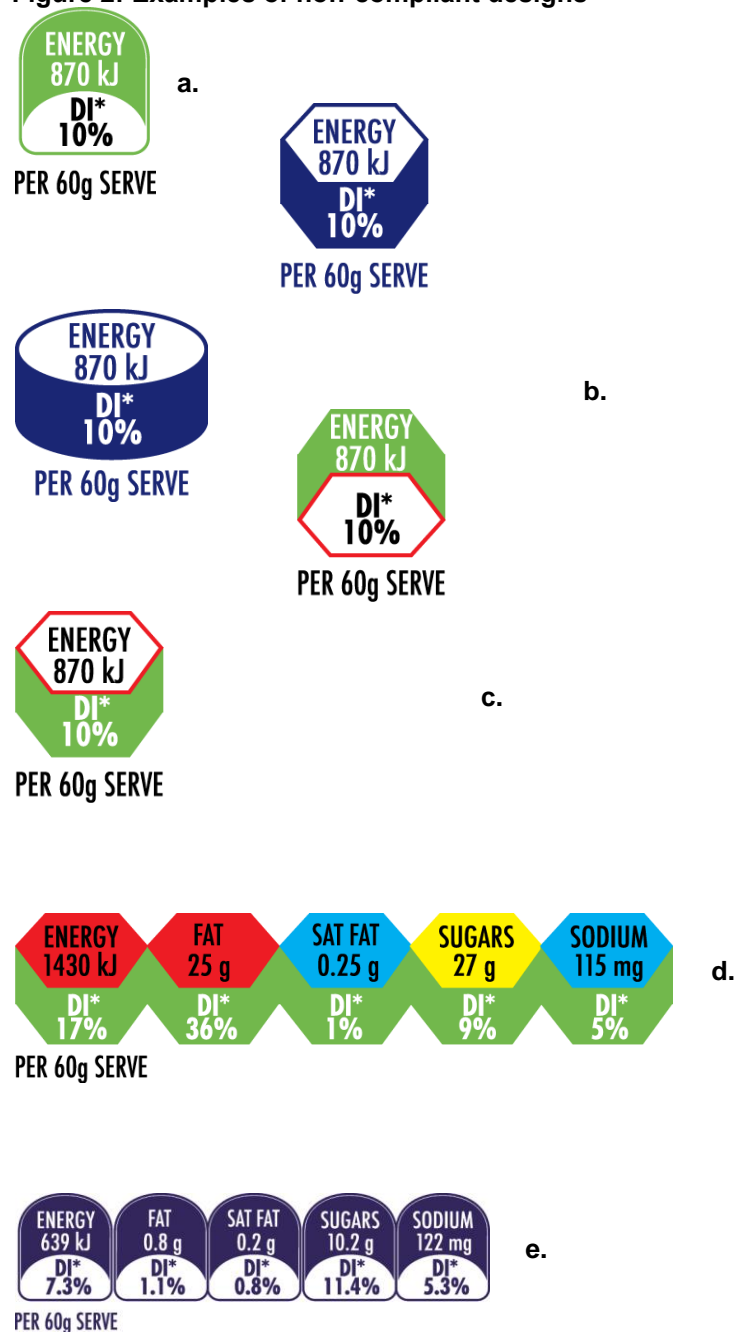
# AFGC BEST PRACTICE GUIDE – DIG

## Compliant Designs

- |   |
|---|
| <ul style="list-style-type: none"><li>a. Energy plus four core nutrients (preferred format) presented horizontally.</li><li>b. Energy plus four core nutrients (preferred format) presented vertically.</li><li>c. Energy plus six core nutrients presented horizontally.</li><li>d. Energy alone plus other nutrients (only to be used when label space is restricted).</li><li>e. Energy plus six core nutrients presented vertically in columns (only to be used when space is limited).</li><li>f. Energy alone plus other nutrients (only to be used when label space is restricted).</li><li>g. Thumbnail representing the use of the 'less than' and approximately' symbol.</li><li>h. Energy alone (only to be used when label space is restricted or the product is very low in all the core nutrients).</li><li>i. Energy plus four core nutrients plus other nutrients presented horizontally.</li><li>j. Energy alone with different colour selections to maximise legibility.</li><li>k. Energy plus four core nutrients, presented horizontally, with a 'per piece' serving size.</li></ul> |
|---|

## A3.2 NON-COMPLIANT DESIGNS

Figure 2: Examples of non-compliant designs



- Incorrect colour use.
- Shapes are too different from thumbnails.
- Incorrect shape and colour use.
- Incorrect shape and colour use.
- Incorrect use of decimals to express % DI

# AFGC BEST PRACTICE GUIDE – DIG

## A3.3 EXAMPLES OF THUMBNAIL PLACEMENT

