

BUDDY SHOPPER GUIDE

LABEL READING
MADE EASY

*GF
for life*



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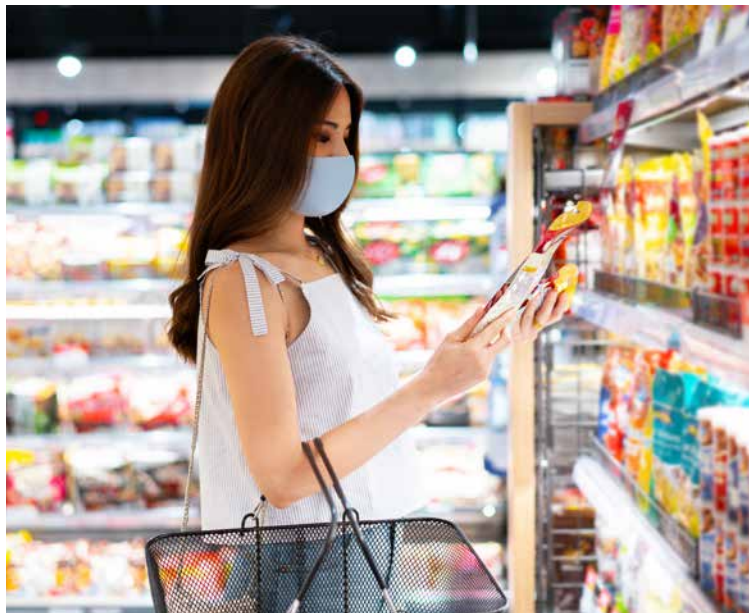
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Disclaimer: A medical diagnosis of coeliac disease is key to managing and improving your health. If you suspect you have coeliac disease, it is important to first talk to your doctor. If you have not been diagnosed and have already removed gluten from your diet, you will need to complete a 'gluten challenge' before being diagnosed. We recommend you only follow a gluten free diet on the advice of your health professional or registered dietitian once you have been diagnosed with Coeliac disease or have been advised to do so by your doctor. All reasonable attempts are made to ensure the accuracy of the content of this Buddy Shopper Guide, but it should not be construed as medical advice. This edition was printed in September 2022 by Coeliac New Zealand Inc and please note we may change, delete, add to, or otherwise amend information contained in this resource without notice.

Buddy Shopper

Label Reading Made Easy



Foods sold in New Zealand must be labelled according to the Food Standards Code, which was established by Food Standards Australia New Zealand (FSANZ) in 2002 and is implemented by the Ministry of Primary Industries (MPI).

Nutrition Information Panel (NIP):

The most comprehensive facet of the FSANZ food labelling system is the Nutrition Information Panel (NIP), which provides non-explanatory nutritional information of the food product. Non-explanatory nutritional information is generally numeric and requires the consumer to self-interpret; explanatory nutritional information indicates the healthiness of the product, usually graphically, for the consumer.

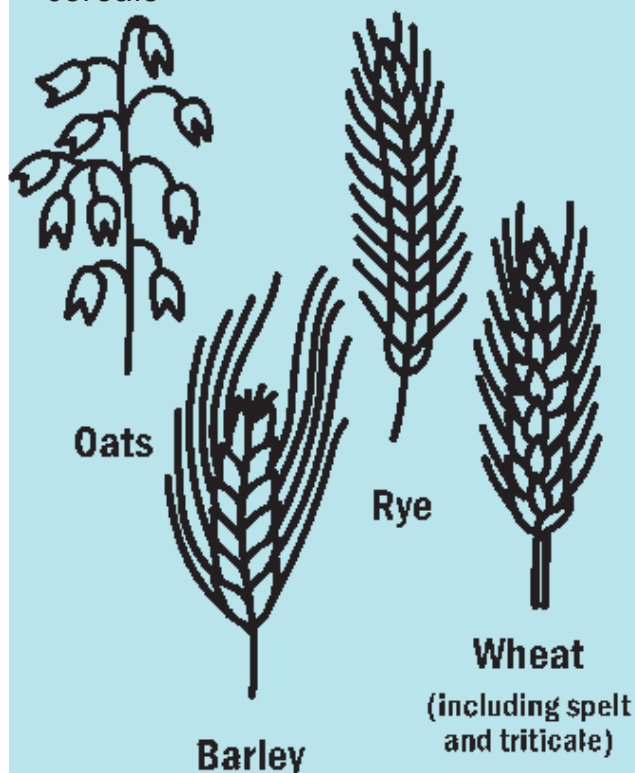
What must be on a food label?

- Name and description of the food
- Name and address of the New Zealand distributor or manufacturer
- Advisory or warning statements
- Ingredient list
- Nutrition Information Panel
- Percentage labelling of key ingredients
- Net weight or volume
- Date marking
- Lot identification
- Directions for use and storage

What is gluten?

Gluten is a protein in Barley, Wheat and Rye and the protein avenin is in Oats.

CNZ advises to avoid Oats because when processed there is a risk of cross-contamination gluten from other cereals



What will the label say?

'GLUTEN FREE'

- In NZ, a product can only be labelled as 'gluten free' when it contains no oats and no detectable gluten (i.e., often less than 3ppm in NZ and Australia). These products are safe to eat for people with Coeliac Disease and those who must follow a gluten free diet.
- Overseas products imported into NZ are still subject to the NZ standard. If they have 'gluten free' on their packaging they must be able to support this claim. MPI welcome complaints from the public to alert them to any potential problems with food labelling info@mpi.govt.nz.

'CONTAINS GLUTEN' AND 'CONTAINS TRACES OF GLUTEN'

- Sometimes sources of gluten are not written on an ingredient list, but a label will state 'contains gluten' or 'contains traces of gluten'. This is usually because of the risk of cross contamination during manufacture and these products should be avoided by people with Coeliac Disease.

LABELLING EXCEPTIONS

- Certain foods are exempt from the full labelling requirements, including small food packets (e.g., chewing gum), alcoholic beverages, herbs, spices, tea, coffee, and mineral water, unless a nutrition claim is made about these foods (Food Standards Australia New Zealand, 2003).
- Any non-food items that are consumed should also be checked to see if they contain gluten eg medication, supplements, drinks and toothpaste. Check with your pharmacists or the manufacturer directly.
- Foods which are unpackaged, natural, whole, or cut fresh, like fruit, vegetables, and meat in transparent packaging, ready-to-eat, sold at fundraising events, made, and packaged where sold do not require labelling.

The five exceptions:

Food and ingredients made from wheat contain gluten, with four main exceptions:

- Caramel colour
- Dextrose
- Glucose Syrup or glucose
- Maltodextrin
- Corn syrup from wheat

These ingredients can be made from wheat or corn, but they're always gluten free. This is because even when they're made from wheat, all detectable gluten is removed in the manufacturing process.

Please note these products are NOT Safe for someone with a wheat allergy.

Ask for help

From time to time, you'll come across a tricky label. It's rare, but if you've applied steps one, two and three on the next page and are still unsure whether a product contains gluten, please don't hope for the best and eat it anyway. Instead:

- Choose an alternative item
- Look for further information online
- Contact the manufacturer directly – most are very happy to help





STEP 1 Is it a quick YES?

Look for a quick indication that a product is gluten free by scanning the package for the words 'gluten free' or the Crossed Grain logo. If you see either, the product is gluten free. You do not need to check the ingredients.



STEP 2 Is it a quick NO?

Look for a quick indication that a product is not gluten free by scanning the package for an 'allergen' or a 'contains' statement (these usually appear directly under the ingredients list). If this summary statement mentions *barley, rye, oats, wheat, spelt or gluten*, the product is NOT gluten free.

The 'allergen' or 'contains' statement can't be accurately used to determine whether a product is gluten free, only whether it is not (this will change in 2026). If you don't see any of our key words on the allergen statement, you must continue to step three.



But.... Remember our four main exceptions! If the 'allergen' or 'contains' statement lists only wheat, you can carefully read the full ingredients list to find the source of wheat.

If the only source of wheat is one of our exceptions (dextrose, caramel colour, glucose/ glucose syrup or maltodextrin) the product is gluten free and safe to consume.

STEP 3 Read the ingredient list

If you've applied step one and step two and you're still unsure, you'll need to read the full ingredients list, searching for the words barley, rye, oats, wheat, spelt (B.R.O.W.S) and gluten. If none of these words appear then the product is gluten free and safe to eat. If one or more of the words appear, the product is not gluten free. As in step two the four exceptions apply here. (CNZ ingredient list book comes in your member pack, or you can purchase from our website <https://coeliac.org.nz/product/ingredient-list-booklet/>).



INGREDIENTS

Canola Oil [Protected with Antioxidant (307b)], White Vinegar, Free Range Egg (9%), Sugar, Salt, Mustard, Stabilisers (412, 415), Antioxidants (307b from Soy, 385).
Huile de Colza, vinaigre blanc, oeufs, sucre, sel, moutarde, stabilisateurs (412, 415), antioxydants (307b, 385)
*DLOU se référer à : BEST BEFORE

NUTRITION INFORMATION

Servings per package: Approx. 18 Serving size: 25g

	Avg. quantity per serving	Avg. quantity per 100g
Energy	685kJ	2740kJ
Protein	0.3g	1.2g
Fat, total	18.0g	71.8g
- saturated	1.5g	6.1g
Carbohydrate	0.9g	3.4g
- sugars	0.8g	3.1g
Sodium	140mg	555mg

**[NO ADDED FLAVOURS
NO ARTIFICIAL COLOURS]**

CONTACT US

Heinz Wattie's welcomes your feedback on our products. For questions or comments contact our Consumer Support Team on: Toll free 0800 653 050 (N.Z.)

HEINZ WATTIE'S LTD,
513 KING ST. NORTH, HASTINGS 4122, N.Z.

THIS PRODUCT IS GLUTEN FREE ✓

Made in New Zealand from imported and local ingredients.
Registered Trademark.
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Health star rating system

In 2014 the Trans-Tasman Front of Packet Labelling Advisory Group developed a system to meaningfully rank products according to 'healthfulness'. The Trans-Tasman government adopted this system in 2015.

The system was designed to help consumers evaluate the nutritional value of a food item and enable the selection of healthier food choices. The Health Star Rating System uses a combination of the following elements: a graphic rating of ½ to 5 stars, nutritional information icons for energy (kJ), saturated fat (g), sugars (g), sodium (mg), and one additional 'positive' nutrient such as calcium or fibre.

As some products may not be able to display the full label due to pack or label size, these products will report Star Rating information in modified formats.



ENERGY	SAT FAT	SUGARS	SODIUM	NUTRIENT
0000kJ	0.0g	0.0g	000mg	0.0g
	LOW	LOW	LOW	HIGH

PER 100g

Certain foods are exempt from the full labelling requirements, including small food packets (e.g., chewing gum), alcoholic beverages, herbs, spices, tea, coffee, and mineral water, unless a nutrition claim is made about these foods (Food Standards Australia New Zealand, 2003).

Foods which are unpackaged, natural, whole, or cut fresh, like fruit, vegetables and meat in transparent packaging, ready-to-eat, sold at fundraising events, made and packaged where sold, do not require labelling.

For further information contact: healthpromotion@coeliac.org.nz or visit our website www.coeliac.org.nz or watch our videos on the Coeliac New Zealand YouTube Channel.

Refer to the health star rating system to see how the product ranks according to "healthfulness" to help you make nutritious choices

MILK CHOCOLATE BAR

NUTRITIONAL INFORMATION

Servings per bar: 1

Serving Size: 50g

	Per 100g
Energy	2354kJ
Fat:	
- total	31.6g
- saturated	19.5g
Protein	9.2g
Carbohydrates:	
- total	51.8g
- sugars	44.7g
Sodium	70mg
Fibre	5g+



Sugar:

Keep it under 10 grams (per 100 grams)

Fat:

Keep it under 10 grams (per 100 grams)



History of food allergen labelling

Pre 2000

- NZ Food Regulation 1984 gluten free foods considered a special purpose food
 - » “Gluten free” appear with the name of the food
- Manufactured Food Database
 - » Free from lists (eggs, nuts, wheat, dairy, and gluten) with information supplied by NZ food manufacturers

2000

- Trans-Tasman rules for food labelling introduced
- One of first countries to mandate food allergen labelling
 - » When present in food the following allergens to be declared: cereals containing gluten, crustacea, egg, fish, milk, peanuts, soybean, sesame seeds, treenuts, added sulphites

2021

Rules changed to make allergen information on food labels clearer and more consistent for food-allergic consumers.

2024

End of transition period for industry to change to new rules

2026

Stock with old allergen labelling rules cannot be sold

Why have the rules changed?

Consumers who have a food allergy need to know whether a particular ingredient is in their food.

Original allergen labelling rules in the Australia New Zealand Food Standards Code were not consumer friendly. These stated what allergens had to be declared, but not how this should be done.

In 2021 new rules for allergen labelling have been introduced by Food Standards Australia New Zealand (FSANZ) to provide clear and consistent allergen information so consumers can make safe food choices. Plain English Allergen Labelling (PEAL). All stock must adhere to these new rules by 2026.

All food packaging labels must adhere to these new rules by 2026.

Label example: **Cornflakes**

OLD	NEW
Ingredients Corn 94%, Sugar, Barley Malt Extract, Emulsifier (471), Vitamins (Niacin, Thiamin, Riboflavin, Folic Acid), Mineral (Iron).	Ingredients Corn 94%, Sugar, Barley Malt Extract, Emulsifier (471), Vitamins (Niacin, Thiamin, Riboflavin, Folic Acid), Mineral (Iron).
Allergen Advice Contains: Gluten	Contains: Gluten

How to make a food complaint?

<https://www.mpi.govt.nz/food-safety-home/food-recalls-and-complaints/making-food-complaint/>

Recalled food products:

<http://www.mpi.govt.nz/food-safety-home/food-recalls-and-complaints/recalled-food-products/>

The Ingredient List booklet details over 700 ingredients and additives used in New Zealand foods and indicates whether they are safe for inclusion in a gluten free diet or not. This really helpful booklet can be purchased from Coeliac New Zealand for \$15 or you receive it **free when you join as a member.**

Precautionary Statements

Food manufacturers may include precautionary statements on food packaging to indicate a potential risk of cross-contamination. Foods may become cross-contaminated when products are produced in shared factory sites, on shared equipment, or in storage facilities. These are voluntary statements that indicate possible cross-contamination and are not regulated by legislation.

Some manufacturers use these as an alternative to allergen risk management, rather than communicating the actual risk of cross-contamination. Manufacturer websites may contain helpful information on whether or not products are gluten free.

The following terms are examples of precautionary statements.

May contain ...	May contain traces of...	Packed in an environment where ... may be present	Made in a facility that also processes ...
Produced in a factory which handles ...	Produced on shared equipment which also processes ...	Made on the same production line as...	Made in a production area that also uses ...
No nuts in ingredients, but cannot guarantee to be nut-free	Not suitable for ... allergy sufferers	Due to methods used in the manufacture of this product, it may occasionally contain...	May be present: ... (used by VITAL™ 2.0)

Contact: Coeliac New Zealand Health Promotion Manager – Lisa Jury

Email: healthpromotion@coeliac.org.nz or 09 414 7467

www.coeliac.org.nz

