

Mrs Mac's Pty Ltd - Nutrition Action Plan

Food Content	
ACTIONS	<p>Responsible management of energy density and serving sizes.</p> <p>Nutritional content – focus on reducing total trans and saturated fat levels and adding value across the range.</p>
EXAMPLES	<p>Develop a company Nutrition Policy in line with the National Dietary Guidelines for Australia to regulate nutritional content as appropriate.</p> <p>Develop specific recipes and products for school canteens to assist in menu planning in line with the Adolescent and Childhood Nutrition Guidelines for Australia.</p> <p>Monitor nutrition as a public and scientific issue by keeping up-to-date with the latest nutrition trends.</p> <p>Research functional ingredients which may be used to improve the nutritional value of products, eg Omega-3</p> <p>Work with suppliers to improve the nutritional content of raw materials.</p> <p>Avoid new ingredients containing trans fats, and seek to replace all existing trans containing ingredients.</p> <p>Offer a range of serving sizes to reduce overeating.</p> <p>Choose fresh ingredients as the first option.</p> <p>Minimise the use of food additives.</p> <p>Avoid food allergens where possible.</p>

Marketing Practices	
ACTIONS	<p>Ensure responsible marketing to children.</p> <p>Communicate healthy lifestyle messages.</p>
EXAMPLES	<p>Adhere to the Australian Association of National Advertisers (AANA) code of Advertising to Children.</p> <p>Increase promotion of healthy foods in media and PR campaigns.</p>

Consumer Information	
ACTIONS	<p>Provide clear health messages.</p> <p>Provide relevant health claims.</p> <p>Develop labelling initiatives to enhance communication.</p>
EXAMPLES	<p>Continue to place nutrition information on all packaging – easy to understand and relevant.</p> <p>Ensure all supporting materials are not misleading or confusing.</p> <p>Highlight added health benefits such as Low GI or Heart Tick registration to assist consumer's to make informed choices.</p> <p>Provide updated information on the web site on healthy eating choices, current nutrition issues, etc.</p>

Lifestyle Action	
ACTIONS	<p>Promote a balanced diet.</p> <p>Encourage physical activity.</p>
EXAMPLES	<p>Support sponsorships which encourage physical activity, eg sporting events, Leeuwin sailing</p> <p>Support collaborative initiatives which promote healthy lifestyles and physical activity – advocate and participate.</p> <p>Provide nutritionally modified products at sporting venues and events.</p> <p>Implement company health initiatives for staff, eg HBF Healthy Heart checks.</p>