

Heinz Little Kids Guidelines

Specific Criteria by Food Category

A. Meals (savoury)

- At least 75g vegetables per serve as a minimum.
- At least 10% meat/chicken or fish¹
- Provide vegetarian options within meal range
- Ensure vegetarian meals provide ingredients that contribute to iron/zinc content eg, legumes. Aim for a “source of iron” claim.
- Aim to provide at least one fish meal in range

Please see table below outlining targets for certain nutrients desirable for the Nutrition Information Panel.

Savoury meals	Recommended Nutrient Levels	Acceptable Levels
Protein (g)	> 3g per serve	If vegetarian, include plant protein
Fat Total (g)	<40 % of energy	
Saturated Fat (g)	< 15% of energy	
Carbohydrate (g)	No limit/25% whole grains claimed if possible	
Sugars (g)	<5% added sugars*	
Dietary Fibre (g)	>1g per serve or >3g/100g	
Iron (mg)	Aim for > 0.6mg per serve to enable iron content claim (>10% of RDI /6mg for children 1-3 years) (or >0.26mg per 100g)	
Sodium (mg)	< 120mg per 100g If salt is used, prefer iodised salt	120-300mg per 100g
Potassium (mg)	No limit	No limit
Omega 3 (mg)	If in a fish meal, aim for source claim minimum ie. 30mg total Omega 3 per serve	
Vitamins & Minerals	Aim for high intrinsic levels by using ingredients naturally rich in vitamins and minerals if possible, to enable claim, must be > 10% RDI (children 1-3 years)	

* Sugar includes honey/dextrose/maltodextrin as per Food Standards Code Australia and New Zealand

B. Savoury Snacks

- Clean labelling / minimal additives
- Provide at least 1 benefit vs regular adult version eg reduced or low salt/reduced sugar
- Ingredients to include wholegrains, fruit, vegetables where possible
- If contains vegetables, aim for at least 25% vegetables
- Portion size suitable for snack toddler friendly portion size

Savoury Snacks	Recommended Nutrient Level	Acceptable Level
Fat Total (g)	<40% of energy	
Saturated Fat (g)	< 15% of energy	
Carbohydrate (g) Sugars (g)	No limit / 25% wholegrains claimed if possible Less than 5% added sugars	
Dietary Fibre** (g)	>1g per serve (source claim for 1-3 years) or >3g/100g	
Sodium (mg)	< 120mg per 100g If salt is used, prefer iodised salt	120-300mg per 100g
Potassium (mg)	No limit	No limit
Vitamins & Minerals	Aim for high intrinsic levels by using ingredients naturally rich in vitamins and minerals if possible, to enable claim, must be > 10% RDI	

**FSANZ fibre amount claim is based on per serve which is difficult given small toddler portions for these snacks. For example, Rice cakes per serve contain 0.31g fibre, but are a high fibre food with 4.7g per 100g.

C. Sweet Snacks

- Clean labelling / minimal additives/ no preservatives where possible (except for dried fruit which contains sulphur dioxide)
- Provide at least 1 benefit vs regular adult version eg reduced or low salt/reduced sugar
- Ingredients to include wholegrains, fruit/vegetables where possible
- Portion size suitable for snack /toddler friendly portion size

Sweet Snacks	Recommended Nutrient Levels	Acceptable Levels
Fat Total (g)	< 40 % of energy	
Saturated Fat (g)	< 15% of energy	
Carbohydrate (g)	No limit / 25% whole grains claimed if possible	
Sugars (g)	<30% total sugars	
Dietary Fibre# (g)	>1g per serve or >3g/100g	
Sodium (mg)	< 120mg per 100g If salt is used, prefer iodised salt	120-300mg per 100g
Potassium (mg)	No limit	No limit
Vitamins & Minerals	Aim for high intrinsic levels by using ingredients naturally rich in vitamins and minerals if possible, to enable claim, must be > 10% RDI	

To claim fibre, must have >1g per serve. Serve sizes for products are very small which makes achieving this difficult.

Rationale for Criteria

Guidance for servings of food for children 1-3 years is not outlined in the Australian Guide to Healthy Eating. We have modified the serving sizes suggested for 4 - 7 years to be more practical for toddlers 1-3 years.

Level of nutrients is listed in 2 columns – “desirable” and “acceptable”. Desirable is based on the dietary guidelines, while acceptable is estimated as “desirable” x 1.5.

Fat

NHMRC Dietary Guidelines recommend approximately 40% of the energy from fat in the 2nd year of life reducing to 30% of energy from 2-5 years².

Saturated fat is advised to be no more than 10% of energy.



INFORMATION FOR HEALTH PROFESSIONALS

Energy

Child 1-3 years energy intake varies with daily activity, appetite and growth rate. We have not specified energy values since it is desirable for children to regulate their own appetite .

Snacking Behaviour

Snacks for older children ought to provide 1/3 to 1/2 of daily energy intakes³. 2-3 small snacks per day would be sufficient for most healthy toddlers.

Fibre

The fibre claim for foods is based on an adult serving size. Serve size of toddler snacks are small so we have used 50% of the adult fibre claim as a reference for our source claim.

Sugar

Limiting added sugar content is aimed at delaying the development of taste preference for high sugar foods.

Micronutrients

Vegetarian meals aim to provide micronutrient dense proteins eg legumes. According to Kids Eat Kids Play 2008⁴, young children's diets are meeting micronutrient requirements. Iodine, iron, zinc and calcium and omega 3 are the key micronutrients.

Fortification

Increasing content of wholesome ingredients will capitalise on intrinsic micronutrient content. For example fish in foods will increase omega 3 content, lean meat will increase iron and zinc content, addition of dairy ingredients will increase calcium content.

Fortification of foods may be considered appropriate in some circumstances. Fortification ought to be claimable (minimum 10% RDI) and supported by appropriate evidence of inadequacy or benefit.

References:

1. Heinz Global Standards for Infant Feeding Products 2008
2. National Health & Medical Research Council (NHMRC). *Dietary Guidelines for Children and Adolescents*. Commonwealth of Australia 2003.
3. Gibbons K. *Should snacking be encouraged in children?* MJA 2000;173 Suppl 7 August:S5-S6
4. Department of Health and Aging. Kids Eat Kids Play – 2007 Australian National Children's Nutrition and Physical Activity Survey. www.health.gov.au/nutritionmonitoring