



12 May 2026

(26-3571)

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Committee on Technical Barriers to Trade

Original: English

NOTIFICATION

The following notification is being circulated in accordance with Article 10.6

1. Notifying Member: <u>AUSTRALIA</u> If applicable, name of local government involved (Articles 3.2 and 7.2):
2. Agency responsible: Food Standards Australia New Zealand (FSANZ)
3. Notified under Article 2.9.2 [X], 2.10.1 [], 5.6.2 [], 5.7.1 [], 3.2 [], 7.2 [], Other:
4. Products covered (HS codes or national tariff lines. ICS numbers may be provided in addition, where applicable): Imported and domestically produced packaged foods for retail sale in Australia and New Zealand that are required to bear a label, subject to certain exemptions and prohibitions.
5. Details of notified document(s) (title, number of pages and languages, means of access): Proposal P1067 — Health Star Rating System 1st Call for Submissions and supporting documents; (506 pages, in English). Link to notified document(s) and/or contact details for agency or authority which can provide copies upon request: https://www.foodstandards.gov.au/food-standards-code/proposals/p1067-health-star-rating-system Email: standards.management@foodstandards.gov.au
6. Description of content: The proposal considers whether the Australia New Zealand Food Standards Code (the Code) should be amended to require foods for sale in Australia and New Zealand to display a Health Star Rating (HSR) symbol. This 1st Call for Submissions outlines FSANZ's assessment, key conclusions and proposed regulatory approaches. Proposed approaches include: <ul style="list-style-type: none">• requiring the HSR symbol to be displayed on the front-of-pack of most packaged foods for retail sale where a nutrition information panel is required, subject to specified exemptions and prohibitions• standardising the HSR symbol design and location• requiring the HSR to be calculated using a prescribed algorithm. FSANZ is seeking stakeholder views to inform whether FSANZ should proceed to preparing a draft variation to amend the Code.
7. Objective and rationale, including the nature of urgent problems where applicable: Diet plays an important role in our overall health and wellbeing. Poor diet can contribute to overweight and obesity and increase the risk of diet-related non-communicable diseases. Around two-thirds of the Australian and New Zealand population are currently overweight or obese, and an estimated 15% of deaths in Australasia are attributable to dietary risks.

Evidence indicates front-of-pack labelling (FoPL) can support healthier food choices, with interpretive summary indicators like the HSR system generally performing favourably compared to other FoPL systems.

The objective of the HSR symbol is to provide a quick, easy, standardised way for consumers to compare the nutritional value of similar foods to help them make informed healthier food choices aligned with dietary guidelines.

Most consumers agree the HSR symbol makes it easier to identify healthier foods, and a majority report using the system at least sometimes when shopping. However, even though the system has been implemented on a voluntary basis for over 10 years, low uptake and selective use of the system by industry have limited effective consumer use of the system.

The objective of this proposal is to consider requiring the HSR symbol on foods for sale in Australia and New Zealand to better support healthier food choices and thereby assist in addressing the public health issues identified above. ; Consumer information, labelling

8. Relevant documents:

Australia New Zealand Food Standards Code (English)

Available at <https://www.foodstandards.gov.au/food-standards-code>

9. Proposed date of adoption: Notification to Australian and New Zealand Government anticipated May 2027 with adoption (gazettal) to follow shortly after, pending Government consideration.

Proposed date of entry into force: Transitional arrangements will be proposed at the 2nd Call for Submissions.

10. Provision of comments

Final date for comments: 11 July 2026

[X] 60 days from notification

Contact details of agency or authority designated to handle comments regarding the notification:

WTO TBT Enquiry Point
Office of Global Trade Negotiations
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