



12 September 2023

(23-6041)

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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>NEW ZEALAND</u> If applicable, name of local government involved (Article 3.2 and 7.2):
2. Agency responsible: Food Standards Australia New Zealand (FSANZ) Ph: +64 4 978 5630 Email: standards.management@foodstandards.gov.au www.foodstandards.govt.nz Name and address (including telephone and fax numbers, email and website addresses, if available) of agency or authority designated to handle comments regarding the notification shall be indicated if different from above: New Zealand's TBT Enquiry Point Ministry of Business, Innovation and Employment, New Zealand Ph +6448965711 wto@standards.co.nz https://www.mbie.govt.nz/
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 or CCCN where applicable, otherwise national tariff heading. ICS numbers may be provided in addition, where applicable): Imported and domestically produced food making 'no added sugar(s)' or 'unsweetened' voluntary nutrition content claims.
5. Title, number of pages and language(s) of the notified document: Proposal P1062 Defining added sugars for claims – Call for submissions ; (70 page(s), in English)
6. Description of content: The proposal considers amending the Australia New Zealand Food Standards Code (the Code) to define and clarify added sugars for the purposes of making voluntary nutrition content claims about added sugars. Food Standards Australia New Zealand (FSANZ) has undertaken an assessment and developed a proposed draft variation to the Code. Standards affected are: (a) Schedule 4 Nutrition, health and related claims, table to section S4—3. The proposed draft variation amends the required conditions for making permitted 'no added sugar(s)' and 'unsweetened' nutrition content claims by defining added sugar and clarifying what ingredients disqualify a food from making such claims when added. Upon adoption, a two year transition period is proposed.
7. Objective and rationale, including the nature of urgent problems where applicable: The Code permits voluntary nutrition content claims about added sugars to be made on foods subject to certain conditions.

The New Zealand dietary guidelines recommend choosing and/or preparing food and drinks with little or no added sugar due to increased risk of excess weight gain and dental caries. The dietary guidelines note sugars occur naturally in foods such as fruit, vegetables, grains and dairy products, and are also added to foods.

This proposal is intended to align the 'no added sugar(s)' claim conditions in the Code with the dietary guidelines, with the aim of supporting consumers to make informed choices in line with the dietary guidelines. Available evidence suggests the presence of 'no added sugar' claims may influence consumers' perceptions of healthfulness of a food.

The proposal is considering amending the Australia New Zealand Food Standards Code (the Code) to define and clarify added sugars for the purposes of making voluntary nutrition content claims, to align added sugar claims with dietary guideline recommendations about sugars.; Protection of human health or safety

8. Relevant documents:

[Australia New Zealand Food Standards Code \(English\)](#)

9. Proposed date of adoption: Adoption anticipated mid-January 2024, pending Government consideration.

Proposed date of entry into force: To be determined Early-mid 2026, after a two year transition period

10. Final date for comments: 10 November 2023

11. Texts available from: National enquiry point [] or address, telephone and fax numbers and email and website addresses, if available, of other body:

The assessment summary and proposed draft variation to the Code are available (in English) from the Food Standards Australia New Zealand website:

<https://www.foodstandards.govt.nz/code/proposals/Pages/P1062-Defining-added-sugars-for-claims.aspx>

Email: standards.management@foodstandards.gov.au