

UNDERSTANDING FOOD MARKETING

Packaged food products will sometimes have claims on their packaging like 'low fat', 'reduced salt', or 'high in calcium'. While these claims can be useful, they may not tell the full story on how healthy a product is.



For Families

Be aware of claims such as:

'No added salt or sugar'	'Natural'	'Reduced fat'
They may not be added, but could still be in the product from the other ingredients used	There are no rules around the use of this term, therefore, these products can still have artificial ingredients	Every brand is different, one brand's reduced fat product could still have more than another brand's full fat product. This is the same for 'reduced salt' or 'reduced sugar' claims
'Fat or sugar free'	'Organic'	'Baked not fried'
This is often used for foods that are naturally low in either fat or sugar. This can make the food sound healthier than it is	A product may be considered organic, but can still be high in sugar, salt or fat	This may make a product sound healthier, but it may have just as much fat

Remember, check the nutrition information panel and ingredients list when choosing foods for your family. Use our [label reading guide](#) to help.

If you have any concerns about your child, contact your local [Child and Family Health Nurse](#), [Aboriginal Maternal and Infant Health Service \(AMIHS\)](#), or GP.



We acknowledge the traditional custodians of the land that we live and work on as the first people of this country, and pay our respects to Elders past, present and emerging.



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