

Examination of serving sizes of selected food products in Australia

November 2011

Acknowledgement:

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EXECUTIVE SUMMARY

With the ever increasing number of packaged food products available in Australian supermarkets, it is becoming more and more difficult for consumers to make healthy food choices. A number of manufacturers in Australia have now voluntarily adopted a Percentage Daily Intake (%DI) front of pack labelling scheme, however variation in suggested serving sizes between different products and manufacturers may mean that consumers will find it difficult to identify healthier choices for food products using the %DI scheme. This project examined the range of serving sizes in six categories of processed foods: snack foods, ready to eat breakfast cereals, cereal and nut bars, ready meals, soup and yoghurts. The categories were further divided into product types to ensure like products were compared with like. Data were extracted for 1,130 products from The George Institute's branded food composition database and the mean, range, frequency of different serving sizes and presence of %DI labelling were determined for each food category.

Key findings:

- All food categories examined (with the exception of the product type chilled soup) had inconsistent serving sizes, with some product types ranging up to ten-fold in serving size.
- The **breakfast cereal** category revealed substantial inconsistencies in serving sizes:
 - Some hot cereal products had almost twice the serving size of others. For example, *Woolworths Home Brand Quick Oats* (30g/serve) and *Freedom Foods Quick Oats* (60g/serve).
 - Similarly there were substantial differences between the serving sizes of some muesli products. *Whisk & Pin* products (e.g. *Summer Muesli*) had the largest serving size (80g); twice as large as *Carman's Deluxe Fruit Muesli* (35g). However, suggested serving sizes of other types of ready to eat breakfast cereals were consistent such as breakfast bites.
- For some product types including **potato crisps**, **yoghurts** and **snack bars** the range of serving size varied for the same product depending on the pack size:
 - There was a 2.4 times difference between the largest and smallest serving size of *Thins Original Thin and Crispy Potato Chips* depending on the pack size. In a single pack of crisps weighing 45g, the serving size was 45g, but in a multi-pack weighing 114g containing 6 bags of crisps the serving size was 19g.

- A similar pattern was noted for some yoghurts, such as *Jalna Premium Vanilla Yoghurt* which had twice the serving size (200g) in a single tub of 200g compared to a 1kg tub with a serving size of 100g.
- The smaller servings of snack bars were often for products sold in multi-packs compared with bars sold as a single item. For example, *Go Natural* branded bars in multi-packs were 35g/serve but as a single serve item 45g/serve.
- In the ready meals category, the range of serving sizes was particularly wide for **frozen ready meals** targeting healthy eating / weight loss. For example *McCain Healthy Choice Chinese Chicken and Cashews* was 280g/serve, and *McCain Healthy Choice Honey Stirfry Chicken* was 420g/serve. Similarly, the serving size for frozen *Weight Watchers* products ranged between 225-370g, for example, *Creamy Tuna Mornay with Pasta* (225g/serve) and *Chicken Fettuccine* (320g/serve); a difference of almost 100g.
- In the yoghurt category, the majority of **fruit based and flavoured yoghurts** had a serving size between 100-200g. There were even greater differences between major brands for similar products. For example, *Nestle Vanilla Flavoured Yoghurt* (70g/serve) and *Ski D'lite Vanilla Crème Yoghurt* (20g/serve).
- Based on analysis of these six food categories **%DI** provides no clarity to consumers wanting to compare products as there was no consistency in the mean serving size of products with and without a %DI label. In some cases there was little difference in the mean serving size (e.g. potato crisps or chilled soups), in others the mean serving size was larger for products with %DI (e.g. frozen ready meals) and in others, larger for products without %DI (e.g. chilled ready meals).

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1. Background and Methods

Background

With the ever increasing number of packaged food products available in Australian supermarkets, it is becoming more and more difficult for consumers to make healthy food choices. Currently in Australia, nutrition information in the form of a Nutrition Information Panel (NIP) is mandatory on food packages. The NIP is an important tool for providing consumers with in-depth information on a product's nutritional composition, however many consumers find this information confusing and difficult to understand. In an attempt to help consumers make healthier food choices, two front-of-pack food labelling systems have been developed internationally and proposed for use in Australia. These include:

- Traffic Light Labelling - total fat, saturated fat, sugar and sodium are ranked and colour coded as either high (red), medium (amber) or low (green), based on nutrient cut-points
- Percentage Daily Intake (%DI) - shows the contribution of energy, protein, total fat, saturated fat, total carbohydrate, sugar, fibre and sodium provided by a serve of a food as a percentage of daily requirements for each nutrient, based on the estimated nutrient requirements of a reference adult (a 70kg adult male).

A number of manufacturers in Australia have now voluntarily adopted a %DI front of pack labelling scheme, however variation in suggested serving sizes between different products and manufacturers may mean that consumers will find it difficult to identify healthier choices for food products using the %DI scheme. The Australian *Food and Health Dialogue*, a joint government-industry-public health initiative, was announced in October 2009. Reformulation working groups have been established to consider the voluntary reformulation of commonly eaten processed foods and where appropriate seek industry action to reduce and standardize portion sizes¹. However, there are no published guidelines for RTE cereals specific to portion size and the soup category has yet to be published.

In October 2009 *The Review of Food Labelling Law and Policy* (also known as the Blewett Review after its Chair Dr Neal Blewett) was announced by the Australia and New Zealand Food Regulation Ministerial Council. The final report of the Blewett Review of was released on 28 January 2011, and described food labels as “one of the most highly valued and competitively sought after communication channels in the market place”² and made 61 recommendations addressing issues around food labelling policy, public health and food safety, presentation, and compliance and enforcement. The report

recommended the voluntary introduction of a multiple traffic lights front-of-pack labelling system (Recommendation 51) in the first instance, with the exception of food products where general or high level health or nutrition claims are made. In these cases, traffic light labelling would be mandatory. The Food Regulation Ministerial Council, which includes Ministers from the Australian State and Territory Governments as well as the Australian and New Zealand governments, is due to formally respond to the recommendations of the Blewett Review in December 2011.

Objective

The objective of this project was to examine the range of serving sizes in six categories of processed foods.

Methods

Data were extracted for 1,130 products from The George Institute's branded food composition database, which contains information collected from the NIPs on product labels in-store at major Australian supermarkets from September to October 2011. Data were collected for all products appearing on the shelves at the time of data collection. For each product, the brand name, product name, package size, serving size and nutrition information per 100g was recorded, as well as the presence of %DI labelling on the front of pack. Each product was assigned to a product type within one of the following food categories: snack foods, ready to eat breakfast cereals, cereal and nut bars, ready meals, soup or yoghurts. Using SPSS (Version 19, 2010, SPSS Inc, Chicago, IL), the mean, range, frequency of different serving sizes and presence of %DI labelling were determined for each food category.

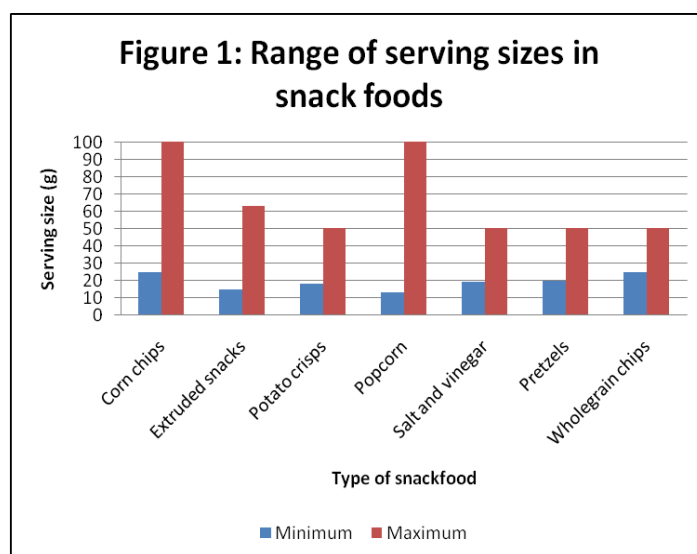
References

(1)<http://www.foodhealthdialogue.gov.au/internet/foodandhealth/publishing.nsf/Content/about-us> (2)Independent Review of Food Labelling Law and Policy. Media Release: Release of the final report of the review of food labelling law and policy. 2011 [cited 2011 5 Oct 2011]; Media Release]. Available from: <http://www.foodlabellingreview.gov.au/internet/foodlabelling/publishing.nsf/Content/mediarele-28012011>

2. Results

2.1 Snack foods

Data were available for 268 snack food products in 2011. **Figure 1** shows the range of serving sizes for different product types in the snack foods category.



Corn chips

- Out of 40 corn chip products the range of serving size was 25-100g.
- 90% (n=36) of products had a serving size of ≤ 50 g, and of these, 12 had a serving size between 25-27g. Only 4 products exceeded a serving size of 50g.
- 60% of corn chip products displayed a %DI label. The mean serving size for all products was 46g but for products without %DI it was 58g which was 20g/serve less than products with %DI (38g/serve).

Extruded snacks

- Out of 41 extruded snack food products the range of serving size was 15-63g. The mean serving size was 32g.
- 78% of extruded products had a serving size ≤ 45 g and 22% had a serving size ≤ 19 g. Nine products (22%) had a serving size ≥ 45 g and these were own label products from Coles, Woolworths, ALDI and Franklins.
- 80% of extruded snacks displayed a %DI label and there was little difference in the range of serving size between products with and without a %DI label.

Popcorn

- Out of 32 popcorn products the range of serving size was 13-100g.
- 53% of popcorn products displayed a %DI label and there was a 5 and 8 fold difference between the lowest and highest serving size in popcorn products with a %DI label and popcorn products without a %DI label respectively.
- 3 products from *Coles* illustrate how serving size varied; all displayed a %DI label:

- *Coles Organic Sweet and Salty Popcorn (20g/serve)*
- *Coles Ready to Eat Popcorn Caramel Flavour (50g/serve)*
- *Coles Butter Microwave Popcorn (100g/serve)*
- Two products from *Greens General Foods* illustrate how serving size varied, and neither displayed a %DI label:
 - *Poppin microwave popcorn triple butter flavour explosion (25g/serve)*
 - *Poppin microwave popcorn butter (100g/serve)*
- 52% of all popcorn products had a serving size $\leq 25\text{g/serve}$ which was 18g less than the mean (43g/serve). 15% of products had a serving size $\geq 100\text{g}$.

Potato crisps

- Out of 101 potato crisp products the range of serving size was 19-50g, with a mean serving size of 31g.
- 33% of all potato crisp products had a serving size of 25g and 15% had a serving size double this (50g).
- Virtually all products had more than one serve per pack. For example, 7 serving sizes (each of 25g) in a pack size of 175g (*Smith's Cheese and Onion Crinkle Cut Potato Chips*).
- In general, a single serve pack size of crisps had a serving size of 45g, but the serving size in a larger pack (e.g. 175g) was about 20g less and in a multi-pack (e.g. 6 packets in 114g) about 26g smaller; meaning a 2.4 fold difference in serving size between the single pack and multi-pack. For example, *Thins Original Thin and Crispy Potato Chips*:
 - 45g pack size = 1 serving of 45g (without a %DI label)
 - 175g pack size = 7 servings of 25g (with a %DI label)
 - Multi-pack 114g (x6) = 6 servings of 19g (without a %DI label)
 - A similar combination of serving size / pack size was also noted for brands such as *Red Rock Deli* and *Smith's*.
- 67% of potato crisp products displayed a %DI label with no difference in the range of serving size for potato crisps with and without %DI.
- There were 10 products with a serving size of 19g and many of the products were multi-packs (e.g. *Smith's Original Crinkle Cut Potato Chips Kidz Pack Snack Size*, *Snackbrands Australia Original Thin and Crispy Potato Chips 6 pack*).

Pretzels

- Out of 20 pretzel products the range of serving size was 20-50g, with a mean of 32g.
- There was a 2.5 fold difference between the lowest and highest serving size. For example, *Soletti Pretzels* (20g/serve) and *Parker's Baked Wheat Twists* were 50g/serve, and a 2 fold difference between *Parker's Baked Wheat Twists* and *Parker's Baked Wheat Banana Bread Pretzel Snacks* which were 25g/serve.
- 40% of pretzel products displayed a %DI label and there was no difference in the range of serving size between products with and without %DI.

Salt and vinegar products

- Out of 22 salt and vinegar products the range of serving size was 19-50g, with a mean of 31g.
- 64% of products displayed a %DI label and there was no difference in the range of serving size between products with and without %DI.
- Almost half of all products (46%) had a serving size 25-27g whilst 14% had the minimum serving size (19g) and 14% had the maximum serving size (50g). The serving size of 19g was for products in multi-packs or targeted to children (e.g. *Smith's Salt and Vinegar Crinkle Cut Potato Chips Kidz Pack Snack Size*)

Wholegrain products

- Out of 12 wholegrain chip products the range of serving size was 25-50g with a mean of 31g.
- 75% of all wholegrain chip products had a serving size between 25-28g.
- 92% of wholegrain chip products displayed a %DI label.
- The maximum serving size (50g) was 10g/serve bigger for wholegrain chip products without a %DI label, but there was only one product with a serving size of 50g; *Soya King Multigrain Waves Sour Cream and Chives*.

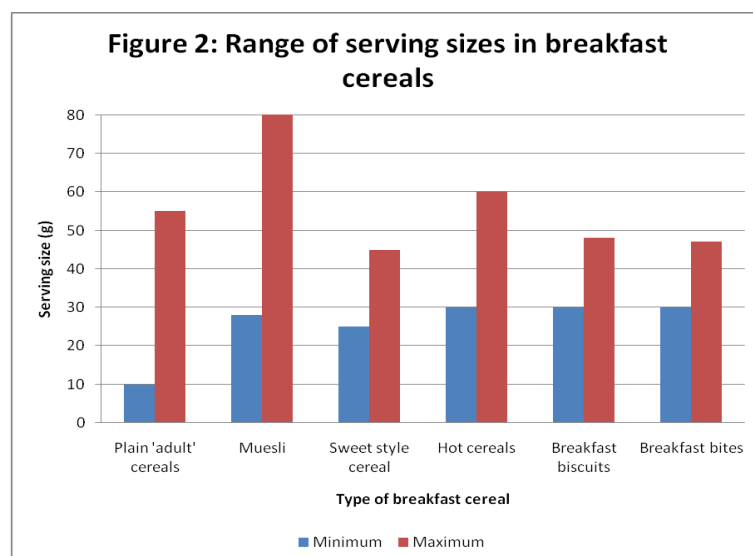
2.2 Ready to Eat (RTE) Breakfast Cereals

Data were available for 233 RTE breakfast cereal products in 2011. The range of serving sizes for different types of RTE cereals is shown in **Figure 2**.

Plain 'adult' cereals

Plain 'adult' cereals include plain bran, corn flakes, other plain flakes and plain puffed cereals; 58% of products were corn flakes and other plain flakes.

- Out of 33 plain adult cereals the overall range of serving size was 10-55g with a mean serving size of 33g.
- 42% of all products had a serving size of 30g and 27% had a serving size ≥ 45 -55g.
- There was a six-fold difference between the smallest and largest serving size for all products. For example products with the smallest serving size included *Macro Organic Oat Bran* (10g), and *Abundant Earth Puffed Corn* (14g) and products with the largest serving size included *Lowan Rice Flakes* (55g), and *Freedom Rice Flakes* (50g).
- 52% of plain adult cereals displayed a %DI label and there was little difference in the range of serving sizes for plain adult cereals with and without a %DI label.



Muesli 'healthy' cereals

Muesli 'healthy' cereals include bran with additions, plain muesli, muesli with fruit and flakes with additions. 33% of products were flakes with additions and 56% were muesli with fruit. Products categorised as flakes with additions included *Be Natural Flakes*, *Sultana Bran* and *Uncle Toby's Muesli Flakes*.

- Out of 110 products the range of serving size was 25-80g with a mean of 38g.
- 50% of products displayed a % DI label.
- The smallest serving size was similar for products with and without %DI, but there was a 30g difference in the largest serving size (50g with %DI) and 80g without %DI. For example:
 - *Woolworths Homebrand Traditional Muesli* 50g/serve (with %DI)
 - *Whisk & Pin Summer Muesli* 80g/serve (without %DI)

- Examples of products with smaller serving sizes included *Carman's Deluxe Fruit Muesli* (35g) and *Black & Gold Tropical Muesli* (30g). Examples of products with larger serving sizes included *Coles Muesli* (50g) and *Freedom Foods Muesli Gluten Free* (66g).
- The range of serving size for just "muesli with fruit" was 25-80g and the range of serving size for just "flakes with additions" was 30-45g. The minimum serving size for *Kellogg's* products (excluding *Special K* products) was 45g and for *Nestle* products it was 40g. *Special K* products (n=3) had a minimum serving size of 30g.

Sweet style cereals

Sweet style cereals include cocoa-based cereals, other sweet style cereals, rice bubbles, cocoa pop style, and nutri-grain style cereals.

- Out of 23 products the range of serving size was 25-45g with a mean of 32g.
- 92% of sweet style cereals had a serving size ≤ 35 g.
- 65% of products displayed a %DI label and all of these had a serving size of 30g.
- There was little difference in the smallest serving size between sweet cereals with and without %DI but the largest serving size did differ. It was 15g larger for sweet cereals without %DI (45g). For example, *Freedom Foods Ultra Rice Maple Crunch* was 45g/serve, and with %DI (*Coles Honey Crunch with Almonds*) it was 30g/serve.

Hot cereals

- Out of 41 hot cereals the range of serving size was 30-60g with a mean of 38g
- There was up to two-fold difference in serving size between products. For example, 13 products had a serving size of 30g (e.g. *Woolworths Homebrand Quick Oats*) and 11 products had a serving size ≥ 50 g (e.g. *Carman's Traditional Australian Oats* and *Freedom Foods Quick Oats*).
- 56% of hot cereals displayed a %DI label and there was little difference in the serving size range between hot cereals with and without %DI.

Breakfast biscuits

- Out of 10 breakfast biscuit products the range of serving size was 30-48g with a mean of 33g.
- 70% of breakfast biscuits had a serving serve of 30g.
- 10% of breakfast biscuits displayed a %DI label.

Breakfast bite cereals

- Breakfast bite cereals included products such as *Kellogg's Mini Wheat Mixed Berry*, and *Sanitarium Weet-Bix Bites Golden Crumble*. Out of 16 products the range of serving size was 30-47g with a mean of 40g.
- 56% of breakfast bite products displayed a %DI label and there was little difference in the range of serving size between products with and without %DI.
- 50% of products had a serving size $\leq 40\text{g}$ and half had a serving size $\geq 45\text{g}$.

2.3 Cereal and nut snack bars

Data were available for 145 cereal and nut snack bar products in 2011. The range of serving sizes for all major cereal and nut snack bar product types is shown in **Figure 3**.

Plain nut bars

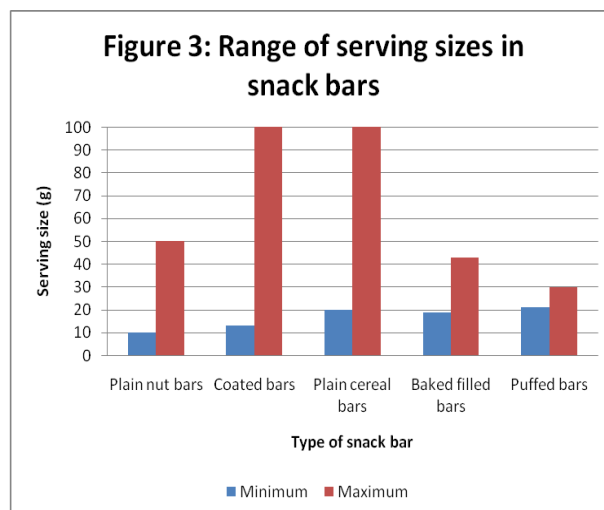
- Out of 25 plain nut bar products the range of serving size was 10-50g with a mean of 36g.
- There was an almost 20g difference between the smallest and largest serving size. For example, *Kellogg's Be Natural Coconut, Apricot, Oats & Chia Bar* was 32g/serve and *Go Natural Brazil Nut Walnut and Date Bar* was 50g/serve.
- 40% of plain nut bars displayed a %DI label and excluding the smallest serving size for plain nut bars (10g/serve) for *Golden Days Sesame Snaps* meant there was little difference between products with and without %DI.

Yoghurt / chocolate coated bars

- Out of 40 yoghurt / chocolate coated snack bars the range of serving size was 13-110g with a mean of 37g.
- 45% of yoghurt / chocolate coated snack bars displayed a %DI label and the range of serving size differed considerably between coated bars with and without %DI. Whilst the range for products with %DI was narrower (22-34g/serve) there was an almost 8-fold difference between the smallest and largest serving size for products without %DI. There was one product with a serving size of 13g (*Golden Days Dark Chocolate Sesame Snaps*). Excluding this product from the analysis increased the smallest serving size for yoghurt / chocolate coated bars without %DI labels to 25g (*Coles Smart Buy Yoghurt Top Muesli Bar Strawberry*). However, this was still four times smaller than the *All Natural Bakery Yoghurt Almond & Apple Oat Slice* – sold as a single bar (100g/serve).
- Coated bars without a %DI label had a mean serving size which was 12g larger than products with %DI.

Plain cereal based bars

- Of 34 plain cereal bars the range of serving size was 20-100g with a mean of 40g.
- 32% of plain cereal bars displayed a %DI label.



- The smallest serving size was similar for plain cereal bars with and without %DI, but the largest serving size differed; 31g with %DI and 100g without %DI (a 3-fold difference):
 - Of the 11 products with a %DI label all were sold in multi-packs, 54% (n=7) had a serving size of 30-31g and 46% (n= 4) a serving size of 20-24g.
 - The products with the biggest serving size (100g) were from *All Natural Bakery* (n=3) (e.g. *Banana Oat Slice*) and were sold as single bars.
- 56% of all plain cereal bars had a serving size of between 30-40g, whilst 18% had a serve between 42-45g and all products with a serving size ≥ 35 g did not display %DI.
- Plain cereal bars without %DI had a mean serving size that was almost 20g larger compared to bars with %DI.

Baked filled bars

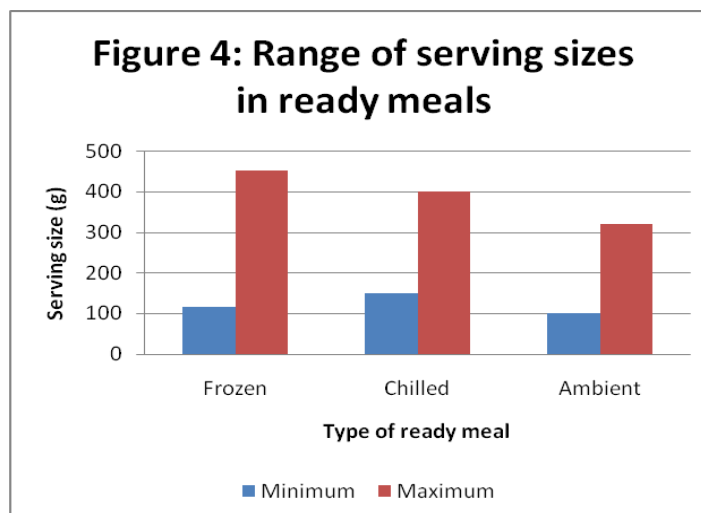
- There were 26 baked filled bar products, examples include *Woolworths Select Apple & Raspberry Fruit Bar*, and *Kellogg's K-Time Twists Raspberry & Apple*.
- The serving size ranged from 19-43g, with a mean of 35g and 70% had a serving size between 35-38g.
- 42% of baked filled bars displayed a %DI label. The minimum serving size for baked filled bars with %DI was almost half that for bars without %DI. The smaller serving size without %DI (19-20g) was due to a small number of products (e.g. *Mother Earth Baked Fruit Sticks*) and (*Tasti Milkies Chocolate Vanilla*). Excluding these from the analysis changed the lowest serving size from 19g to 35g.

Puff based bars

- There were 20 puff based bar products; examples include *Kellogg's LCMs* and *Nestle Milo* bars.
- The range of serving size was 21-30g with a mean of 24g. 75% had a serving size between 22-23g.
- 85% of puff based bars displayed a %DI label and there was little difference in the range of serving sizes between puff based bars with and without %DI.

2.4 Ready meals

Data were available for 260 ready meal products in 2011. Frozen ready meals dominated this category (66%), followed by chilled (24%) and ambient (10%). The range of serving sizes for the product types in the ready meals category is shown in **Figure 4**.



Frozen ready meals

- Out of 172 frozen ready meals the serving size ranged from 115-450g with a mean of 324g and there was up to a 4-fold difference between the smallest and largest serving size for all products. For example *Lean Cuisine Classic Beef Stroganoff with Pasta* and *McCain Healthy Choice Chinese Chicken and Cashews* were 280g/serve, whilst *Lean Cuisine Rich Beef Lasagna* was 400g/serve and *McCain Healthy Choice Honey Stirfry Chicken* was 420g /serve.
- 53% of frozen ready meals displayed a %DI label. There was little difference in the maximum serving size between products with and without a %DI label, but products without %DI had a lower minimum serving size.

Chilled ready meals

- Out of 62 chilled ready meal products the serving size ranged from 150-400g, with a mean of 325g which is similar to the mean for frozen ready meals, but 93g/serve larger than the mean serving size for ambient ready meals.
- 61% of chilled ready meals had a serving size ≥ 350 g and only 10% of products displayed a %DI label.
- The range of serving sizes was narrow for chilled ready meals with a %DI label (250-300g). In contrast, the serving size more than doubled (150-400g) for products without a %DI label. For example, *San Remo Spinach and Ricotta Lasagna with Tomato and Herb Sauce* 237g and *Peppe's Pasta Spinach and Ricotta Ravioli with Napoletana Sauce* 400g.

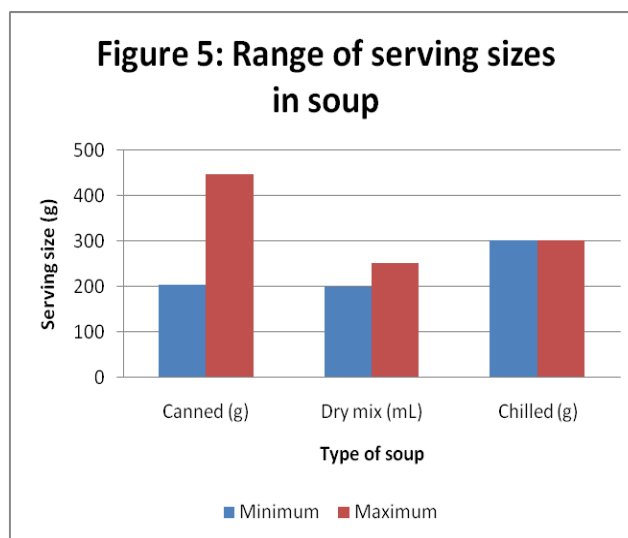
Ambient ready meals

- Out of the 26 ambient ready meals the overall range of serving size was 100-320g with a mean of 216g

- 27% of products had a serving size of 142g (*Tasty Bite* brand) and 23% were more than double this (320g) (*SunRice* brand). However, the lower serving size products were single food items (e.g. *Madras Lentils*, *Mumbai Mushrooms*) and the higher serve products were 'meals' (e.g. *Indian Korma Curry with Chicken and Rice*, *Thai Green Curry with Chicken and Jasmine Rice*).
- No ambient ready meals displayed a %DI label.

2.5 Soup

Data were available for 224 soup products in 2011. Canned soups dominated the soup product type (60%), followed by dry mix soups (29%) and chilled soups (11%). The ranges of serving sizes for canned (g), dry mix (mL), and chilled soups (g) product types within soup category are shown in **Figure 5**.



Canned soup (g)

- Out of 134 canned soup products the range of serving size was 204-445g with a mean of 301g.
- 57% of all canned soups had a serving size between 250-265g. The smallest serving sizes (205-250g) were for condensed soups (e.g. *Heinz Condensed Chef Inspirations* range and *Chef's Cupboard*). The largest serving sizes were from *Coles* 'ready to eat microwavable soups' (430g) and the 'microwave chunky fully loaded man size' range (440-445g) from *Campbell-Arnott's*.
- 32% of canned soups displayed a %DI label and there were no differences in the range of serving size between canned soups with and without %DI.

Dry soup mix (mL)

- Out of 68 dry soup mix products the range of serving sizes was 200-250mL. All dry soup mix products had a serving size of 200mL (n=22), or, 250mL (n=46).
- 88% of dry soup mix products displayed a %DI label and there was no difference in the range of serving sizes (200-250mL) between products with and without a %DI label.

Chilled soup (g)

- All 22 chilled soups had a serving size of 300g.
- 50% of chilled soups displayed %DI labels and there was no difference in the serving size range between chilled soups with and without %DI.

2.6 Yoghurts

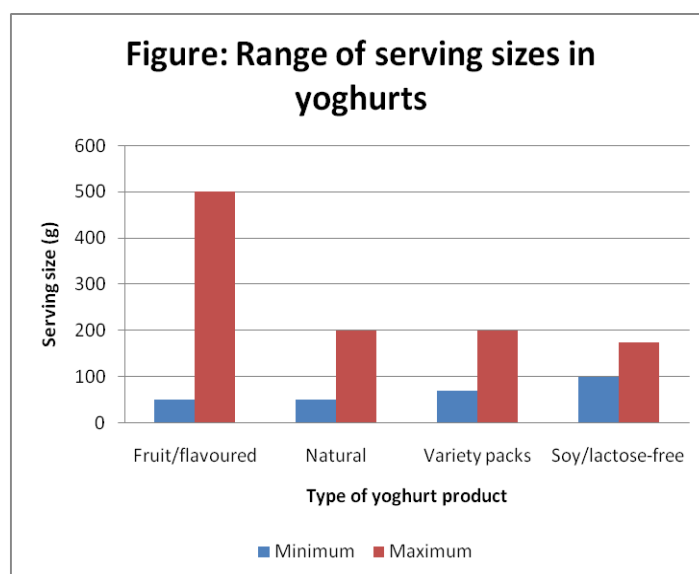
Data were available for 263 yoghurt products in 2011. The range of serving sizes for all types of yoghurt products is shown in **Figure 6**.

Flavoured and fruit based yoghurts

- Out of 204 flavoured and fruit based yoghurts the range of serving size was 50-500g with a mean of 156g. 86% of products had a serving size between 100-200g.
- There was a 5-10 fold difference between the smallest and largest serving size. For example, *Barambah Organics Real Blueberry Yoghurt 97% Fat Free* was 50g/serve, *Evia Mixed Berries* was 200g and *The Great Dairy Collective Black Plum* was 500g.
- Excluding 6 flavoured and fruit based yoghurts with a serving size ≥ 487 g from analysis narrowed the range of serving size to 50-250g. For example, *Nestle Vanilla Flavoured Yoghurt* (70g/serve) and *Ski Dlite Vanilla Crème Yoghurt* (200g/serve).
- 46% of flavoured and fruit based yoghurts displayed a %DI label and the range of serving sizes was similar for yoghurts with and without a %DI label.
- Differences in the combination of serving size / pack size were also noted. For example:
 - *Jalna Premium Vanilla Creamy Yoghurt*
 - pack size 1000 g = serving size 100 g
 - pack size 200 g = serving size 200 g
 - *Vaalia Low Fat Luscious Berries*
 - pack size 900 g = serving size 100 g
 - pack size 150 g = serving size 150 g.

Natural yoghurts

- Out of 34 natural yoghurt products the range of serving size was 50-200g with a mean of 112g. 62% of products had a serving size of 100g.



- 12% (n=4) of natural yoghurts displayed a %DI label. The range of serving size differed between natural yoghurts with and without %DI, and was much wider in products without %DI (50-200g/serve). For example:
 - *Barambah Organics Low Fat Natural Yoghurt* (50g/serve), and *Jalna Fat Free Natural Yoghurt* (200g/serve).
 - *Jalna Greek Style Yoghurt 2kg* (100g/serve), and *Dairy Farmers Yoghurt Greek Style* (200g/serve).

Variety pack yoghurts

- Out of 14 variety pack yoghurt products the range of serving size was 70-200g. Excluding children's yoghurts meant that the range of serving sizes for all variety pack yoghurts was 100-200g. For example, *Ski D'lite Favourites 12 tubs* (100g/serve), and *Yoplait Lite Yoghurt Fruit Sensations* (175g/serve).
- 43% of variety pack yoghurts displayed a %DI label.
- The range of serving size differed in products with and without %DI. With %DI it was 100-200g/serve and without %DI 70-125g/serve. However, the smallest serving size for products without a %DI label applied to products marketed to children. For example, *Yoplait Go-Gurt Yoghurt Spiders* (70g/serve), and *Nestle Toy Story x 12* (95g/serve).

Soy and lactose-free yoghurts

- Out of 11 soy and lactose free yoghurts the range of serving size was 100-175g, with a mean of 132g.
- Most of King Land products (n=6) had a serving size of 100g, 75g less than the serving size from Soy Life (n=3) or Vaalia (n=1).
- No soy and lactose-free yoghurts displayed a %DI label.