



Food rating app popular with public

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THE popularity of a smart phone app that generates nutrition ratings for processed food shows strong public support for the 'traffic lights' concept, the Obesity Policy Coalition (OPC) says.

The OPC, a health promotion group that includes Cancer Council Victoria, said the Traffic Light Food Tracker app

had been downloaded more than 70,000 times since its launch in September.

Users input figures for sugar, salt and fat per 100 g as listed on a product's nutrition panel, and the app rates the results as red, amber or green.

"The food industry is

understandably rattled by proposals to include traffic light labelling on packaged

food," the OPC's senior policy adviser, Jane Martin, said.

"It's not in their interest for consumers to be able to see through marketing spin and misleading nutrition claims," she said.

But the Australian Food and Grocery Council (AFGC) has criticised the app, saying whereas a globally accepted UK guideline on traffic lights rates

full-sugar cola soft drink as red, the OPC app gives it amber.

"Where's the credibility?" AFGC chief executive Kate Carnell said, adding that it was easier to read a nutrition

panel than use the app.

The federal government is due to respond later this year to the Blewett Report on food labelling, which recommended a traffic light system.

