

# FUELLED 4 LIFE

Food & Beverage Classification System

# MAKING FOOD AND BEVERAGE CHOICES EASY!

## Fuelled4life key points

### What is fuelled4life?

- Managed by the Heart Foundation, fuelled4life is based on the Ministry of Health's Food and Beverage Classification System (FBCS).
- It's a free practical tool giving schools and early childhood education (ECE) services a head start in providing healthier food.
- Fuelled4life is all about young people getting a good start to life through access to healthier food and beverages.
- It is designed to inspire food services to provide tasty, nutritious products.
- It aims to encourage the food industry to produce and supply healthier foods and beverages that young people will want to consume.

### What is the Buyers' Guide and where do the food companies fit in?

- There are over 600 products listed in the Buyers' Guide from food and beverage companies who are committed to providing healthier choices for children.
- Food companies submit products to fuelled4life. If they fit the FBCS nutrient criteria, they are registered as **everyday** or **sometimes** and are then listed in the Buyers' Guides.
- The FBCS nutrient criteria is based on the Ministry of Health's nutrition guidelines. The FBCS classifies foods and drinks as **everyday** and **sometimes** based on levels of energy, saturated fat, salt and fibre.

### How does fuelled4life help schools and ECE services?

- The Buyers' Guide identifies healthier options for people involved in selecting foods and drinks for menus, canteens, tuckshops, vending machines, fundraisers and special events.
- They receive a free Buyers' Guide, newsletters, resources, are eligible to attend workshops and expos and be involved in competitions and promotions.
- The fuelled4life website [www.fuelled4life.org.nz](http://www.fuelled4life.org.nz) is great for tips, nutritious and delicious recipes, special deals and information on ways to improve nutrition at schools or ECE services.



**Everyday** foods and drinks are lower in energy, saturated fat and salt so are appropriate for everyday consumption. Encourage and promote these foods and drinks.



**Sometimes** foods and drinks are still good choices but are a bit higher in energy, saturated fat and salt and so should be consumed in moderation. These foods and drinks should not dominate the choices available.