

What does the National Heart Foundation Tick mean?

The “Tick” is the Heart Foundation’s guide to help people make healthy food choices quickly and easily. Every food carrying the Heart Foundation Tick has passed independent tests to ensure strict nutrition standards have been met- no exceptions. There are more than 60 different food categories with Tick alternatives, each with their own criteria for combinations of saturated fat, salt, kilojoules and fibre.

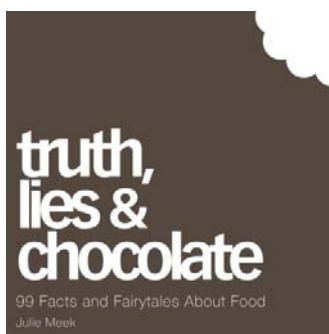
Over one third of the products in the Tick Program are fresh foods. All fresh fruit and vegetables automatically get the Tick. The Tick can also appear on foods that are high in fat, like margarines, oils and nuts. These products have had the saturated fat content lowered and the content of unsaturated or healthier fats increased proportionally.

An example of a high fat food earning the Tick would be McDonalds Australia fast food restaurants. In 2007 McDonalds launched nine Tick approved meals that are served in their restaurants across the country. These meals meet the Tick’s strict standards for serving size, saturated fat, salt and vegetable/fibre content. It is interesting to note that the recipe changes at McDonalds have resulted in the removal of 2595 kilograms of salt annually from the Australian food supply.

Tick products are subject to random testing and failure to meet the guidelines can result in that company’s product being expelled from the Tick Program. Food companies do pay a royalty fee and this is based on the wholesale turnover of their Tick product. This means that smaller companies with smaller turnovers are not disadvantaged. Approximately half of the companies in the Tick program pay the minimum annual royalty fee of \$2000.00. The National Heart Foundation is a non-profit, non-government organization and the royalty fee is used to run the Tick Program.

While the “Tick” can help you make good food choices, it does not mean that you can eat unlimited quantities of a particular food. Nor does it mean that food without the “Tick” symbol is necessarily “bad” for you.

Source: Truth, lies & chocolate. Julie Meek 2009



Truth, Lies & Chocolate explores 99 Facts and Fairytales about food covering chocolate, red wine, coffee, omega-3, detoxing and diet soft drinks.

There are even enlightening tips on carbohydrates and the Glycaemic Index, top energy tips, probiotics and sports drinks.

And there is no hype in sight, just fresh, quality and accurate information that you can apply to make healthier changes to your life instantly.

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