

Super Seafood

NUTRITIONAL INFORMATION FOR SEAFOOD LABELLING AND PACKAGING

This fact sheet provides seafood producers, processors and retailers with the most up to date analysis of the nutritional value of Australian seafood. The information in this fact sheet is based on comprehensive laboratory testing conducted on fresh Australian seafood during 2011. This is the first major update of seafood nutritional information in more than ten years.

This new information can be used to support marketing claims based on nutrition and to prepare nutrition information panels required on seafood products. Because the information has been rigorously checked, is based on Australian seafood, and includes species not previously analysed, it has been accepted by the food standards regulatory body, Food Standards Australia & New Zealand (FSANZ). The raw data will be included in the next update of the Nutritional Panel Calculator database (NUTTAB) which is located on the FSANZ website, for use by all companies. (See foodstandards.gov.au)

To assist companies to use this new information immediately, this fact sheet includes a Nutrition Information Panel, a Seafood Facts Nutrition Summary and a Percentage Daily Intake (%DI) comparison. These can be downloaded for free as jpeg and eps images at seafoodcrc.com/superseafood

The research on which these results are based was conducted by the South Australian Research and Development Institute on behalf of the Seafood CRC. Full copies of the test results for all 21 fish species analysed are available from the Seafood CRC.

LABEL GUIDELINES

If you package your seafood products or make claims about their nutritional value, the product label must include a Nutrition Information Panel.

If you make nutritional claims FSANZ also specifies the minimum analytical basis of those claims, and the terminology which can and cannot be used to describe the health properties of foods. For example:

- For a product to be described as a “good source” it must contain at least 25% of the recommended daily intake of that nutrient for adults.
- A product can only be described as a “source” if it contains at least 10% of the recommended daily intake for the appropriate nutrient.
- There are limits which any food must meet before a “low in” claim can be made. For example, “low salt” and “low fat”.

Following is a set of Seafood Nutrition Summary Facts you may wish to use as a guide to making claims about nutritional value.



WILD ENDEAVOUR PRAWNS

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AUSTRALIAN FOOD AND GROCERY COUNCIL – DAILY INTAKE GUIDE

Some companies may already be using the AFGC “Front of Pack” symbols shown below. All companies are eligible to use this as long as you sign the AFGC Code of Practice for Food Labelling and Promotion. The information in this fact sheet can be inserted into the Daily Intake Guide symbols. There is a range of symbols available for various food ingredients. The AFGC supports this initiative with consumer and technical information, all of which is available at afgc.org.au

WILD ENDEAVOUR PRAWNS – RAW TAIL MEAT



PER 100g SERVE

*Percentage daily intakes are based on an average adult diet of 8,700kJ. Your daily intakes may be higher or lower depending on your energy needs.

NUTRITION INFORMATION

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WILD ENDEAVOUR PRAWNS - SERVING SIZE: 100G SERVINGS PER PACK: 1	AVERAGE QUANTITY PER SERVING	% DAILY INTAKE* (PER SERVING)	AVERAGE QUANTITY PER 100G
ENERGY	404kJ	4.6	404kJ
PROTEIN	22.5g	45.0	22.5g
FAT, TOTAL	0.75g	1.1	0.75g
saturated	0.241g	1.0	0.241g
trans	0.003g		0.003g
polyunsaturated	0.361g		0.361g
omega 3	0.171g		0.171g
docosahexaenoic acid	81.9mg	273.0	81.9mg
eicosapentaenoic acid	69.6mg	232.0	69.6mg
monounsaturated	0.146g		0.146g
CARBOHYDRATE	0g	0	0g
sugars	0g	0	0g
SODIUM	332mg	14.4	332mg
SELENIUM	0.0646mg	92.3	0.0646mg
PHOSPHOROUS	282mg	28.2	282mg
IODINE	0.0971mg	64.7	0.0971mg
VITAMIN E	1.7mg	17.0	1.7mg
MAGNESIUM	55.7mg	17.4	55.7mg
ZINC	1.64mg	13.7	1.64mg

*Percentage daily intakes are based on an average adult diet of 8,700kJ. Your daily intakes may be higher or lower depending on your energy needs.

FISH NUTRITION FACTS

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Wild Endeavour Prawns have naturally high levels of many nutrients which contribute to a healthy lifestyle.

A GOOD SOURCE OF OMEGA 3

A GOOD SOURCE OF IODINE

A GOOD SOURCE OF SELENIUM

Omega 3 fatty acids (specifically EPA+DHA) contain anti-inflammatory properties which can reduce the risk of heart disease and arthritis symptoms and are believed to reduce the risk of developing some cancers.

Iodine is an integral part of the thyroid hormone and helps normal growth and metabolism.

Selenium is an anti-oxidant which assists in maintaining thyroid health and the body's immune system.

OMEGA 3 COMPARISON

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710 GRAMS CHICKEN BREAST (APPROX. 7 X 100 GRAM FILLETS)

equals



100 GRAMS WILD ENDEAVOUR PRAWNS

MORE INFORMATION

The ingredient values contained in the Nutrition Information Panel and the Seafood Nutrition Summary Facts in this document were obtained from analysis of raw seafood. These values will change if your product is cooked, smoked or otherwise treated. The FSANZ Nutritional Panel Calculator contains a range of cooking factors that you can use to produce the correct values for your product. However, please note that the nutritional values in the calculator will differ from those in this fact sheet.



AUSTRALIAN SEAFOOD COOPERATIVE RESEARCH CENTRE



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These *Seafood Nutrition Summary Graphics* and other useful resources such as the *Industry Guidelines for Seafood and Health Nutrition Messages* produced by the Centre of Excellence Science Seafood and Health are all available for download at seafoodcrc/superseafood

The Seafood CRC strongly recommends that you also consult the *FSANZ Nutrition Information User Guide* available at foodstandards.gov.au.