



The Nutritrack Database

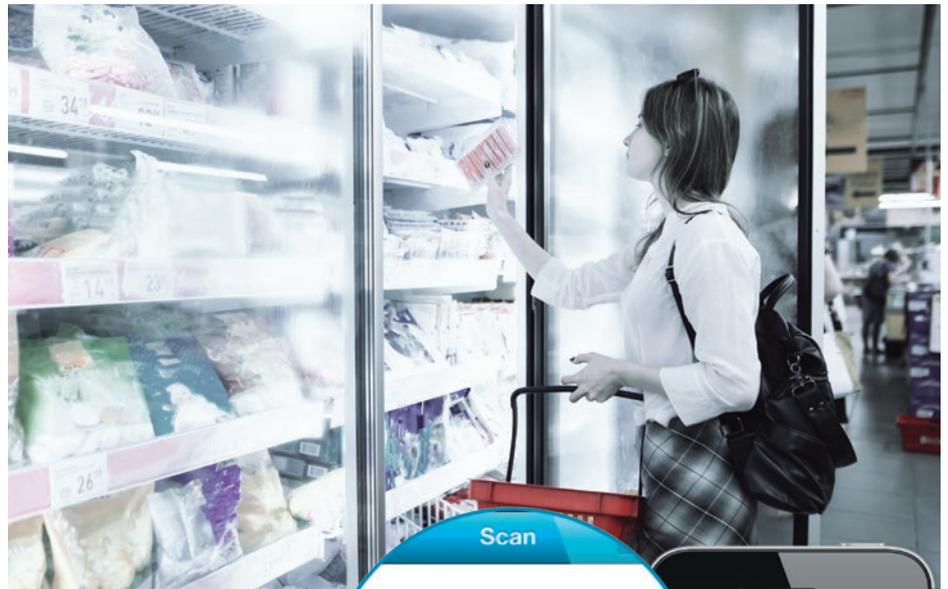
Nutritrack is a database of annually-updated information on packaged foods and beverages sold at major supermarkets in New Zealand.

The Nutritrack database is maintained by The National Institute for Health Innovation (NIHI) and owned by Auckland UniServices Limited at The University of Auckland. Annual, systematic surveys are undertaken by trained fieldworkers in four supermarket stores in the Auckland region at the same time each year, enabling tracking of labelling, ingredients and nutrient composition of New Zealand packaged food and beverage products over time.

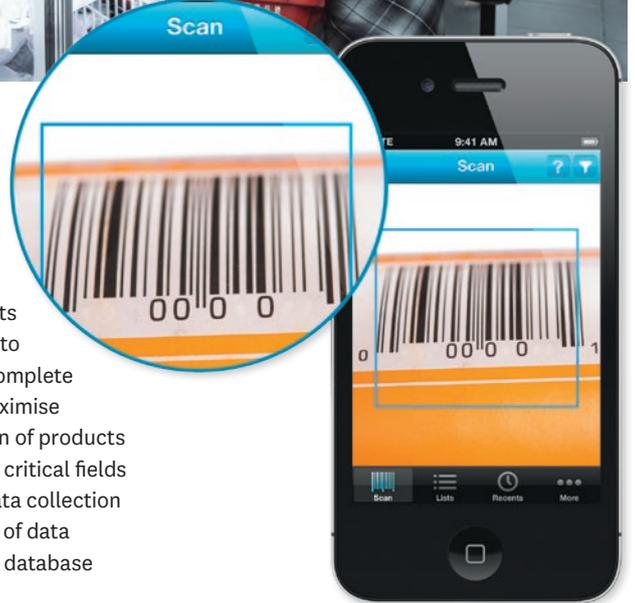
Data collection, data entry, and quality procedures

Data collection: Trained fieldworkers use a customised smartphone application (app) to take photographs and collect information directly from all foods and non-alcoholic beverages displaying a Nutrition Information Panel (NIP) in four supermarket stores (New World, 4Square, Countdown, and PAK'nSAVE) in Auckland between February and April each year. Distribution of packaged food in New Zealand is dominated by supermarkets, accounting for 75% of all purchases. Supermarkets in turn are dominated by the two companies, Progressive Enterprises Ltd and FoodStuffs New Zealand Ltd, which own the four store brands from which Nutritrack data are collected¹.

Data entry: Data from photographs are entered into a secure, online database by trained staff. Products are categorised in a hierarchical structure into 15 food groups, 59 categories, and 177 subcategories using a standardised global system.



Quality procedures: Quality checks are undertaken on a random 15% sample of products where data entered in all product fields are compared with source photograph for accuracy. Reports are also run across all products to identify outlier values, ensure complete and correct NIP data, and to maximise consistency of the categorisation of products over time. Data accuracy across critical fields is monitored during and after data collection each year to maximise accuracy of data collection and entry. In 2019 the database had a 99.1% accuracy rate.



¹ Euromonitor. Passport. Packaged food in New Zealand. Country Report, November 2017 <http://www.portal.euromonitor.com.ezproxy.auckland.ac.nz/portal/analysis/tab>



Number of products

The tables below list the number of products in Nutritrack since 2013 and the information available on each product.

Year	Number of unique products*	Field	Years available
2013	13,572	Barcode	All
		Brand	All
2014	14,416	Product name	All
		Pack size	All
2015	14,434	Recommended serve size	All
		All nutrient values on the NIP**	All
2016	15,318	Ingredients	All
		Gluten status	All
2017	14,909	Heart Foundation Tick label	2013 to 2016
		Daily Intake Guide label	All
2018	15,193	Health Star Rating (HSR) label	2015 onwards***
2019	14,978		
TOTAL	102,820		

*Defined as the number of unique barcodes

** NIP; Mandatory and non-mandatory nutrient information

*** HSR value only in 2015, and HSR value + energy icon label for 2017 onwards

Summary of key database features

Feature	Information
Stores visited	1x New World, 1x 4Square, 1x PAK'nSAVE, 1x Countdown in Auckland
Collection frequency	Annual in-store data collection undertaken February to April each year
Classification system	15 major food groups, 59 food categories, and 177 subcategories
Key exclusions	Products that do not display a NIP, unpackaged fresh foods, bulk buy items, alcohol, seasonal products (e.g. Easter eggs), dietary supplements (sports foods are collected but vitamins, minerals and similar products are excluded)
Linkage with sales data	Nutritrack data have been linked with household food purchases from the Nielsen Homescan market research panel
Estimated HSR value	HSR score/rating has been estimated for products that do not display a HSR label

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¹ http://tiny.cc/QS_UOA ² http://tiny.cc/Times_Rankings ³ http://tiny.cc/THE_UOA_Impact ⁴ http://tiny.cc/Reuters_Top75