

## Supplementary Material

Coding Framework for Health, Nutritional and Marketing Claims or Features on the Labels of Commercial Infant and Toddler Foods Packaging ( $\geq 4 \leq 24$  months).

Category	Definition	Codes
<b>Age Group (Koo, Chang, &amp; Chen, 2018)</b>	Recommended age by manufacturers	<ul style="list-style-type: none"> <li>Target age group as specified on product packaging.</li> </ul>
<b>Country of Origin (Riley, Bowen, Krause, Jones, &amp; Stonehouse, 2016)</b>	Graphic and/or text on packaging that places emphasis on where the product/ingredient was grown, produced or made. This excludes the mandatory Country of Origin Labelling.	<ul style="list-style-type: none"> <li>Made in Australia</li> <li>Packaged in Australia</li> <li>Ingredients from Australia</li> <li>Ingredients locally sourced</li> <li>Country other than Australia (e.g. New Zealand)</li> </ul>
<b>Health and Nutrition-Related Marketing</b>		
<b>Dietary restrictions: (Brownbill et al., 2018)</b>	Text or symbols that promotes the product as free from common dietary allergens or are suitable for food intolerances or other special dietary requirements, This excludes the declaration of allergens under the NIP (i.e. contains/allergens/may contain)	<ul style="list-style-type: none"> <li>Allergy Claim: <ul style="list-style-type: none"> <li>A claim that the product is dairy 'free'</li> <li>A claim that a product is wheat 'free'</li> <li>A claim that the product is nut 'free' <ul style="list-style-type: none"> <li>Peanut free</li> <li>Tree nut free</li> </ul> </li> <li>A claim that the product is soy 'free'.</li> <li>A claim that the product is egg 'free'</li> <li>A claim related to other allergens:</li> </ul> </li> <li>Claims related to other dietary needs: <ul style="list-style-type: none"> <li>A claim that the product is lactose 'free' or 'low'.</li> <li>A claim that the product is gluten 'free'</li> <li>A claim that the product is suitable for 'coeliacs'.</li> </ul> </li> <li>Lifestyle-related claim: <ul style="list-style-type: none"> <li>A claim that the product is vegetarian or vegan.</li> <li>A claim that the product is halal-certified</li> <li>A claim that the product is 'clean'</li> </ul> </li> </ul>
<b>Use of product instructions</b>	Text on packaging that provides necessary information related to use of the product	<ul style="list-style-type: none"> <li>A statement about storage instructions</li> <li>A statement about preparation instructions</li> <li>A statement about safety instructions <ul style="list-style-type: none"> <li>A statement related to supervised eating</li> <li>A statement related to temperature checking before serving</li> </ul> </li> <li>Statement related to squeezing product onto a spoon or bowl</li> <li>Statement related to consuming product straight from the pouch (e.g. "delicious straight from the pouch")</li> <li>Other statements regarding the appropriate use of the product</li> </ul>

<b>Environmental claims</b>	Text or symbols on packaging that highlights the 'eco-friendly' aspects of the product or packaging. This excludes claims or symbols about appropriate disposal of packaging.	<ul style="list-style-type: none"> <li>• Compostable</li> <li>• Recyclable (Indicate % recyclable)</li> <li>• Biodegradable</li> <li>• Text or symbol related to the product being 'sustainable' 'eco-friendly' or 'green'</li> </ul>
<b>Sugar Content</b> (Brownbill et al., 2018)	Text on packaging that refers to the sugar specific aspects of the product.	<ul style="list-style-type: none"> <li>• A statement that the product has 'no added sugars'.*</li> <li>• A statement that the product is 'unsweetened'.*</li> <li>• A statement that the product has 'no concentrates'/'is not from concentrate'.*</li> <li>• <b>Terms used to suggest that the sugar in a product is natural</b> <ul style="list-style-type: none"> <li>○ naturally sweetened" or "natural X sugar"</li> <li>○ "sugar from fruit or fruit juice or vegetable", "fruit sugar"</li> </ul> </li> </ul>
<b>Nutrition Information Panel (NIP)</b>	Statement or feature near the NIP that mentions about the sugar-specific content of the product.	<ul style="list-style-type: none"> <li>• No added sugar</li> <li>• Natural sugar</li> <li>• Sugar from fruit/ juice/ fruit sugar</li> <li>• Other statement or claims</li> </ul>
<b>Sodium content</b> (FSANZ,2017a)	Text on packaging that refers to the sodium specific aspects of the product.	<ul style="list-style-type: none"> <li>• A statement that the product has 'no added salt'.*</li> <li>• A statement that the product is "low in sodium" (&lt;120mg per 100g)*</li> </ul>
<b>Fat Content</b> (FSANZ,2017a)	Text on packaging that refers to fat-specific aspects of the product	<ul style="list-style-type: none"> <li>• A statement that the product has 'No added fats or oils'</li> <li>• A statement that the product is 'baked not fried', 'air popped'</li> <li>• A statement that the product is 'low in fat' (&lt;3g/100g or &lt;1.5g/100mL)*</li> <li>• A statement that the product has 'no trans fat'.</li> </ul>
<b>Protein content</b>	Text or images on packaging that refers to protein-specific aspects of the product. This includes meat and seafood but excludes dairy-based products (e.g milk, cheese, yoghurt)	<ul style="list-style-type: none"> <li>• Protein foods mentioned in text including within the product name and flavour.</li> <li>• A statement that the product is a 'source of protein'*</li> <li>• Images of protein food (i.e. chicken, lamb, beef, eggs, fish, etc)</li> <li>• The serving or percentage of protein stated.</li> </ul>
<b>Dairy Products</b>	The presence of dairy foods mentioned outside of the ingredient list.	<ul style="list-style-type: none"> <li>• Dairy products mentioned in text including within the product name and flavours (e.g. milk, cheese, yoghurt)</li> <li>• Images of dairy product <ul style="list-style-type: none"> <li>○ Image near to Ingredient List</li> </ul> </li> <li>• The serving or percentage of dairy stated</li> </ul>
<b>Fruits</b> (Brownbill et al., 2018)	The presence of fruit mentioned outside of the ingredient list.	<ul style="list-style-type: none"> <li>• Fruit products mentioned in text including within the product name and flavours.</li> <li>• Images of fruits <ul style="list-style-type: none"> <li>○ Image near to Ingredients list</li> </ul> </li> <li>• The serving or percentage of fruit stated.</li> <li>• Text and/or image related to superfruits (i.e. dark berries, acai, pitaya, etc)</li> </ul>

<b>Vegetables (Brownbill et al., 2018)</b>	The presence of vegetables mentioned outside of the ingredient list.	<ul style="list-style-type: none"> <li>• Vegetable products mentioned in text including within the product name and flavours.</li> <li>• Images of vegetables <ul style="list-style-type: none"> <li>○ Image near to Ingredients list</li> </ul> </li> <li>• The serving or percentage of vegetable stated.</li> <li>• Text and/or image related the super food/vegetable (i.e. broccoli, kale, etc)</li> </ul>
<b>Cereal</b>	The presence of grains mentioned outside of the ingredient list	<ul style="list-style-type: none"> <li>• Type of grains used in text including within the brand name and flavour</li> <li>• Images of grains <ul style="list-style-type: none"> <li>○ Image near to Ingredients list</li> </ul> </li> <li>• The serving or percentage of grains stated</li> <li>• Text and/or image related to superfoods or supergrain (i.e. sprouted grains, quinoa, wild rice, black rice, lentil, flaxseeds, chia seeds)</li> </ul>
<b>Superfoods</b>	Text that mentions superfoods that has not been captured by those in the fruit, vegetable, cereal category.	<ul style="list-style-type: none"> <li>• Text and/or image related to foods that media portray as “superfoods” and/or the insinuation of the product containing “super food” <ul style="list-style-type: none"> <li>• List the superfood/s mentioned.</li> </ul> </li> </ul>
<b>Discretionary Foods</b>	Images of food that resemble discretionary snack foods, e.g. lollies, chocolates, chips	<ul style="list-style-type: none"> <li>• Images of the product looks like lollies</li> <li>• Images of the product looks like chocolates</li> <li>• Images of the product looks like chips (puffs, straws, popcorn, wheels)</li> <li>• Images of the product looks like sweet biscuits</li> <li>• Images of product looks like savoury biscuit (Wafer bites, crackers, rolls)</li> <li>• Images of the product looks like bar (muesli bars)</li> </ul>
<b>Natural (Brownbill et al., 2018)</b>	Text on packaging that suggests the product, or parts of the product, have the property of "natural". This includes the use of ‘natural flavour’ but excludes when a statement is specifically about ‘natural sugars’ or ‘naturally sweetened’ as this will be coded elsewhere (energy and sugar content).	<ul style="list-style-type: none"> <li>• The use of the general term ‘natural’,</li> <li>• The use of terms ‘pure’ or ‘raw’</li> <li>• The use of the term ‘Organic’ <ul style="list-style-type: none"> <li>○ Presence of a certified organic symbol?</li> </ul> </li> <li>• The use of the term ‘real’ in relation to the ingredients or product.</li> <li>• The use of the term ‘fresh’ or ‘homemade’ in relation to the ingredients or product.</li> <li>• The use of the statement “nothing else added” or “no nasties” in relation to the ingredients.</li> <li>• A statement about the products not containing ‘artificial’ products such as no: additives, preservatives, thickeners, artificial colours or flavours.</li> <li>• A statement about the products not containing ‘chemicals’ such as no: ‘pesticides or GMO’</li> <li>• Images of nature including trees, orchards, farms, rivers, green leaves, animals, greenery etc.</li> </ul>
<b>Goodness (Brownbill et al., 2018)</b>	The mention of good that suggests the product may be a healthy choice through using descriptors of good/good for you or goodness which can be used to symbolise nutritious.	<ul style="list-style-type: none"> <li>• The use of terms such as ‘good’, ‘goodness’ or ‘better’</li> <li>• List the context of the term.</li> </ul>

<b>Nutrition *</b> (García, Morillo-Santander, Parrett, & Mutoro, 2019)	Features that suggest the product has a particular nutrient, mentioned outside of the ingredient list/nutrient information panel.	<ul style="list-style-type: none"> <li>• The use of general terms relating to nutrition such as: ‘nutrition’, ‘nutritious’, ‘nutritional’, ‘nourishing’, ‘wholesome’.</li> <li>• Mentioning the presence of nutrients, vitamins, minerals or antioxidants <ul style="list-style-type: none"> <li>○ Iron</li> <li>○ Calcium</li> <li>○ Vitamin C</li> <li>○ DHA</li> <li>○ Dietary Fibre</li> <li>○ Other (indicate the subject)</li> </ul> </li> </ul>
<b>Health and wellbeing</b> (Mayhew et al., 2016) (FSANZ, 2017b)	Features which suggests or promotes aspects of the product that may be perceived as benefiting general health or well-being through both written and graphic images. (Mayhew et al., 2016)	<ul style="list-style-type: none"> <li>• The general use of words related to health such as ‘health’ or ‘healthy’.</li> <li>• The use of terms such as ‘wellness’, ‘wellbeing’, ‘feel great’, ‘refresh’ or ‘revitalise’.</li> <li>• General-level health claim: *Claims that suggest or imply that the food product has, or may have, a health-related effect. (i.e. calcium for healthy bones and teeth, heart healthy, good for your gut/digestion, strengthens immune system) <ul style="list-style-type: none"> <li>○ List the specific health function including the text and/or image indicated (i.e. gut health; bone health; heart health; eye health, etc)</li> </ul> </li> <li>• High-level health claim: * a nutrient or substance in a food and its relationship to a serious disease or to a biomarker of a serious disease (i.e. wholegrains reduce risk of heart disease)</li> <li>• Happy tummy claims (e.g happy tummies, smile from the inside, smiling tums)</li> <li>• Teething Claims (helps to relieve gums, soothe effects of gums)</li> </ul>
<b>Child development</b>	Features that position the product as assisting (e.g. ‘helps’, ‘supports’, ‘encourages’) with child development	<ul style="list-style-type: none"> <li>• A statement related to ‘brain development’ or ‘cognitive ability’</li> <li>• An image or statement related to ‘self-feeding’ <ul style="list-style-type: none"> <li>○ “Little hands”, “easy to hold”</li> </ul> </li> <li>• A statement related to ‘development of tastebuds’</li> <li>• A statement related to ‘development of jaw/mouth/chewing’ (e.g. different texture and shapes, melts easily, easy to eat texture, crunch and crumble)</li> <li>• A statement suggesting the product assists with general ‘growth’ or ‘development’</li> <li>• Other claims stated – note claim</li> </ul>
<b>Non-nutrition related marketing</b>		
<b>Promotion to parents/caregiver</b> (Siu & Drummond, 2015)	Text and/or image that promote aspects of the product as convenient and hassle-free	<ul style="list-style-type: none"> <li>• Text related to ‘Convenience’ / ‘on-the-go’ / ‘Hassle-free’ / No fuss’</li> <li>• Text related to ‘No mess’</li> <li>• Text related to ‘Happy baby/child’</li> <li>• Image and/or text related to ‘Nurture/caring parent/references to family/grandma/love’</li> </ul>
<b>Premium</b>	Text on packaging that suggests the product is ‘premium’	<ul style="list-style-type: none"> <li>• The use of the terms such as ‘premium’, ‘quality’, ‘high quality’</li> <li>• Developed by experts (e.g. nutritionists, baby food experts, dietitians)</li> <li>• Other claims</li> </ul>
<b>Value</b>	Marketing that promotes the value of the product	<ul style="list-style-type: none"> <li>• Extra product for the same price (i.e. Value packs)</li> <li>• Buy one get one free, discounted price (xx% off) offer</li> <li>• Samples of other product (i.e. free toddler food product with purchase of an infant food product)</li> </ul>

		<ul style="list-style-type: none"><li>• Coupons or rebates</li></ul>
<b>Non-nutrition Image</b>	Images on packaging unrelated to nutrition	<ul style="list-style-type: none"><li>• Cartoons (e.g. cute animals or mascot, cartoon babies or kids)</li><li>• Licenced characters</li><li>• Babies</li></ul>

\*The coding framework for these categories are based on the guidelines of Food Standards Australia New Zealand (FSANZ) – Standard 1.2.7. *Nutrition, Health and Related Claims* and *Schedule 4 – Nutrition, Health and related Claims*

Superfoods: Super as a term i.e. "super berry", "super fruit" and "superfood"

Acai	Cranberry	Oats
Aloe Vera	Echinacea	Pea protein
Apple cider vinegar	Freekeh	Pomegranate
Avocado	Garlic	Probiotics
Blueberries, blackberries, Goji berries, elderberry and maqui berry	Ginger	Protein water
Baobab	Green tea	Salmon
Beetroot	Kale	Seaweed
Broccoli	Kefir	Seeds (chia seed, flaxseed)
Buckwheat	Kelp	Spinach
Butternut Squash	Kimichi	Spirulina
Cacao	Kombucha	Sweet Potato
Cherry	Lentils	Turmeric
Chia	Lupin	Wheatgrass
Chlorophyll	Maca / Matcha	
Coconut	Nuts (any, i.e. almonds)	