



# Healthwatch

## Choice stamp for kids' food

Kamahl Cogdon

**M**AKING healthy choices in the supermarket aisles is no easy task.

Nutrition labels can be confusing and claims made by manufacturers on the packaging can be misleading, with a single health attribute such as calcium or a vitamin often highlighted to give the impression the food is good for the family.

Mothers Rachel Knott and Kate Evans believe they have the answer for frustrated parents: the Kids Connect stamp of approval.

The stamp, similar to the Heart Foundation tick, will appear on products approved by a panel of independent experts, including nutritionists, dietitians and a GP.

Carbohydrate, sugar, salt, fat and fibre levels are among the contents examined by the panel in assessing a product for the stamp.

A blue stamp will be given to foods judged to be good for children on a daily basis and a yellow label to foods that should be eaten no more than twice a day.

Ms Knott, a Camberwell mum of three, and Ms Evans, a Sydney mum of one, said the stamp was designed to help parents make the right nutritional choices for their children.

"As a normal parent it's hard to know what's fact and what's not, what is a serve, how much of a product can our kids eat," Ms Knott said.

"We thought there must be so many other people like us, facing exactly the same sort of

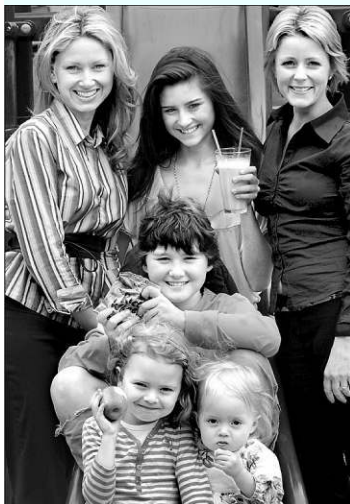
challenges on a daily basis.

"And we thought it would be really great if there was a simple system that parents could trust and know that a product had been evaluated."

The mothers, who met through their work in communications, research and marketing, started developing Kids Connect four years ago.

The stamp will appear on foods in time for the 2007 school year.

Products already signed up include A2 Kids Milk, Kraft Cheese Sticks, Carman's Muesli Breakfast Bars and Muesli, Kids Care Rice Wheels and Fruit Smash, Yum Mum Organic Toddler Food and KR Castlemaine Nutriwatch Ham.



**Healthy concept:** Rachel Knott, left, and her children Chloe, 14, Jesse, 10, and Jamima, 4, with Kate Evans and Annie, who is 18 months. Picture: MIKE KEATING