



Annex 2

**“Healthy Living”
Guarantee Mark**

Food criteria



Croatian Institute of Public Health

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General criteria for all foodstuffs

- 1 The basis for setting criteria for more appropriate selection of viands within the same food category is the recommended daily intake of energy and selected nutrients (total fat, saturated fatty acids, carbohydrates, sugars, proteins, salt) per adult (Annex XIII, Part B, Regulations on the provision of food information to consumers (OG 8/2013), Directive on the provision of food information to consumers No. 1169 /2011)
- 2 Change in the composition for the selection of nutritionally valuable raw material in the production of nutritionally acceptable foodstuffs
- 3 Suitability of foodstuffs as healthier viands will be evaluated on the basis of their composition stated on the label
- 4 Foodstuffs that are labelled as healthier, recommended viands, must not contain sweeteners
- 5 Optimal sensory characteristics
- 6 Health safety is a prerequisite
- 7 Fresh fruits and vegetables in bulk and tap water fall into the category that can carry the Healthy Living guarantee mark



Specific criteria for certain categories of foodstuffs

1. MILK AND DAIRY PRODUCTS

| No. | Category of foodstuffs | Criteria |
|-----|-------------------------------------|--|
| 1 | Milk | - maximum fat portion 1.5 g/100g |
| 2 | Unflavoured fermented milk products | - maximum fat portion 1.5 g/100g |
| 3 | Flavoured fermented milk products | - maximum fat portion 1.8 g/100g - maximum sugar portion 10 g/100g |
| 4 | Fresh cheese (including low-fat) | - maximum fat portion 5 g/100g - maximum salt portion 0.9 g/100g |
| 5 | Dairy spreads | - maximum fat portion 15 g/100g - maximum salt portion 0.9 g/100g |
| 6 | Cheese spreads | - maximum fat portion 16 g/100g - maximum salt portion 0.9 g/100g |
| 7 | Cheese | - maximum fat portion 22 g/100g - maximum free fatty acids 15 g/100g - maximum salt portion 1.8 g/100g |

2. OILS AND FATS

| No. | Category of foodstuffs | Criteria |
|-----|--|---|
| 1 | Cold pressed oils and fats indicating raw materials used | - maximum salt portion 0.5 g/100g - maximum free fatty acids 30 g/100g |
| 2 | Spreadable fats | - maximum salt portion 0.9 g/100g - maximum trans fatty acids 1 g/100g |

3. FRUITS, VEGETABLES AND THEIR PROCESSED PRODUCTS

| Number | Category of foodstuffs | Criteria |
|--------|--|---|
| 1 | Frozen fruits and vegetables | - no added sugar, preservatives and salt |
| 2 | Dried fruits and vegetables | - no added sugar and salt |
| 3 | Vegetables in liquid media | - maximum salt portion 0.9 g/100g |
| 4 | Fruit in liquid media | - sugar portion maximum 30 g/100g |
| 5 | Jams, jellies, marmalades and similar products | - sugar portion maximum 47 g/100g |
| 6 | Vegetable spreads | - maximum salt portion 2 g/100g - maximum fat portion 7 g/100g |
| 7 | Nuts and oilseeds | - no added sugar and salt |

4. DRINKS AND BEVERAGES, INCLUDING WATER AND TEA

| Number | Category of foodstuffs | Criteria |
|--------|--|--|
| 1 | Fruit juices, including concentrated fruit juices | - no added sugar |
| 2 | Vegetable juices and mixed juices | - salt portion maximum 1 g/100g - no added sugar |
| 3 | Fruit nectars, vegetable nectars and similar products | - sugar portion maximum 5 g/100g - not from concentrated fruit or vegetable juice |
| 4 | Water, including natural mineral water | - only spring and mineral water |
| 5 | Drinks based on flavoured water (and with fruit aroma), including drinks with plant extracts and low fruit juice content | - sugar portion maximum 5 g/100g - no added artificial flavours |
| 6 | Tea (leaves, flowers) | - between 50 and 100 g/100g of the content is the plant after which the product is named - no added aromas/flavours |

5. CEREALS AND THEIR PROCESSED PRODUCTS

| Number | Category of foodstuffs | Criteria |
|--------|---|---|
| 1 | Cereals | - no added salt and sugar |
| 2 | Plain cereals for breakfast with no added ingredients | - maximum fat portion 7 g/100g - maximum SAFA portion 1.5 g/100g - maximum sugar portion 12 g/100g - maximum salt portion 1.25 g/100g - minimum fiber portion 6 g/100 g |

| | | |
|---|---|--|
| | | - containing at least 50 g/100g of whole grains |
| 3 | Breakfast cereals with dried fruit, chocolate and similar ingredients | - maximum fat portion 7 g/100g - maximum SAFA portion 2 g/100g - maximum sugar portion 20 g/100g - maximum salt portion 1.25 g/100g - minimum fiber portion 6 g/100 g - containing at least 40 g/100g of whole grains |
| 4 | Fresh, frozen or dry whole grain pasta (no filling) | - maximum salt portion 0.1 g/100g - minimum fiber portion 6 g/100 g - containing at least 50 g/100g of whole grains |
| 5 | Gnocchi | - maximum salt portion 1 g/100g - minimum potato portion 80 g/100g |
| 6 | Noodles | - maximum salt portion 0.1 g/100g - minimum fiber portion 6 g/100 g - containing at least 50 g/100g of whole grains |
| 7 | Doughs and similar whole grain products (except puff pastry) | - minimum fiber portion 6 g/100g - maximum salt portion 1 g/100g |
| 8 | Bread and rolls made of whole grain flour, including the addition of various oilseeds | - maximum salt portion 1.25 g/100g - minimum fiber portion 6 g/100 g |
| 9 | Bread and rolls made of different types of flour | - maximum salt portion 1.25 g/100g - minimum fiber portion 3 g/100 g |

6. CONFECTIONERY AND SNACK PRODUCTS

| Number | Category of foodstuffs | Criteria |
|--------|--|--|
| 1 | Milk ice cream, cream ice cream | - maximum fat portion 8 g/100g - maximum sugar portion 10 g/100g |
| 2 | Fruit ice cream | - maximum fat portion 8 g/100g - maximum sugar portion 10 g/100g - fruit portion not less than 8 g/100g |
| 2 | Chocolate products with more than 70 g total cocoa dry matter / 100g (with candied fruit, nuts) | - maximum fat portion 40 g/100g - maximum sugar portion 25 g/100g - with candied fruit - maximum sugar portion 30 g/100g |
| 3 | Biscuits, biscuit-related products, industrial pastries with reduced amount of sugar or fat; whole grain flour minimum 50 g/100g | - maximum fat portion 20 g/100g - maximum sugar portion 20 g/100g - minimum fiber portion 3 g/100 g - maximum salt portion 1.3 g/100g |
| 4 | Confectionery cakes without filling, with or without toppings, with reduced amount of sugar or fat | - maximum fat portion 15 g/100g - maximum sugar portion 20 g/100g |

7. MEAT, FISH AND THEIR PROCESSED PRODUCTS

| Number | Category of foodstuffs | Criteria |
|--------|--|--|
| 1 | Mince and other meat | - maximum fat portion 10 g/100g - maximum SAFA portion 3.3 g/100g - maximum salt portion 1 g/100g |
| 2 | Meat preparations with or without spices (shaped minced meat etc.) | - maximum fat portion 15 g/100g - maximum salt portion 2 g/100g - maximum SAFA portion 5 g/100g |
| 3 | Sausages for heat treatment and similar products | - maximum fat portion 20 g/100g - maximum salt portion 1.5 g/100g - maximum SAFA portion 5 g/100g |
| 4 | Cured meat products, including cured sausages | - maximum fat portion 20 g/100g - maximum SAFA portion 7 g/100g |
| 5 | Semi-cured sausages (Tyrolean, ham etc.), boiled sausages, semi-cured meat products and similar products | - maximum fat portion 20 g/100g (for pressed ham maximum fat 5 g/100g) - maximum SAFA portion 7 g/100g - maximum salt portion 1.5 g/100g |
| 6 | Sterilized canned cured meat and other sterilized canned convenience food | - maximum fat portion 20 g/100g - maximum SAFA portion 7 g/100g - maximum salt portion 1.5 g/100g |
| 7 | Raw fish | - maximum SAFA portion 4 g/100g - maximum salt portion 1 g/100g |
| 8 | Sterilized canned fish | - maximum SAFA portion 5 g/100g - maximum salt portion 1 g/100g |



8. CONVENIENCE AND SEMI-CONVENIENCE MEALS

| Number | Category of foodstuffs | Criteria |
|--------|--|---|
| 1 | Soup concentrates / on the regenerated product - portion contains 60 kcal | <ul style="list-style-type: none"> - maximum sugar portion 3 g/100g - maximum salt portion 1 g/100g in the finished product - maximum SAFA portion 1 g/100g |
| 2 | Processed food, finished products (with the exception of soups) - contains 400-750 kcal (1670-3140 kJ) per portion; requirement per 100 g of product: minimum 25 g of root and other vegetables, and/or fruit and berries (except potatoes) | <ul style="list-style-type: none"> - maximum fat portion 8 g/100g - maximum SAFA portion 2.5 g/100 g - maximum sugar 3 g/100g - maximum salt portion 1 g/100g in the finished product - maximum fiber portion 1.5 g/100g |
| 3 | Sandwiches | <ul style="list-style-type: none"> - maximum salt portion 1.5 g/100g - minimum fiber portion 6 g |

9. OTHER

| Number | Category of foodstuffs | Criteria |
|--------|----------------------------------|---|
| 1 | Tofu, seitan, tempeh and similar | <ul style="list-style-type: none"> - maximum SAFA portion 1.5 g/100g - maximum salt portion 1.5 g/100g - maximum added sugar portion 2.5 g |