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| **Supplementary Table S1. Difference in sodium exposure between store survey data and store survey data weighted by household food purchases (New Zealand packaged foods; 2012)** |
|
|   | **No. of products** | **No. units purchased (000's)** | **% annual sodium purchases** | **Weighted by household food purchases (mg/100g)** | **Store survey data (mg/100g)** | **Absolute difference (mg/100g) between store survey & weighted means (95% CI)** | **% difference between store survey & weighted means** |
| **Food group**  | **Mean** | **Mean** | **SD** | **Minimum** | **Maximum** |
| **Bread and bakery products** | 2046 | 186335 | 26% | 431 | 405 | 219 | 0 | 2030 | -26 (-75 to 23) | -6% |
| **Cereal and cereal products** | 1609 | 123812 | 11% | 345 | 305 | 664 | 0 | 7600 | -40 (-97 to 17) | -13% |
| **Confectionery** | 1212 | 72364 | 1% | 81 | 73 | 61 | 0 | 1010 | -8 (-24 to 8) | -11% |
| **Convenience foods** | 837 | 41022 | 3% | 341 | 343 | 330 | 7 | 6400 | 3 (-47 to 52) | 1% |
| **Dairy** | 2249 | 188129 | 14% | 187 | 283 | 362 | 0 | 1900 | 96 (74 to 118)\* | 34% |
| **Edible oils and oil emulsions** | 322 | 41126 | 6% | 394 | 123 | 202 | 0 | 700 | -271 (-435 to -107)\* | -221% |
| **Eggs** | 213 | 17205 | 1% | 133 | 133 | 0 | 133 | 140 | 0 (-36, 36) | 0% |
| **Fish and seafood products** | 566 | 28636 | 2% | 409 | 472 | 537 | 30 | 6000 | 63 (-7 to 132) | 13% |
| **Non-fresh fruit and vegetables** | 2220 | 132616 | 7% | 323 | 672 | 1442 | 0 | 25000 | 350 (289 to 411)\* | 52% |
| **Meat and meat products** | 1164 | 43463 | 10% | 822 | 786 | 455 | 1 | 2910 | -36 (-147 to 75) | -5% |
| **Non-alcoholic beverages** | 1461 | 111165 | 1% | 23 | 22 | 44 | 0 | 500 | -0.67 (-6 to 5) | -3% |
| **Sauces and spreads** | 1753 | 79251 | 13% | 1160 | 1209 | 1540 | 0 | 10144 | 50 (-91 to 191) | 4% |
| **Snackfoods** | 576 | 55882 | 4% | 660 | 675 | 233 | 0 | 1660 | 15 (-80 to 110) | 2% |
| **Special foods** | 67 | 3423 | 0% | 62 | 58 | 23 | 1 | 85 | -4 (-24 to 17) | -7% |
| **Sugars, honey and related products** | 345 | 19821 | 0% | 16 | 31 | 40 | 0 | 216 | 15 (10 to 19)\* | 48% |
| **Other products** | 171 | 8860 | 1% | 1027 | 1069 | 532 | 12 | 7583 | 42 (-1176 to 1259) | 4% |
| **TOTAL** | **16811** | **1153110** | **100%** | **371** | **465** | **862** | **0** | **25000** | **94 (72 to 115)\*** | **20%** |
| **\* Paired t-test with significance level of 5%** |  |  |  |  |  |  |  |  |  |

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| **Supplementary Table S2. Difference in saturated fat exposure between store survey data and store survey data weighted by household food purchases (New Zealand packaged foods; 2012)** |
|
|   | **No. of products** | **No. units purchased (000's)** | **% annual saturated fat purchases** | **Weighted by household food purchases (g/100g)** | **Store survey data (g/100g)** | **Absolute difference (g/100g) between store survey & weighted means (95% CI)**  | **% difference between store survey & weighted means** |
| **Food group**  | **Mean** | **Mean** | **SD** | **Minimum** | **Maximum** |
| **Bread and bakery products** | 2046 | 186335 | 16% | 4.9 | 6.6 | 6.0 | 0.0 | 27.9 | 1.7 (1.2 to 2.2)\* | 26% |
| **Cereal and cereal products** | 1609 | 123812 | 3% | 1.7 | 1.7 | 2.3 | 0.0 | 18.6 | 0.0 (-0.2 to 0.2) | -1% |
| **Confectionery** | 1212 | 72364 | 5% | 11.1 | 10.3 | 8.8 | 0.0 | 38.9 | -0.7 (-2.2 to 0.7) | -7% |
| **Convenience foods** | 837 | 41022 | 1% | 1.4 | 1.6 | 1.4 | 0.0 | 8.7 | 0.1 (-0.1 to 0.4) | 8% |
| **Dairy** | 2249 | 188129 | 32% | 6.7 | 9.3 | 8.7 | 0.0 | 58.7 | 2.7 (1.8 to 3.5)\* | 28% |
| **Edible oils and oil emulsions** | 322 | 41126 | 26% | 28.1 | 16.1 | 9.9 | 5.5 | 63.9 | -12.0 (-25.8 to 1.7) | -75% |
| **Eggs** | 213 | 17205 | 2% | 3.1 | 3.1 | 0.1 | 3.1 | 4.0 | 0.0 (-0.9 to 0.8) | 0% |
| **Fish and seafood products** | 566 | 28636 | 0% | 1.4 | 1.6 | 1.2 | 0.0 | 8.7 | 0.2 (-0.5 to 0.9) | 11% |
| **Non-fresh fruit and vegetables** | 2220 | 132616 | 2% | 1.2 | 1.9 | 4.8 | 0.0 | 62.4 | 0.7 (-0.2 to 0.9) | 36% |
| **Meat and meat products** | 1164 | 43463 | 5% | 5.0 | 5.4 | 3.3 | 0.0 | 21.9 | 0.3 (-0.3 to 0.1) | 6% |
| **Non-alcoholic beverages** | 1461 | 111165 | 1% | 0.5 | 0.4 | 1.7 | 0.0 | 34.0 | -0.1 (-0.3 to 0.1) | -23% |
| **Sauces and spreads** | 1753 | 79251 | 2% | 2.4 | 2.4 | 3.1 | 0.0 | 20.5 | 0.0 (-0.3 to 0.2) | -1% |
| **Snackfoods** | 576 | 55882 | 4% | 11.1 | 8.5 | 5.2 | 0.0 | 19.8 | -2.7 (-4.7 to -0.7)\* | -32% |
| **Special foods** | 67 | 3423 | 0% | 0.4 | 0.5 | 0.4 | 0.0 | 1.3 | 0.1 (-0.1 to 0.2) | 11% |
| **Sugars, honey and related products** | 345 | 19821 | 0% | 0.7 | 1.9 | 4.5 | 0.0 | 29.7 | 1.2 (0.8 to 1.6)\* | 63% |
| **Other products** | 171 | 8860 | 1% | 10.0 | 9.8 | 2.4 | 0.0 | 29.4 | -0.2 (-11.4 to 10.9) | -2% |
| **TOTAL** | **16811** | **1153110** | **100%** | **5.1** | **4.8** | **6.6** | **0.0** | **63.9** | **-0.3 (-0.8 to 0.3)** | **-6%** |
| **\* Paired t-test with significance level of 5%** |  |  |  |  |  |  |  |  |

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| **Supplementary Table S3: Difference in sugar exposure between store survey data and store survey data weighted by household food purchases (New Zealand packaged foods; 2012)** |
|
|  | **No. of products** | **No. units purchased (000's)** | **% annual sugar purchases** | **Weighted by household food purchases (g/100g)** | **Store survey data (g/100g)** | **Absolute difference (g/100g) between store survey & weighted means (95% CI)**  | **% difference between store survey & weighted means** |
| **Food group** | **Mean** | **Mean** | **SD** | **Minimum** | **Maximum** |
| **Bread and bakery products** | 2046 | 186335 | 13% | 12.8 | 18.2 | 18.3 | 0.0 | 93.2 | 5.3 (3.7 to 7.0)\* | 29% |
| **Cereal and cereal products** | 1609 | 123812 | 6% | 10.5 | 9.5 | 11.6 | 0.0 | 60.1 | -1.1 (-2.2 to 0.1) | -11% |
| **Confectionery** | 1212 | 72364 | 8% | 52.3 | 51.4 | 16.5 | 0.0 | 97.8 | -0.9 (-7.0 to 5.2) | -2% |
| **Convenience foods** | 837 | 41022 | 0% | 2.7 | 2.9 | 2.4 | 0.0 | 40.0 | 0.2 (-0.2 to 0.6) | 8% |
| **Dairy** | 2249 | 188129 | 18% | 8.0 | 10.9 | 11.6 | 0.0 | 87.8 | 2.8 (2.0 to 3.7)\* | 26% |
| **Edible oils and oil emulsions** | 322 | 41126 | 0% | 0.7 | 0.3 | 0.4 | 0.0 | 1.7 | -0.5 (-0.7 to -0.2)\* | -156% |
| **Eggs** | 213 | 17205 | 0% | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.0 (-0.1 to 0.1) | 0% |
| **Fish and seafood products** | 566 | 28636 | 0% | 1.4 | 1.4 | 1.3 | 0.0 | 17.0 | 0.0 (-0.3 to 0.3) | 0% |
| **Non-fresh fruit and vegetables** | 2220 | 132616 | 9% | 14.2 | 16.0 | 19.6 | 0.0 | 77.0 | 1.8 (0.4 to 3.2)\* | 11% |
| **Meat and meat products** | 1164 | 43463 | 0% | 1.4 | 1.4 | 2.0 | 0.0 | 23.2 | 0.1 (-0.1 to 0.2) | 6% |
| **Non-alcoholic beverages** | 1461 | 111165 | 15% | 11.3 | 11.3 | 13.6 | 0.0 | 100.0 | 0.0 (-2.6 to 2.6) | 0% |
| **Sauces and spreads** | 1753 | 79251 | 4% | 11.6 | 13.1 | 12.8 | 0.0 | 81.0 | 1.5 (0.1 to 2.9)\* | 11% |
| **Snackfoods** | 576 | 55882 | 0% | 3.8 | 5.3 | 6.6 | 0.0 | 66.1 | 1.5 (0.8 to 2.2)\* | 28% |
| **Special foods** | 67 | 3423 | 0% | 7.1 | 6.8 | 2.7 | 0.1 | 8.8 | -0.4 (-2.7 to 2.0) | -5% |
| **Sugars, honey and related products** | 345 | 19821 | 25% | 89.8 | 77.3 | 18.3 | 0.0 | 100.0 | -12.5 (-42.6 to 17.6) | -16% |
| **Other products** | 171 | 8860 | 1% | 32.3 | 33.6 | 7.9 | 1.0 | 89.0 | 1.3 (-37.0 to 39.5) | 4% |
| **TOTAL** | **16811** | **1153110** | **100%** | **13.5** | **15.2** | **20.2** | **0.0** | **100.0** | **1.6 (0.8 to 2.5)\*** | **11%** |
| **\* Paired t-test with significance level of 5%** |  |  |  |  |  |  |  |  |

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| **Supplementary Table S4.** **Difference in energy exposure between store survey data and store survey data weighted by household food purchases (New Zealand packaged foods; 2012)** |
|
|   | **No. of products** | **No. units purchased (000's)** | **% annual energy purchases**  | **Weighted by household food purchases (kJ/100g)** | **Store survey data (kJ/100g)** | **Absolute difference (kJ/100g) between store survey & weighted means (95% CI)** | **% difference between store survey & weighted means** |
| **Food group** | **Mean** | **Mean** | **SD** | **Min** | **Max** |
| **Bread and bakery products** | 2046 | 186335 | 22% | 1445 | 1576 | 410 | 650 | 2760 | 132 (5 to 258)\* | 9% |
| **Cereal and cereal products** | 1609 | 123812 | 15% | 1249 | 1296 | 466 | 57 | 2570 | 48 (-68 to 163) | 4% |
| **Confectionery** | 1212 | 72364 | 4% | 1839 | 1806 | 502 | 29 | 2680 | -32 (-246 to 181) | -2% |
| **Convenience foods** | 837 | 41022 | 1% | 417 | 476 | 308 | 40 | 1620 | 59 (5 to 114)\* | 14% |
| **Dairy** | 2249 | 188129 | 17% | 654 | 915 | 550 | 130 | 2940 | 262 (200 to 324)\* | 40% |
| **Edible oils and oil emulsions** | 322 | 41126 | 12% | 2667 | 3094 | 582 | 900 | 3700 | 426 (-4266 to 1318) | 16% |
| **Eggs** | 213 | 17205 | 1% | 597 | 597 | 3 | 596 | 634 | 0 (-161 to 161) | 0% |
| **Fish and seafood products** | 566 | 28636 | 1% | 660 | 673 | 247 | 130 | 2141.9 | 14 (-79 to 108) | 2% |
| **Non-fresh fruit and vegetables** | 2220 | 132616 | 6% | 635 | 873 | 788 | 0 | 3689 | 238 (186 to 291)\* | 38% |
| **Meat and meat products** | 1164 | 43463 | 3% | 831 | 870 | 252 | 231 | 1668 | 39 (-39 to 118) | 5% |
| **Non-alcoholic beverages** | 1461 | 111165 | 4% | 276 | 249 | 357 | 0 | 2300 | -27 (-109 to 54) | -10% |
| **Sauces and spreads** | 1753 | 79251 | 4% | 852 | 869 | 678 | 39 | 3090 | 17 (-59 to 93) | 2% |
| **Snackfoods** | 576 | 55882 | 3% | 2063 | 1977 | 274 | 452 | 2588 | -86 (-398 to 226) | -4% |
| **Special foods** | 67 | 3423 | 0% | 318 | 303 | 122 | 5 | 413 | -15 (-121 to 91) | -5% |
| **Sugars, honey and related products** | 345 | 19821 | 6% | 1588 | 1476 | 287 | 120 | 2650 | -113 (-629 to 403) | -7% |
| **Other products** | 171 | 8860 | 0% | 1209 | 1214 | 88 | 559 | 1720 | 5 (-1379 to 1388) | 0% |
| **TOTAL** | **16811** | **1153110** | **100%** | **1099** | **1081** | **742** | **0** | **3700** | **-18 (-71 to 35)\*** | **-2%** |
| **\* Paired t-test with significance level of 5%** |  |  |  |  |  |  |  |  |