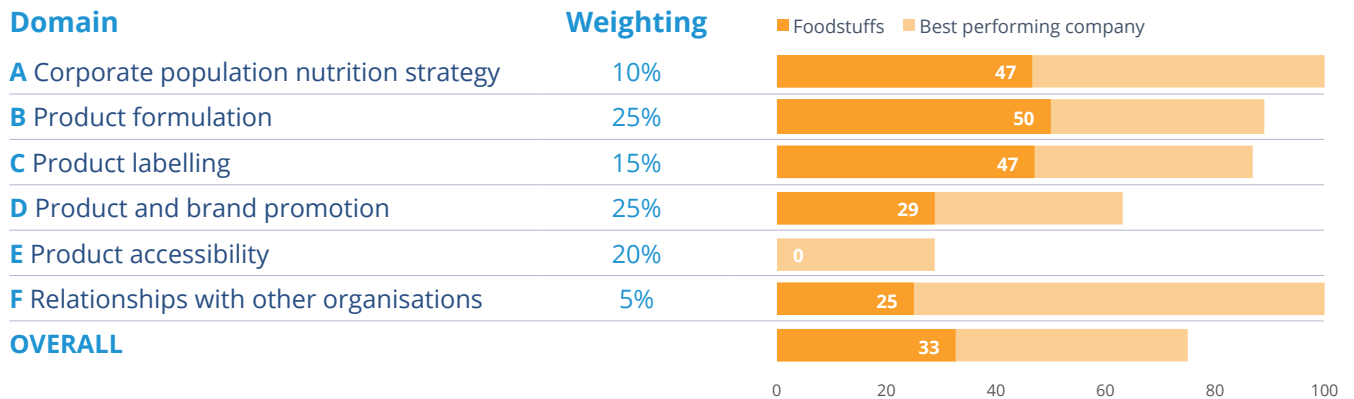


Foodstuffs

14 **OUT OF 25**
FOOD COMPANIES (this includes food and beverage manufacturers and QSRs)

33 **OVERALL SCORE**
(OUT OF 100)



Areas of strength

Key recommendations

Tertile	Areas of strength	Key recommendations
2	<p>Corporate population nutrition strategy</p> <ul style="list-style-type: none"> Strong commitment to improving population nutrition on the website 	<ul style="list-style-type: none"> Refer to global and national priorities within the overarching nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals Include annual reporting against specific objectives and targets Link Key Performance Indicators of senior managers to nutrition targets
2	<p>Product formulation</p> <ul style="list-style-type: none"> Clear targets to reduce sodium and sugar across private label product portfolio Signed up to the Ministry of Health Healthy Kids Industry Pledge 	<ul style="list-style-type: none"> Commit to reduce portion sizes of categories of private label products where this is appropriate Set clear and specific targets to reduce saturated fat content across private label product portfolio Adopt an official nutrient profiling system (e.g., Health Star Ratings) to classify products for the purpose of reformulation
2	<p>Product labelling</p> <ul style="list-style-type: none"> Commitment to complete the roll-out of the Health Star Ratings on all private label foods by a set end date and promotion of the wider adoption of Health Star Ratings among supplier community 	<ul style="list-style-type: none"> Support the implementation of regulations by the Government on added sugar labelling on products Use shelf tags to display summary nutrition information in-store Commit to labelling products with nutrition claims only when products are healthy, (i.e. meet the FSANZ Nutrient Profiling Scoring Criterion (NPSC))

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	Areas of strength	Key recommendations
Tertile 2	Product and brand promotion	
	<ul style="list-style-type: none"> Commitment to comply with the latest Advertising Standards Authority Code 	<ul style="list-style-type: none"> Develop a marketing policy that applies to children up to the age of 18 and includes restriction on celebrities, premium offers and fantasy and animation characters Develop a marketing policy to all consumers, that covers both broadcast and non-broadcast media, including limitation of in-store and flyer promotions of unhealthy products Commit to ensuring that rewards programmes and in-store presentations are only for healthy products Independently audit compliance with marketing policies on a national level
1	Product accessibility	
	<ul style="list-style-type: none"> Foodstuffs does not have any commitments in this BIA-Obesity domain 	<ul style="list-style-type: none"> Limit multi-buy specials on unhealthy products Commit to at least one healthy check-out in all stores Commit to increasing the proportion of healthy products in the overall product portfolio Commit to dedicate a minimum proportion of shelf space to healthy products, and/or a maximum proportion of shelf space to unhealthy products Develop a policy on the placement of unhealthy food in high-traffic areas, such as end-of-aisle displays Support evidence-informed government policies such as a tax on sugar-sweetened beverages Adopt an official nutrient profiling system to classify products for the purpose of accessibility
1	Relationships with other organisations	
	<ul style="list-style-type: none"> Public disclosure of nutrition education / healthy diet-oriented programs and active lifestyle programs that the company supports on the national website 	<ul style="list-style-type: none"> Publish national relationships on the Zealand website, such as support of professional organisations and external research, and membership of industry associations, or disclose a lack of these relationships to the BIA Obesity team Disclose all political donations in real time, or commit to not make political donations
2	Overall	
	<ul style="list-style-type: none"> Signatory of the Ministry of Health's Healthy Kids Industry Pledge 	<ul style="list-style-type: none"> Actively engage with the BIA-Obesity tool and process

Foodstuffs's BIA-Obesity domain scores by tertile

3 = score within top third of NZ companies - **1** = score within lowest third of NZ companies

The scores and recommendations for this company are based on the evaluation of publically available information that was assessed in 2017.