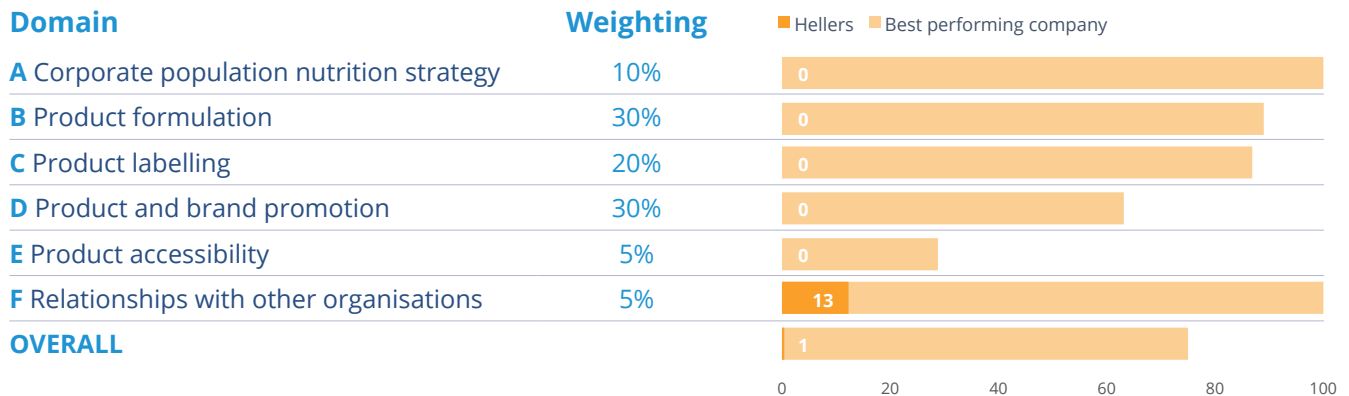


# Hellers

**24** OUT OF 25  
FOOD COMPANIES  
(this includes supermarkets and QSRs)

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



### Areas of strength

### Key recommendations

| Tertile | Areas of strength  | Key recommendations  |
|---------|--|--|
| 1       | <p><b>Corporate population nutrition strategy</b></p> <ul style="list-style-type: none"> <li>Hellers does not have commitments in this BIA-Obesity domain</li> </ul> | <ul style="list-style-type: none"> <li>Set an overarching strategy or commitment to improve population nutrition, including specific targets and objectives</li> <li>Regularly report on progress towards improving population nutrition, including specific objectives and targets</li> <li>Refer to global and national priorities when constructing a nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals</li> <li>Link the Key Performance Indicators of senior managers to nutrition targets</li> </ul> |
| 1       | <p><b>Product formulation</b></p> <ul style="list-style-type: none"> <li>Hellers does not have commitments in this BIA-Obesity domain</li> </ul>                     | <ul style="list-style-type: none"> <li>Commit to New Zealand specific SMART (specific, measurable, achievable, relevant, time-bound) targets on sodium, sugar, saturated fat and trans fat reduction across the product portfolio</li> <li>Develop commitments to reduce portion sizes for specific food categories where this is appropriate</li> </ul>   |
| 1       | <p><b>Product labelling</b></p> <ul style="list-style-type: none"> <li>Hellers does not have commitments in this BIA-Obesity domain</li> </ul>                       | <ul style="list-style-type: none"> <li>Support for and implementation of the Health Star Rating system</li> <li>Support the implementation of regulations by the Government on added sugar and trans fat labelling on products</li> <li>Commit to labelling products with nutrition claims only when products are healthy, (i.e. meet the FSANZ Nutrient Profiling Scoring Criterion (NPSC))</li> </ul>  |

|              | Areas of strength  | Key recommendations  |
|--------------|--|--|
| Tertile<br>1 | <b>Product and brand promotion</b>   |  |
|              | <ul style="list-style-type: none"> <li>Hellers does not have commitments in this BIA-Obesity domain</li> </ul> | <ul style="list-style-type: none"> <li>Publish support for the Advertising Standards Authority Children and Young People’s Advertising Code</li> <li>Develop a marketing policy that applies to children up to the age of 18 years and includes restriction on use of celebrities, premium offers and fantasy and animation characters</li> <li>Independently audit compliance with marketing policies on a national level</li> <li>Adopt an official nutrient profiling system to classify products for the purpose of marketing to children (e.g., WHO nutrient profiling system, NZ food and beverage classification system)</li> </ul> |
|              | <b>Product accessibility</b>   |  |
|              | <ul style="list-style-type: none"> <li>Hellers does not have commitments in this BIA-Obesity domain</li> </ul> | <ul style="list-style-type: none"> <li>Support evidence-informed government policies such as a tax on sugar-sweetened beverages</li> <li>Make a commitment to increase the proportion of healthy food products in the overall company portfolio</li> <li>Adopt an official nutrient profiling system to classify products for the purpose of accessibility policies</li> </ul>   |
| Tertile<br>1 | <b>Relationships with other organisations</b>  |  |
|              | <ul style="list-style-type: none"> <li>Hellers discloses philanthropic funding on its website</li> </ul>       | <ul style="list-style-type: none"> <li>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</li> <li>Disclose all political donations in real time, or commit to not make political donations</li> </ul>   |
| Tertile<br>1 | <b>Overall</b>   |  |
|              |  | <ul style="list-style-type: none"> <li>Sign up to the Ministry of Health’s Healthy Kids Industry Pledge</li> <li>Actively engage with the BIA-Obesity tool and process</li> </ul>  |

**Heller’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.