## APPENDIX: COMPANY SCORECARDS

### Countdown

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

<table>
<thead>
<tr>
<th>Domain</th>
<th>Weighting</th>
<th>Countdown</th>
<th>Best performing company</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Corporate population nutrition strategy</td>
<td>10%</td>
<td>93</td>
<td>71</td>
</tr>
<tr>
<td>B Product formulation</td>
<td>25%</td>
<td>72</td>
<td>43</td>
</tr>
<tr>
<td>C Product labelling</td>
<td>15%</td>
<td>55</td>
<td>10</td>
</tr>
<tr>
<td>D Product and brand promotion</td>
<td>25%</td>
<td>43</td>
<td>71</td>
</tr>
<tr>
<td>E Product accessibility</td>
<td>20%</td>
<td>93</td>
<td>71</td>
</tr>
<tr>
<td>F Relationships with other organisations</td>
<td>5%</td>
<td>10</td>
<td>93</td>
</tr>
<tr>
<td>OVERALL</td>
<td></td>
<td>55</td>
<td>93</td>
</tr>
</tbody>
</table>

### Areas of strength

#### Corporate population nutrition strategy
- Strong commitment to improving population nutrition with clear health and nutrition targets on the national website
- Annual reporting against specific objectives and targets
- Key Performance Indicators of senior managers linked to nutrition targets
- Reference to national priorities in overarching nutrition strategy

#### Product formulation
- Commitment for private label grocery products to be nutritionally on par (with respect to saturated fat, sugar, sodium), or better than, the category average.
- Signed up to the Ministry of Health Healthy Kids Industry Pledge

#### Product labelling
- Commitment to display the Health Star Rating on all private label grocery products
- Commitment to make nutrition information, including Health Star Ratings, available online

### Key recommendations

#### Corporate population nutrition strategy
- Refer to global priorities when constructing a nutrition strategy (e.g., World Health Organization recommendations, Sustainable Development Goals)

#### Product formulation
- Commit to reduce portion sizes of categories of private label products where this is appropriate
- Publish commitment to the Healthy Kids Industry Pledge on the Countdown website
- Adopt an official nutrient profiling system (e.g., Health Star Ratings) to classify products for the purpose of food reformulation

#### Product labelling
- 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 private label products with nutrition claims only when products are healthy, (i.e. meet the FSANZ Nutrient Profiling Scoring Criterion (NPSC))
### Areas of strength

#### Product and brand promotion

- Commitment to comply with the Advertising Standards Authority Children and Young People’s Advertising Code
- Commitment to not advertise collectibles in any medium that is targeted at children under the age of 14 years
- Develop a marketing policy that applies to children up to the age of 18 years 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 promotion of unhealthy products
- Independently audit compliance with marketing policies on a national level

#### Product accessibility

- The Odd Bunch initiative, which aims to increase the affordability of healthy products
- Commit to ensure at least one confectionery food free checkout in 95% of Countdown
- Commit to limit multi-buy specials on unhealthy products
- 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 foods 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 policies

#### Relationships with other organisations

- Details of most external relationships are available on the national website
- Commitment to not make political donations
- Disclose details of public-private partnerships (e.g., membership of NZ Business and Parliament Trust) on the national website

#### Overall

- Active engagement with the BIA-Obesity research group
- Signatory of the Ministry of Health’s Healthy Kids Industry Pledge

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**Countdown’s BIA-Obesity domain scores by tertile**

3 = score within top third of NZ companies – 1 = score within lowest third of NZ companies