

APPENDIX: COMPANY SCORECARDS

Countdown

7

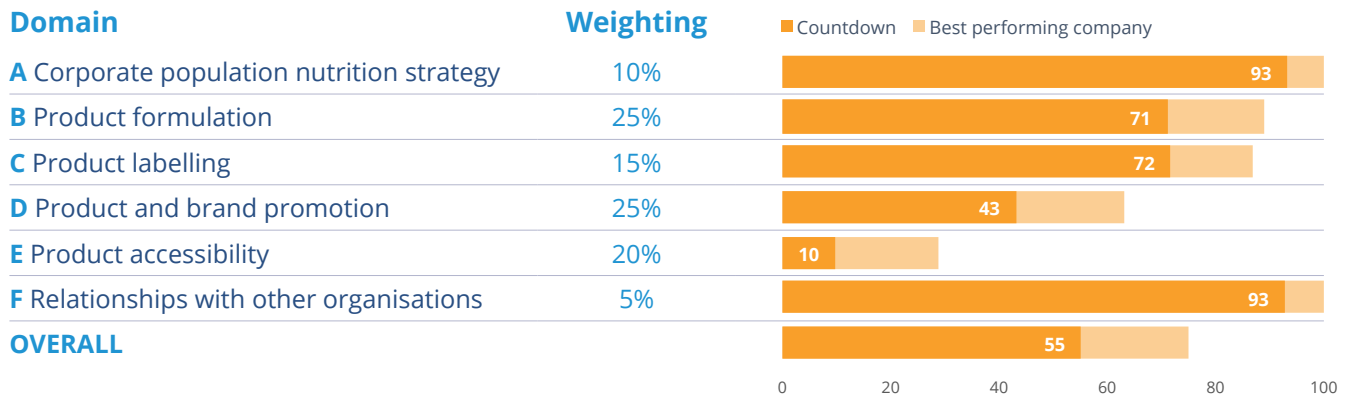
OUT OF 25

FOOD COMPANIES (this includes food and beverage manufacturers and QSRs)

55

OVERALL SCORE

(OUT OF 100)



Areas of strength

Key recommendations

Tertile

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

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

3

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

- 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

3

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

- 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))

2

Countdown

7

OUT OF 25

FOOD COMPANIES (this includes food and beverage manufacturers and QSRs)

55

OVERALL SCORE

(OUT OF 100)

	Areas of strength	Key recommendations
Tertile 2	Product and brand promotion	
	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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
3	Product accessibility	
	<ul style="list-style-type: none"> The Odd Bunch initiative, which aims to increase the affordability of healthy products Commitment to ensure at least one confectionery food free checkout in 95% of Countdown 	<ul style="list-style-type: none"> 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
3	Relationships with other organisations	
	<ul style="list-style-type: none"> Details of most external relationships are available on the national website Commitment to not make political donations 	<ul style="list-style-type: none"> Disclose details of public-private partnerships (e.g., membership of NZ Business and Parliament Trust) on the national website
3	Overall	
	<ul style="list-style-type: none"> Active engagement with the BIA-Obesity research group Signatory of the Ministry of Health's Healthy Kids Industry Pledge 	

Countdown's BIA-Obesity domain scores by tertile

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