### Foodstuffs

**Out of 25 Food Companies** (this includes food and beverage manufacturers and QSRs)

**Overall Score**

<table>
<thead>
<tr>
<th>Domain</th>
<th>Weighting</th>
<th>Foodstuffs</th>
<th>Best performing company</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Corporate population nutrition strategy</td>
<td>10%</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>B Product formulation</td>
<td>25%</td>
<td>50</td>
<td></td>
</tr>
<tr>
<td>C Product labelling</td>
<td>15%</td>
<td>47</td>
<td></td>
</tr>
<tr>
<td>D Product and brand promotion</td>
<td>25%</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>E Product accessibility</td>
<td>20%</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>F Relationships with other organisations</td>
<td>5%</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td><strong>OVERALL</strong></td>
<td></td>
<td>33</td>
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</tbody>
</table>

### Areas of strength

#### Corporate population nutrition strategy

- Strong commitment to improving population nutrition on the website

**Key recommendations**

- 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

#### Product formulation

- Clear targets to reduce sodium and sugar across private label product portfolio
- Signed up to the Ministry of Health Healthy Kids Industry Pledge

**Key recommendations**

- 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

#### Product labelling

- 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

**Key recommendations**

- 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))
### Areas of strength

#### Product and brand promotion

- Commitment to comply with the latest Advertising Standards Authority Code

#### Key recommendations

- 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

#### Product accessibility

- Foodstuffs does not have any commitments in this BIA-Obesity domain

#### Key recommendations

- 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

#### Relationships with other organisations

- Public disclosure of nutrition education / healthy diet-oriented programs and active lifestyle programs that the company supports on the national website

#### Key recommendations

- 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

### Overall

- Signatory of the Ministry of Health’s Healthy Kids Industry Pledge

#### Key recommendations

- Actively engage with the BIA-Obesity tool and process

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**Foodstuff’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.