## Hellers

**Out of 25 Food Companies**

### OVERALL SCORE (OUT OF 100)

<table>
<thead>
<tr>
<th>Domain</th>
<th>Weighting</th>
<th>Hellers</th>
<th>Best performing company</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Corporate population nutrition strategy</td>
<td>10%</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>B Product formulation</td>
<td>30%</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>C Product labelling</td>
<td>20%</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>D Product and brand promotion</td>
<td>30%</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>E Product accessibility</td>
<td>5%</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>F Relationships with other organisations</td>
<td>5%</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td><strong>OVERALL</strong></td>
<td></td>
<td>0.6</td>
<td>1</td>
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</tbody>
</table>

### Areas of strength

#### Corporate population nutrition strategy
- Hellers does not have commitments in this BIA-Obesity domain

#### Key recommendations
- Set an overarching strategy or commitment to improve population nutrition, including specific targets and objectives
- Regularly report on progress towards improving population nutrition, including specific objectives and targets
- Refer to global and national priorities when constructing a nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals
- Link the Key Performance Indicators of senior managers to nutrition targets

#### Product formulation
- Hellers does not have commitments in this BIA-Obesity domain

#### Key recommendations
- 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
- Develop commitments to reduce portion sizes for specific food categories where this is appropriate

#### Product labelling
- Hellers does not have commitments in this BIA-Obesity domain

#### Key recommendations
- Support for and implementation of the Health Star Rating system
- Support the implementation of regulations by the Government on added sugar and trans fat labelling on products
- Commit to labelling products with nutrition claims only when products are healthy, (i.e. meet the FSANZ Nutrient Profiling Scoring Criterion (NPSC))
<table>
<thead>
<tr>
<th>Areas of strength</th>
<th>Key recommendations</th>
</tr>
</thead>
</table>
| **Product and brand promotion** | • Heller's does not have commitments in this BIA-Obesity domain  
• Publish support for the Advertising Standards Authority Children and Young People's Advertising Code  
• 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  
• Independently audit compliance with marketing policies on a national level  
• 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) |
| **Product accessibility** | • Heller's does not have commitments in this BIA-Obesity domain  
• Support evidence-informed government policies such as a tax on sugar-sweetened beverages  
• Make a commitment to increase the proportion of healthy food products in the overall company portfolio  
• Adopt an official nutrient profiling system to classify products for the purpose of accessibility policies |
| **Relationships with other organisations** | • Heller's discloses philanthropic funding on its website  
• 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** | • Sign up to the Ministry of Health's Healthy Kids Industry Pledge  
• Actively engage with the BIA-Obesity tool and process |

**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.