Place a star on where you are dialling in from today
Healthy Supermarkets Community of Practice

Event etiquette

• Please stay on mute unless speaking
• Please give yourself an identifiable participant name
• Please use the interactive tools to participate – add questions and comments 😊
• Please have your camera on if you are comfortable
Healthy Supermarkets Community of Practice

Agenda – what to expect today

1. Welcome, overview of today’s CoP, recap of previous CoP
2. 2022 Evaluation survey results
3. Community spotlight: (Katie Hammer, Coles)
4. Q&A
5. Interactive breakout rooms using Miroboard
6. Community health updates (Peter O’Brien)
7. Q&A
8. Feedback
9. Community announcement
10. Moving forward & close
Healthy Supermarkets Community of Practice

What inspired you to say “yes” to showing up today?

- Because I love supermarkets
- Keen to hear from others
- I just joined the Informa team
- Learning about the work of other organisations

- I am new and want to learn more
- Really want to improve relationships with local supermarkets
- See the potential but just not quite getting exciting!
- Healthy & sustainable point of view
- Passionate about healthy food environs
- To learn how to better connect supermarkets with our broader healthy food environment strategy in the community
Introducing our presenters

Katie Hammer
Nature and Biodiversity Manager - Sustainability Governance and Engagement, Coles

Peter O’Brien
Team Leader - Environmental Health, Mornington Peninsula Council

Moosa Al Subhi
PhD student, NHMRC Centre of Research Excellence in Food Retail Environments for Health (REFRESH) - Deakin University
Healthy Supermarkets Community of Practice Recap (25 Oct 2022)

- **Lucy Westerman, VicHealth** – Overview of VicHealth’s work in Commercial Determinants of Health

- **Alex Chung, VicHealth Postdoctoral Research Fellow, Monash University** – Commercial determinants of unhealthy diets

- **Adrian Cameron, Associate Professor, Deakin University** – Update on Eat Well @ IGA

- **Linda Wells, Founder, Speaker, Leader in Workplace Wellbeing, e-Raw** – Healthy end of aisle intervention at Bay of Fires IGA
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2022 Evaluation Survey Results
2022 Evaluation survey results

Did you make any progress in 2022 supporting communities to create healthier supermarket environments?

- Not yet/planning to begin Healthy Supermarket work in 2023
- Interventions at various stages: e.g. Latrobe Reach for the Stars & Barwon Health
- Some LGAs looking to tie in Healthy Supermarket work with VicHealth Local Government Partnership (VLGP) modules
Did you effect any policy changes either at an organisation or other level in 2022?

- Organisational reviews re. the value of HS work
- Working with local leisure centres to embed healthy eating guidelines
- School canteens
- Food relief taskforce submission
2022 Evaluation survey results

Are there any topics of interest, organisations, or related work/projects around creating healthier supermarkets you would like to hear about at future Healthy Supermarket CoPs?

- Livelightener WA ‘Eat brighter, Livelightener’ campaign
- Nutrition rep from major supermarkets
- Link between healthy food choices and environmental sustainability
- Practical case studies, real life initiatives in practice
- Access to affordable food
- The first steps to getting started
- Suggested funding sources to support conducting pilot trials
- Engagement and participation of community and retailers
Community Spotlight:

Katie Hammer
Nature and Biodiversity Manager – Sustainability Governance and Engagement, Coles
Sustainability at Coles

VicHealth Healthy Supermarkets Community of Practice

Katie Hammer, Nature and Biodiversity Manager
16 February 2023
Our ambition is to be Australia’s most sustainable supermarket and win together in our second century

Our vision is to become the most trusted retailer in Australia and grow long-term shareholder value.

Our purpose is to sustainably help all Australians lead healthier, happier lives.

Smarter selling through efficiency and innovation.

Win together with our team, suppliers and communities.

Inspire customers through best value solutions in food, drink and home.

Inspire customers

Win Together

Smarter selling

• Trusted value through personalisation
• Exclusive brands powerhouse
• Leading anytime, anywhere, anyhow shopping
• Destination for health, sustainability and convenience
• Expanded offer through new markets and services

• Technology- and digitally-empowered organisation
• Strategic and sustainable sourcing
• Optimised network and formats
• Agile Store Support Centre using data driven insights

• Safer choices together
• Great place to work
• Better Together through diversity and community
• Together to Zero to drive generational sustainability
• Growth through partnership

Together to zero emissions
Together to zero waste
Together to zero hunger

A team that is better together
A community that is better together
Sourcing that is better together
Farming that is better together

Value the Australian way | coles
Our Sustainability Strategy

**Together to zero emissions**
- 100% renewable electricity by end of FY25
- More than 75% reduction by end of FY30 in combined Scope 1 & 2 emissions (FY20 baseline)
- Net zero emissions by 2050

**Together to zero waste**
- 85% solid waste diverted from landfill by FY25
- Aligned with Australia’s 2025 National Packaging Targets for all Coles Own Brand and Coles Own Liquor Brand packaging in Australia
- Supporting circular economies

**Together to zero hunger**
- Relationship with food rescue organisations SecondBite and Foodbank

**A team that is better together**
- Focus pillars of Belonging, Gender equity, Accessibility, Pride and Indigenous engagement

**A community that is better together**
- Invest in local communities and supporting them in times of need
- Health and Nutrition including continuing to ensure Coles Own Brand range of food and drinks are free from artificial colours and flavours

**Sourcing that is better together**
- Responsible sourcing by supporting independent certification or verification of Coles Own Brand products and ingredients with higher environmental and labour risks
- Strive to further safeguard human rights in our own operations and extended supply chains

**Farming that is better together**
- Investing in farmers through our Australian-first sourcing policy and the Coles Nurture Fund
- Protecting animal welfare
Our Sustainability Strategy in action in FY22
Focus on climate and emissions

Scope 1
(direct control)
- In store generation (refrigerants, gas)
- Processing by Coles
- Vehicle fleet

Scope 2
(direct control)
- Purchased electricity

Scope 3
(not directly controllable)
- Animal emissions
- Fertilisers/soil treatment
- Diesel + electricity
- Waste

Value the Australian way | Coles
Emerging focus on nature and biodiversity

- The Taskforce on Nature-related Financial Disclosures (TNFD) will allow businesses to assess and report on nature-related risks and opportunities

- Coles is beginning to look at our impact on nature through a number of initiatives
Coles Own Brand

Sustainable packaging
Responsibly sourced timber, pulp and paper
Responsibly sourced palm oil
Coffee, tea and cocoa
Responsibly sourced seafood

Sow-stall free pork
Cage free eggs
RSPCA Approved chicken and turkey
No added hormones fresh beef
Healthier lifestyles
Fresh Produce

• I’m Perfect Produce has diverted hundreds of tonnes of produce out of food waste and offers a value option for customers to eat healthy

• Coles crates are used in farms across the country removing cardboard from the network

• Coles is working with numerous suppliers on improved farming practices, e.g. the recently trialled carbon neutral avocado in select stores

• Coles Nurture Fund has provided over $30M of support to Australian farmers to improve their sustainable farming practices
  • Peninsula Fresh Organics will use a $300,000 grant to help transform its irrigation infrastructure at its farms in Baxter, VIC and Barham, NSW to build a cool room to improve product shelf life. This will help save 60 million litres of water per year and prevent runoff of nutrients into local waterways.
Sustainability innovation store – Moonee Ponds, Victoria

Our strategy in action
Working together towards public health outcomes

• We need a collaborative approach to healthy eating, where Coles supports Govt led initiatives

• We are equally interested in public health outcomes for ALL Australians. Our purpose is to sustainably help ALL Australians lead healthier & happier lives. This includes our team members, and our customers who may not be buying only for health or nutrition & have other priorities, ie cost of living.

• We have a unique opportunity to work across the supermarket in all food & beverage categories, co-ordinating health improvements for both proprietary & Coles brand products.

• Working together on aligned objectives and strategy can benefit both organisations to thrive ie Stephanie Alexander’s Kitchen Garden foundation.
Q&A discussion
Interactive breakout rooms

1. Please introduce yourself

2. What are your priorities in 2023 working towards healthier supermarket environments?

3. What tips can you share with others to get started on working with supermarkets?

4. In a dream world, how would you like to work with supermarkets to promote health & sustainability?
Community health updates
Best Bites Overview

Assess and promote food businesses that use safe, healthy, and sustainable practices
Available free to all food businesses

Innovative programs used in Best Bites such as on-line guide, searchable directory, free training programs, promotional materials, videos and web site

Focus on economic development, tourism, public health and sustainability

New approach to Environmental Health
Why Best Bites?

• In the Shire’s Food Safety Policy
• Consistent with the Shire’s Climate Plan
• Informed consumer choices
• Improve food safety standards and allergen awareness
• Assist food businesses
• Increased sustainability
• Healthier dining options
• Greater accessibility
• Local business directory
How It Works

Food Safety - compulsory
- Over 95% food safety assessment score
- Allergen information for customers

All other areas – voluntary
1. Access for All
2. Healthy Eating
3. Tobacco and alcohol
4. Waste and recycling
5. Energy and water efficiency

Businesses can apply for any area/s
Proactive, on-going assessments by Shire
Guide printed annually, updated on-line
Planned weekly updates – post businesses reopening

Best Bites Food Awards 2022
4 Pillars – Safe, Accessible, Healthy, Sustainable

The use of external organisations to support the pillars is crucial:

1. Safe – Food safety, allergens – MPSC
2. Accessible – Disability Advisory Committee
3. Healthy – Healthy eating options, smoke free outdoor dining – Peninsula Health
4. Sustainable – Waste and recycling, energy/water efficiency – MPSC, Sustainability Victoria

Healthy Eating

• Supported by Peninsula Health with free resources for businesses e.g. Food Checker
• Assistance from student and graduate dieticians
• Assessments completed at approx. 60–80 premises annually by Pen Health and MPSC

• 5 key messages:
  Use healthy fats and oils
  Base meals around vegetables and fruit
  Add flavour without the salt
  Think healthy GREEN drinks
  Reduce the fat – choose reduced fat dairy and lean meat
  Offer Wholegrains

Sample Healthy Menu from Peninsula Health
Waste & Recycling

• Assisted by Regional Waste Group
• Assessments of shopping centres and 5–60 businesses annually
• Businesses limited by tenant/lease arrangements
• Focus on food re-use and donation
• Support local produce
• Reduce single use plastic
Putting Best Bites into practice

• Assessments at shopping centres, townships and through chambers of commerce:

1. Food safety and allergen rating is the first step
2. All food businesses then qualify for the relevant Best Bites areas
3. Centre managers and groups can then promote all food businesses using Best Bites
4. Increased consumer awareness for the businesses and Best Bites

Case Study – Ritchies IGA Mt Eliza for sustainability and healthy eating

• Regular evaluation – 2014, 2017 and current review
Best Bites – Engaging with Supermarkets

• Liaise with shopping centre managers, as the anchor tenants can be very influential
• Leverage off existing supermarket sustainability or healthy eating initiatives
• Find a supportive “in store” ambassador e.g. store manager
• Starting point can be promotion of their food safety rating
• Sell the point of difference by a chain using Best Bites
• Gradual approach – Guide then Awards – leads to a point of difference
• Build a 3 to 5 year relationship

Case Study – Ritchies IGA Mt Eliza for sustainability, accessibility and healthy eating
Ritchies Dromana:
Ritchies Supa IGA Dromana wins international retailer award – Convenience & Impulse Retailing (c-store.com.au)
Regional and Tourism Focus

• Best Bites Program is a model program with regional potential
  • It can be applied at member Councils of the Western Port Biosphere Reserve
  • Best Bites is available to all Councils
  • Best Bites at a regional level would increase consumer awareness and impact

• Best Bites Food Guide and Awards are planned annually for peak tourist season. Launch events are in November, with promotion until February
  • People’s Choice from late January to April – maintain momentum

• Timing is different for 2020/21!
• Open to ideas and suggestions
Q&A discussion
What kind of resource might VicHealth provide to support your work to create healthier supermarket interventions? E.g., Business case template, toolkits, reporting templates, marketing flyers etc.

- Draw on the marketing of food companies (marketing flyers)
- Toolkit including; EOI templates etc.
- Support letters for supermarket execs
- Implementation guide (how to get started)
- Business case templates
Feedback

What resources would you like most developed to do HS interventions?

- toolkits
- frameworks for planning
- resources I'd love sharing of key contacts from retailers (the decision makers etc.)
- Case studies/success stories

What HS topics of interests/projects/people would like to hear from at future HS CoPs?

- Government in terms of what they doing in relation to policy/legalisation re placement of healthy foods/drinks in supermarkets
- Sharing of key contacts from retailers (The decision makers..)
- Hear from IGA managers retailers
- What focus groups do SMR have in store design?
- People who have really keen to understand any potential litigation from food companies around promotion of one product over another was raised in discussions
- Resource around food waste and expiry dates. Education
- Health Star Rating system
- How to co-create interventions with retailers - balancing COIs
Community Announcements
Moosa Al-Subhi
PhD student- Deakin University

“What’s important to retailers when considering the implementation of healthy food strategies in Australian supermarkets and grocery stores?”

Centre of Research Excellence
Food Retail Environments for Health

refresh
Supermarkets represent the key setting for purchasing of food for many people in high, middle, and low-income countries.

Healthy food retail strategies are effective.

However, food retailers are businesses and therefore any voluntary changes to their environment to increase its healthiness also need to meet retailers’ commercial needs.

Understanding food retailers’ perspectives of health promoting strategies is essential in progressing towards healthier food environments.
AIM/OUR ASK

- **Aim**: Identify the key business outcomes that are considered by food retailers when implementing healthy food strategies
- **Method**: online survey – takes 10 mins
- **Target audience**: Owners and managers of the Australian supermarkets and grocery stores
- **Our ask**:
  - Pilot survey to check language
  - Help recruit for the study
  - Complete the survey
WHAT ARE THE POTENTIAL BENEFITS TO THE RETAILERS AND COMMUNITY?

• Help understand what is important to owners, managers and employees of food retail stores when they consider changing business practices to promote the purchase and consumption of healthier foods

• Help researchers understand and therefore better capture the impacts most important to retailers when designing healthy food retail strategies

• Inform the development of healthy food retail strategies that also meet the needs of retailers
ENSURING THE SURVEY IS RELEVANT TO RETAILERS

• The survey was piloted with academics who have worked with food retailers

• The second part of the piloting process is to walk through the survey with 5 retailers to check that the language used is relevant to the target participants.

• The pilot survey will take around 10 mins and involve me talking through the survey with participants to ensure the language is accurate

• It can be conducted via Zoom/MS Teams or in person
CONTACT DETAILS

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VicHealth Impact Research Grants 2023

Applications open until:

12noon AEDT, Wed 1 March 2023

researchgrants@vichealth.vic.gov.au
Moving forward

1. **Contribute to the Healthy Supermarkets CoP Miro board** (papers, events, resources):
   https://miro.com/app/board/uXjVO7gpqck=/

2. **Next CoP: Thursday 27 April 2023** (calendar invite coming)
   Email jfang@vichealth.vic.gov.au if you would like to present a project update, workshop a problem, share a community announcement.
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Thank you!