Healthy Supermarkets Community of Practice

27 July 2023
Where do you normally do your grocery shopping?

- Direct from farm/farmer (inc. farmers market)
- Supermarket (inc. online ordering and delivery)
- Other markets (e.g., Queen Victoria Market)
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 Recap (27 Apr 2023)

• **Greg McGrath, BUPA** – Trolley nudge intervention at La Manna Fresh

• **Laura Duff, Latrobe Community Health** – Healthy Supermarkets Latrobe ‘Reach for the Stars’ update

• **Mike Shaw, ACT Health** – Rethinking healthy supermarket interventions in a digital world

• **Steph Kilpatrick, VicHealth** – FSANZ and its influence on supermarkets
Healthy Supermarkets Community of Practice

Agenda – what to expect today

1. Presentation – Gary Sacks + Q and A
2. Presentation – Stevie Wring + Q and A
3. Interactive Breakout rooms
4. Presentation – Carmen Vargas
5. Moving forward & close
A healthier, fairer Victoria where all Victorians benefit from good health and have the opportunity to thrive.
Transformative change

Reshaping systems

1. Neighbourhood and built systems
2. Commercial and economic systems
3. Food systems

Strategic lenses

Health and climate
Community-led and informed
Intergenerational wellbeing
Introducing our presenters

Professor Gary Sacks  
Prof. Public Health Policy, Deakin University

Stevie Wring  
General Manager, Health and Nutrition, Woolworths Group

Carmen Vargas  
PhD Candidate, Deakin University
Presentation

Professor Gary Sacks
Professor of Public Health
Deakin University
The role of food retailers in promoting children’s rights and good nutrition

Prof Gary Sacks
Deakin University, Australia

@gary_sacks

27 July 2023
Guidance Framework to Support Healthier Food Retail Environments for Children
A practical tool for nutrition and children's rights in the food retail sector
Food retailers are a critical part of efforts to improve population diets

- Supermarkets are the main source of food for most people in high-income countries
  - Globally, over half of all food purchased comes from supermarkets
  - Increasing supermarket presence in low- and middle-income countries

- **Tremendous opportunity** for food retailers to create environments that encourage healthy eating and better health

“As a supermarket serving communities across the country, we have a responsibility to encourage our customers to eat delicious food that is healthier for people and better for the planet.”

Mark Given, Chief Marketing Officer at Sainsbury’s
Food retailers are gatekeepers to the food supply

Source: Peeters et al MJA Insight (2018)
Consumers increasingly expect supermarkets to behave in responsible ways

‘Consumers want to buy from brands who share their values’: Euromonitor on global trends within the food industry

- The market for healthy, ethical and environmentally sustainable products is rapidly growing
- Consumer surveys consistently show that the vast majority of people think supermarkets should make it easier for them to eat healthier

Sources: CSIRO Australia, 2019 (https://www.csiro.au/-/media/Do-Business/Files/Futures/GrowthOpportunitiesAustralian-FoodAgribusiness.pdf)
Increasing government-led action on unhealthy food

- **Targeted taxes** on less healthy foods – now more sugar taxes globally than carbon taxes
- **Front-of-pack labelling** and **nutrition warning labels** gaining momentum
- **UK rules on product placement and promotion** of less healthy foods
- **Bans on sales** of sugary drinks and junk food to children in Mexico

**NO DEAL** Shops BANNED from displaying junk food near entrances and tills from today

Mexican State Bans Sale Of Sugary Drinks And Junk Food To Children

UK to ban junk food advertising online and before 9pm on TV from 2023
Mounting investor interest in nutrition

- Investors are increasingly calling for increased transparency and accountability from food companies and retailers
- A strong focus on nutrition and health is likely to deliver long-term value to food retailers and their investors

Tesco urged by investors to sell more healthy food

Investors call on major food manufacturers to follow Unilever’s moves on health & nutrition

A global coalition of investors managing around US$3 trillion is urging food manufacturers Nestlé, Danone, Kellogg’s, and Kraft Heinz to increase disclosure and ambition on the health profile of their sales.

Investing for Nutrition and Obesity Prevention: Current Practice in Australia, August 2021
Youth consultations on healthier food retail environments

Healthy and affordable food that does not compromise on taste:
- Greater variety of healthy, affordable foods, portion-controlled products and less processed foods

Sustainable, ethical and culturally appropriate options:
- Locally-sourced, fairtrade, less plastic and packaging, in-season and access to foods from different cultures

More information, less temptation:
- Clearer and more transparent labelling to distinguish between processed and unprocessed foods and support to make healthy choices

Marketing, but for good:
- Less promotion of unhealthy, processed foods
- More promotion of fresh foods
Increased focus on accountability for nutrition action

2018 Assessment of Australian supermarket company policies and commitments related to obesity prevention and nutrition (scores out of 100)

1. Tesco: 5.2
2. Sainsbury's: 4.8
3. Aldi UK: 4.3
4. Lidl GB: 4.1
5. Co-op: 4.0
6. M&S: 3.9
7. Morrisons: 3.3
8. Waitrose: 3.0
9. Asda: 2.5
10. Iceland: 0.6
11. Ocado: 0.5

Low (0) to High (100)
Children’s exposure to marketing of unhealthy foods and beverages is harmful to their health and wellbeing
Australian supermarket catalogues vs Australian Dietary Guidelines

34.2%

Other = 22.5%

43.3%

Source: Cameron, Sayers, Sacks, Thornton *Health Promotional International* 2017
International comparison of supermarket catalogue content

Source: Charlton, Kähkönen, Sacks, Cameron *Preventive Medicine* 2015
Supermarket price promotions predominantly feature on unhealthy food and beverages

- 9% of all sugar purchased is a direct result of price promotions
- 22% of all products purchased on price promotion would not have otherwise been purchased

28.8% vs 15.1%

Proportion of unhealthy foods on price promotion vs proportion of healthy foods on price promotion

25.9% vs 15.4%

Average discount on unhealthy versus healthy foods

Public Health England report from Kantar Worldpanel UK 2015
Checkout displays heavily promote unhealthy foods and beverages

**AUSTRALIA 2019**

Unhealthy food was present at **90%** of staff-assisted checkouts

The top 3 food and beverage categories displayed at checkouts

1. Chocolate & confectionery
2. Unhealthy drinks*
3. Healthier drinks**

*Unhealthy drinks include soft drinks, energy drinks, sports drinks and iced tea.
**Healthier drinks include water and flavoured milk

Of discounted food and beverages, **7.5 times** more items were unhealthy than healthy

Schultz et al *Public Health Nutrition* 2020
End-of-aisle displays heavily promote unhealthy foods and beverages.

Of all end-of-aisles that displayed food and beverages, 80% had at least one type of unhealthy item on display.

The top 3 food and beverage categories displayed at end-of-aisles:

1. Chocolate & confectionery
2. Unhealthy drinks*
3. Chips

*Unhealthy drinks include soft drinks, energy drinks, sports drinks and iced tea.

A range of other in-store promotional techniques target children.
Recommended actions that food retailers can take to support healthy diets among children and families

<table>
<thead>
<tr>
<th>Corporate strategy</th>
<th>Product development and labelling</th>
<th>Product availability and placement</th>
<th>Promotional activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Transparent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>✓ Accountable</td>
<td></td>
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<tr>
<td>✓ Coherent</td>
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<td>✓ Aligned</td>
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<td>✓ Comprehensive and specific</td>
<td></td>
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<td></td>
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<tr>
<td>✓ Locally relevant</td>
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</table>
Corporate strategy

- Nutrition integrated as part of overall corporate strategy
  - Core part of doing business
  - SMART (specific, measurable, achievable, relevant and time-bound) objectives

- Monitor and evaluate progress
  - Report against objectives and targets
  - Have progress externally verified or reviewed

- Support government-led regulation to create healthy food environments
  - Evidence-based
  - Creates a “level playing field” for all food retailers
Adopt government-endorsed definition of ‘healthy’ foods

• Corporate strategy on nutrition and health needs to be underpinned by clear, externally-recognised, evidence-based definitions of healthy and unhealthy foods and beverages

• This definition needs to be applied consistently across all company policy areas

- TESCO
  Measures product healthiness using the UK Government’s nutrient profiling model, Ofcom.

- Woolworths
  Products are ‘healthy’ if identified as a core food by the Australian Dietary Guidelines or if products have a Health Star Rating of 4 or above.

- Ahold Delhaize
  Stores in Belgium, Serbia, Romania and The Netherlands use the Nutri-Score nutrition rating as their criteria for healthy foods.
**Good practice reporting**

### Our ongoing reformulation programme

<table>
<thead>
<tr>
<th>Category</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own brand drinks</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
</tr>
<tr>
<td>Ready meals</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
</tr>
<tr>
<td>Yogurts</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
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</tr>
<tr>
<td>Cereal</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
</tr>
<tr>
<td>Bakery</td>
<td><img src="https://via.placeholder.com/150" alt="Image" /></td>
<td></td>
</tr>
</tbody>
</table>

**Sales weighted and per 100g targets and reporting**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Baseline</th>
<th>Performance</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>% healthy and better for you sales as a proportion of total sales tonnage</td>
<td>80.3%</td>
<td>80.3%</td>
<td>79.7%</td>
</tr>
<tr>
<td>% healthy products sold as a proportion of total sales tonnage</td>
<td>55.6%</td>
<td>55.6%</td>
<td>55.3%</td>
</tr>
<tr>
<td>% vegetable sales (as part of our Peas Please commitment)</td>
<td>10.2%*</td>
<td>10.2%</td>
<td>10.4%</td>
</tr>
<tr>
<td>% protein sales - meat free including products containing milk and/or eggs</td>
<td>73%</td>
<td>73%</td>
<td>N/A</td>
</tr>
<tr>
<td>% protein sales - of which entirely plant based</td>
<td>10%</td>
<td>10%</td>
<td>N/A</td>
</tr>
</tbody>
</table>

* Data for pre-pandemic period only, in line with Peas Please methodology

**Key achievements**

1. **1st** ranking in the Access to Nutrition Initiative (ATNI)
2. **10%** of protein and dairy tonnage sold in 2019/20 was from plant-based choices
3. **Over 20%** reduction of the amount of sugar across soft drinks, ice cream, cereals and more since 2015
4. **97%** of our own-brand products meet Public Health England’s salt reduction target

**Reference to government standards**
Product development and labelling

- **Product development**
  - Reformulation of existing product portfolios to reduce risk nutrients
  - New product development to shift towards less processed foods
  - Smaller package sizes

- **Nutrition information**
  - Front-of-pack nutrition labelling
  - Online nutrition information
  - Responsible use of health and nutrition claims
  - Summary nutrition information at point of sale

- **Working with suppliers**
Impact of reformulation on population health

Reformulation can positively influence dietary intakes of risk nutrients
• Reformulation has been found to be effective in reducing population intakes of sugar, sodium and trans fat

**Stealth reformulation of private label food can cut calories, study finds**
By Willi Chu

Significant health and economic impacts of food reformulation
• ‘A 20% calorie reduction for foods high in sugar, salt, calories and saturated fats can result in up to 1.1 million cases per year of cardiovascular diseases, diabetes and cancer avoided annually in 42 countries’

• ‘USD 13.2 billion can be saved each year across the 42 countries, which corresponds to 0.21% reduction in total health expenditure’

• ‘Reformulation can increase the gross domestic product of 42 countries by 0.51% on average each year relative to the trend, generating additional economic growth similar to the whole economy of Chile (i.e. about USD 456 billion)’

Source: OECD, 2019.
Product availability and placement

• Reduce placement strategies that promote less healthy foods
  • Check-outs
  • End-of-aisles
  • Promotional displays

• Equitable distribution of healthier products
  • By geographic area
  • Rural vs metro
  • Affordability

• Restrict the sale of certain less healthy products, such as energy drinks, to children
Promotional activities

• Price promotions
  • Incentivise healthier foods
  • Restrict promotions on less healthy foods

• Avoid promotional techniques that appeal to children in relation to less healthy foods
  • Animated characters
  • Toys and prizes

• Improve food literacy and inspire selection of healthier choices
  • Apps
  • Education materials
  • Retail dietitians
Food retailers have a crucial role to play in improving population diets

✓ A strong focus on nutrition and health is likely to deliver long-term value to food retailers and their investors

✓ Range of evidence-based actions that food retailers can take to positively impact the diets of children and families

✓ Collaboration and cooperation across the sector, supported by strong government leadership and regulation, are likely to be critical
Q&A discussion
Presentation:

Stevie Wring
General Manager
Health and Nutrition
Woolworths Group
Further references

**Our 2025 Plan**

*Working together to create a better tomorrow*

**Annual Sustainability Report**

Link to F22 report [HERE](#)

**living healthy report**

*livinghealthy report 2023*
Q&A discussion
Interactive breakout rooms

1. Please introduce yourself
   - Name
   - Organisation
   - Where are you currently at with healthy supermarkets? (e.g., Starting off, community consultation, stakeholder engagement, retail engagement, research, planning or delivery of project trials, evaluation, articles, publications etc.)

2. How can you leverage the work from Gary and Stevie for your local community?
Building capacity of health promotion professionals to use *Store-Scout App* for enabling supermarkets' engagement

Research Team:  
Prof. Steven Allender  
A Prof. Julie Brimblecombe  
Dr Meaghan Christian  
Carmen Vargas
Overview

• There is no clarity on ways to engage supermarkets to developing and sustaining health-enabling strategies

Problem

Solution

• Store Scout App has worked in remote areas and we want to test its use in regional and urban areas.

Opportunity

• Capacity building project
• Learn and use Store Scout App
• Assistance to develop a working plan
Project

Phase 1
- Pre-survey

Phase 2
- Capacity building for 6 weeks (four two-hour sessions)
- Supermarket Store Scout audits

Phase 3
- Retailers' survey
- Post-survey

August - November
Capacity building sessions

• Four capacity-building sessions (plan-do-reflect cycle):
  1. **Session 1**: *Store Scout App* training session
  2. **Session 2**: evidence-based co-production
  3. **Session 3**: engaging retailers
  4. **Session 4**: real life-case study – leanings

*Two drop-in support sessions upon request.*
Store Scout

- Developed by Menzies, now managed by Monash University
- Developed to measure the healthiness of the store environment
- Designed to support the implementation and monitoring of ‘best practice’ by retailers and store owners to improve the “healthiness” of their stores and thereby support customers to make healthy food choices
Store Scout App

- Fruit & Vegetables
- Drinks
- Snack Foods
- Meals/Convenience Foods
- Breads & Cereals
- Meat & Seafood
- Dairy & Eggs
- Store manager questions

Overall Score: 70%
Fruit & Vegetables: 63%
Drinks: 71%
Snack Foods: 68%
Meats/Convenience Foods: 74%
Breads & Cereals: 75%
Meat & Seafood: 57%
Dairy & Eggs: 83%

Radar chart
100% Price
100% Freshness
100% Availability
50% Price
50% Freshness
50% Availability

Overall score: 52%
Trend over time
Store score over time
How to get involved in the project?
Are you interested in working with Supermarkets?

We are aiming to test the use of the *Store Scout App* to engage supermarkets to co-produce health-enabling strategies.

**Call us if you:**
- Plan to work with regional or urban supermarkets
- Can commit for 12 weeks to complete the study

**What’s involved?**
- Complete all study components:
  - Pre-and post-survey
  - Four 120 minutes capacity building sessions
  - At least two Supermarket audits using Store Scout App
  - Retailers five-question survey

**What’s the benefit?**
- Learning how to use of Store Scout app and use the app free for a year
- Assistance in developing an action plan to work with supermarkets

**If you are interested:**
- Contact us at:
carmen.vargas@deakin.edu.au
meaghan.christian@monash.edu
Thank you

Carmen Vargas
carmen.vargas@deakin.edu.au

Research Team:
Prof. Steven Allender
A Prof. Julie Brimblecombe
Dr. Meaghan Christian
Carmen Vargas
Moving forward

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

2. **Next CoP: Thursday 19 October 2023**

   Email healthyfoodsystems@vichealth.vic.gov.au if you would like to present a project update, workshop a problem, share a community announcement (interstate and international examples welcomed).
Healthy Supermarkets Community of Practice

Thank you!