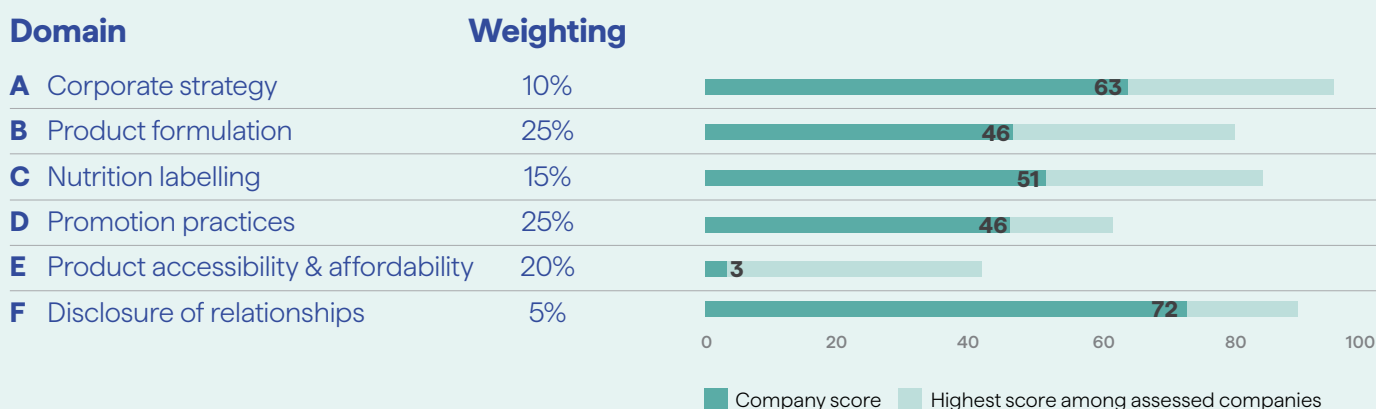


# Appendix: Company scorecards

# Coles

**3rd** OUT OF 4 SUPERMARKETS

**41** OVERALL SCORE (OUT OF 100)



## Areas of strength

- **Corporate strategy** – Coles publicly reports the proportion of own-brand sales from healthy products.
- **Product formulation** – Coles discloses ongoing efforts to improve the healthiness of own-brand products, including that 78% of eligible own-brand products meet the government’s Healthy Food Partnership reformulation targets.
- **Nutrition labelling** – Coles commits to display on-package Health Star Ratings (HSR) and industrial trans fat labelling on all eligible own-brand products. In addition, Coles has implemented product filters for healthy foods and displays HSR on some products online.
- **Accessibility & affordability** – Through the Fly Buys loyalty program, Coles periodically offers price promotions to encourage healthier purchases, including for fresh fruit and vegetables.
- **Disclosure of relationships** – Coles commits not to make political donations, and publishes a comprehensive list of external groups related to nutrition and health that it supports.

## Recommended actions for Coles

### Short term (next 12 months)

1. **Publish** a target to increase the proportion of **overall** sales from healthy products, and publicly report progress against this target each year.
2. **Introduce** universal healthy checkouts (with no unhealthy products, such as confectionery and sugar-sweetened beverages on display near registers) across all stores nationally, and **increase** the proportion of healthy products displayed in end-of-aisle displays.
3. **Implement** policies to limit promotion of unhealthy products and brands across all settings (e.g., in-store, online, in regular catalogues).

### Longer term (2-3 years)

4. **Reduce** the proportion of unhealthy products in the company’s own-brand product portfolio. For example, by adding new, minimally-processed healthy products, and removing unhealthy product lines.
5. **Incentivise** branded food manufacturers and suppliers to improve the healthiness of their products, adopt the HSR on their products, and prioritise promotional activities related to healthy foods and brands.
6. **Restrict** price promotions (such as discounts and multi-buy specials) on unhealthy products, including as part of seasonal promotions.

## HEALTHINESS OF OWN-BRAND PORTFOLIO<sup>^</sup>

Nutrient profiling summary score		Australian Dietary Guidelines	Extent of processing	Nutrition labelling
Average HSR (out of 5 stars)	Proportion HSR ≥ 3.5 (%)	Proportion discretionary (%)	Proportion ultra-processed (%)	HSR uptake for intended products (%)
<b>3.3</b>	<b>59.0%</b>	<b>37.9%</b>	<b>59.0%</b>	<b>89.0%</b>

<sup>^</sup>This information is provided to add context around the assessed company; this analysis was not included in the assessment of nutrition policies. Results based on data collected by The George Institute for Global Health in March-June 2023 and published in [The State of the Food Supply Report 2023](#). HSR = Health Star Rating