

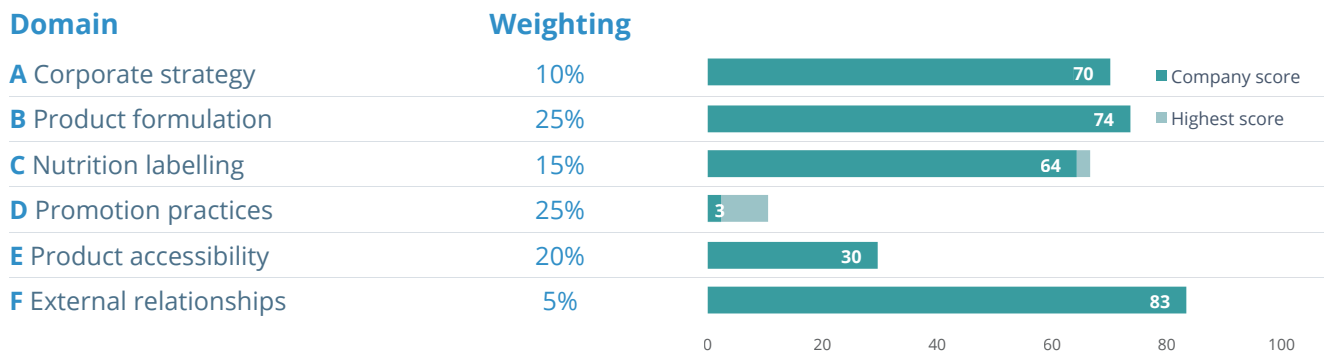
Woolworths

1st

OUT OF 4
SUPERMARKETS

46

OVERALL SCORE
(OUT OF 100)



Areas of strength

- A| Corporate strategy** - Woolworths identifies nutrition and health as a priority, communicated through the company's overarching mission statement and corporate reporting. Woolworths' approach to nutrition and health is reported against annually, and references priorities laid out by the United Nations Sustainable Development Goals
- B| Product formulation** - Woolworths commits to reducing levels of sugar, sodium and saturated fat across portions of its own-brand portfolio. Woolworths published its support for the Australian government's Healthy Food Partnership in company reporting
- C| Nutrition labelling** - Woolworths publicly commits to implement the Australian government-endorsed HSR system across all products in its own-brand portfolio. The company reports progress on implementing HSR labelling, and uses the interpretive form (i.e. star ratings) across all product categories. Woolworths provides comprehensive nutrition information online for the majority of products available for sale
- E| Product accessibility** - Woolworths provides 'free fruit for kids' in all stores nationally

Recommended actions for Woolworths Short-term (next 12 months)

- 1| Develop** and publicise specific, time-bound targets for the reduction of sodium, sugar, saturated fat and portion size/energy content across **all** product categories in the company's own-brand portfolio. Routinely report on progress in achieving reformulation targets
- 2| Implement** a policy on marketing to children that effectively restricts the exposure of children and adolescents (up to age 18) to promotion of 'less healthy' foods across broadcast and non-broadcast media, using government guidelines for classifying the healthiness of foods. Routinely report on compliance with the policy

Longer term (2-3 years)

- 3| Introduce** universal healthy checkouts (with no 'less healthy' products, such as confectionery and sugar-sweetened beverages, on display near registers) across all stores nationally
- 4| Commit** to increase the proportion of healthy products (using government guidelines for classifying the healthiness of foods) featured in catalogues and other advertising
- 5| Limit** price promotions (e.g., price discounts and 'buy-one-get-one-free' specials) on 'less healthy' products, whilst continuing to increase affordability of healthy products
- 6| Link** rewards through loyalty programs to healthier products
- 7| Increase** the proportion of healthy products displayed in high-traffic areas (e.g., end-of-aisle displays)