

IGA

4th OUT OF 4 SUPERMARKETS

8 OVERALL SCORE (OUT OF 100)

Domain	Weighting	Score
A Corporate strategy	10%	0
B Product formulation	25%	18
C Nutrition labelling	15%	10
D Promotion practices	25%	0
E Product accessibility	20%	0
F External relationships	5%	44

**Areas of strength**

- IGA had little public disclosure of its approach to nutrition and health. As such, no clear areas of strength were identified
- Selected IGA stores in Victoria are involved in a trial, *Eat Well @ IGA*, of interventions designed to improve the healthiness of customer purchases, in partnership with VicHealth, the City of Greater Bendigo and Deakin University

**Recommended actions for IGA**

**Short-term (next 12 months)**

- 1| **Identify** health and nutrition as a priority focus area for the company, articulated through the company's mission statement and sustainability reporting. Centralise the company's nutrition and health approach so that it applies to all IGA's nationally, and appropriately resource nutrition and health within the business.
- 2| **Develop** and publicise specific, time-bound targets for the reduction of sodium, sugar, saturated fat and portion size/energy content in the company's product portfolio. Routinely report on progress in achieving reformulation targets
- 3| **Commit** to implement the Health Star Rating system across all own-brand products in all stores nationally and develop a time-bound roll-out plan
- 4| **Provide** online nutrition information for all products available for sale
- 5| **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 classifying the healthiness of foods. Routinely report on compliance with the policy

**Longer term (2-3 years)**

- 6| **Introduce** universal healthy checkouts (with no 'less healthy' products, such as confectionery and sugar-sweetened beverages, on display near registers) across all stores nationally
- 7| **Commit** to increase the proportion of healthy products (using government guidelines for classifying the healthiness of foods) featured in catalogues and other advertising
- 8| **Limit** price promotions (e.g., price discounts and 'buy-one-get-one-free' specials) on 'less healthy' products across all IGA stores nationally