

**Food Industry Taskforce on Addressing
Factors Contributing to Obesity**

***FINAL REPORT TO MINISTERS
OF HEALTH AND FOOD SAFETY***

20 December 2018

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Executive Summary

The food and beverage industry is committed to working with Government, non-government organisations and the community to address factors that contribute to obesity. The industry recognises the global obesity issues and shares concerns about obesity levels in New Zealand.

A Food Industry Taskforce Addressing Factors that Contribute to Obesity (the Taskforce) was set up, at the request of the Ministers for Health and of Food Safety, to identify what more industry could do to assist. The Taskforce represented the processing and manufacturing industry, the retail industry and the fast food, hospitality, restaurants, baking and service station sectors. Ministers asked for:

“A package of practical measures that will make a contribution to the broader range of Government initiatives aimed at addressing consumer knowledge and consumer healthier choices.” (Taskforce Terms of Reference, **Attachment A**).

To inform its work, the Taskforce conducted an industry survey in August and October 2018 seeking information and suggestions from companies and associations on practical measures they had taken or could take in the future.

The 51 recommendations deliver a ‘package of practical measures’ by addressing five main areas:

- Food and Beverage Formulation and Innovation
- Employee Health and Wellness Programmes
- Community and Education Initiatives
- Food and Beverage Marketing
- Labelling and the rollout of Health Star Ratings.

Three aspects are considered the highest priority activities for the industry: Reformulation, Health Star Rating (HSR) system, and Education.

Reformulation

By reformulating packaged foods, and developing new products that reflect reduced negative nutrients and increased positive nutrients, the consumer does not need to change behaviour to get healthier foods – simply make a choice. This is a powerful way of addressing the factors that contribute to obesity. Recommendations to deliver this require ambitiously expanding reformulation targets beyond the current targets into a range of categories that are being developed in Australia (so that there is trans-Tasman alignment) (**Recommendations 5, 6 and 8**). The beverage industry is specifically developing a bold new sugar reformulation pledge programme to be announced in February 2019 (**Recommendation 7**).

NNS is needed to form an evidence base to set targets and direct efforts for reformulation and education. It is vital that New Zealand conduct another Children’s National Nutrition Survey and an Adult National Nutrition Survey. It is not just industry pressing for this, as there is equal support from public health, non-government organisations (NGOs), academics and researchers. Both the Children and Adult Surveys are very dated, with the Children’s National Nutrition Survey now 17 years old. Consumption patterns have likely changed a lot in the 21st Century. Updated information about what New Zealanders consume is a vital platform for building effective health policy (**Recommendations 3 and 4**).

HSR

The HSR system has already resulted in extensive reformulation on an estimated quarter of the eligible packaged foods available, building on work by the manufacturing sector that has targeted sugar, salt and saturated fat over the past decade. Recommendations for HSR (**Recommendations 44-46**) focus on expansion (increased uptake) and consumer education but this must have regard to the 5-Year Review of the system currently underway and due to be presented to Australian and New Zealand Ministers responsible for food by the end of 2019.

Education

Education on nutrition complemented by initiatives in schools by both the primary processing and manufacturing sector takes the HSR information and complements it with the development of cooking and shopping skills for children creating an intergenerational uptake (**Recommendations 26 to 29**). Education is also necessary for understanding kilojoule information on menu boards in fast food outlets, a key recommendation of the Taskforce Report, and for recipes provided on industry websites (**Recommendations 47 and 49**).

Other related recommendations in the above areas and in areas of Employee Health and Wellness and Marketing

Other recommendations in the Reformulation and Innovation area cover company nutrition policies (**Recommendations 1 and 2**), serving and portion guidance (**Recommendations 9 to 13**) and uptake of the Be Treatwise® programme in New Zealand (**Recommendation 14**).

The food industry employs over 750,000 working New Zealanders. This is a captive sector of the population that already benefits from employer health and wellbeing initiatives (**Attachments C and D**). The industry is very active and innovative in this area and the recommendations in the Taskforce Report focus on sharing, expanding and developing programmes (**Recommendations 15 to 19**).

The food industry has a very strong presence in the community, not only as an employer but in giving back and supporting the community. Every day, community groups seek assistance or sponsorship from food companies. The food industry responds not only to these but also with ideas and programmes that deliver health and wellbeing to all sectors in the population but most particularly to school children and young people. For example, the Weetbix Tryathlon is the largest programme of its type in the world, the Fonterra and Sanitarium breakfast in schools (KickStart) and Fonterra Milk for Schools programmes reach many thousands of schoolchildren every day. There are many other national and local programmes described in this Report (**Attachment E and F**).

Recommendations in the area of community and education, aside from the school-related educational recommendations noted above, focus on sharing, expanding and developing programmes (**Recommendations 20 to 22, 30 and 31**). The Report also identifies the value of a food industry liaison point in each of the Ministries of Health and Education in enhancing collaboration and joint work (**Recommendation 23**) especially in the development of resources for schools (**Recommendation 24**).

Also in relation to schools, the industry is seeking the assistance of the Government to work with schools to encourage them to adopt a water-only (and milk) policy in Primary and Intermediate schools (**Recommendation 25**). It is important that schools are healthy environments for children, which is why it is important to fulfil the aspiration of the Voluntary Schools agreement (announced in 2006) that schools should not sell sugar-sweetened beverages. The ambition of this agreement between beverage companies and Government has been circumvented by some schools, and it is recommended that the Ministry of Education take further steps to ensure schools embrace water-only (and milk) policies. This would align with the food industry supported former National Administration Guideline 5 regarding healthier food and nutrition in schools.

In marketing, the industry has recommended bold steps that particularly focus on children and young people, including expanding the period of television viewing during which advertisements for food high in saturated fat, salt and added sugar and aimed at children are not to be shown (**Recommendation 33**), and restricting fixed-site outdoor advertising (digital, billboard, sandwich board etc) of high saturated fat, salt and added sugar products within 300 metres of the main gate of Primary and Intermediate schools by 30 Jun 2019 (**Recommendation 32**). Setting a defined distance from Primary and Intermediate schools for store branding of high saturated fat, salt and added sugar products is set to be discussed with convenience stores for decision by Dec 2019 (**Recommendation 35**).

Other marketing-related recommendations cover publication of company marketing policies and development of a schools sponsorship policy (**Recommendations 40 to 42 and Attachment B**), best practice in advertising (**Recommendation 34, 37 and 39**) and reporting (**Recommendation 36**), and review of the Food and Beverage Classification System that underpins the Advertising Standards Authority's *Children and Young People's Advertising Code* (**Recommendation 38**).

The report recommends healthy eating options appear on menus and be provided by frontline fast-food staff as part of their training on interacting with customers (**Recommendation 48**). The Report also recommends that supermarkets with multiple checkout lanes provide a confectionery-free checkout lane (**Recommendation 43**).

Some companies have already reported to the Government for the 2017 year in a number of the areas covered by the Taskforce's work through the Government's Healthy Kids Industry Pledge scheme, and these companies and others have prepared 'Report Cards' for this Report that are similar but address the areas covered by the Report (**Appendix A**). In the future, and in addition to reporting in specific areas, the Taskforce is developing a checklist of the recommendations to be undertaken by companies to assist them in self-checking and reporting annually to the Government (**Recommendation 51 and Attachment G**).

Introduction

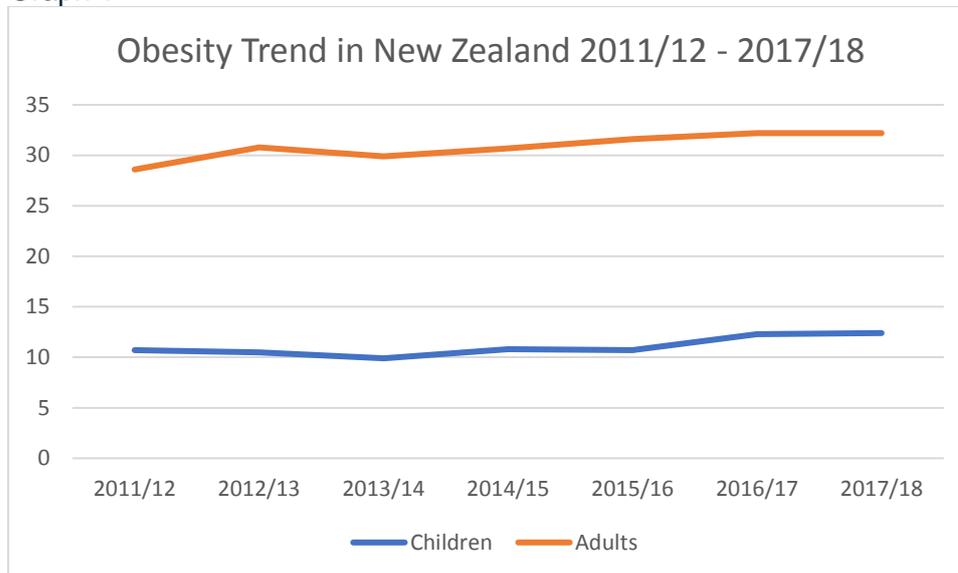
1. The Minister of Health (the Hon David Clark) and the Minister for Food Safety (Hon Damien O'Connor) met in March and May 2018 with a wide range of food and beverage companies and associations to discuss industry's role in encouraging consumers to make healthier food choices and in reducing obesity. Ministers proposed the establishment of an industry group that would develop ideas to address obesity from a food and beverage industry perspective. Industry and the Government finalised Terms of Reference in May/June (Attachment A) and the Food Industry Taskforce Addressing Factors that Contribute to Obesity commenced work in July 2018. The New Zealand Food & Grocery Council volunteered to provide the secretariat on behalf of industry and to undertake the coordination role of the five working groups established.
2. The objectives of the Taskforce were to identify food and beverage industry successes (and failures) from the past and present in relation to factors contributing to obesity and their applicability together with others that might be identified for the future; identify what was planned for the future in terms of food and beverage reformulation/ formulation, innovation and other activities; recommend a package of practical initiatives that could contribute to addressing obesity (noting that the food industry is only one element within a broader network of actions and initiatives that are required) and identify with the Government the potential metrics to assess results over time.
3. This report sets out work in five key areas: Food and Beverage Formulation and Innovation; Employee Health and Wellness Programmes; Community and Education Initiatives; Food and Beverage Marketing; Labelling and the rollout of Health Star Rating System. It has been informed by an industry survey across the five areas. The results have then been brought together into a package of practical measures that can be pursued to make a contribution to the broader range of Government initiatives addressing factors contributing to obesity.

Background

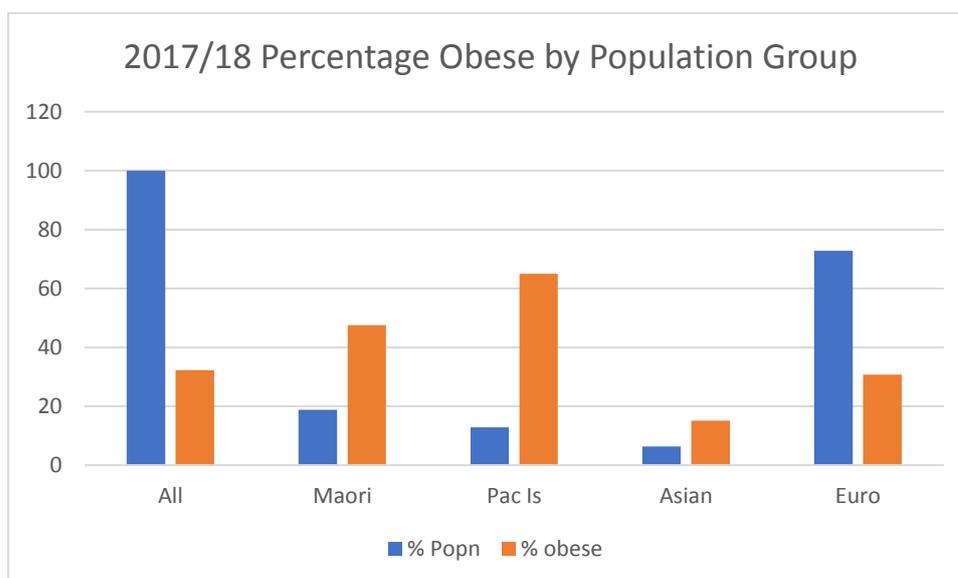
4. The Food Industry Taskforce comprised members from primary production and processing, manufacturing (food and beverage), quick service (including outlets in fuel stations), food service, hospitality, retail and representatives from several industry associations.
5. The food and beverage industry recognises the global obesity issues and shares concerns about obesity levels in New Zealand. It notes that New Zealand remains high in OECD comparisons on the obesity scale. The latest data on obesity in New Zealand (Ministry of Health, 15 November 2018) describes the following:
 - about 101,000 children aged 2–14 years (12.4%) were obese
 - the child obesity rate has not changed significantly since 2016/17 (when it was 12.0%).
 - Children living in the most socioeconomically deprived neighbourhoods were 2.1 times as likely to be obese as children living in the less deprived neighbourhoods after adjusting for age, sex and ethnic differences
 - about 1.26 million adults (32%) were obese, up from 28.6% in 2011/012.
 - of the adult population, Maori represented 18.8% but 47% were obese, while Pacific Islanders represented 12.8% but 65% were obese.

This is set out in the following graphs.

Graph 1



Graph 2



6. The factors contributing to obesity are complex and broad-ranging. This Report does not present arguments for or against particular factors but rather recognises that no single action or 'fix' has delivered a causal reduction in obesity. The Taskforce has adopted a food and beverage industry, multi-pronged approach that has been taken in many countries including New Zealand over the past decade. Such an approach has been favoured to date as the best means of responding to the multi-factorial nature of obesity and its apparent impact by education, literacy, promotion and awareness, activity and sport, cultural influences, economic, demographic, social and environmental issues and individuals' food choices. The interactions amongst these factors are expected to influence how effective the cumulative impact might be.

7. The Taskforce was cognisant of the extensive range of laws, regulations, standards, guidance documents and codes of practice relating to food and health and the work of the Taskforce has had cognisance of these, particularly the Australia New Zealand Food Standards Code shared with Australia and trans-Tasman developments in these and related areas.
8. A strategic approach to obesity for New Zealand is intended to encompass the broader food and non-food industries across the supply chain (processing through to retail/sale to the consumer) and have regard to what action had been successful in the past in New Zealand and overseas.
9. Actions of the past 10-15 years, have included:
 - industry reformulations (these commenced with reductions in saturated fat levels during the 1960s with the advent of margarine) leveraging science, research and consumer preferences to deliver extensive change through to the salt-reduced, stanol enhanced spreads of 2018
 - 5+ a day programme to encourage five or more servings of colourful fresh fruit and vegetables every day. The logo appears on a range of packaged foods. The programme is now a Charitable Trust.
 - the New Zealand Fruit and Vegetable Association Alliance (FAVA) promotion programme that encourages the consumption of fruit and vegetables spanning fresh, frozen and processing sectors.
 - the Heart Foundation salt reduction programme began 11 years ago with the setting of food reduction targets for sodium in bread. This was hugely successful and targets and products in 14 other categories have continued over time. Sodium levels in bread are now 25% lower and children's cereals 33% lower. The programme was expanded to include sugar reduction targets in specific products in 2016. The result has been a substantial reduction of salt in targeted products, and sugar reduction is now being prioritised by a number of food companies.
 - Healthy Eating Healthy Action was a Government programme in 2003-2009 and aimed at changing lifestyles to address non-communicable diseases in lower socioeconomic groups, children young people and their families and whanau, environments, communication and workforce. It was widely embraced by health professionals, communities, industry and a wide range of agencies and, at its height boasted 1254 initiatives being undertaken (Mann et al 2010). It laid a strong foundation for subsequent developments in changing behaviours rather than taking a punitive approach.
 - The signing the world's first Voluntary Schools Agreement in 2006 by Frucor and Coca-Cola Amatil New Zealand with the Ministries of Education and Health to NOT sell sugar-sweetened carbonated soft drinks or energy drinks directly to any primary, intermediate or secondary school. This agreement was part of proactive efforts by both companies to respond to the emerging issue of obesity in New Zealand. In 2017, this agreement was extended to all New Zealand Beverage Council members and was revised so that members agreed to sell only bottled water to primary and intermediate schools (see comment under 'Barriers' in the section on Community and Education Initiatives section).
 - Children's Obesity Plan was launched in October 2015 and has three focus areas made up of 22 initiatives, which were either new or an expansion of existing initiatives. The initiatives were collected under three broad areas: targeted interventions for those who were obese; increased support for those at risk of becoming obese; and broad population approaches to make healthier choices easier for all New Zealanders. The focus remains on food, the environment and being active at each

life stage. The package brought together initiatives across government agencies, the private sector, communities, schools, families and whānau. Several of the initiatives either directly or indirectly involved industry: Health Star Rating promotion, Marketing and Advertising to children and a partnership with industry on a Healthy Kids Industry Pledge. All three areas are potentially transformative, (not 'flashes in the pan') that are challenging to implement but high impact once underway.

- Food and beverage labelling has been a feature of the New Zealand supply for many years but took a major boost with the full implementation of the Australia New Zealand Food Standards Code in 2003 covering mandatory nutrition information panels, ingredients listing and a claims framework (in 2014).
 - The development and implementation of the voluntary Health Star Rating system (in 2015) was also a significant collaboration between governments, academics and industry.
10. A key difference between consumers' experiences in the past 15 years is greater choice of a much wider range of low sugar, fat and sodium products. Global trade, science and nutrition advances, public health recommendations and sophisticated consumers now mean consumers can choose foods to suit their lifestyles and health and nutrition-related goals.
 11. This increase in choice can be seen in the non-alcoholic ready-to-drink beverage sector, where there has been a significant increase in the number of low- and no-sugar products launched in New Zealand over the past decade. Over the past two years, 87% of growth has come from low- and no-sugar beverages, representing 41.9% of sales.
 12. To inform its work, the Taskforce conducted an industry survey in August and October 2018 seeking information and suggestions from companies and associations on practical measures they had taken or could take in the future. The survey had 55 respondents and a further 70 respondents from the Hospitality sector focussed primarily on employee health and wellness.

Reformulation and Innovation

13. For all food and beverage businesses, providing consumers with safe, quality food is a priority. Reformulation has been, and continues to be, a significant feature of delivering in this priority area, by altering a food or a beverage's composition to improve the product's health profile and through new product development drawing on improved nutrition targets. Such work has been demonstrably shown to contribute an environment of nutritional quality for consumers and deliver an intervention that does not necessarily rely on changing consumer behaviours (Lehmann et al 2017). The food and beverage industry has a key role to play in providing healthier and more nutritious products through product reformulation and new product development.
14. Product reformulation has been underway in New Zealand for over a decade, due in part to manufacturer's and fast food companies' own commitments and targets, to the Heart Foundation 'Tick' programme, and to work commissioned from the Heart Foundation by the Ministry of Health on reduction of salt and, latterly, sugar. The Healthy Eating Healthy Action programme up to 2009 provided a real focus for the food and beverage industry on reformulation that was leveraged by the Heart Foundation. The Heart Foundation's work is based on the premise that 'most of the salt and sugar we eat in New Zealand comes from processed foods' (Heart Foundation 2018). The objective of the Heart Foundation food reformulation programme is to have at least 80% of the market share (by sales volume) within a category meeting the targets. This ensures high-volume foods in each category are prioritised.
15. For industry, sodium and sugar are added to processed foods for flavour, texture, preservation and other processing reasons. Many companies have embarked on product reformulation over many years to reduce these and saturated fat to the greatest extent possible without significantly impacting taste or consumer acceptance. Reducing sugars is particularly technically challenging in many products outside the beverage category and there are practical limitations that may limit progress. As well, an improved food choice and a range of products with lower added sugars may not always equate to foods with a better overall nutrient profile or greater health benefits. Energy density of products may increase if added sugars are replaced with fat, or remain the same if replaced with starch.
16. Individual company and the Heart Foundation work has been supplemented and enhanced over the past 2-3 years due to the impact of the voluntary Health Star Rating (HSR) system. HSR has resulted in an accelerated programme of reformulation and new product development to a nutritional profile that is lower in sugar, saturated fat, sodium and overall energy and higher in protein and fibre.
17. The Food Industry Taskforce targeted reformulation and new product development in order to identify the extent of current practices and to recommend how best to advance these initiatives and how to better facilitate commitment and support. This work considered both negative nutrients and beneficial nutrients.
18. Supermarkets are very much part of this activity, since both the major supermarket chains in New Zealand (Foodstuffs and Countdown) have extensive home brand product ranges and have been reformulating concurrently with other food manufacturers, particularly to reduce sugar.

Nutrition policies and focus on risk nutrients

19. Having clearly-stated nutrition policies and applying those in the development of new products is beneficial. Companies with written nutrition policies have been shown to score

three times higher than counterparts with verbal nutrition policies in balanced scorecard exercises (Doonan et al 2017). This is, in part, attributed to the reputational risk of failing to deliver publicly declared nutrition commitments. If a company makes public reformulation commitments, it is more likely to deliver on those commitments than companies that have not made public commitments. Providing a public-facing statement of a company's nutrition policy is a way of showing company intent, providing incentive to deliver on targets/ accountability and an informal accountability mechanism. Nutrition policies generally comprise the desired nutrition attributes of the product range and goals and actions that the food or beverage company commits to. In some cases these policies have been reflected in the pledges made by companies to the Healthy Kids Industry Pledge programme. The key is that they are written and public.

20. For example, in 2017 Heinz Wattie's (Kraft Heinz) made a global commitment to achieve 70% compliance by 2023 to meeting its nutrition guidelines. These are self-imposed stretch targets. In the same vein, Kellogg's launched its Global Breakfast Food Beliefs in 2015 and Global Snacks Food Beliefs in 2016. These Food Beliefs are intended to innovate healthier products. The year 2020 was set as the target for these changes, and Kellogg's has already met its sugar and sodium reduction goals for cereals and sodium reduction goals for snacks. The company is continuing to incorporate positive nutrients and ingredients across its foods and to review its foods for continued improvement. .
21. As a further example, Fonterra has public targets for its New Zealand and global nutrition portfolio relating to dairy nutrition and refined carbohydrates. These targets were first published in its 2017 Sustainability Report. It has assessed all New Zealand dairy nutrition products against these targets, with a view to informing its future reformulation programme.
22. Foodstuffs is committed to steadily improving the nutritional profile of its private label range so that customers can eat more healthily. To this end, it has reformulated hundreds of its private label products. As a good example of a front-facing nutrition policy, this is on its website at <https://www.pams.co.nz>.
23. In 2016 Countdown launched its health and nutrition targets. These were further updated in 2017 as part of the Corporate Responsibility Strategy out to 2020; commitment 20 of this strategy is that we will support and inform our customers to help them make healthier choices. These targets also align with retail industry "Reducing Child Obesity" pledges. The targets are on the website: <https://www.countdown.co.nz/community-environment/countdowns-health-and-nutrition-targets>
24. The New Zealand Beverage Council is working with its members to develop a sugar-reduction pledge. While still under development, this pledge is likely to be similar to a commitment made by the Australian Beverage Council, which has seen signatories in Australia commit to an industry-wide reduction in sugar of 20% by 2025. In developing the Pledge, the New Zealand Beverage Council is committed to ensuring that it will result in a further meaningful reduction in sugar consumption from non-alcoholic beverages. The complexity of this Pledge should not be underestimated and is a significant undertaking by the non-alcoholic beverages sector. In signing the pledge, signatories in New Zealand will be required to make difficult decisions and change many aspects of their business operations. The sector, however, is committed to delivering a Pledge that will help address obesity in New Zealand. Modelling work is currently underway, and the New Zealand Beverage Council expects to be in a position to brief the Government in the new year, ahead of a joint public launch.

25. In the survey conducted by the Taskforce, over a third (37%) of the companies responding had a nutrition policy but a quarter of respondents had it 'public facing'. Links to a range of nutrition policies currently available are at Attachment B. In some cases these are global policies, in other cases they form part of an overall strategy around healthfulness. Examples are:
- Heinz Wattie's (Kraft Heinz) has a fully developed Global Nutrition Policy
 - Kellogg's Global Nutrition Policy and Kellogg Food Beliefs for Breakfast Cereals and Snacks
 - Unilever's Global Nutrition Policy includes strong commitments to improving health and wellbeing
 - Vegetables NZ has a publicly facing strategy document on ensuring the health of all New Zealanders by encouraging greater consumption of fresh NZ grown vegetables.
26. These are all examples which could be held out as best practice to encourage other food companies and organisations to lift their participation.
27. Risk nutrients are generally recognised as sodium, sugar and saturated fat and are considered nutrients of public health concern. As noted above, a focus on these nutrients and on overall energy delivered by products are key components of nutrition policies and commitments. Some best practice examples:
- Nestlé uses its Nestlé Nutritional Profiling system to benchmark products against set criteria. The system assesses a product's nutritional contribution, considering its role in a balanced diet, its ingredients (including saturated fat, sugar, sodium, fibre and wholegrain) and the serving size usually consumed either by adults or children. The company's commitments are also public on increasing whole grains and vegetables.
 - Mondelez International has established energy, saturated fat, trans fat, total sugars, sodium and portion control criteria for new product development and reformulation initiatives. Where possible fibre and wholegrains are also a focus for the company's biscuit portfolio.
 - Kellogg's uses its Global Food Beliefs for Breakfasts and Snacks to guide changes to its food portfolio.
 - Countdown has been involved in the Heart Foundation's wider reformulation work for over 10 years, and the HeartSAFE programme since launching in 2010. Internal targets for Own Brand products are set for sodium, sugar, energy and HSR, along with removing artificial colours, flavours and preservatives (where food safety allows), and removing MSG and trans fats.
 - The beverage sector has been introducing new and low sugar beverages and reformulating to reduce sugar for many years. Over the past year alone, Frucor Suntory has launched NZ Natural Sparkling flavoured waters with no sugar and no artificial ingredients, Pepsi Max Vanilla with no sugar and Amplify Kombucha, which has less than 1g of sugar per 100ml. Frucor Suntory has also reformulated existing products including OVI – reducing sugar by 50 percent so it is now 2.2g of sugar per 100ml and their Oh! soda range, which has between 1g and 2g of sugar per 100ml. Major innovations from Coca-Cola New Zealand include Coca-Cola No Sugar, world-first Coca-Cola Stevia No Sugar, Keri 50% Less Sugar Fruit Drink, Fanta Zero, Powerade Zero, plus reduced sugar reformulations of Fanta Raspberry, Fanta Grape, Sparkling Duet Raspberry and Powerade ION4. New Zealanders have positively responded. For example, almost 50 percent of Coca-Cola trademark sales being no sugar variants.
 - Further, the New Zealand Beverage Council has worked with members to develop a sugar reduction pledge, to be launched in early 2019. With details still being finalised, the industry has agreed in principle to an industry-wide reduction in sugar of 20% by 2025.

28. Some companies are subject to or choose global nutrition guidelines. Some choose those developed or endorsed by other agencies, such as the NZ Nutrition Foundation, that set criteria for nutrients including protein, calcium, and other nutrients as relevant to formats e.g. fibre, magnesium and vitamin C. Others set their own targets:
- Fonterra has recently developed global nutrition guidelines, endorsed by the New Zealand Nutrition Foundation. These provide guidance to help move more of the product portfolio towards using minimum quantities of added sugars, refined carbohydrates, added fats and added salt.
 - Unilever has been working on the nutritional profile of its food and refreshment products sold in New Zealand since the late 1990s. Brands such as Streets Paddle Pop, Continental and Lipton Iced Tea have been made healthier by reducing nutrients of concern like sugar, salt and saturated fat for over a decade. By 2020, Unilever will double the proportion of its portfolio that meets its global nutrition standards which are based on globally recognised dietary guidelines. This involves published time-bound targets for reducing sugar, salt, saturated fat, trans-fat, calories and providing clear nutrition labelling on product labels.
 - Vegetables NZ provides recipes within parameters of choosing food and drinks with unsaturated fats, low in sodium, little or no added sugar and least processed.
 - Kellogg in Australia and New Zealand work to a set of criteria for new products including sugar, sodium, saturated fats and partially hydrogenated oils.
 - Mondelez International has published global well-being targets, and issues progress reports to ensure consumers and stakeholders can track progress against these targets. Focusing on the greatest impact within the product portfolio. Mondelez's three pillars of action are:
 - Expanding 10 existing wellbeing brands in its portfolio, with the goal of growing them at twice the rate of its base portfolio.
 - Renovating and improving the nutrition and ingredient profile of its biggest-selling brands.
 - Continuing to encourage consumers to snack mindfully and planning to deliver 15% of revenue from portion control snacks.
 - Lion created a new division called the [Drinks Collective](#), focused on growing its range of crafted alcohol free, lower sugar beverages and catering to the future of the New Zealand drinks market.
 - McDonald's 'Commitment to Families' addresses nutrients of concern (salt, saturated fat, trans fat, added sugars) specific to Happy Meals and its forward looking goals focus on fruit, vegetables and grains.
 - Frucor has committed that one in every three drinks sold will be low or no sugar by 2030 and that they will also double the size of their low and no sugar portfolio at the same time. Frucor also developed juice dilution guidelines for parents a decade ago for parents who want to give juice to their children as an occasional treat.
 - Coca-Cola NZ introduced Nutrition Guidelines in 2016. They include guidelines of less than 8g of sugar per 100ml (excluding 100% fruit juice) for new beverages.
 - In 2017, Coca-Cola committed to a 10% reduction by 2020 sugar reduction target across its entire portfolio. Today all of its top sellers offer a low or no kilojoule alternative and almost 40% of Coke NZ total sales are low or no sugar.
 - Pepsico has been transitioning to healthier oils across its chips range since 2015. It has also been an active participant in NZ Heart Foundation's reformulation programme since 2014 sodium reduction.
 - Whittaker's has focused on high cocoa content products eg 82% cocoa content which has a lower sugar content than standard 33% creamy milk chocolate. For these products, 19.4g of sugar per 100g compares favourably to standard chocolate which contains 44.7g sugar per 100g.
 - Nestlé has publicly stated commitments on reduction of sodium, sugars, saturated and trans fats, as well as increasing micronutrient fortification where appropriate.

- Heinz Wattie's has had a sodium reduction programme in place since 2005, and various company guidelines for levels of sugar, saturated fat, protein, fibre and the percentage of fruit and vegetable in its products, where relevant to a product category. Internal targets for sodium and sugar are based on the Heart Foundation industry guidelines as applicable.

29. Driving increased development and publication of food and beverage nutrition policies and commitments should be a key outcome of the Food Industry Taskforce.

Nutrition Advice

30. The role of dietitians and nutritionists and the nutrition advice they provide for the food and beverage industry has been shown to impact on formulation/reformulation, new product development, identifying evidence to support claims, regulatory advice around allergens, labelling, composition and compliance and nutrition strategies and policies. Many larger companies employ dietitians or nutritionists for their guidance and expertise in developing healthier products.

31. Dietitians and nutritionists influence/advise their marketing teams on advertising from a nutrition/health point of view in addition to regulatory provisions. Increasingly, such advice is not a 'nice to have' option but rather a 'must have' element of a successful and appropriate food manufacturing operation. In this context, the Taskforce survey identified that almost half the responding companies (48%) employ or gain expertise from registered dietitians or nutritionists. More access to expert nutrition advice could be a helpful in improving the food supply. Sanitarium is one company that offers and promotes free nutrition advice to New Zealand consumers.

Action on risk nutrients

32. Policies and commitments have to translate into action. In New Zealand this has been demonstrated by individual company targets and through participation in the Heart Foundation's work with food companies to set voluntary targets to reduce the amount of sodium, and more recently sugar, in key food categories including breads, breakfast cereals, processed meats, savoury pies, soups, cheese, snacks, sauces, spreads, crackers, canned baked beans and spaghetti and dairy foods. To date the programme has resulted in a significant annual removal of salt from the above key categories (Heart Foundation 2018). This does not include reductions in other categories undertaken by companies. However, by focusing on products and manufacturers where the greatest impact can be achieved (products having at least 80% of the market share by sales volume to meet the targets) prioritisation can target high-volume foods in each category. The level of salt removal in New Zealand places us at the forefront in comparison with the efforts of other countries (World Cancer Research Fund, 2018).

33. Actions on risk nutrients must be acceptable to the consumer and, for this reason, small, incremental changes over time have often proved more successful than 'big bang' actions. To assess the importance of consumer acceptability, the survey canvassed products that had not succeeded. 31% of companies said they had examples where sodium, saturated fat or sugar was reduced but the products were unsuccessful in the market.

34. Reformulation often presents serious technical challenges, eg Fonterra tried in the past to formulate a salt-reduced block of cheese, and a salt-reduced spread. This was technically very demanding without the use of other preservatives. Salt has a key food safety, taste, and preservative effect, and despite best intentions these projects were eventually abandoned. It may be difficult in some cases to assess whether unsuccessful products can be attributed to reformulation or other reasons.

35. It should also be noted that sugar and salt reductions are very costly activities to undertake. Some products developed with the aspiration of providing healthier options for consumers can be roundly rejected for many reasons. For example shelf life may decrease, and food safety compromised unless additional preservatives are used. Sugar reduced foods may have altered taste resulting in reduced consumer acceptance. This may also affect nutrient rich foods such as breakfast cereals and yoghurts. Sugar reformulation is likely to increase the use of non-nutritive sweeteners in the marketplace and reduced added sugars products may be more expensive for consumers, due to product development costs. Unsuccessful products subject to risk nutrient reductions are set out in the following:

Consumer barriers

- 25% less fat mozzarella cheese in pizzas was not popular with consumers
- Frucor's range of flavoured waters, although sugar reduced, did not attract consumers until the sugar was eliminated. However, by 2030, a third of the entire Frucor range will be low- or no-sugar.
- A product with 30% less sugar compared to the standard product did not sell
- In 2016 and 2017, Nestlé had examples of where sodium and sugar reduction in soups and baked beans were tested at levels beyond which were acceptable for consumers. Consumers felt taste was compromised for health. The result of this meant smaller reduction steps being taken. The unsuccessful products included a beverage (less sugar), a milk beverage (less sugar and fat, added iron and iodine), lollies (less sugar), and quick oats (no added sugar).
- Reduction of sugar in carbonated beverages initially saw a reduction in sales, but sales recovered over time.
- Introduced reduced fat cheese into the NZ market which was rejected by customers
- Cereals with reduced sugar have in the past been rejected by consumers
- Oven grilled chicken instead of fried
- Several companies in the United Kingdom that reformulated to significantly reduce sugar content ahead of the introduction of the UK Soft Drinks Industry Levy faced significant consumer backlash and major drops in sales as consumers reacted negatively to the change in taste and formula. Affected brands included Ribena, Lucozade and Irn-Bru.

Technical barriers

- Sugar in everyday yoghurts reduced by 25% in 2017 demonstrating that reduction targets for added sugar need to be balanced against the overall flavour profile of the products.
- Some reduction projects for historical products for which reformulations did not progress to commercialisation due to significant changes in eat and flavour delivery
- Cakes using stevia alone instead of sugar did not work

36. Reformulations are not conducted without research, product testing, consideration of food safety impacts (such as the preservation qualities of salt in preserved meat and sugar in jams) and consumer testing. Targets are increasingly challenging in an environment where considerable reformulation has already been undertaken. This is not only reflected in external targets as might be set by the Heart Foundation but also company commitments. The most successful reformulations in New Zealand to date have been ones that have been done slowly and incrementally so that taste differences cannot be detected. This approach has worked extremely well in the breakfast and bread categories over the past 10 years.

37. The Health Star Rating system has impacted on the nutritional profile of foods, such that a sample of products (431) found a small but statistically significant change in mean energy (-29kJ/100g) and sodium (-47 mg/100g) from Nutritrack (data on mandatory nutrition information panels) between 2014 and 2016 (Ni Mhurchu et al 2017). It is significant that

New Zealand joined the HSR system after Australia and there was a lag between joining and New Zealand companies implementing the system, as evidenced by the following trend in uptake (provided by MPI, October 2018):

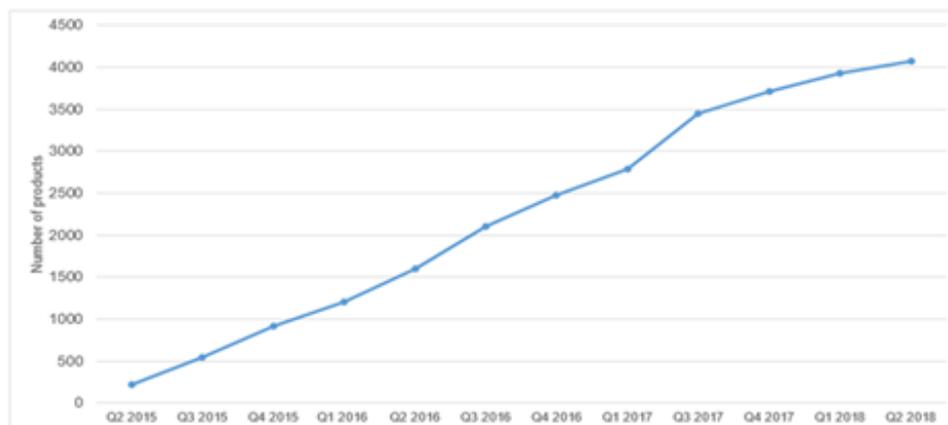


Figure 1: Total Industry Health Star Rating Quarterly Uptake Figures

38. Ni Murchu's results would be expected to be more significant if undertaken over the period 2016-2018.
39. When responding to questions relating to products reformulated, for many companies, their entire range is or has been reviewed for nutrition parameters with the process being ongoing. A selection of verbatim company's statements from the survey about products subject to reformulation review includes:
- Our entire branded range
 - Our core product range
 - Total portfolio
 - We are getting on with reformulating more of our product range to reduce sugar without affecting the taste
 - All our company products have been reviewed. We have actively made changes to remove all "artificial ingredients" and manage to NPSC score >3. This included removal of salt and assessment of protein and fibre
 - A whole range of products in a company have been reformulated, but with a specific recent focus on carbonated beverages and bread
 - For another company, a whole range of products have been reformulated to reduce sugar, sodium and saturated fat over the past few years.
40. The breadth of products subject to reformulation by companies overlaps with the categories of products that the Heart Foundation has set reformulation targets and were described by those surveyed by the Taskforce as:
- Bread, soups, small goods (eg pepperoni) and processed meat, oil spreads, cheese, breakfast cereals including quick sachet oats, cooking sauces, muesli bars, condiments, chips and potato crisps, savoury crackers, spaghetti, baked beans, yoghurts, flavoured milks, infant formulas, supplementary foods, side dishes, frozen meals, dips, dressings, food mix, noodles and noodle cups, desserts, calorie reduced and portion controlled ice cream, cocoa in confectionary, reduced trans-fat chocolate, confectionary generally, low GI sugar, reduced calorie sugar and sweeteners, portion controlled sugar sticks and cubes and pizzas (Domino's introduced 75% fresh vegetables including fresh spinach and kalamata olives to the menu, reduced fat by 20% and sodium by 25% in its classic and deep pan crusts and reduced fat by 48% and sodium by 34% in its thin'n'crispy crust).

Beverages

- As noted earlier in this section, the New Zealand Beverage Council has agreed in principle to an industry-wide reduction in sugar of 20% by 2025. With details still being finalised, the industry intends to launch the pledge in early 2019.
 - Unilever adds that prior to 2010 it had already reduced sugar levels in its ready-to-drink teas. This was followed by a 12% sugar reduction across all Unilever sweetened tea-based beverages in 2016 since 2010. By 2020 Unilever will have removed an additional 25% sugar in ready-to-drink teas.
41. Many countries have taken steps around reformulation targets (UK, USA, South Africa, EC, Canada and Mexico). Over the past two years, Australia, under the umbrella of the Healthy Food Partnership (a partnership comprising the Government, industry, public health established to address obesity, encourage healthy eating and empower food manufacturers to make positive changes) has worked to produce reformulation draft targets that have included modelling outcomes (Healthy Food Partnership 2018). This work has been predicated on consumption data from the national nutrition survey conducted in 2011-2012 (ABS 2014). Using the nutrition data, the Healthy Food Partnership has derived draft targets for sodium, sugar and saturate fat in categories found to contribute the highest amount of these nutrients in the population.
42. The categories identified by the Australian Healthy Food Partnership are bread (leavened and flat), breakfast cereal, cheese (cheddar and processed), crumbed and battered proteins (seafood/meat/poultry), flavoured milk (mammalian and dairy alternatives), gravies and sauces (including pesto, Asian style and other savoury sauces), muesli bars, pizza, processed meat (including ham, bacon and deli meat), ready meals, sausages, savoury biscuits (plain savoury, soda, plain corn, rice, other, flavoured crackers/cakes), pastries (wet), savoury snacks (potato, salt and vinegar, extruded, corn, vegie, grain and other), beverages (soft drinks, energy drinks, flavoured water, mineral water, soda water, iced tea), soups, cakes muffins and slices and sweetened yoghurt.
43. A comparison of the Australian Healthy Food Partnership draft targets and the New Zealand Heart Foundation targets shows that there are several categories which overlap with some targets aligned, while in other areas there are slight differences. It is possible that New Zealand could consider adopting targets set by the Australian Healthy Food Partnership that are not captured by the Heart Foundation. For example:
- In categories where Healthy Food Partnership and Heart Foundation have aligned targets, increase industry uptake >80% of market by sales volume engagement
 - In categories where both Healthy Food Partnership and Heart Foundation have targets but they are not aligned, manufacturers commit to either. When timeframes lapse with the Heart Foundation targets, industry work with the Heart Foundation and the Government with the aim of aligning targets to Healthy Food Partnership
 - In categories where only the Heart Foundation has targets, increase industry uptake >80% market by sales volume engagement
 - In categories where only the Healthy Food Partnership has targets, industry works with the Heart Foundation and the Government with the aim of setting targets that match those of the Healthy Food Partnership.
44. The Healthy Food Partnership targets are underpinned by Australian survey data based on the consumption patterns of the Australian consumer, but the Food Industry Taskforce supports proceeding with adopting the Australian-developed targets (rather than delaying the process) and supporting and recommending that New Zealand update its nutrition survey data as soon as possible.

Beneficial nutrients

45. Another reformulation activity undertaken by the food and beverage industry has been to increase beneficial nutrients, thereby changing the nutrition profile of products so that they deliver consumer benefit.
46. The Taskforce survey identified beneficial nutrients as including: fibre, wholegrains, serve of fruit or vegetables, and calcium. Other beneficial nutrients identified by companies surveyed included: increased protein, vitamin C, other vitamins as fortificants, nuts and seeds and magnesium.
47. Products impacted by the addition of beneficial nutrients included:
- Cheese, white milk, yoghurt, growing up milk powder and flavoured milk with increased protein and calcium
 - Extensive range of juice and juice drink brands which contain good sources of vitamin C
 - Canned/pouched tuna
 - Breakfast cereal products with increased wholegrain content
 - Soups, cake lines, raw salad promotions
 - Cakes, breakfast and lunch and cabinet items on our cafe menus
 - Bread including for increased fibre
 - Crackers, bars
 - Frozen meals, frozen vegetables, infant and toddler meals and legume range
 - Breakfast cereal products with increased fibre and wholegrain content
 - Cereal bar, noodles.

Serve size and portion guidance

48. The Australian Healthy Food Partnership included a group specially focused on guidance on portions. Through a review of the scientific literature, and government and policy documents, the working group identified four key terms currently used often interchangeably amongst both health care professionals, researchers and the food industry namely serving size, serve size, portion size and portion control (Healthy Food Partnership 2018).
49. The terminology was defined as:
- Serve: This term should be used when referring to standardised amount of food or drink as identified in the Dietary Guidelines
- Serving: This term should be used when describing the amount of food provided by a manufacturer, company, restaurateur or cook/host.
- Portion: This term should be used when educating people about how much they should select or choose at one occasion (meal or snack).
50. The Australian Healthy Food Partnership recommended a range of communication and educational strategies to address portion guidance including the development of an industry best practice guide to ensure consistency. The recommendations and actions also included a focus on better awareness, better choices, and the development of voluntary goals for sizes of servings of key discretionary (high saturated fat, salt and added sugar) foods and beverages building on existing resources and recognising that a range is likely to be the most appropriate strategy (Healthy Food Partnership 2018).
51. The Australian Healthy Food Partnership concluded that serving size was an important strategy for the Partnership, “one size would not fit all”, monitoring and evaluation was

important to demonstrate progress overtime, and the work should be embedded into the broader Partnership implementation.

52. The Food Industry Taskforce agrees that serving size should be considered a key area of focus going forward. Work has already been conducted In New Zealand in this area by the Ministry of Health and the New Zealand Beverage Council. The Council has agreed on standard serving sizes. Another area of portion guidance across Australia and New Zealand is the Be Treatwise® programme, which covers portion guidance for treat foods such as sweets and chocolate. The New Zealand Food & Grocery Council has recently become responsible for the application of the Be Treatwise® programme in New Zealand and is working with the Confectionery Group within the Australian Industry Group to align and revitalise application in New Zealand.
53. The New Zealand beverage industry publicly committed to giving people more choice to control sugar consumption by providing and promoting a range of small packs and more convenient pack sizes. The smaller packs are providing popular with Coke NZ's 250ml can sales growing 40% over the past two years.
54. In terms of awareness programmes, messaging about healthier sizes of portions may not engage community so messages need to focus on issues that do engage such as value for money, budget, waste, weight management and health. This should form the basis of a government and industry communications strategy going forward.
55. Providing healthier choices would be an outcome from product reformulation to meet targets set jointly by industry, the Government and the Heart Foundation, and drawing on the Australian Healthy Food Partnership targets. Developing an industry best-practice guide or adapting the Australian guide for New Zealand could assist companies, particularly in the SME area, with implementing appropriate serving size for products, appropriate portion education, and the way to communicate this to consumers. New Zealand should review, adopt and implement, as appropriate, other successful strategies applied by the Australian Healthy Food Partnership.

Recommendations on Reformulation and Innovation

56. Reformulation and parameters around new product development creates an environment of nutritional quality for consumers and delivers an intervention that does not necessarily rely on changing consumer behaviours. By targeting reformulation and new product development, the Food Industry Taskforce has identified the extent of current practices and some of the factors necessary for successfully delivering processed food and beverage with an improved nutritional profile. The Taskforce also wanted to identify how best to advance reformulation initiatives beyond those currently in place and how to better facilitate commitment and support across the industry.
57. Driving increased development and publication of food and beverage nutrition policies and commitments should be a key outcome of the Food Industry Taskforce.

Recommendation 1: Nutrition policies and guidelines should be public facing for food and beverage companies including food manufacturers, brand owners and fast food service interests with more than 10 outlets by 1 June 2019.

Recommendation 2: Industry associations work together to develop a nutrition policy template for SMEs, to use in the future, by June 2019 and informed by government/NGO positions.

58. It is possible that New Zealand could consider adopting a similar set of voluntary risk nutrient reduction targets as has been developed by Australia. While the underpinning Australian survey data is based on the consumption patterns of the Australian consumer, delaying the process for New Zealand until we have updated nutrition survey data is not favoured. While there are known demographic differences, in the meantime it may be the best proxy information New Zealand policy makers have access to – a poor reflection on New Zealand’s available information, but the current reality. Even if the Government agreed today to undertake the next children’s or adults’ National Nutrition Survey, results would not be available until 2022, some 20 years after the previous New Zealand Children’s National Nutrition Survey. Even so, in every sphere of food and beverage activity, including this current activity of addressing factors contributing to obesity, the National Nutrition Surveys have vital roles to play:

- the basis of standards set by Food Standards Australia New Zealand for labelling and composition in New Zealand
- necessary for food supply contaminant and toxicity work for risk and impact assessment
- used in the conduct of the Total Diet Survey (reach into community of potential contaminants and information on key vitamins and minerals)
- benchmark for consumption of foods contributing added sugar, saturated fat and sodium to the diet.

Recommendation 3: The Government to proceed immediately to initiate a Children’s National Nutrition survey to update the 2002 survey. While consideration might be given to phasing and segmenting the survey to spread cost over time, immediacy of commencement is vital for reasons set out in the foregoing discussion.

Recommendation 4: The Government to schedule the conduct of an Adult National Nutrition Survey as soon as possible to update the 2008 survey for all the reasons set out in the foregoing discussion.

59. The Food Industry Taskforce considers it important to recognise that reformulation of foods and beverages has limits because of:

- technical complexities
- preservation and other functional purposes of some nutrients
- consumer acceptability
- behavioural lead times in changing the palate of a nation
- short time frames set for reformulation of foods which limit ability to change food over time and re-calibrate consumer palates to accept the changed food.

60. Working within these constraints, the Food Industry Taskforce proposes work be undertaken on a broad range of reformulation targets.

Recommendation 5: The Government (lead), with the Heart Foundation and industry, agree, where possible and appropriate, to adopting the same voluntary nutrient reformulation targets identified by the Australian Healthy Food Partnership in categories that align with the New Zealand Heart Foundation Targets. Work on this should commence in early 2019 and targets agreed by mid-2019. Progress should be reported by December 2021. The measure would reflect the percentage of target product by sales volume active in the reformulation to meet the targets.

Recommendation 6: Where targets identified by the Australian Healthy Food Partnership are in categories that do not align, consideration be given as to whether, and how best, these might be adopted. This should be conducted in parallel with Recommendation 1, with the Government (lead), the Heart Foundation,

industry and other expert groups reviewing the full completed list of Australian Healthy Food Partnership targets during 2019 to identify additional targets that could commence in New Zealand in 2020 and be reported on two years after commencement. The measure would reflect the percentage of target product by sales volume active in the reformulation to meet the targets.

Recommendation 7: To further accelerate the reduction of sugar New Zealanders consume from beverages the New Zealand Beverage Council finalises its all-new sugar reduction pledge (20% by 2025) and launches it in the first quarter of 2019.

Recommendation 8: Following the completion of each phase of the Children's National Nutrition Survey, the Government, the Heart Foundation and industry to review the categories and associated targets to identify any adjustments appropriate for the New Zealand population.

61. In the area of portion guidance and serving size defined terms, the Healthy Food Partnership recommended a range of communication and educational strategies for consumers, voluntary goals for key discretionary foods and drinks and an industry best practice guide. This focused on better awareness, better choices, voluntary goals for serving sizes and industry best practice. These are equally applicable in New Zealand and depending on timing of completion of the Australian developments, the following recommendations are made.

Recommendation 9: The Government and industry to agree on the definitions of 'serve', 'serving', and 'portion', based on the Australian Healthy Food Partnership work in this area by March 2019. The measure is agreement by the Government and industry.

62. The Food Industry Taskforce considers that serving size should be a key area of focus going forward taking into account work underway or completed in New Zealand and Australia. In terms of awareness programmes, messaging about healthier sizes of portions used in any awareness campaign may not engage or target at risk communities so messages would need to focus on issues that do engage such as value for money, budget, waste, weight management and health. This should form the basis of a government/industry communications strategy going forward.

Recommendation 10: The Government and industry establish principles to apply for determining serving size by mid-2019 in line with the Australian Healthy Food Partnership work (had been expected December 2018). The measure is agreement on principles by the Government and industry.

Recommendation 11: Once principles for determining serving size are established, the Government and industry develop and identify implementation strategies to adopt an awareness campaign on portion guidance and serving size by December 2019. The measure is an action programme of strategies, and level of awareness achieved over current awareness.

Recommendation 12: The Government and industry develop and adopt voluntary principles and serving-size ranges (including for fast and snack foods) and establish a pledge programme for uptake by December 2019, subject to review after a three-year period of application. The measure is extent of pledges by industry.

Recommendation 13: Once principles for determining serving size are established, industry develops a best-practice guide for serving size and portion guidance in line with the Australian Healthy Food Partnership. This should provide guidance and support to food companies to

incorporate nutrition as a key driver in labelling decisions regarding the size of servings and the size of food and drinks offered. This could be part of wider guidance from the Australian Healthy Food Partnership. Areas for guidance, relating to serving size and portion size, include:

- Adopting consistent terminology
- Off-pack labelling information
- Voluntary goals relating to serving size
- Promoting appropriate portion sizes
- Serving control devices in product presentation
- Advice about serving size in consumer communication material.

Recommendation 14: The New Zealand Food & Grocery Council and the confectionery industry identify strategies to further promote uptake of the Be Treatwise® programme in New Zealand and raise awareness across consumers. The measure is an action programme of strategies, and level of awareness achieved over current awareness.

Employee Health and Wellness Programmes

63. Organisations that commit to achieving the best for their employees and customers in terms of nutrition, health and wellness will outperform others over the long term. In doing so, they set themselves apart as not just good companies but enduring great companies. The job is never done. While the journey has been underway for some for many decades, it needs to ramp up and be continually revitalised to take New Zealand healthily into the 2020s.
64. New Zealand company health and wellness programmes have the ability to reach a significant proportion of the population. Across the food and beverage industry, this could mean close to half a million people. This is why company programmes align well with a number of existing national programmes such as Healthy Families New Zealand (<https://www.healthyfamilies.govt.nz/in-my-workplace/>), the Health Promotion Agency's Workplace wellbeing website, <https://wellplace.nz/> and 5+ A Day (<http://www.5aday.co.nz/workplace/workplace-wellness/>).
65. Focusing on employee health and wellness not only presents the opportunity to address factors contributing to obesity and overall health and wellbeing but also increases productivity and reduces the impost on the health system. All companies have a stake in health and wellness and the vast majority start their health and wellness programmes 'at home' by implementing employee health and wellness programmes.

Benefit for employees in Health and Wellness Programmes

66. For employees, maintaining their health is often seen as a difficult challenge amidst competing demands of the work day, family responsibility, and other social commitments. However, combining the adoption of healthy behaviours within the work day helps with the healthfulness of the employed population and can reduce the prospect of communicable and non-communicable diseases and their associated costs. It also improves the everyday quality of life (AJ Grande et al 2015). Some elements of health and wellness programmes may not seem to contribute but, for example, flexible work arrangements can accommodate breaks for exercise (WHO 2010). Large employers can have a significant impact on the workforce (Nestlé 2017) but companies of any size as shown by NZFGC surveys can also have a broad range of programmes (NZFGC 2015).
67. Programmes such as have been launched by Ministry of Health and Healthy Families called Good4Work (<https://www.good4work.nz/>), are aimed at small- to medium-size businesses just getting started in workplace wellbeing and provide tools for such businesses. Good4Work was developed by the Health Promotion Agency in collaboration with a number of other national health agencies in New Zealand, and is intended to embed positive practices into the workplace and provide the 'place to start'. It draws on the most up-to-date workplace wellbeing knowledge and experience in New Zealand and internationally.
68. Participation in health promotion activities through a workplace health programme allows individuals to develop knowledge, self-management, and coping skills as well as build a social support network among co-workers, supervisors, and family. Employees often see a health and wellness programme as a reflection of how much the company cares about its employees, which may impact job satisfaction and morale.
69. The New Zealand food and beverage industry has a long history of investment in supporting health and wellness, recognising that it has a key role to play in promoting healthy lifestyles and addressing factors that contribute to obesity. This is in addition to, and goes beyond, the provision of healthy foods, and reformulation to improve nutrient

profiles of foods, to direct investment in employee's environment, education and activity initiatives.

70. The Food Industry Taskforce makes the following key points:

- The food and beverage industry, broadly defined, reaches over 400,000 New Zealanders and potentially their families.
- Companies are strongly supportive of their employees through a range of health & wellness programmes many addressing directly the factors contributing to obesity.
- Size of company is no indicator of extent of programmes
- Programmes reflect the expected as well as the inventive that supportive companies working with employees can generate.

71. 75% companies surveyed by the Taskforce have health and wellbeing programmes. The full list of programmes is at [Attachment C](#). The top five components of the programmes were:

- Flexible work hours 80%
- Influenza vaccinations 66%
- Employee assistance 57%
- Provision of free fruit and vegetables 55%
- Wellness challenge 50%

72. As noted above, flexible work hours provides for accommodating employee health related activities. The provision of free fruit and vegetables in over half the companies contributes directly to the avoidance of unhealthy snacking and health and wellbeing checks can lead to individual health management programmes for employees to follow.

Innovation in Employee Health and Wellness Programmes

73. Increasingly, online wellbeing hubs are being established by companies that provide resources for employees that help with social connection, mental health and physical vitality. Some of the more innovative elements in health and wellness programmes in New Zealand food and beverage companies are:

- Walking meetings
- Individual health support programmes
- Employee-led wellness initiatives eg meditation sessions
- EQi Leader Profiles
- Resilience workshops (Fiesta – annual all-staff event)
- Introduction of a 'mental health day' for staff who just need to take a breather from work
- Literacy support
- Bike racks to encourage employees biking to work and Bike Club
- LionFlex – award winning flexible work policy
- KFlex – flexible work place programme including mental health days and flexible work arrangements
- Nutrition training for new employees
- Community days
- Healthy living expos for staff that include Cervical Screening bus, skin checks etc
- Better U Wellbeing Hub – a centralised interactive communication and engagement platform to deliver info and generate personal dashboards.

74. The Taskforce survey showed that 66% of programmes had been evaluated in the past 12 months and 41% said there had been a culture or behavioural change as a result of the programmes offered that had been evaluated.

75. Other initiatives highlighted are listed at Attachment D. They include social media developments, health and wellness app for employees, targeted nutrition education sessions, regular health checks, healthy staff meals and well-balanced dishes in the staff restaurant, access to wellbeing support and healthy lifestyle advice, supporting activities such as Round the Bays run and Healthy Active Kids bring-your-kids-to-work days, individual health support plans to support weight reduction, centralised interactive communication and engagement platform that informs employees of all wellbeing programmes and initiatives happening across the business.

Barriers to Health and Wellness Programmes

76. Evaluation of health and wellness programmes can assist in better identifying what is working and what is not. These programmes can be outsourced to groups such as the Sanitarium Vitality works group, which would design measurable programmes based on research that could address some of the barriers the Taskforce survey identified:

- Cost and time – for employees and the employer
- Attendance – getting people engaged in the programmes provided and ensuring it's not the same people participating in all the activities, not all staff choose to avail themselves of programmes offered
- Encouraging employees in their personal endeavours for physical activity.
- Logistics generally
- Employee Diversity
 - community setting and culture, engagement of blue collar workers
 - Shift work – Access to healthy food for shift workers, Shift work and fatigue
 - Access to physical exercise for sedentary workers
 - Multi-site challenges - Options are altered for relevancy at each site location across NZ (employees working remotely may not have access to all offers available on specific sites)

Plans for Health and Wellness programmes

77. Companies surveyed by the Taskforce reported a variety of plans, including:

- strategy and technical plans to address targeted needs – three-year plan
- team meets monthly to review H&W programme and ensure there is communication around initiatives and so there is maximum participation.
- more regular speaker sessions and programmes e.g. sleep and mindfulness
- providing free fresh fruit to staff on a regular basis and increasing healthy eating programmes
- continuing with volunteering programmes
- participating in "Eat my Lunch"
- discounted gym membership

78. Companies surveyed by the Taskforce also made several comments about the issues involved in addressing factors contributing to obesity in the workplace:

- Obesity in the workplace can affect morale, daily work, sick leave, productivity and have impacts far reaching into individuals' personal lives. Education programmes in the work place, having fresh fruit, water available to all staff every day is a commitment from one company to its staff. Its mission - One Planet, One Health – is to bring health through food to as many people as possible.
- A greater focus on frontline employees is needed to recognise the barriers associated with this such as shift work.
- People sitting for long times at their desks is a particular problem area but some companies have standing desks available and actively promote them to decrease the amount of time people are sedentary though the day.

Recommendations for Employee Health and Wellness Programmes

79. The food and beverage industry has a long history of investment in supporting health and wellness and all companies have a stake in health and wellness. There are direct benefits to the employee (eg gym membership) and indirect benefits (improved fitness from walking meetings) as well as benefits to the employer (eg reduced absenteeism, increased commitment and loyalty and increased productivity). Elements that address factors that contribute to obesity go beyond the provision of healthy foods.

80. Focusing on employee health and wellness presents the opportunity to reach a broad group in the population and address factors that contribute to obesity. Acknowledgement from the Government might recognise the value that companies can add to the health and wellbeing of the workforce in the food and beverage sector and increase support and collaboration in this area. The Food Industry Taskforce makes the following recommendations:

Recommendation 15: Industry to increase sharing and promoting health and wellness programme best practice by increasing the presence on their websites of steps they are taking and initiatives underway. Benchmark to be assessed from current websites of top 20 major manufacturers by category volume and reassessed in December 2020.

Recommendation 16: Industry and the Government to further promote company and government tools on health and wellness for smaller companies to draw on. The Government to assist this process by 'pushing' ideas and successful programmes out to food and beverage companies they contact. This could be measured by reach and frequency of communication. The measure to be a continuation and amplification of the Government's programme supplemented by an assessment of industry communication.

Recommendation 17: Industry and the Government to recognise and promote innovative programmes that address to factors contributing to obesity through direct and indirect communication channels. The measure to be reach and frequency of communication over two years to December 2020.

Recommendation 18: Industry associations to identify initiatives to increase uptake/ penetration of offered health and wellness programmes within companies. The benchmark to be nominated by industry associations and reassessed by survey in 2020.

Recommendation 19: Industry associations to develop a 'Small but Beautiful' minimalist health and wellness programme for companies with 0-10 employees operating in the food and beverage industry in collaboration with the Health Promotion Agency and/or Ministries of Health and Primary Industries by December 2019. This programme to be rolled out to other industries if successful.

Community and Education Initiatives

81. The food and beverage sector undertakes an impressive range of work directly in communities and schools to further education and activity around healthy eating and support exercise activities. This engagement is both directly through delivery programmes and indirectly through partnership with other agencies. Greater focus on communities in low socioeconomic areas would increase the positive impact since health and obesity metrics identify these areas as the most prevalent for obesity. Some 80% of companies involved in the survey conducted by the Taskforce are involved in community and education initiatives. The initiatives range from providing website information to partnering with non-government agencies to undertake or assist with this work.
82. Involvement in the community fabric and school environment is a mix of branded and unbranded support intended to contribute to the overall health and wellbeing of communities. The intention is to deliver a positive impact and leverage industry skills, knowledge and resources to help people live healthier. They reach an estimated 900,000 New Zealanders annually.
83. Companies that are involved in the community are demonstrating commitment for which there are benefits in both directions, a shared value (Porter 2011) for the community in initiating or implementing their plans or expanding their efforts and for companies, in workforce satisfaction, team building, morale and exposure to potential customers (Treuren et al 2011). Kindig (2013) states that no single sector is responsible for health improvement, and company involvement can increase the scope, impact and outcomes of community efforts. There is strong evidence that employees of companies conducting community activities are prouder of and more committed to their employers (Bath), affecting team member morale, spirit, pride, increased employee engagement and satisfaction for the company. Collective action by sectors delivers a multiplier effect.
84. Nonetheless, it is important for the community to be at the forefront and companies supporting. This has been the approach of the Government's Healthy Families NZ programme. While industry has been very keen to partner and support these efforts, it has been by invitation and few invitations have been made (only two are known in one of the 10 high-focus regions).
85. The social responsibilities of companies are sometimes set out in public statements and undertaken by staff for the positive conscience it delivers. For example, New Zealand Beverage Council members have committed to only-sell bottled water directly to primary and intermediate schools, and to not sell sugar-sweetened carbonated soft drinks nor energy drinks in secondary schools. Council members have further agreed to not undertake any commercial advertising in any primary, intermediate or secondary school in New Zealand.

Industry, children, young persons and the education sector

86. While many programmes are across the population, a quarter are developed for schools and school children, and over 40% are designed to reach particular ethnic or socioeconomic population groups. Targeting children and young people is intended to make an intergenerational impact to significantly reduce obesity in the population in the long term.
87. The Ministry of Education recognises the importance of Healthy Lifestyles and Nutrition for school children and has dedicated several pages on its website to this, including guidelines for school food programmes, food and nutrition snapshots and case studies,

food and nutrition for healthy, confident kids, and links to nutrition websites including five commercial resource sources (<http://health.tki.org.nz/Key-collections/Healthy-lifestyles>).

88. Countdown's Free Fruit for Kids initiative was launched 2 years ago in stores has given away over 5 million pieces of fruit during this period. Countdown's research found that the fruit gets children excited about fruit, and for some it's the only fruit they will have that day or even that week.
89. Industry is actively involved in providing healthy eating and nutrition education and resources in schools. Nestlé's partnering with AUT Millennium, the NZ Nutrition Foundation, and School Kit to provide the Healthy Active Kids Nutrition education programme in schools is a good example. The programme is designed for teachers in partnership with teachers at School Kit and aims to improve nutrition and health knowledge and promote physical activity amongst school aged children.
90. Breakfast is often described as the most important meal of the day, providing sustenance and energy for activities that lie ahead. Ensuring children start the day satiated is the key objective of the Fonterra and Sanitarium KickStart Breakfast, complemented by the Fonterra Milk for Schools.
91. Keeping children satiated during school is also important. Another example of Foodstuffs 'social impact' investment is its partnership with Eat My Lunch. This will allow Eat My Lunch to expand its operations and achieve a target of 25,000 free lunches daily for children in need.
92. Research shows that children who eat home-cooked meals more frequently are less likely to be overweight (Berge et al 2015). Teaching children to cook is therefore a skill that will have lifelong benefits. Several industry programmes are conducted on this theme:
93. Vegetables NZ and The Heart Foundation have developed 'The Cooking Curriculum Project' to work with teachers to develop resources for children to learn to cook a healthy meal. This consultative project 'for teachers by teachers' will enable children to gain the life skill of being able to prepare vegetables and cook healthy meals. As of August 2018, a Year 8 Unit Plan with lessons and including cultural and activities and resources has been developed. These are available for teachers to download and use. The Year 7 material is currently being developed.
94. For over 6 years, the Nestlé Cook for Life, Ka Tunu Ka Ora, programme has been teaching youth (aged 13 – 19) nutrition knowledge, capability and confidence in a hands-on interactive session about cooking and healthy food choices. These classes are fun, informative and motivational, and recipes use common affordable ingredients, including plenty of vegetables. Students learn to make healthy, tasty, easy and affordable meals together and are able to take home recipes and cooking skills to share with their wider whanau and community.
95. The Foodstuffs Food for Thought education for Year 5 and 6 primary school students teach the students to make healthier food and lifestyle choices. Foodstuffs research shows children who have been through the programme over the past 10 years have reduced their families' sugar intake by more than 50 tonnes.
96. The learning environment is also impactful and the global Outdoor classroom day aimed at getting as many children as possible playing and learning outside is supported in New Zealand. When teachers take learning outdoors they report some powerful impacts:

Children's behaviour improves, whole classes are excited to learn, and individuals who feel inhibited by the curriculum often thrive in an outdoor environment.

97. Schools activity, sports days and sport sponsorships at national and local level are widely supported by industry, with the Anchor AIMS games just one example. This is a strategic partnership between Sport Bay of Plenty, the four Western Bay Intermediate Schools, and the Tauranga City Council. It links with various local sporting clubs and regional and national sporting organisations.
98. For young people there is also Preparation for Life (Food Safety/Work Ready courses for Youthline Students) and Females in Science, Technology, Engineering, and Mathematics (STEM).
99. A key consideration industry is hearing is that school resources concerning food and nutrition, in particular, are not only at saturation point but there are also factors such as maintaining materials (updating, reflecting current approaches etc), meeting the school curriculum and supporting teachers. Many of the above programmes have addressed these issues but more general guidance on the best way to achieve this would be helpful as would a liaison point in the Ministry of Health and Ministry of Education.
100. New Zealand Beverage Council and New Zealand Food & Grocery Council members have committed to sell only bottled water directly to primary and intermediate schools, and to not sell sugar-sweetened carbonated soft drinks in secondary schools. There has been an issue of other wholesaling firms selling members products to schools. This is a compliance issue that can be solved only by the Government, the Ministry of Education or, failing other intervention, the Boards of Trustees at schools. New Zealand Beverage Council members have further agreed to not undertake any commercial advertising in any primary, intermediate or secondary school in New Zealand.
101. The Government published revised Eating and Activity Guidelines for adults in 2015. Industry statements could be enhanced and potentially have reference through greater promotion by the Government of the Eating and Activity Guidelines. The Guidelines are excellent, but they sit on a website and more can be done by the Ministry of Health, the Health Promotion Agency, District Health Boards or health professionals to make the Guidelines a living document.
102. The food and beverage industry is keen to share successes and promote the scaling up of programmes that bring communities together and that help inspire healthier communities. In doing so, the industry can share in genuine community/industry leadership and offer an opportunity for positive change.

Reach of Programmes

103. In successive Health Surveys, the Ministry of Health reports a growing disparity between the prevalence of obesity in Māori and Pacific Island peoples and persons of European or Asian descent. Māori adults were more than one-and-a-half times as likely to be obese as non-Māori adults (Obese, 15+ years, percent, 2013/14 Māori 44.7%, non-Māori 24.7%) (MoH 2015). The latest data, presented in Background to this Report, confirms this trend and shows Pacific Island peoples are at even higher risk with 65% of its population group reported as obese.
104. As well, the Ministry reports that "Children living in the most socioeconomically deprived neighbourhoods were 2.5 times as likely to be obese as children living in the least deprived neighbourhoods, after adjusting for age, sex and ethnic differences." (MoH 2018)

105. While many community programmes involving companies are across population groups, over 40% of the programmes identified by companies surveyed by the Taskforce are designed to reach particular ethnic or socioeconomic population groups and a quarter of the programmes are targeted at schools.
106. A key consideration we are now hearing is that school resources concerning food in particular, are at saturation point. There are also factors such as maintaining materials (updating, reflecting current approaches etc), meeting the school curriculum and supporting teachers.
107. Other programmes identified by the Taskforce survey not covered above include:
- Schools activity, sports days and sport sponsorships at national and local level
 - Newsletter for customers on nutrition related matters, New Zealand Fruit and Vegetable Alliance (NZFAVA), Food in a Minute healthy recipes, Food Safety/Work Ready courses for Youthline Students, Plunket Partnership, Careline team of Nutritionists for parents, Fonterra Grass Roots Fund, , education centre including a baking school.
 - Cans for Good donations, Feeding people in need through provision of food to Auckland City Mission, Micronutrient Campaign partners with Rise Against Hunger
 - Females in Science, Technology, Engineering, and Mathematics (STEM), Work Inspiration Program (The Smith Family)
- A full list of programmes is at [Attachment E](#). Specific summaries of a selected company programmes are at [Attachment F](#).
108. Only 18% of companies surveyed undertook no community activity.
109. While many programmes are across the population, a quarter are developed for schools, and over 40% are designed to reach particular ethnic or socioeconomic population groups. Other programmes developed for groups either within or outside schools involve offering to be an assessor, teaching food preparation and cooking, information on plant-based diets, babies and toddlers, other population groups (Nestlé South Auckland Cook for Life programme), nutrition education focused on school type (primary) and decile rating (lower), and school curriculum resource material around farming.

Website education

110. As at 30 June 2017, Statistics NZ reported that New Zealand had 3.8 million mobile phones with active internet connections (Statistics New Zealand, 2017). This was up **11%** from the same time in 2016. It has also reported that mobile phone internet usage increased 104% from June 2016, to 6,453,000 gigabytes in June 2017. This is around 1,700 megabytes for each mobile phone connection, compared with 900 megabytes in June 2016. By 2018, New Zealand has been forecast to have 90% smartphone and 78% tablet ownership (Frost & Sullivan 2013). Mainstream activities include mobile media, social networking, online shopping, video and music access. Shopping is a key smartphone activity. In such an environment, using websites (and social media) to communicate health messages makes good sense. Some 50% of companies surveyed by the Taskforce had undertaken education via their website. This included:
- Nutrition advice consumer service (21%)
 - Healthy eating resources (33%)
 - Meal preparation and cooking (40%)
 - Sponsorship of NGO initiatives (31%)
 - Gardens for fresh produce (14%)
 - Physical activity programmes (33%).

111. Countdown continues to roll out nutrition product information to its online shopping website to help customers make more informed choices. Currently more than 10,000 products have nutrition information.

Future Plans

112. Some 36% of respondents planned to broaden their community and education programmes and 28% were expanding partnering and collaboration. Many were continuing or embarking on applying the Health Star Rating system and continuing to drive initiatives already in place, such as the Fonterra Milk for Schools, Fonterra Grass Roots Fund, KickStart Breakfast and AIMS games.

Collaborating on education and community activities

113. Collaboration is recognised as delivering greater benefits and broader programmes. Some examples of the food and beverage industry collaborations drawn from the Taskforce survey include:

- 43% of companies join with schools in programmes such as Outdoor Classroom Day, a global programme to get as many children as possible playing and learning outside. When teachers take learning outdoors they report some powerful impacts: children's behaviour improves, whole classes are excited to learn, and individuals who feel inhibited by the curriculum often thrive in an outdoor environment.
- 38% of companies join with community groups such as Youthline, Salvation Army, Plunket, Heart Foundation, Graeme Dingle Foundation and AIMS games collaborates with 349 community groups to support local community programmes
- 29% of companies join with sports groups such as junior rugby
- 19% of companies join with local councils on programmes.

114. One example is Nestlé's involvement in a number of past and ongoing community initiatives partnering with different groups such as Fresh Ed, Westfield Shopping Malls, Primary, Intermediate and High Schools, AUT Millennium NZ, NZ Nutrition Foundation, School Kit and Massey University Dietetics Programme.

115. Another is Foodstuffs 'social impact' investment in a partnership with Eat My Lunch described above.

116. Other collaborations include central government (eg Ministry of Social Development, Ministry of Education) and NZ Nutrition Foundation.

Costs of education and community programmes

117. Many companies consider costs invested in education and community programmes as confidential/commercially sensitive information. Of those open to share, the total was \$19.7m, with individual company investments ranging from less than \$1000 to \$10m. This included some capital cost from 2017-18. Time was also a cost in such programmes.

Evaluation and measurement

118. Some 28% of companies were planning to evaluate their programmes but another 28% had researched findings about the impact of community and education initiatives. Only four companies made research publicly available:

<https://www.fonterramilkforschools.com/news/aut-study/>

[http://www.massey.ac.nz/massey/about-](http://www.massey.ac.nz/massey/about-massey/news/article.cfm?mnarticle_uid=CF1DA31F-00E2-07F3-72C0-C760AC5F1EA6)

[massey/news/article.cfm?mnarticle_uid=CF1DA31F-00E2-07F3-72C0-C760AC5F1EA6](http://www.massey.ac.nz/massey/about-massey/news/article.cfm?mnarticle_uid=CF1DA31F-00E2-07F3-72C0-C760AC5F1EA6)

Barriers

119. Very few barriers were identified for starting programmes but of those noted, 13% of companies surveyed considered cost as a barrier, while others identified the schools' curriculum, energy, and lack of time for the relationship building and community engagement necessary.
120. For scaling up programmes, the biggest barrier was cost, cited by 40% of companies surveyed followed closely by organisational resourcing (39%).
121. A significant barrier exists, however, with the New Zealand Beverage Council's "water-only" policy. It is important that schools are healthy environments for children, which is why it is important to fulfil the aspiration of the Voluntary Schools Agreement (announced in 2006) that schools should not sell sugar-sweetened beverages. The ambition of this agreement between beverage companies and Government has been circumvented by some schools, and it is recommended that the Ministry of Education take further steps to ensure schools embrace water-only (and milk) policies.
122. While New Zealand Beverage Council members have committed to selling only bottled water to primary and intermediate schools, the Council has no ability to prevent schools from purchasing its members products from third-parties, therefore undermining the policy. The Council seeks support from the Government to encourage schools to adopt the water-only (and milk) policy. The position aligns with the the former National Administration Guideline 5, widely supported by the food industry, regarding healthier food and nutrition in schools and which stated 'where food and beverages are sold on schools' premises, to make only healthy options available'.

Success of community and education initiatives

123. The vast majority of programmes started or conducted are successful. Only 5% of companies surveyed said results showed programmes did not succeed as expected. An example was a company that wanted to support education material in schools but found schools had so much already in their curriculum that the area was saturated and no more could be taken. The overhead to maintain the material was also deemed to be significant and, for one company, was found to have been already provided by another party.

Recommendations for Community and Education Initiatives

124. No single sector can be singularly responsible for health improvement, and company involvement can increase the scope, impact and outcomes of community efforts. There are benefits for communities, companies and the Government in collaboration resulting in shared value.

Recommendation 20: Companies are encouraged to continue programmes, especially those that have been demonstrably successful at improving the health and wellbeing of the community.

125. The key barrier with initiating or expanding community programmes is cost and time.

Recommendation 21: Companies to expand community programmes where feasible or develop ways to join with other companies, associations, communities and other Government initiatives to expand.

Recommendation 22: Industry and the Government to promote (with associations) templates of community programmes (that set out description, resourcing, ideas for implementation and aspects to particularly consider) to increase uptake by more companies.

126. Schools are under pressure and there is a saturation of materials available to schools in the area of health and nutrition. In order to better direct food and beverage company involvement, there needs to be better liaison between central government and industry. Even with well-targeted programmes and resources, there is also a challenge in encouraging schools to take these up since schools are run by Boards not the Ministry of Education.

Recommendation 23: The Ministries of Health and Education establish industry liaison positions as points of contact for the food and beverage industry to facilitate ongoing engagement on community and education initiatives.

Recommendations 24: Ministries of Health and Education and industry develop Guiding Principles for developing school resources.

Recommendation 25: The Government works with schools to encourage them to adopt a water-only policy that supports the pledge made by New Zealand Beverage Council members to only supply bottled water to primary and intermediate schools.

Recommendation 26: Specific to the 'The Cooking Curriculum Project' developed by Vegetables NZ and The Heart Foundation:

- By 2020, 80 % of teachers of the cooking curriculum are using the resources and tools to teach year 7 and 8 students to cook a meal
- By 2021, 80% of students at the end of year 8 are able to cook a healthy meal.

127. The prevalence of obesity is higher in low socioeconomic areas that are potentially the areas adjacent to low decile schools.

Recommendation 27: Companies are encouraged to prioritise/develop programmes or content relevant and accessible to 'at risk' populations such as in low decile school areas (if not already doing so, and as appropriate) in order to reach low socioeconomic communities.

128. The prevalence of obesity is higher for Maori and Pacific Islanders than people of European or Asian descent.

Recommendation 28: Companies encouraged to prioritise/develop culturally relevant programmes to Maori and Pacific as appropriate.

129. NGOs undertake key roles in the community to address obesity. Company support of such organisations and agencies contributes to efforts to address obesity such as for Youthline.

Recommendation 29: Industry to develop strategies to increase the number of companies supporting NGOs in areas affecting obesity such as through partnering or social responsibility investment.

Recommendation 30: Associations to develop strategies to increase the number of companies educating consumers online through their company websites.

Recommendation 31: Where initiatives are evaluated, companies form summaries which are made public in order to show the level of impact and as a means of encouraging others to undertake similar programmes.

Food and Beverage Marketing

130. Advertising of food and beverages in New Zealand is subject to both regulatory and non-regulatory controls. The regulatory requirements are contained in Food, Commerce and Fair Trading legislation. The non-regulatory provisions are administered by the ASA through a suite of ASA Advertising Codes which apply to all advertising in all media in this country.
131. The Taskforce is aware of the work of the Independent Panel chaired by the Hon. Sir Bruce Robertson, former Court of Appeal Judge, in reviewing the Advertising Standards Authority (ASA) Codes relevant to children in 2016. This resulted in the new *Children's and Young People's Advertising Code* (hereafter referred to as the ASA Code) which came into effect in October 2017.
132. The Taskforce Report does not intend to restate the many issues raised in the 92 submissions to the Independent Panel (noting that many went to matters other than advertising and marketing), but rather to consider the driver for the ASA review and the resultant changes to the Codes and to describe what is being done as a result and what more could be done.

ASA and Review of Codes

133. The ASA decision to review the codes aimed at children was undertaken “in a climate of increased concern at the growing levels of obesity ... and claims that advertising played an increasingly strong role in the rising consumption of unhealthy food and beverages.” (ASA Code's Review Panel, 2016). The review also formed part of the 2015 Government Childhood Obesity Plan. The suite of ASA Advertising Codes cover all advertising in all media, and all major media companies are members of the ASA. As a result of the review, the ASA Code was rewritten to strengthen and update provisions. The key changes made (relevant to food and beverage) include:
- no advertising of high saturated fat, salt and added sugar food and beverage products (including sponsorship advertising) to target children under 14
 - expanding the ASA Code to cover advertising to young people aged 14 to 18 years
 - clarifying the definition of 'targeting children' – including product advertised, words, imagery and placement
 - inclusion of an interim nutrient profiling system to clearly define high saturated fat, salt and added sugar food and beverages
 - inclusion of restrictions on sponsorship advertising to young people.
 - application to all advertisements in all media including all digital/social media.
134. This resulted in changes to the approach taken, both in terms of creative message and media placement (such as limiting advertising during peak children's viewing times on television) and making it clear that all communication channels were covered, including digital and digital advertising including websites and social media platforms.

Companies surveyed by the Food Industry Taskforce stated the following as actions highlighted in response to the new ASA Code and the type of liaison they have with media agencies. In many cases it represents different expressions of similar approaches:

- Requiring the media agency to be aware of and adhere to the ASA Codes especially the ASA Code.
- Placement by media agencies has to be in accordance with ASA codes and company policy eg if a programme has more than 25% of kids viewing under 18 company does not advertise in that programme for some foods.

- All creatives for one company using children in relation to products being used and placement of advertising must be aligned with ASA Code.
- All agencies for one company undergo 'marketing to children' training which covers company policies and external codes.
- Some companies ensure they and agencies do not advertise in children's programmes.
- Some companies do not feature young people in their marketing as a part of their media policy.
- Media placement is provided to some contracting companies to review.
- Reviews are in place with media agencies to ensure channel strategy limits any potential exposure.
- Some agencies are required to report back regularly.
- Some companies provide internal compliance training (including with agencies)
- Content reviewed internally by some Legal and Nutrition teams, and ASA if required
- External advice is sought by some companies on any advertising campaign to ensure exposure to children is limited and aligned with the ASA Codes.
- "Kid meals" were not offered by a company surveyed.
- One company stated that children were not incentivised to purchase products (such as toys) and it did not align with brands that marketed towards children e.g. Disney, Pixar.
- Another company said that selling toys as incentives ceased 5 years ago.
- An agency was instructed not to advertise within 100m of schools.
- One company advised its media agencies on appropriate placement and age targeting to ensure compliance to the ASA Code.

Compliance with ASA Codes

135. All the major media companies are members of the ASA, providing strong support for compliance with the ASA Code. This ensures that if a complaint to the ASA Complaints Board is upheld, that advertisement is immediately withdrawn from all media platforms in New Zealand.
136. In terms of compliance, before the commencement of the new ASA Code, the ASA conducting training attended by over 400 advertisers, agency and media representatives. Following commencement, the ASA has run further workshops and training on request for over 150 more company representatives.
137. Food and beverage advertising has not been a significant source of complaint. For example, in 2017, the ASA received 603 formal complaints. Of the complaints of substance that went to the Board, just 21 (3.5%) concerned food or beverage companies. Of these, 13 were upheld or settled (the advertisements were removed or changed) and 8 were not upheld (ASA 2017).
138. The introduction of the new Code has not seen a material lift in complaints. As at 6 November 2018, of the complaints of substance that went to the Board, 20 concerned food or beverage companies. Of these, 8 were upheld or settled and 12 were not upheld (ASA 2018).
139. Eight of the 14 complaints received under the ASA Code since it came into effect in October 2017 were about food and beverage products. Two of these complaints were upheld and the advertisements were removed. Advertising to children, however, remains

a very small proportion of complaints to the ASA as has been the case over the last 20 years.

140. The best approach to compliance is to avoid complaints and enforcement action in the first place by providing training and tools for system users at the outset of the advertising process. To this end, the ASA ran and continues to run, training sessions for advertisers and their agencies on the ASA Code drawing on decision interpretations over time.
141. At the time of implementation of the new ASA Code, an independent approval service was established. The Children's Advertising Pre-vetting Service or CAPS, is based on the longstanding Therapeutic Advertising Pre-vetting Service or TAPS, and is a user-pays service available to the food and beverage industry to provide advice on the form, content and placement of advertising and marketing.
142. Encouraging uptake of the service could further strengthen compliance with the ASA Code. The Taskforce therefore considered the option of encouraging advertisements likely to have high attraction/appeal to children to undergo CAPS pre-vetting to ensure maximum compliance particularly where internal compliance assessment may not be available.
143. In July 2018, the ASA launched a new Adhelp Information Service. This is for anyone in the advertising industry who wants detailed information about a Code interpretation, precedent decisions and the legal framework that applies to advertising and is accessed on the ASA website (<http://www.asa.co.nz/adhelp/>). This draws on the ASA's considerable body of knowledge about standards in advertising. It's a user-pays service aimed at contributing to the ASA vision of 'Every Ad a Responsible Ad' and works alongside CAPS.
144. With the range of tools and training available, another option considered by the Taskforce was that industry work with the ASA to develop best practice for companies to ensure understanding of and compliance with the ASA Code. This might lead to a 'certification' programme for companies and could involve a range of requirements such as having advertising policies in place, participation in training by the ASA, and the inclusion of advertising and marketing in company induction programmes along the lines of many other certification activities in other industries. The ASA website could maintain a list of "certified" companies.
145. The ASA was established to set standards for responsible advertising. Currently, compliance is tested by complaints from consumers and the ASA does not undertake investigations. Pro-actively looking for possible breaches is restricted by resourcing, and at the time of the ASA Code review it was considered that a strong pre-vetting system would be of more value than trying to put the genie back in the bottle once a campaign was in the public arena. A pre-vetting approach, such as the media agreeing not to run ads that did not have a pre-vetting number or been subject alternative internal pre-vetting, could be worthy of consideration. ASA Code compliance prior to publication or broadcast via pre-approval is considered the best way to ensure advertisers support the ASA Code rather than a post-publication monitoring process.
146. The Taskforce considered monitoring and reporting of compliance with the advertising Codes. However, increasingly best-practice self-regulation around the world includes a reporting mechanism, conducted independently. Therefore, instead of the level of compliance with the ASA Codes relying on an analysis of the ASA complaints process, the Taskforce considered the prospect of an annual review of company compliance with the ASA Code be undertaken by an independent agency. Funding is a key issue in consideration to date.

Changing media

147. All media are going through a transformative stage as consumers of all ages adapt to an online, always on, digital media landscape at the expense of linear television and print media.
148. For example, average television viewing levels for 5-14 year olds has halved from 2011 to 2018. This pattern in viewing occurs both in the 5pm to 9pm timezone, and averaged across all day viewing. For 15-18 year olds, the decline is even greater, with average audiences in 2018 38% below 2011 (6am to midnight average), and in the 5pm to 9pm timezone down 38%.
149. As a consequence, children and young people are seeing significantly less advertising of products including those high in saturated fat, added sugar and salt on television. For example, for the 'fast food category', there has been a 59% drop in exposure of such products on television by 5-14 year olds and a 44% drop for 5-14 year olds since 2011. This compares to a 16% reduction in exposure to TV ads for the category for all people 5+years since 2011. Clearly there is not a correlation between exposure to TV advertising and obesity trends.
150. Nonetheless, in terms of voluntary restrictions on advertising on television, the Taskforce recommends considering extending the band of afternoon viewing restrictions to 6pm when news programming leads to a substantial drop-off in young audiences. Further work with broadcasters is necessary to determine such an extension.
151. At the same time the genre of magazines targeting children and/or young people has largely disappeared from the marketplace, making specific rules for this media largely irrelevant.
152. Young people are instead choosing online media choices. These platforms, including social, video and gaming, by their very nature, with a high degree of audience data, enable advertisers to responsibly avoid targeting children and young people, as required by the ASA Code.
153. The transition of out-of-home advertising to digital formats, purchased programmatically, enables greater control of where, and importantly when, many advertisements appear in public spaces, enabling voluntary restrictions to be in place around, for example, the hours that children typically travel to and from schools.
154. The Taskforce took account of the particular attention placed on the near-school environment in relation to advertising and considered a range of additional voluntary constraints:
- setting a distance of 300 metres within which food and beverages high in saturated fat, salt and added sugar would not be advertised (digital, billboard, sandwich Board etc) around primary schools and intermediate schools (that is, addressing exposure to children under 14 years)
 - setting limitations for digital out-of-home advertising for such products for school transport hours such as from 8am to 9am and 3pm to 4pm
 - establishing an industry standard for product branding on convenience stores within a defined distance from schools.
- This last consideration is continuing.

Nutrition profiling for the ASA Code

155. The ASA Code currently draws on the Food and Beverage Classification System as the basis for applying certain aspects of the Code. The Classification System was

developed for the New Zealand school sector to help schools choose food and beverages for students that better aligned with the dietary guidelines in New Zealand. In its current form it does not cover the breadth of food and beverages in the food supply that might be subject to advertising. As well, unlike the Health Star Rating system, the Classification System focuses on negative nutrients only, taking no account of the overall nutrient profile of the food.

156. Application of the Food and Beverage Classification System to the ASA Code was an interim measure by the ASA, noting that for nutrient profiling to be the most effective in any given application it needs to be specific to an objective and an environment. For this reason, profiling systems developed for one purpose may not readily transfer or work for different environments or for different purposes. The ASA has acknowledged that the Classification System may not be a fit-for-purpose food and beverage profiling system for advertising, and is in the early stages of a review to consider the ongoing appropriateness of the Classification System for application to the advertising Codes. The Taskforce is very supportive of such a review.

Company advertising policy

157. As with nutrition, having a written publicly available policy on advertising that refers to the control environment (mandatory and voluntary) is an important expression of a company's commitment to ensuring responsible marketing and advertising. An advertising/marketing policy can be compared to a business code of ethics. Each addresses aspects of responsible marketing the business considers most important. For example, one company's marketing policy might focus on nutrition guidelines and guidelines for marketing to children, while another company's marketing policy might include guidelines for the different marketing channels it uses.
158. In general, such policies are intended to ensure that the company's advertising and marketing portrays the company in a positive and consistent manner, are aligned with the company's strategic objectives, are factually accurate, and meet legal and regulatory requirements. Having them public-facing is also a statement about the company's willingness to be accountable to the public.
159. Almost 70% of companies surveyed by the Taskforce, have a policy on advertising to ensure compliance with the ASA Codes generally as well as the ASA Code in particular, but only a third of these are public facing. These (often covering marketing as well) include:
- <http://www.restaurantbrands.co.nz/corporate-info/corporate-responsibility/>
 - <http://www.pepsico.com.au/pdf/MarketingtoChildrenPolicy2018.pdf>
 - https://www.unilever.com/Images/unilevers-principles-on-responsible-food-and-beverage-marketing-july-2017_tcm244-424772_en.pdf
 - <https://www.afgc.org.au/our-expertise/health-nutrition-and-scientific-affairs/advertising-to-children/> While this is published in Australia and is the Mondelez International commitment in Australia, it applies to the company in New Zealand
 - <http://www.foodstuffs.co.nz/corporate-responsibility/foodstuffs-pledge-to-promote-healthier-eating/marketing-#32> activities
 - <http://www.coca-colajourney.co.nz/our-actions-in-the-marketplace>
 - <http://www.nestle.com/asset-library/documents/library/documents/corporate-social-responsibility/nestle-marketing-communication-children-policy.pdf>
 - Countdown Responsible Advertising Policy was launched in June 2017 <https://www.countdown.co.nz/about-us/our-policies/advertising-policy>
 - Countdown endeavours to include fresh food options on the cover pages (front or back) of the weekly Countdown mailer.

160. To ensure exposure to children and young people meets the new ASA Code provisions (reduced exposure) and aligns with company policy, companies can take any number of steps and actions, including through training, contractual expectations, policy decisions, media previews and placement reviews and reporting.
161. The Taskforce considered the targeting of advertising and the control of placement online on the more 'one-to-one' channels such as 'age gate' checks and policies across the industry for all digital mediums especially social media. The Taskforce proposed that identifying best practice by companies in this area would not only encourage brand safety but would also assist companies to best control online placement while simultaneously reducing the exposure of advertising to children and young people.
162. In terms of checking media placement by companies, 75% of companies said they undertook checks. They added:
- Checks are made via the agency.
 - Many companies check media placement through internal audit systems.
 - For some companies, all media placement is reviewed and approved by the company prior to publication.
 - One company reviews media spot lists, brand safety black lists and online media schedules.
 - Another company conducts post campaign reviews, spot checks during campaigns by company staff.
 - One company states there are implications for the agency if they do not follow guidelines. It is monitored by a third party and the agency is 'pulled up' if there is an infringement.
 - Media placement is required to meet contractual arrangements.
 - Media placement strategy is confirmed prior to booking to ensure there are no potential issues. Brand and communications teams approve all spot lists to ensure compliance.
 - One company reviews spot list of television ads.
 - For television, one company's process is to brief the media agency and the agency formulates its media plan which the company signs off. All content that the agency schedules is signed off internally by the contracting company, so the agency only ever uses content that is approved and supplied by the company.
 - One company receives a monthly report to show all spots for the company's television commercial was played in and what programme.
 - For one company, periodic checks only are made, while another company reviews placement on a case-by-case basis to ensure compliance to ASA Codes, particularly in instances when product may appeal to children.

Additional industry comments

163. Media companies have taken initiatives on advertising food and beverage to children and young people through their own outdoor minimum advertising distance from schools and working within Commercial Approvals Bureau rules in relation to advertising to children. The Bureau is responsible for approving and classifying all television advertisements on behalf of New Zealand's television industry. Without Commercial Approvals Bureau approval, a commercial cannot be broadcast in New Zealand.
164. In terms of the process for the Commercial Approvals Bureau approval, the Bureau requires additional information and documentation to approve commercials for certain types of products, and for food and beverage products "advertisers need to supply their product's nutritional details if they want to target children under 13 years old. We [the Commercial Approvals Bureau] strongly recommend that these details are provided before the commercial is produced or the media is booked" (CAB 2018). Broadly

speaking, to achieve a CF (Children's Food) rating, the featured product must meet the minimum standards to be recognised as an 'everyday or sometimes' food under the Food and Beverage Classification System

165. Even with a 'CF' rating allocated by the Commercial Approvals Bureau, additional requirements are in place:

- there is no advertising in pre-school television programming
- advertising in school-age television programming is limited to 10 minutes per hour, no endorsement, promotion or selling of products or services within the associated programme, and no advertisement may be played more than twice within an hour per channel or more than three times during a specific programme which is longer than an hour

Companies have made the following additional comments concerning marketing:

Domino's says it does not, and will never, market to children. Nor does it feature children in its advertising, whether it be broadcast or non-broadcast as part of its media policy. This includes the use of marketing techniques that appeal to children such as games and toys. This is a core driver of Domino's brand values.

Fonterra has 7 Pledges as part of the Healthy Kids Industry Pledges. These are published on its website: <https://www.fonterra.com/nz/en/what-we-stand-for/nutrition/healthy-kids-pledge.html>. The fifth pledge reads "Our advertising will always comply with the Advertising Standards Authority *Children and Young People's Advertising Code* in New Zealand". Fonterra's advertising material (content and placement) is assessed by its Nutrition and Regulatory team to ensure compliance to the Code.

Kellogg's has an internal sign-off process for all advertising, sponsorship and packaging materials. As part of this process, all advertising and labels are subject to a rigorous internal review and sign-off process and must comply with all relevant regulations in New Zealand. Kellogg's also has defined Worldwide Marketing Guidelines that have been in place since 2006 which all advertising and marketing must comply with.

Heinz Wattie's marketing and agencies attend regular ASA training to ensure all are aware of the company's obligations under the advertising codes. All advertising and labels are subject to a rigorous internal review and a sign-off process. It requires its advertising agency to comply with placement requirements (Adshells and Buses) to ensure they meet expectations around schools. Heinz Wattie's recognises the importance and the superiority of breast milk in feeding infants and young children. Outlined in its company policy is its worldwide charter of practice for marketing of breast milk substitutes. Locally, it is a member of the Infant Nutrition Council and adheres to the INC Code of Practice for the Marketing of Infant Formula in New Zealand.

New Zealand Beverage Council members are required to abide by the *Children's and Young People's Advertising Code*, *Code for Advertising Food* and the *Advertising Code of Ethics*. Beverage Council members have also committed to not undertake any commercial advertising in any primary, intermediate or secondary school in New Zealand. This means Beverage Council members do not advertise in media that directly targets children under-14 or where 25% or more of the expected audience will be children under-14. Further, members will not design advertising that significantly appeals to children under-14.

Coca-Cola in New Zealand and Australia have an internal weekly review and approval committee comprised of senior staff across the functions of legal, public affairs, marketing and science and regulation. The committee ensures compliance with the Advertising Standards Codes and other policies and regulations.

Coca-Cola's global *Responsible Marketing to Children Policy* in New Zealand and Australia stipulates that no commercial (paid for) outdoor material or billboards for its sparkling drinks will be placed within 300m of schools (primary or secondary), child clinics, playgrounds and skateparks and 150m for other non-alcoholic beverages.

Lion New Zealand is committed to promoting its products responsibly, has robust internal 'responsible marketing' codes in place, and adheres to strong self-regulatory codes (ASA) that cover all marketing from TV to social media and sponsorship. Within its codes, Lion New Zealand ensures that its marketing follows the highest standard of social responsibility, promotes a positive environments and is directed at adult audiences.

McDonald's has an extensive and evolving responsible marketing policy which is to be added to its corporate website. It does not use celebrities/heroes of the young to promote food, and is changing elements of its junior football collaboration such as player of the day certificate/voucher. McDonald's has stopped advertising Happy Meals on day-time TV, has undertaken an extensive overhaul of digital media buying, conducts a risk assessment of all its 'out of home' advertising sites and restaurants with regards to schools, and has made changes to its radio placements to avoid school drop-off/pick-up times

All Nestlé's advertising and promotional activity goes through a review process against both the Advertising Code and its own policy to ensure it's compliant. The policy specifically covers marketing communication using television, radio, print, cinema, outdoor/places where children gather, digital media (digisphere), mobile, games, consumer relationship marketing, viral marketing, apps, e-mail/SMS, Nestlé-owned websites, movie tie-ins, promotions, premiums, contests, product sponsorships, sampling, and point of sale. It also considers activities in primary schools. It has restricted the times it shows advertisements for products that do not meet nutrition criteria, and ensures the content is not directed to children. It has implemented the EU Pledge globally as nutrition criteria to assess products that are 'healthier' for the purposes of advertising.

All Mondelez International marketing campaigns and material that could appeal to children or young people is reviewed by subject-matter experts within the business. This review considers the requirements under the ASA Code, the company's commitment under the Australian Food and Grocery Council's Responsible Children's Marketing Initiative, and the company's comprehensive global internal Marketing to Children policy. Mondelez regularly sends material to the CAPS Adjudicator for final review before proceeding with promotional and advertising activity.

Company Marketing Policies

166. Some 10% of companies surveyed by the Food Industry Taskforce have a company policy on marketing activity outside 'advertising' that is not captured by the ASA Codes.
167. For those marketing infant formula and members of the Infant Nutrition Council, they must meet the requirements of the (soon to be republished) *INC Code of Practice for the Marketing of Infant Formula in New Zealand* (INC, 2012). A quarter of companies with a policy on marketing activity outside 'advertising' provide this publicly. The links provided above are all applicable to both advertising and marketing.
168. Some 41% of the companies surveyed by the Taskforce had taken steps to reduce the exposure of children and/or young people to advertising and marketing of 'high saturated fat, salt and added sugar' foods and beverages over the past 5 years.

The initiatives taken by companies to reduce the exposure of children and/or young people to advertising and marketing of 'high saturated fat, salt and added sugar' foods and beverages were variously described by companies as:

- does not send e-newsletters to people under 18 years of age because they may contain advertisements of high saturated fat, salt and added sugar food and beverages
- made adjustments based on the new Children's Code
- requested additional reporting from media agencies as well as additional training to ensure 'value add' advertising opportunities are in line with policy.
- removed sponsorship of a branded road show
- part of a company's usual policy of not marketing to children
- stopped advertising its product on television as an indication of commitment to ASA and RCMI [the Australian Food and Grocery Council's Responsible Children's Marketing Initiative] advertising requirements
- all advertising and labels are subject to a rigorous internal review and sign off process
- marketing staff and agencies have all been in ASA presentations and all relevant materials have been circulated internally. All advertising is well considered with the ASA Codes in mind. The company is very careful with its content and placement and considers all aspects in relation to advertising to children and young people
- made changes to 'creative' to ensure it complies and with the risk, however minimal, of encouraging excessive behaviour. The company has also changed media placement to ensure there are no issues with the target audience
- does not advertise to children because children are not the companies' target market
- prior to the *ASA Children and Young People's Advertising Code* coming into effect, the development of an internal global standard on Marketing to Children was already underway. This standard set out minimum requirements that all of the company's global business units must meet to ensure responsible marketing of food and beverage products to children.

Confectionery-free checkout lanes in Supermarkets

169. Confectionery-free checkout lanes have been suggested as a step to provide shoppers, especially those accompanied by young children, with an option of a checkout where they will not be badgered by children or tempted themselves with a last-minute, impulse purchase of confectionery. The choice to use such checkout aisle remains with the shopper. The growing provision and popularity of self-checkout facilities might, over time, negate the need for confectionery-free checkouts than might otherwise have been the case. Nonetheless, where a supermarket presents a number of checkout lanes there should be at least one clearly identified as confectionery-free.

170. Both major supermarket chains have committed to the provision of confectionery-free checkout lanes.

Recommendations for Food and Beverage Marketing

Recommendation 32: Amend the ASA Children and Young People's Code to restrict fixed-site outdoor advertising (digital, billboard, sandwich board etc) of high saturated fat, salt and

added sugar products within 300 metres of the main gate of Primary and Intermediate schools by 30 June 2019.

Recommendation 33: Review with television broadcasters opportunities to expand the band of afternoon viewing restrictions for high saturated fat, salt and added sugar food and beverage outside school hours pre-6pm by June 2019.

Recommendation 34: The Association of NZ Advertisers and companies to identify and encourage adoption of best practice for controlling placement and targeting on digital/online/social media channels such as/use of 'age gate' mechanisms and use of white lists across the industry to limit inadvertent exposure to young audiences. ANZA to report on progress mid and end 2019.

Recommendation 35: Industry to develop with convenience store representatives a policy for store branding on convenience stores within a defined distance from Primary and Intermediate schools by December 2019.

Recommendation 36: Industry to present an annual report to Ministers and other stakeholders on compliance with the ASA Code, both media placement and creative.

Recommendation 37: The Association of NZ Advertisers to develop a 'certificate of compliance' recognising companies that complete accredited training and have in place mitigation policies to ensure compliance with the ASA Code by 30 June 2019. This might include training programmes completed by companies and their advertising agencies, use of external pre-vetting and mitigation and compliance steps taken in marketing.

Recommendation 38: ASA (lead), industry and the Government to proceed with a review of the Food and Beverage Classification System in order to design a fit-for-purpose system within 12 months (2019) taking into account any impact from the outcomes of the HSR 5-year review.

Recommendation 39: New advertisements that may have high attraction/appeal to children be subject to pre-vetting to ensure compliance, particularly where internal compliance assessment may not be available, by 30 June 2019.

Recommendation 40: Industry, the Ministry of Health and the Ministry of Education, to develop a policy on school sponsorship (sports, cultural, events) by December 2019.

Recommendation 41: Encourage companies to publish advertising and marketing policies by 30 June 2019. The measure to be the number of companies with published advertising and marketing policies.

Recommendation 42: The Association of NZ Advertisers to develop a template of responsible advertising and marketing policy for those companies, particularly SMEs, that do not have such a policy by 31 March 2019.

Recommendation 43: Companies with multiple checkout lanes to report on their undertakings to provide confectionery free checkout lanes by December 2019.

Labelling and Rollout of Health Star Rating System

171. All food and beverage sold in New Zealand must meet mandatory labelling requirements as set out in the Australia New Zealand Food Standards Code. Of importance in terms of addressing factors affecting obesity are the ingredients list and the nutrition information panel. Also of note are the requirements around claims.
172. The Health Star Rating (HSR) system that commenced in 2014 is a significant voluntary undertaking developed jointly by governments and industry across Australia and New Zealand (MPI HSR resources 2018). The system is currently subject to a 5-year review that is to be reported on by the end of 2019. There is considerable focus on this review and a number of activities are on hold until the outcome is known. However, the full draft 5-year report with recommendations is to be published for public consultation in February 2019. This will provide a strong indication of the potential outcome of the review, and preliminary work on recommendations impacted by the 5-year review might be considered so as to minimise any delays in implementation.
173. There are also two labelling reviews being undertaken by the trans-Tasman Food Regulation Standing Committee: Labelling of Sugar and Naming Sources of Fats and Oils (Food Regulation Secretariat, 2018).
174. As noted at the outset, supermarkets are also major participants in the HSR system. By way of example, Foodstuffs has over 1,100 products carrying HSR labels, ranging from a half to five stars. Foodstuffs has not been selective on application of HSR and is working towards complete coverage of eligible products, having reached 94% coverage since commencement.
175. In parallel with the 5-year review, there is a trans-Tasman Sugar Labelling Review programme underway, conducted by the Food Regulation Standing Committee which advises the Ministerial Forum on Food Regulation. It is considered pre-emptive by the Taskforce to include recommendations in this report relating to sugar labelling other than commit to the Ministerial Forum's recommendations when the sugar labelling review is complete.
176. The Food Industry Taskforce recognises that both mandatory and voluntary labelling have to work in concert and that facilitation of further consumer awareness, understanding and choices of healthy foods and diets is vital.

HSR

177. MPI monitors uptake of HSR quarterly, and its most recent report was that there were over 4,000 SKUs in New Zealand carrying HSR. There is no estimate of eligible products for New Zealand but there has been an estimate made of 15,767 products for Australia (Jones et al 2018) which excludes notable areas of uptake in New Zealand such as Sanitarium, Frucor Suntory, Life Health Foods and Kellogg's. But the Australian figures include companies not covered in New Zealand as at mid-2018, such as Simplot Australia (included now for New Zealand), George Weston Foods, Mars, Nestlé and Schweppes (this last covered in New Zealand by Coca-Cola).
178. MPI lists 31 companies as participating in HSR in New Zealand (MPI Website 15 Nov 2018), while Jones et al (2018) lists 120 companies in Australia (in Appendix B to their paper). The disparity is, in part, explained by any company that has applied HSR at any time being listed in Australia whereas MPI lists only current participating companies.

Nonetheless, there would appear to be opportunity for those supporting HSR in industry to work with MPI to encourage wider uptake.

179. The independent consultants conducting the 5-year review published an issues paper (mpconsulting 2018) in October 2018 for submission by 7 December 2018, covering many of the concerns of consumers and companies. Four areas of issues are explored:
- scope of the HSR system
 - risk nutrients
 - positive nutrients
 - product specific issues.
180. Within each area, two or more issues are discussed and options presented for each. In total there are 10 issues described, ranging from sugars and sodium to oils and spreads and dairy desserts. Potentially this could result in at least 10 changes to the system since this remains just part of the final report. A further round of consultation is to be conducted in Q1-Q2 2019 of the full draft final report.
181. The Taskforce sought industry views on further education and awareness by the Government on HSR. Over 70% supported this. The value of the education and awareness programme cannot be over-emphasised and could build on the campaign that concluded in mid-2018. The population of supermarket and packaged food consumers is added to each year, and another education and awareness campaign will reinforce the understanding by those already aware and reach those new to the consuming population.
182. The Taskforce survey asked respondents what percentage of their product range eligible to carry HSR system applied it. Responses were spread between less than 10% and up to 100%. The largest percentages of product range were 20-30% of the range and 80-100% (both on 15% of respondents). There was also a sizeable group (12%) recording less than 10% of their product range carried HSR. It is considered important that one of goals going forward should relate to product range, that all eligible products should be labelled with HSR, and that products should not be 'cherry-picked'.

Industry comments on HSR

183. The following reflects a range of comments made by respondents to the Taskforce's survey concerning HSR:

- The New Zealand Beverage Council, whose members represent over 75% of the non-alcoholic ready-to-drink beverages sold at retail level, strongly supports HSR and encourages its members to adopt the HSR system's integrated energy icon on front-of-pack labelling.
- Coca-Cola NZ applies the HSR's integrated energy icon across 87% of its packs.
- Frucor applies the HSR energy icon across its portfolio of non-alcoholic beverages, including shelf stable and chilled juices, juice drinks, energy drinks, sparkling water, milk-based drinks, sports drinks and sports waters, kombucha and carbonated soft drinks.
- Fonterra continues to roll out HSR on packaging, prioritising "everyday" products and where the packaging is not also used for export to regions where HSR is not accepted. Fonterra is also on track to publish HSR on websites for all "everyday" products by the end of 2018.
- Kellogg's breakfast foods, including cereals, breakfast bars and biscuits and protein pouches, all carry the HSR. Application on snacks commenced but is now on hold pending the outcome of the 5-year review to minimise write-off packaging that needed to be updated.

- Heinz Wattie's has HSR on around 25% of applicable products and plans to add to the product information on its website in the interim of its labels being updated in line with other required label updates.
- Nestlé applies HSR on relevant categories in its range, including breakfast cereals, confectionery (energy icon), soups, noodles, and snacks. Nestlé also provides the total number of SKUs carrying the HSR to MPI quarterly.
- PepsiCo ANZ is supportive of the HSR and as of 2018 has started gradually transitioning snacks and beverage packs. The HSR values of all snacks are available on the company website.
- Sanitarium has applied HSR to over 90% of its products, including breakfast cereals (including portable), convenience, non-dairy milks, frozen desserts and spreads.
- Unilever supports HSR in Australia and New Zealand, and has rolled it out to more than 100 SKUs in New Zealand. Its commitment to HSR is published on its [website](#).
- Foodstuffs is committed to rolling out HSR on all eligible private label products and as new products are launched or existing products are repackaged. It has labelled 1,157 private label products to date, a 94% coverage. Of these, 53% rate 3.5 stars or higher.
- Countdown is committed to rolling out HSR on all eligible Own Brand products. We have reviewed 1,089 products to date and currently 86% have the HSR on front of pack, and almost half (47%) have a HSR of 3.5 or higher.

184. Almost one in five companies surveyed expected to reach 100% coverage of their eligible product range with target times varying between mid-2019 and within two to three years, but a quarter said this was not their expectation. Some 12% of companies said it was under consideration, while 15% said it was not being contemplated.

185. Reasons for not participating in HSR were variously given as product range not covered or not applicable (eg restaurants), or the system presented anomalies such as for some beverages. For some, uptake or expansion was dependent on the outcome of the 5 year review, expected to be completed by the end of 2019.

186. MPI commissioned a report from Colmar Brunton exploring issues such as what motivates the packaged food industry to take up the HSR system on some or all of their products, what are the barriers to uptake, and what would increase levels of voluntary implementation. For those companies that are watching developments, their reasons included no business case, lack of visibility of products in store, packaging logistics, and perception of inherent flaws in the system. For companies that were ambivalent, the key barriers were system knowledge, low involvement (time poor) and no tangible benefit to the business (Colmar Brunton 2016). Industry supports a focus on consumer education and as a result helps to create consumer demand, a more effective consumer education campaign, providing evidence as to efficacy of HSR, and the need to capitalise on influential others (nutritionists and media).

187. The Taskforce survey asked if respondents promoted HSR to consumers and or educated them on HSR. A quarter undertook promotion or education. The types of programmes include:

- website education and on pack education
- in relation to introducing relabelling products, one company assesses HSR to evaluate whether it is appropriate to reformulate to improve the HSR score
- promote HSR and provide educational material on their website to inform consumers what it is, how it was developed, how it works, and how consumers can use it

- in product advertising as relevant.
- plan to add to it to the company product information on the website while product labels are being updated in line with other required label updates
- Sanitarium product packaging includes a website address to an HSR education piece on the Sanitarium website. It is an article called 'What is the Health Star Rating on food packaging?', and includes a video explaining the system

Menu labelling

188. The Food Regulation Standing Committee published a consultation report on menu labelling in Australia in May 2018 (Food Regulation Standing Committee, 2018). This considered the several systems operating in Australia. Since 2011, States and Territories have had the choice to introduce legislation to mandate menu labelling in their jurisdictions. As at May 2018, New South Wales, South Australia, the Australian Capital Territory, Queensland, and Victoria had all introduced such legislation covering the food choices of over 86% of the population. The key issue now being addressed by the Standing Committee is consistency, exclusions, thresholds and form.

189. Generally, menu labelling in Australia has been supported, national principles need revisiting to address inconsistencies, labelling needs to be on type of food sold not the type of business. But there is disagreement as to the inclusion of cafes, restaurants and convenience stores, a threshold of 50 or more outlets across Australia or 10 within a jurisdiction, prescription for displays with changeability and creativity, differences as to online versus point-of-sale information, kilojoule information preferred rather than an interpretive system, and clarity and simplicity sought.

190. Fast food developments are emerging that do away with static menu boards. Nonetheless, the form of delivery of labelling whether static or digital, should be considered at the point of choice by the customer.

191. NSW Food Authority's evaluation of its menu labelling programme for the programme's ability to change consumer behaviour demonstrated that "the median kilojoules purchased decreased significantly during the evaluation period (May 2011 to January 2013): an overall reduction of 519kJ (from 3355kJ to 2836kJ, or a 15% decrease" (NSWFA 2013). The evaluation went on to state that "consumers noticed the new information in outlets, there is a shift towards consumers having a better understanding of the average daily energy intake, and some reduction in kilojoules purchased was observed".

192. There has been limited evaluation of effectiveness in Australia, but elsewhere this has been a key feature. For example, in Ireland, menu labelling was introduced in 2012-13 and has been evaluated since then (McElroy K et al 2016, Clements et al 2016, Ussher GD 2015). McElroy says "Displaying calories in food service outlets has resulted in consumers purchasing fewer calories and this effect increases with time post calories menu labelling" and Clements says that such labelling "increases awareness of the caloric content of food and helps consumers choose foods with fewer calories".

193. A significant issue in Ireland was the calculation of calories, especially for SMEs. This was addressed by the Irish Government developing a menu calorie calculator (Flynn MAT et al 2014, Douglas FE et al 2014, Kelly SM et al 2014). This could be part of a phased approach in New Zealand.

194. A question in the Taskforce survey related to the use of menu labelling. This was not applicable for almost 60% of respondents (eg primary producers, manufacturers), and of the balance, 20% did use menu labelling and 28% did not. Respondents were then asked if they would label their menus as a mechanism to assist in addressing factors contributing

to obesity. This was not applicable for 65% of respondents, and of the balance, 23% said they would not use menu labelling and 20% that they would.

195. The survey canvassed what else the industry could do if it did not embrace menu labelling. This was not applicable to over half the respondents while others commented that (verbatim):

Survey comments on menu labelling

- there is already enough on packs, ingredients, COO, nutritional etc etc... another requirement seems over the top
- one company stated it was the first and only QSR to do this public facing on menu boards
- already provide detailed nutritional information for products across our menu
- healthy serving options
- label meals
- advise on healthy eating options if asked when customer is ordering
- would only label menus with kilojoule values. A nutritional value breakdown of the company's core product was available on its website.
- company nutrition policy highlights the approach being taken to assist in addressing obesity
- do not provide menu options
- nutritional information is on all packs
- cafeteria food and nutrition guidelines – currently range of options including salads, sandwiches, fruit, main meals including meat vegetables and carbohydrate options – small and large sizes available.
- have internal guidelines for recipes published on our website. We could possibly add nutrition info on these.
- an association offered the provision of general messaging around the role of meat in a varied diet with plenty of vegetables

Industry examples of education and awareness

196. Fonterra has a page on its website to educate consumers as to what the HSR is, its origin, how consumers can use it, and how it works.
<https://www.anchor dairy.com/nz/en/nutrition-stories/health-star-rating.html>
197. Nestlé provides extensive information on HSR digitally. Links here:
<https://www.nestlechoosewellness.co.nz/staying-healthy/health-star-ratings-what-do-they-mean-to-you-2/>
<https://www.nestlechoosewellness.co.nz/featured/now-its-easier-to-shop-for-healthier-packaged-foods/>
198. Nestlé also provides information and client support materials for dietitians, including portion toolkits, HSR pocket cards, healthy eating posters and brochures..
199. The Sugar Research Advisory Service (SRAS, www.srasanz.org), which is supported by NZ Sugar, has provided articles, latest news and developments on the HSR and links to the HSR website for further information. It also provides the latest scientific research that has been published in relation to the HSR.
200. Pepsico provides ongoing employee training and education across all functions, including senior leaders. Transparent information regarding the snacks portfolio has been on the company website since 2017. Pepsico actively participates in broader initiatives via industry trade associations.

201. Sanitarium product packaging includes a website address to an HSR education piece on the Sanitarium website. It is an article called '[What is the Health Star Rating on food packaging?](#)' which also includes a video explaining the HSR system.
202. Countdown includes HSR information on its website: <https://www.countdown.co.nz/food-hub/healthy-hub/health-star-rating>
203. The August 2017 release of the Sanitarium *Wholicious Living* electronic newsletter, which was sent to just under 4,700 people with an open rate of about one-third, included an article called '[Make a healthier choice with the health star rating](#)'. This article now features on the website and includes an illustration to demonstrate that only products within category should be compared when using the HSR to choose a product. The full HSR (star rating and icons) across its product range is also featured on the Sanitarium website.
204. Mondelez International has resources available to health professionals and consumers to educate them on the importance of 'mindful snacking.' These resources are based on scientific research, have been developed with nutritionists, and are designed to be easily understood and practical for health professionals and consumers. <http://www.health-pro.snackmindful.com/>.
205. The Beverage Council includes information on HSR on its website, including a link to an MPI video explaining how the rating works: <https://www.nzbeveragecouncil.co.nz/positions/labelling/>.
206. Some 73% of companies surveyed by the Taskforce supported continued consumer education by the Government.

Other forms of nutrition information labelling

207. Beef&Lamb flags those recipes it develops that are low fat (less than 3g/100g), low in sodium (less than 120mg/100g), a source of iron (10% RDI), and an excellent source of iron (25% RDI). Beef&Lamb has not recorded the proportion of recipes that meet these.
208. Countdown continues to roll out nutrition product information to its online shopping website to help customers make more informed choices. Currently more than 10,000 products have nutrition information. Its recipes cards available in store now display dietary and nutritional information to help customers make healthier choices
209. Dominos believes in being transparent with their customers to help them with their food choices. This includes providing all relevant information relating to nutritionals, allergens and additives clearly [on its website](#) to help customers choose food that fits into their lifestyles.
210. Fonterra applies the mandatory nutrition information on all consumer-ready products as per the Food Standards Code requirements. Its Food Service products also contain nutrition information in the form of a NIP on packaging. This information can be found on the Fonterra Anchor Food Professionals website: <https://www.anchorfoodprofessionals.com/nz/en/products.html>
211. Frucor applies on-pack nutrition information labelling across its portfolio. All Frucor's products comply with the Food Standards Code and carry a NIP (nutrition information panel) which clearly states energy, protein, fat, carbohydrate, sugar and sodium values. The Frucor V website also contains this information in an easy-to-access format for its

QSR and food service customers. <https://v.co.nz/products> click on the individual products for the nutritional information.

212. Foodstuffs supports the United Fresh and the 5+ A Day labelling programme, which promotes daily consumption of 5+ servings of fruit and vegetables and which appears on over 350 home label products.
213. Kellogg's was one of the first companies to provide nutrition information panels on foods. It led the way in developing and communicating the Daily Intake Guide on all packs and was an early adopter of HSR. Products in the system are online. The company provides information on the benefits of breakfast and cereal via various communication channels.
214. Heinz Wattie's frozen & canned vegetable and canned fruit range have an on-pack device 'Wattie's Fruit & Veg Each Day' indicating the number of fruit or vegetable serves in the product.
215. McDonald's provides full nutrition and ingredient information online (<https://mcdonalds.co.nz/maccas-food/nutrition>) and on tray mats. Core packaging includes nutrition info/links.
216. Nestlé provides on-pack portion guidance on many products and on-pack serving guidance for breakfast cereals and MAGGI recipe bases, to encourage a healthy balanced meal.
217. SRAS provides the mandated labelling information for all its products which includes sugars in the nutrient information panel, ingredients list and serving size information.
218. Sanitarium has full nutrition information panels available for each product on its website as well as for all Sanitarium recipes. Sanitarium also has a booklet 'Healthy Eating – Reading Food Labels' and website article <https://www.sanitarium.co.nz/health-nutrition/nutrition/understanding-food-labels> on how to interpret food labels.
219. Unilever has a long history of providing clear nutrition labelling to consumers and, in addition, provides the %DI for energy on the front of pack, and %DI for other nutrients in the nutrition information panel.
220. Mondelēz International is a founding member of Be Treatwise® in Australia and New Zealand, and its confectionery products display the logo. Be Treatwise® is a message to educate and remind people that confectionery is a treat that is designed to be enjoyed as part of a balanced diet and active lifestyle. Be Treatwise® labels include a message to enjoy treats as part of a balanced lifestyle and a link to the Be Treatwise® website.
221. Coca-Cola New Zealand provides nutritional information on pack about all its products. It has launched an online beverage comparison tool allowing comparisons of nutrient information and product ingredients across its beverages. Over 95% of its vending machines have energy (kilojoule) information panels and it highlights serves-per-pack on the front-of-label of multi-serve bottles (e.g. 1.25L = 5 serves) to show how many serves it contains.

Recommendations for Labelling and Rollout of Health Star Rating System

Recommendation 44: Industry to identify actions, in conjunction with MPI, to encourage greater uptake of HSR. This should encompass measures to encourage application on all

eligible products within a company's product range rather than selecting a limited range. This is intended to build further consumer familiarity and broaden application on supermarket shelves. The measure to be the increase in uptake annually.

Recommendation 45: Industry to consider further actions necessary or applicable after the outcome of the HSR 5-year review is announced in the latter half of 2019.

Recommendation 46: The Government to resource a further promotion and awareness campaign for HSR commencing as soon as possible to build on the campaign that concluded mid-2018.

Recommendation 47: MPI and industry to review the regulatory provisions for menu labelling in various Australian States and Territories with a view to voluntary application of the best elements in New Zealand. This review to be complete for implementation end 2019.

Recommendation 48: Fast food outlets to agree a voluntary approach to provide customers with guidance on healthier eating options(both on menus and if asked) and nutrition information by December 2019. Evidence of this might include reference in frontline training.

Recommendation 49: Companies/associations to voluntarily add nutrition information to recipes they publish on-line. A baseline survey is necessary in order to assess progress in this over time.

Recommendation 50: Industry to take on the recommendations that might result from the developments of the Australia and New Zealand Ministerial Forum on Food Regulation *Labelling of Sugars on Packaged Foods and Drinks* review.

Other Comments

222. Manufacturers within the Taskforce discussed taxes on sugar. There are a number of models operating globally. The New Zealand Food & Grocery Council has tracked developments in a number of countries and believes that taxes targeting a single nutrient in a defined product range does not achieve the objectives of reducing the sale of particular products.

223. In recent years, taxes on soft drinks have been introduced in Mexico, the City of Berkley in California, and more recently in the United Kingdom and South Africa. In their report, *Sugar Taxes: A Review of the Evidence*, the New Zealand Institute of Economic Research (NZIER) found the evidence was weak for sugar taxes improving health outcomes.

224. As part of its research, NZIER analysed 47 peer-reviewed studies and working papers relating to sugar taxes and found that:

- estimates of reduced intake were often overstated due to methodological flaws and incomplete measurements
- there was insufficient evidence to judge whether consumers were substituting other sources of sugar or calories in the face of taxes on sugar in drinks
- studies using sound methods reported reductions in intake that were likely to small to generate health benefits and could easily be cancelled out by substitution of other sources of calories; and
- no study based on actual experience with sugar taxes had identified an impact on health outcomes.

225. Likewise, McKinsey Global Institute's 2014 report *Overcoming Obesity: An Initial Economic Analysis* found that taxing sugar was one of the least effective interventions in

combating obesity. The study found that of 40 model interventions, taxation was not in the top 10 interventions, and that the science supporting taxation as an effective policy intervention was deemed weak. The McKinsey Global Institute instead stated that the most effective way to combat obesity was reformulation, offering smaller portion sizes and providing better education. These are all actions endorsed by the Food Industry Taskforce

226. Disincentivising the purchase of products containing high saturated fat, salt and added sugar with gifts to children under 14 years is an area that was debated by the Taskforce but no recommendation was determined since competitions generally require parental/guardian permission to enter.

227. The Taskforce is keen to see a self-checking arrangement in place for assessing the extent of action on the recommendations proposed in this Report. This could take the form of inclusions in a Pledge or Scorecard arrangement or it could be added to an annual reporting of some form to the Government. This remains an area to be explored further

Recommendation 51: The Taskforce develop a checklist of the recommendations to be undertaken by industry for companies to self-check and report against annually for the Government.

Conclusion

228. The food industry, representing the processing and manufacturing industry, the retail industry and the fast food, hospitality, restaurants, baking and service station sectors, has engaged solidly in the work of the Food Industry Taskforce to enable delivery within less than six months this Report on “a package of practical measures that will make a contribution to the broader range of government initiatives aimed at addressing consumer knowledge and consumer healthier choices.” (Taskforce Terms of Reference, Attachment A).
229. Throughout this Report, there is reference to information and suggestions collected through an industry survey conducted in August and October 2018 from companies and associations on practical measures taken or that could take in the future.
230. The more than 50 recommendations deliver this ‘package of practical measures’ in the five main areas of:
- Food and Beverage Formulation and Innovation
 - Employee Health and Wellness Programmes
 - Community and Education Initiatives
 - Food and Beverage Marketing
 - Labelling and the rollout of Health Star Ratings.
231. Three aspects are considered the highest priority activities for the industry: Reformulation, the Health Star Rating system, and Education. While these are priorities, the Taskforce has included a broad range of recommendations on the basis that as many steps as possible should be taken to address factors contributing to obesity rather than limiting activity to a ‘top three’ or similar.

Reformulation

232. Reformulating packaged foods, and developing new products that reflect reduced negative nutrients and increased positive nutrients removes the need for the consumer to change behaviour to get healthier foods – they simply make a choice. The Taskforce recognises this as a powerful way of addressing factors that contribute to obesity. To deliver this requires the expansion of reformulation targets, beyond the current targets, into a broader range of categories. The Taskforce proposes that New Zealand pick up the categories identified and the targets being developed in Australia so that there is trans-Tasman alignment for products sold in both countries. The beverage industry is specifically developing a bold new sugar reduction pledge, to be announced in the first quarter of 2019.
233. National Nutrition Surveys are needed to form an evidence base to set targets and direct efforts for reformulation and education. Both the Children’s National Nutrition Survey and the Adult National Nutrition Survey (last conducted in New Zealand in 2002 and 2008 respectively) need to be conducted again. Without these, we do not know the extent of change in consumption patterns in the past one to two decades.

HSR

234. Companies have undertaken extensive reformulation on many of the estimated quarter of the eligible packaged foods available that currently carry HSR. This has built on work by the manufacturing sector, which has targeted sugar, salt and saturated fat over the past decade. The Taskforce focuses on expansion (increased uptake) and consumer education but recognises that the 5-Year Review of the system, which is currently underway and due for conclusion by the end of 2019, must be taken into account in this area.

Education

235. Education on nutrition and the development of cooking and shopping skills for children is seen to create an intergenerational understanding of a balanced diet and how to best deliver it. This extends to education on kilojoule information for menu boards in fast food outlets and for recipes provided on industry websites.
236. Other recommendations in the Reformulation and Innovation area cover company nutrition policies, serving and portion size, and uptake of the Be Treatwise® programme in New Zealand.
237. With more than 750,000 working New Zealanders in the food industry, this captive sector of the population already benefits from employer health and wellbeing initiatives. The industry is very active and innovative in this area and this Report focuses on sharing, expanding and developing programmes.
238. The food industry is active in the community, not only as an employer but in giving back and support. This Report describes many of the programmes that deliver health and wellbeing to New Zealanders, but most particularly to school children and young people. Many national and local programmes are covered in Attachment E. Aside from school-related educational recommendations, the Report focuses on sharing, expanding and developing programmes. It also identifies the value of a food industry liaison point in each of the Ministries of Health and Education to enhance collaboration and joint work especially in the development of resources for schools.
239. Also in relation to schools, the industry is seeking the Government's assistance to address the sale of drinks other than water to Primary and Intermediate schools.
240. In marketing, steps that particularly focus on children and young people have been the primary focus. For food high in saturated fat, salt and added sugar, this includes expanding the period of television viewing during which advertisements aimed at children are not to be shown; restricting fixed site outdoor advertising (digital, billboard, sandwich board etc) within 300 metres of the main gate of Primary and Intermediate schools; and setting a defined distance from Primary and Intermediate schools for store branding, subject to discussions with convenience stores. Other marketing related recommendations cover publication of company marketing policies and development of a schools sponsorship policy, best practice in advertising and reporting, and review of the Food and Beverage Classification System that underpins the Advertising Standards Authority's *Children and Young People's Advertising Code*.
241. This Report recommends that healthy eating options appear on menus and be provided by frontline fast food staff as part of their training on interacting with customers. It also recommends that supermarkets with multiple checkout lanes provide a confectionery-free lane.
242. Companies that signed the Government's Healthy Kids Industry Pledge scheme in 2016 reported to the Government for the 2017 year, covering a number of the areas covered by the Taskforce's work. These companies and others have prepared 'Report Cards' covering similar areas for this Report (Attachment F). For the future, and in addition to reporting in specific areas, the Taskforce developed a checklist of the recommendations to be undertaken by companies to assist them in self-checking and reporting annually to the Government (Attachment G).
243. This Report is the culmination of an intense period of work by the food industry, culminating in December 2018, the historically busiest period of the year for many in the

food industry. It signals the commitment of the industry to contribute many and varied actions to address factors contributing to obesity in New Zealand and which are intended to work in concert with other Government initiatives in areas outside the food industry, such as sport, general education, promotion and awareness, literacy, cultural influences, economic, demographic social and environmental issues and individuals' food choices.

List of recommendations

Reformulation and Innovation

Recommendation 1: Nutrition policies and guidelines should be public facing for food and beverage companies including food manufacturers, brand owners and fast food service interests with more than 10 outlets by 1 June 2019.

Recommendation 2: Industry associations work together to develop a nutrition policy template for SMEs, to use in the future, by June 2019 and informed by government/NGO positions.

Recommendation 3: The Government to proceed immediately to initiate a Children's National Nutrition survey to update the 2002 survey. While consideration might be given to phasing and segmenting the survey to spread cost over time, immediacy of commencement is vital for reasons set out in the foregoing discussion.

Recommendation 4: The Government to schedule the conduct of an Adult National Nutrition Survey as soon as possible to update the 2008 survey for all the reasons set out in the foregoing discussion.

Recommendation 5: The Government (lead), with the Heart Foundation and industry, agree, where possible and appropriate, to adopting the same voluntary nutrient reformulation targets identified by the Australian Healthy Food Partnership in categories that align with the New Zealand Heart Foundation Targets. Work on this should commence in early 2019 and targets agreed by mid-2019. Progress should be reported by December 2021. The measure would reflect the percentage of target product by sales volume active in the reformulation to meet the targets.

Recommendation 6: Where targets identified by the Australian Healthy Food Partnership are in categories that do not align, consideration be given as to whether, and how best, these might be adopted. This should be conducted in parallel with Recommendation 1, with the Government (lead), the Heart Foundation, industry and other expert groups reviewing the full completed list of Australian Healthy Food Partnership targets during 2019 to identify additional targets that could commence in New Zealand in 2020 and be reported on two years after commencement. The measure would reflect the percentage of target product by sales volume active in the reformulation to meet the targets.

Recommendation 7: To further accelerate the reduction of sugar New Zealanders consume from beverages the New Zealand Beverage Council finalises its all-new sugar reduction pledge (20% by 2025) and launches it in the first quarter of 2019.

Recommendation 8: Following the completion of each phase of the Children's National Nutrition Survey, the Government, the Heart Foundation and industry to review the categories and associated targets to identify any adjustments appropriate for the New Zealand population.

Recommendation 9: The Government and industry to agree on the definitions of 'serve', 'serving', and 'portion', based on the Australian Healthy Food Partnership work in this area by March 2019. The measure is agreement by the Government and industry.

Recommendation 10: The Government and industry establish principles to apply for determining serving size by mid-2019 in line with the Australian Healthy Food Partnership work

(had been expected December 2018).The measure is agreement on principles by the Government and industry.

Recommendation 11: Once principles for determining serving size are established, the Government and industry develop and identify implementation strategies to adopt an awareness campaign on portion guidance and serving size by December 2019. The measure is an action programme of strategies, and level of awareness achieved over current awareness.

Recommendation 12: The Government and industry develop and adopt voluntary principles and serving-size ranges (including for fast and snack foods) and establish a pledge programme for uptake by December 2019, subject to review after a three-year period of application. The measure is extent of pledges by industry.

Recommendation 13: Once principles for determining serving size are established, industry develops a best-practice guide for serving size and portion guidance in line with the Australian Healthy Food Partnership. This should provide guidance and support to food companies to incorporate nutrition as a key driver in labelling decisions regarding the size of servings and the size of food and drinks offered. This could be part of wider guidance from the Australian Healthy Food Partnership. Areas for guidance, relating to serving size and portion size, include:

- Adopting consistent terminology
- Off-pack labelling information
- Voluntary goals relating to serving size
- Promoting appropriate portion sizes
- Serving control devices in product presentation
- Advice about serving size in consumer communication material.

Recommendation 14: The New Zealand Food & Grocery Council and the confectionery industry identify strategies to further promote uptake of the Be Treatwise® programme in New Zealand and raise awareness across consumers. The measure is an action programme of strategies, and level of awareness achieved over current awareness.

Employee Health and Wellness Programmes

Recommendation 15: Industry to increase sharing and promoting health and wellness programme best practice by increasing the presence on their websites of steps they are taking and initiatives underway. Benchmark to be assessed from current websites of top 20 major manufacturers by category volume and reassessed in December 2020.

Recommendation 16: Industry and the Government to further promote company and government tools on health and wellness for smaller companies to draw on. The Government to assist this process by ‘pushing’ ideas and successful programmes out to food and beverage companies they contact. This could be measured by reach and frequency of communication. The measure to be a continuation and amplification of the Government’s programme supplemented by an assessment of industry communication.

Recommendation 17: Industry and the Government to recognise and promote innovative programmes that address to factors contributing to obesity through direct and indirect communication channels. The measure to be reach and frequency of communication over two years to December 2020.

Recommendation 18: Industry associations to identify initiatives to increase uptake/penetration of offered health and wellness programmes within companies. The benchmark to be nominated by industry associations and reassessed by survey in 2020.

Recommendation 19: Industry associations to develop a 'Small but Beautiful' minimalist health and wellness programme for companies with 0-10 employees operating in the food and beverage industry in collaboration with the Health Promotion Agency and/or Ministries of Health and Primary Industries by December 2019. This programme to be rolled out to other industries if successful.

Community and Education Initiatives

Recommendation 20: Companies are encouraged to continue programmes, especially those that have been demonstrably successful at improving the health and wellbeing of the community.

Recommendation 21: Companies to expand community programmes where feasible or develop ways to join with other companies, associations, communities and other Government initiatives to expand.

Recommendation 22: Industry and the Government to promote (with associations) templates of community programmes (that set out description, resourcing, ideas for implementation and aspects to particularly consider) to increase uptake by more companies.

Recommendation 23: The Ministries of Health and Education establish industry liaison positions as points of contact for the food and beverage industry to facilitate ongoing engagement on community and education initiatives.

Recommendations 24: Ministries of Health and Education and industry develop Guiding Principles for developing school resources.

Recommendation 25: The Government works with schools to encourage them to adopt a water-only policy that supports the pledge made by New Zealand Beverage Council members to only supply bottled water to primary and intermediate schools.

Recommendation 26: Specific to the 'The Cooking Curriculum Project' developed by Vegetables NZ and The Heart Foundation:

- By 2020, 80 % of teachers of the cooking curriculum are using the resources and tools to teach year 7 and 8 students to cook a meal
- By 2021, 80% of students at the end of year 8 are able to cook a healthy meal.

Recommendation 27: Companies are encouraged to prioritise/develop programmes or content relevant and accessible to 'at risk' populations such as in low decile school areas (if not already doing so, and as appropriate) in order to reach low socioeconomic communities.

Recommendation 28: Companies encouraged to prioritise/develop culturally relevant programmes to Maori and Pacific as appropriate.

Recommendation 29: Industry to develop strategies to increase the number of companies supporting NGOs in areas affecting obesity such as through partnering or social responsibility investment.

Recommendation 30: Associations to develop strategies to increase the number of companies educating consumers online through their company websites.

Recommendation 31: Where initiatives are evaluated, companies form summaries which are made public in order to show the level of impact and as a means of encouraging others to undertake similar programmes.

Food and Beverage Marketing

Recommendation 32: Amend the ASA Children and Young People's Code to restrict fixed-site outdoor advertising (digital, billboard, sandwich board etc) of high saturated fat, salt and added sugar products within 300 metres of the main gate of Primary and Intermediate schools by 30 June 2019.

Recommendation 33: Review with television broadcasters opportunities to expand the band of afternoon viewing restrictions for high saturated fat, salt and added sugar food and beverage outside school hours pre-6pm by June 2019.

Recommendation 34: The Association of NZ Advertisers and companies to identify and encourage adoption of best practice for controlling placement and targeting on digital/online/social media channels such as/use of 'age gate' mechanisms and use of white lists across the industry to limit inadvertent exposure to young audiences. ANZA to report on progress mid and end 2019.

Recommendation 35: Industry to develop with convenience store representatives a policy for store branding on convenience stores within a defined distance from Primary and Intermediate schools by December 2019.

Recommendation 36: Industry to present an annual report to Ministers and other stakeholders on compliance with the ASA Code, both media placement and creative.

Recommendation 37: The Association of NZ Advertisers to develop a 'certificate of compliance' recognising companies that complete accredited training and have in place mitigation policies to ensure compliance with the ASA Code by 30 June 2019. This might include training programmes completed by companies and their advertising agencies, use of external pre-vetting and mitigation and compliance steps taken in marketing.

Recommendation 38: ASA (lead), industry and the Government to proceed with a review of the Food and Beverage Classification System in order to design a fit-for-purpose system within 12 months (2019) taking into account any impact from the outcomes of the HSR 5-year review.

Recommendation 39: New advertisements that may have high attraction/appeal to children be subject to pre-vetting to ensure compliance, particularly where internal compliance assessment may not be available, by 30 June 2019.

Recommendation 40: Industry, the Ministry of Health and the Ministry of Education, to develop a policy on school sponsorship (sports, cultural, events) by December 2019.

Recommendation 41: Encourage companies to publish advertising and marketing policies by 30 June 2019. The measure to be the number of companies with published advertising and marketing policies.

Recommendation 42: The Association of NZ Advertisers to develop a template of responsible advertising and marketing policy for those companies, particularly SMEs, that do not have such a policy by 31 March 2019.

Recommendation 43: Companies with multiple checkout lanes to report on their undertakings to provide confectionery free checkout lanes by December 2019.

Recommendations for Labelling and Rollout of Health Star Rating System

Recommendation 44: Industry to identify actions, in conjunction with MPI, to encourage greater uptake of HSR. This should encompass measures to encourage application on all eligible products within a company's product range rather than selecting a limited range. This is intended to build further consumer familiarity and broaden application on supermarket shelves. The measure to be the increase in uptake annually.

Recommendation 45: Industry to consider further actions necessary or applicable after the outcome of the HSR 5-year review is announced in the latter half of 2019.

Recommendation 46: The Government to resource a further promotion and awareness campaign for HSR commencing as soon as possible to build on the campaign that concluded mid-2018.

Recommendation 47: MPI and industry to review the regulatory provisions for menu labelling in various Australian States and Territories with a view to voluntary application of the best elements in New Zealand. This review to be complete for implementation end 2019.

Recommendation 48: Fast food outlets to agree a voluntary approach to provide customers with guidance on healthier eating options(both on menus and if asked) and nutrition information by December 2019. Evidence of this might include reference in frontline training.

Recommendation 49: Companies/associations to voluntarily add nutrition information to recipes they publish on-line. A baseline survey is necessary in order to assess progress in this over time.

Recommendation 50: Industry to take on the recommendations that might result from the developments of the Australia and New Zealand Ministerial Forum on Food Regulation *Labelling of Sugars on Packaged Foods and Drinks* review.

Other Comments

Recommendation 51: The Taskforce develop a checklist of the recommendations to be undertaken by industry for companies to self-check and report against annually for the Government.

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Terms of Reference for Food Industry Taskforce on Addressing Factors Contributing to Obesity

Final 1 June 2018 – version 4.3

Background

1. On 28 March 2018 the Minister of Health and the Minister for Food Safety (the Hon David Clark and the Hon Damien O'Connor) met with a selection of food and beverage companies and associations to discuss industry's role in encouraging consumers to make healthier food choices and reducing obesity. Ministers proposed the establishment of an industry group that would develop ideas to address obesity from a food industry perspective.
2. The food and beverage industry recognises the global obesity issues and shares concerns about obesity levels in New Zealand. A strategic approach for New Zealand would need to encompass the broader food and non-food industries across the supply chain (processing through to retail/sale to the consumer) and have regard to what action has been successful in the past in New Zealand and overseas. Government policy would have regard to international and national evidence to inform its final strategic and overarching approach to reduce obesity noting that New Zealand remains high in OECD comparisons on the obesity scale.
3. The factors contributing to obesity are complex and broad-ranging. No single aspect can address on its own the issue of obesity. It is impacted by activity and sport, education, promotion and awareness, literacy, cultural influences, economic, demographic social and environmental issues and individuals' food choices. The interactions amongst these factors will influence how effective an approach might be. There is also an extensive range of laws, regulations, standards, guidance documents and codes of practice relating to food and health and recommendations would need to have cognisance of these, particularly the Food Standards Code shared with Australia and related trans-Tasman developments.

Objectives of the review

4. The Food Industry Taskforce is to develop a report which will:
 - a) identify food and beverage industry successes (and failures) from the past and present and their applicability for the future
 - b) identify what is planned for the future in terms of food and beverage reformulation/formulation, innovation and activities.
 - c) recommend a package of practical initiatives that could contribute to addressing obesity (noting that the food industry is only one element within a broader network of actions and initiatives that are required)
 - d) identify with government the potential metrics to assess results over time.

Scope of issues to be considered in the approach

5. The Food Industry Taskforce will:
 - a) provide an assessment of past and current activities undertaken by a selection of food and beverage companies in relation to health and reducing obesity
 - b) report on five key areas: Food and Beverage Formulation and Innovation; Employee Health and Wellness Programmes; Community and Education Initiatives; Food and Beverage Marketing; Labelling and the rollout of Health Star Ratings.

- c) recommend a package of practical measures that will make a contribution to the broader range of Government initiatives aimed at addressing consumer knowledge and consumer healthier choices. In developing this approach the group is expected to range across the food/beverage and healthiness area from perspectives including (but not limited to):
 - i) focussing on healthier eating and lifestyles as a way to reduce obesity and considering what changes might be made to current activities and initiatives to leverage more from them over time
 - ii) how food and beverage industry participation/initiatives and engagement could be supported to ensure that the best outcomes are achieved
 - iii) what voluntary initiatives can be expected to be within the power of the food and beverage industry to effect, including through greater support from small to medium sized enterprises (SMEs)
 - iv) focussing on food and beverage industry issues and noting that education and sport and recreation can increase the leverage of impacts and level of influence
 - v) how best government-industry collaboration and co-operation could better influence dietary habits and obesity outcomes in addition to collaboration with NGO and other private and public sector organisations.
6. The following are outside of the scope of the strategic approach:
- a) changes to the New Zealand system that are otherwise covered by the Food Treaty with Australia
 - b) issues related to consumer safety
 - c) alcoholic beverages.

Structure of Food Industry Taskforce

7. The Food Industry Taskforce is to comprise of senior food and beverage company representatives and association leaders (including manufacturers, QSR, hospitality and retail). It will be constructed to make it as representative as possible given the diverse nature of the food and beverage industry.

Process

8. The Food Industry Taskforce will invite companies and trade associations to report on each of the five topics. This information will be collated and then, following analysis, the group will make recommendations.
9. Taskforce participants will not enter into any discussions, activities or conduct that may infringe any applicable competition law.
10. The Food Industry Taskforce is expected to make recommendations to the Minister of Health and the Minister for Food Safety by consensus. This does not preclude the prospect of individual companies making separate and Commercial-in-Confidence representations to Government on future plans, strategies and developments intended to contribute to healthy lifestyles and the reduction of obesity.
11. The Taskforce will be provided with administrative and secretariat support coordinated by NZFGC.

Deliverables

12. The specific deliverables of the Food Industry Taskforce should include:
- a) an initial progress letter to Ministers by the end of August 2018 on the significant issues of the strategic approach and the proposed next steps to progress
 - b) the delivery of recommendations in a report to the Ministers by mid-December 2018, which provides detailed information on the Taskforce's recommendations.

Attachment B***Links to food and beverage company nutrition policies and Commitments to Reformulation***

http://danone-danonecom-prod.s3.amazonaws.com/PUBLICATIONS/Engagements_nutritionnels/DANONE_Nutrition_Policy_Broch-2017_Web_livret_reading.pdf

<https://www.nestle.com/csv/impact/commitments>

https://www.nestle.com/asset-library/documents/library/documents/corporate_social_responsibility/nestle-csv-full-report-2017-en.pdf

https://www.unilever.com/Images/slp_nutrition_policy_tcm244-414402_en.pdf

<https://www.pams.co.nz/living-well>

<http://www.pepsico.com/sustainability/Performance-with-Purpose/Products>

<http://lionco.com/sociability-living-well/supporting-better-choices/our-goodness-promise>

<https://www.fonterra.com/nz/en/what-we-stand-for/nutrition.html>

[add Kellogg's]

<https://frucorsuntory.com/growing-for-good/better-drinks/>

Attachment C

List of Health and Wellness Programmes in Food and Beverage Industry Companies

- Wellness/activity challenge (delivered by any means including website)
- Gym/other club activity membership
- Work time allocated to health and wellbeing
- Weight management sessions
- Nutrition education sessions (including group presentations, individual counselling or supermarket tours)
- Exercise classes on site
- Team meetings while walking
- Flexible work arrangements
- Health and wellbeing checks
- Influenza vaccinations
- Nutrition policies in employee canteen
- Provision of free fruit and other healthy snacks for employees
- Canteen supplying only healthy options
- Employee assistance programmes
- Other
 - Introduction of a 'mental health day' for staff who just need to take a breather from work
 - Dental
 - Healthy Eating and food preparation posters in Canteen; Subsidised massage sessions
 - Dietary advice to overweight employees and assist them in weight loss programmes when they're committed
 - Best M.E (employee wellbeing programme focussed on mental and emotional health), Alcohol and Me (internal alcohol education programme)
 - Junk Free June and a company cricket team
 - Provide sit to stand desks and ergonomic task chairs to suit individual requirements
 - Bike racks to encourage employees biking to work
 - Maintain collaborative working and relaxed social spaces in the office
 - Part of the ACC partnership program
 - Have two occupational health nurses for our staff
 - Arrangement with Southern Cross and Unimed for lower medical insurance
 - Quit Smoking Assistance
 - Information sessions on financial wellbeing & Health insurance
 - Health & Wellness expo - Cervical Screening bus, skin checks
 - Nutrition and practical cooking skills education
 - Organise sports teams for inter-Company/social leagues
 - Social activities for staff such as touch rugby, cricket, entry into Auckland Marathon, Round the Bays and the Chelsea Harbour Swim
 - Provide staff medical checks by a registered nurse who assess staff overall for wellbeing

Attachment D

Highlights from companies in Health and Wellness

- A Facebook @work with a health & wellbeing page and also our nutritionist has a page to discuss good nutrition.
- Providing Free Fruit & Healthy Food options
- Upskilling employees on practicing mindfulness
- launched a health and wellness app available to all employees
- Area of business focus within 12 months
- Targeted nutrition education sessions and regular health checks for employees.
- Supply staff meals which are healthy and monitor free staff drinks so that they do not consume more than one soft drink per day.
- Discouraging smoking and being proud of what they are selling which self-educates themselves .
- CE sets a good example, have plenty of delicious options for staff meals and snacks if they choose to have them and they're all free
- Provide healthy staff meals and well balanced dishes in the restaurant
- Encourage employees to be active and support healthy food choices (Jess's Underground Kitchen fridge etc.)
- Biggest Loser competition run annually with high visibility across sites and prizes
- Employees have access to Benestar which provides wellbeing support including healthy lifestyle advice
- Occupational Health nurse voluntary health checks (Blood Pressure, BMI, Total cholesterol and blood sugars) with education and support provided as required, and referral to GPs as applicable
- Round the Bay run, Nestle Healthy Active Kids bring your kids to work days, Nestle Cook for Life, Diabetes testing, cholesterol testing, heart awareness month (BMI, Cholesterol & Blood pressure testing)
- Wellbeing Times published quarterly
- Formal health checks for staff which will identify when dietary, nutrition advice may be required. Currently referring to external providers when necessary but assessing need to provide in-house resources in this area
- Looking at discounted gym or swimming pool membership
- Individual Health support plans to support weight reduction
 - Presentations and workshops
 - Wellbeing seminars for healthy work life balance
 - Fatigue initiatives
 - Wellbeing Platform driving healthy behaviour change
- The Better U Wellbeing Hub is a centralised interactive communication and engagement platform that informs employees of all wellbeing programs and initiatives happening across the business. Each employee has access to their own personal wellbeing dashboard that is populated with recommendations on how to improve wellbeing, customised personal challenges, healthy recipes and recommended articles & videos. Staff can set their own personal wellbeing goals and track their progress as well as access a number of experts (GP's, Dietitians, Physios and Psychologists) and health related resources.
- Provide nutrition education to Chelsea staff so they can communicate the role of sugars in a balanced diet as part of the Chelsea Bay Visitors Centre. The Centre's baking school educates on appropriate consumption of sugars and portion control. www.chelsea.co.nz/chelseabay
- Employees individually recognise importance of exercise in healthy lifestyle.

- The 'YouMata' programme at New World Matamata taking a holistic approach to wellbeing and covering goal setting, stress management, mental health, physical health, nutrition and financial literacy.

Community and Education Initiatives Undertaken by Food and Beverage Industry from Survey comments

- Nutrition advice consumer service
- Healthy eating resources (32%)
- Meal preparation and cooking (36%)
- Sponsorship of NGO initiatives (39%)
- Gardens for fresh produce (14%)
- Physical activity programmes (36%)
- Annual schools activity and sports day at Edmund Hillary
- Females in Science, Technology, Engineering, and Mathematics in STEM, Work Inspiration Program (The Smith Family)
- Newsletter every 2 months for customers and usually include a recipe in it.
- Run Food Safety/Work Ready courses for Youthline Students over a two day period
- Has operated a Plunket Partnership for over 27 years- Plunket receive a donation for every pack of the company's baby food sold, in addition over 92% of new mums in NZ receive starting solid feeding guides produced & supplied by the company and developed in conjunction with Plunket
- Company donates Cans For Good which is a National can 'collection, education, creation and donation event' run in partnership with the Salvation Army for New Zealand schools. In 2017 more than 92,000 cans were donated to the Salvation Army food banks. Since 1994 through the partnership, the company has donated over 1.4 million cans to food banks
- Foundation member of the New Zealand Fruit and Vegetable Alliance (NZFAVA), a fruit and vegetable coalition promoting benefits of eating 5 fruit and vegetables per day
- Food in a Minute – healthy pick options which meet company recipe nutrition guidelines
- Company Micronutrient Campaign partners with Rise Against Hunger. It operates through employee voluntarism packing events and donation of micronutrient powders. Over the past 2 years in partnership with the Salvation Army two staff volunteer packing events have been held with over 200,000 meals produced. These meals were distributed to Salvation Army centres throughout New Zealand.
- A company's Careline team of Nutritionists provide support to parents around starting solids through to nutrition advice for toddlers
- Sport sponsorships at national and local level.
- Nutrition education programme in schools
- Fonterra Milk for Schools, Fonterra Grass Roots Fund and others.
- KickStart Breakfast
- NZ Sugar has investment in the construction and creation of the Chelsea Bay Visitors Centre, designed to educate consumers on sugar production, from paddock to plate, including tours of the Chelsea Sugar Factory. The Visitors Centre includes a baking school and interactive educational centre. More than 3,000 primary and secondary school children have participated in the programme in the first 3 months since opening in 2018. www.chelsea.co.nz/chelseabay.

Community and Education Programmes – Specific examples

Countdown

Around the country Countdown stores support their local community. Wherever possible, Countdown's policy is to donate safe, high-quality surplus food to The Salvation Army and other local food rescue charities and food banks throughout New Zealand.

Countdown is inviting primary and intermediate schools (Years 1- 8) throughout New Zealand to apply for funding for environmental projects through the Countdown Growing for Good grants programme. The programme aims to support Kiwi kids to get involved in protecting, supporting and enhancing their local environment.

Fonterra Grass Roots Fund: <https://www.fonterra.com/nz/en/what-we-stand-for/community/fonterra-grassroots-fund.html>

Through the Fonterra Grass Roots Fund, community groups are invited to apply for grants of \$500 to \$5,000. These grants are offered to support projects that will help bring their community together, and make it a better, safer, more vibrant place to live. Since the fund began we have provided over 2500 grants. These include grants to school groups, educational groups, charitable trusts, sports clubs and local emergency services for a wide range of environmental, community and health and safety initiatives.

We have supported over 2500 initiatives since the programme was established in 2007, making a huge impact in our local communities across New Zealand.

As a farmer co-operative we are dedicated to supporting the social needs of our current and future generations. The aim of the fund is to maintain healthy, vibrant communities by supporting ideas, projects and initiatives that make a real impact.

KickStart Breakfast: <https://www.fonterra.com/nz/en/what-we-stand-for/community/kickstart-breakfast.html>

The KickStart Breakfast is a joint initiative between Fonterra, Sanitarium and the Government that provides a free school breakfast of Anchor milk and Sanitarium Weet-Bix to the New Zealand schools. It enables more than 30,000 school-age children the opportunity to sit down to a bowl of breakfast every morning across the country. Since the programme began in 2009, it has served more than 25 million breakfasts, and runs in more than 950 schools nationwide. KickStart Breakfast is about feeding young minds to fuel our future with the support of the community. It all starts with breakfast!

Fonterra Milk For Schools: From the farm to the class, Fonterra Farmers across the country are working together to bring healthy, nutritious milk to kids across New Zealand through Fonterra Milk for Schools. It's free, and it's for all Kiwi kids in any primary school that would like to take part.

Since the launch of Fonterra Milk for Schools in 2013, two studies have shown that more kiwi kids are meeting the recommended daily dairy consumption guidelines. We're very proud to help build and develop healthy habits that can last a lifetime in our tamariki. In 2016, the University of Auckland[^] released the findings of their two-year study involving primary school children participating in the Fonterra Milk for Schools programme. The study showed that 17% more children have at least 2-3 servings of dairy products each day, with children also making positive healthy drink choices outside the school gate. In a more recent Massey University study^{**} of 5-10 year old children in the Manawatū, Fonterra Milk for Schools has shown to improve the proportion of children (12%) achieving the recommended number of serves of

dairy on weekdays, with children drinking milk at school also having improvements in bone health.

“Games Day” at Sir Edmund Hillary Collegiate

Since 2015, Frucor Suntory has held a “Games Day” at Sir Edmund Hillary Collegiate with at least 40 staff members from across the business offering a positive, energetic, creative and team experience for students. Sir Edmund Hillary Collegiate is a low decile school in Otara, South Auckland. The aim of the day is to leave students with a powerful experience that will lift their aspirations.

Foodstuffs Eat my Lunch Partnership

Foodstuffs investment will enable Eat my Lunch to expand its operations and achieve a target of 25,000 free lunches daily for children in need.

Foodstuffs Starship Partnership

The Partnership helps children with severe allergies, food aversions or medical complications that prevent normal eating. In addition, New World provides fresh food baskets to the wards of Starship hospital.

Foodstuffs Food for Thought

Food for Thought is a free nutrition education programme that helps Year 5 and 6 primary school students make healthier food and lifestyle choices. Foodstuffs’ research shows that children who have been through the programme over the last 10 years have reduced their families’ sugar intake by more than 50 tonnes. The programme involves nutrition education an educational visit to PAK’nSave, New World or Four Square and preparation of lunch using ingredients from the supermarket.

Frucor Suntory and KiwiHarvest

Frucor Suntory is also a sponsor of local perishable food rescue organisation KiwiHarvest and has recently sponsored a van so that more food can be transported to vulnerable communities. We encourage staff to use their volunteer day to help at KiwiHarvest. Frucor is also working with Healthy Families Manurewa, Manukau, Papakura on a project to make the healthy choice the easy choice. This has involved many workshops involving students, community members and representatives from public health to brainstorm projects we can all act on. We are currently working with a local dairy in Manukau to promote healthy drinks.

Kellog’s GP patient education resources on fibre

Kellog’s has introduced GP patient education resources in NZ to encourage more fibre from fruit, vegetables, whole grains, nuts and seeds and information for doctors on the importance of the microbiome.

Watties Baby Food Plunket partnership

As part of the Watties baby food Plunket partnership, Plunket provides Wattie’s Baby Feeding guides to all new parents, providing support and practical advice to parents starting their babies on a healthy eating journey. The Wattie’s for Baby range carries the ‘Pick Me Help Plunket™ logo’, and Wattie’s makes a financial contribution to Plunket for every pack sold. Additionally, Wattie’s ForBaby Careline team of Nutritionists provide support to parents around starting solids through to nutrition advice for toddlers.

Heinz Watties Community and Education Involvement

Heinz Wattie’s recognise the role it can play in supporting New Zealand families how to cook and, for over 20 years, *The Food in a Minute* recipe programme has been in place. This includes Healthy Pick options, which meet the Heinz Watties guidelines for saturated fat, sodium, sugar, vegetable and fruit portions.

Heinz Watties partners with the Nutrition Foundation, supporting its nutrition related programmes including JUST COOK, educating New Zealand families how to incorporate more legumes, vegetables and fruit in their cooking.

Heinz Watties is a foundation member of NZFAVA, a fruit and vegetable coalition promoting benefits of eating 5 fruit and vegetables per day.

Since 1994 Wattie's has had a partnership with The Salvation Army. As part of this partnership we run our Wattie's Cans For Good- National can 'collection, education, creation and donation event for New Zealand Schools. In 2018 more than 95,000 cans were donated to the Salvation Army food banks and over the time of our partnership we have donated over 1.4 million cans to food banks.

Our Global Kraft Heinz Company Micronutrient Campaign partners with Rise Against Hunger through employee voluntarism packing events and donation of micronutrient powders. Over the past 2 years in partnership with the Salvation Army two staff volunteer packing events have been held in New Zealand, and over 200,000 meals have been produced These meals were distributed to Salvation Army centres throughout New Zealand.

Lion Hearts – Lifeline, Cancer Society, SPCA, Heart Kids and Red Cross NZ

[Lion Hearts](#) is a Lion company-wide initiative investing in charities that are making a difference in our four key focus areas of: building positive relationships; a positive drinking culture; better nutrition for all; and preserving our lands and natural resources. Lion Hearts encompasses workplace giving and people can choose to contribute to one of our charities: Lifeline, Cancer Society, SPCA, Heart Kids and Red Cross NZ. It also allows for volunteering and all our people get two paid leave days per annum to contribute to causes that they are passionate about.

Lion and The Graeme Dingle Foundation

Lion and [The Graeme Dingle Foundation](#) is our key community partner and Lion has been a major partner for five years now – supporting the work they do in our communities to build resilience in young people. Through this partnership Lion supports 4 schools in the Tamaki area with 800 students per year attending Kiwi Can classes every week.

Nestlé Healthy Active Kids Program

The overall objective of the Nestlé Healthy Active Kids programme is to raise nutrition and health knowledge and promote physical activity with school-age children around the world. In 2004, Nestlé New Zealand, in partnership with AUT Millennium and NZ Nutrition Foundation, developed the Nestlé Healthy Active Kids program. The program supports the development of free teachers resources, designed for teachers in partnership with teachers at School Kit, to inspire healthy and active kids through cross-curricular enquiry-based learning modules that are innovative and informative.

We also activate day long programs at AUT Millennium as a unique opportunity to extend the Nestlé Healthy Active Kids experience outside of the classroom. The activities on the day compliment the themes of the learning modules: The agenda allows for team building and learning through being active, as well as an engaging nutrition session over the lunch time break, and a healthy lunch is provided for all the students. Plus you can experience the passion that AUT Millennium has for an active lifestyle! More here <https://www.healthyactivekids.co.nz/about-us/>. Worksheets for kids do not have Nestlé branding.

Nestlé Cook for Life

For over 6 years the Nestlé Cook for Life programme has been helping develop thriving resilient communities, empowering young adults for improved social and health outcomes as

part of our commitment to the UN Sustainable development Goals ‘Good Health and Wellbeing’. In 2016, The Nestlé Cook for Life program provided hands on fun and informative cooking and education sessions to more than 2500 teenagers in the South Auckland community.

Through Nestlé Cook for Life, Ka Tunu Ka Ora we teach youth (aged 13 – 19) nutrition knowledge, capability and confidence in a hands on interactive session about cooking and healthy food choices. Nestlé Cook for Life classes are fun, informative and motivational, and recipes use common affordable ingredients, including plenty of vegetables. Students learn to make healthy, tasty, easy and affordable meals together and are able to take home recipes and cooking skills to share with their wider whanau and community.

Through education, the Nestlé Cook for Life programme aims to address the increasingly prevalent social issues in New Zealand of diet-related disease, such as diabetes, by sharing practical tips and valuable life skills with those who can benefit from it most. Small changes can make a big difference over a lifetime, especially in young adults who are starting to form lifelong habits. By empowering our young adults with the knowledge and skills they need to make better food choices, we are helping them to create a healthier future for themselves, their whanau and their communities, one meal at a time.

Nestlé Cook for Life was established in conjunction with 5 founding partners with similar aspirations for improving the nutritional landscape of New Zealand:

- Kidz First Children’s Hospital with Middlemore Hospital and Counties Manukau DHB
- Diabetes New Zealand
- NZ Nutrition Foundation
- South Seas Healthcare
- Heart Foundation

More recently Nestlé has partnered with additional like-minded organisations, with the aim of expanding the reach of the Nestlé Cook for Life programme to an extended audience within our community:

- Mangere Mountain Education Centre
- The Salvation Army
- Pro Sport – Auckland Rugby
- Graeme Dingle Foundation
- Manurewa High School.

Part of Nestlé’s strategy for growth involves 'a train the trainer' initiative, whereby we train and support like-minded organisations to deliver the Nestlé Cook for Life programme to their community on our behalf. More here <https://www.nestle.co.nz/nhw/nestle-cook-for-life>

Nestlé Partnership with Massey University

The School of Sport, Exercise and Nutrition Postgraduate Scholarship, awarded by Nestlé, provides monetary support for a dietetics student enrolled in their second year of studying the Master of Science (Nutrition and Dietetics) programme. 2018 is the second year the scholarship has been awarded. The winner must show how their study has enabled them to bring the Nestlé purpose “enhancing quality of life and contributing to a healthier future for all New Zealanders” to life in their community over the past year. More here <https://www.nestle.co.nz/nhw/nestle-cook-for-life/news#itemPerPage=20>

Chelsea Bay Visitors Centre

In 2018 an investment of \$7m was made to construct and create a Visitors Centre, designed to educate consumers on sugar production, from paddock to plate, including tours of the Chelsea Sugar Factory. The Chelsea Bay Visitors Centre includes a baking school and interactive educational centre. Over 3,000 primary and secondary aged children have

participated in the programme in the first 3 months of operation. www.chelsea.co.nz/chelseabay

The Visitors Centre experience is something unique which gives consumers, students and families an opportunity to learn more about where their food comes from. While the impact will be measured over time, already 3,000 school pupils have been through the Centre through a pilot school programme since June 2018. From October 2018, the Centre opened to the general public. Visitor numbers are forecast at 60,000 p.a. including 12,000 school pupil visitors.

Sanitarium Weet-Bix TRYathlon

The Weet-Bix TRYathlon has had to date over 300,000 kids aged 7-15 years participate in the event. The series has been running since 1992. Today, it is the world's largest sporting event for kids. With the focus of the event being for kids to give it a go and try their best – participation of all sporting abilities is encouraged as kids swim, cycle and run their way around appropriate courses. We want to keep our kids healthy and active and inspire them to do more each and every day. Whether that be training prior to the event, gaining confidence to try out a new sport or meeting one of their sporting heroes – the event promotes active lifestyles.

Over 33,000 Kiwi kids are expected to participate in the 2018/2019 series with involvement of over 650 schools. This season will see 18 TRYathlons held across the country, with the addition of a second afternoon Christchurch event. Kids have a long lasting sense of achievement, enhanced self-confidence and are inspired to live a healthy, active lifestyle. Over 95% of parents surveyed said that the TRYathlon had a positive impact on the children. Teachers also notice improvements in children's confidence following participating in the Weet-Bix Kids TRYathlon and this leads to positive outcomes in the classroom.

Many parents choose to get out with their children and train with them. Two examples include, Sam Ryan who has a kidney condition and recently featured on 7 Sharp, will complete his 30th Weet-Bix Kids TRYathlon next year, and trains regularly with his Dad. <https://www.tvnz.co.nz/shows/seven-sharp/clips/meet-the-kid-with-the-same-kidney-condition-as-jonah-lomu-had-who-s-a-triathlon-ace>

Lisa Deans, Mother of twins Elle and Louis from Northland, signed her children up for the Weet-Bix Kids TRYathlon. She said "We don't really get exposed to many big events like the TRYathlon here, so kids can be quite hesitant at first, but once they've tried it, they are always keen to come back next time," says Lisa. "Ella likes to have a plan in place, so we've scheduled to do some TRYathlon training, including biking around the block and running".

Given the popularity and growth in the series over the last 6 years in particular, the addition of new events to the series is being explored, both in the North and South Island. Consideration is being given to how the TRYathlon programme can be extended beyond just the event day.

KickStart Breakfast

The KickStart Breakfast Programme is a community partnership between Sanitarium, Fonterra and the Ministry of Social Development as well as local schools/communities.

Over 25,000,000 nutritious breakfasts have been served since the programme began in 2009. Currently, over 30,000 children are served each week in over 950 schools on an average of 4 mornings per week.

Over 80% of schools are decile 1-5, clearly showing that the programme is reaching those children who are most in need of KickStart Breakfast. Furthermore, over 80% of schools remain signed up to the programme showing that those involved are seeing the positive, long-lasting benefits for the students.

Breakfast is an important meal that children need to be eating each day, and too many Kiwi kids were missing out. Not only does breakfast help with diet quality overall, a healthy breakfast each day in childhood can lead to improvements in academic performance, and may protect against weight gain. KickStart Breakfast is aimed at providing nutrition to children that need it. It is helping set kids up for their school day and future by ensuring they have a full stomach to start the day and help maintain their engagement in the classroom.

Principals, teachers and students all comment on the benefits of the KickStart Breakfast programme, saying that students are not only more engaged in class but they also speak of the social benefit derived from the school community coming together and connecting through the Breakfast Clubs. The programme also provides some students with leadership opportunities and responsibility in their roles as Breakfast Club coordinators.

Unilever Lamplighter programme and teacher support

Unilever supports the physical and mental health and wellbeing of our staff with activities tailored to people's different requirements through our global [Lamplighter](#) program. New Zealand specific examples include free fruit at work, health insurance coverage, employee assistance program, Benestar membership, discounted gym membership, flexible working arrangements, team challenges such as 'junk free June', and company-supported social sports teams.

Unilever NZ and Food Collective NZ, Life Education and Nutrition Foundation

Unilever New Zealand is involved in a number of community engagement programs such as partnering with Food Collective NZ and Life Education. We were a supporter of the New Zealand Nutrition Foundation 2008-2016. During this time we sponsored the 'Just Cook' program to encourage school children and communities to cook healthy, affordable meals at home.

[Food Collective NZ](#) is a partnership between Unilever Food Solutions, KiwiHarvest, Kaibosh and the public. Together they are on a mission to rescue food within the New Zealand hospitality industry. Unilever joined Food Collective, to become part of the solution, by assisting with funding to help KiwiHarvest and Kaibosh redirect quality surplus foods to those that need it. The program has donated 7360 meals to date.

The Dove Self Esteem Project (DSEP) aims to ensure that the next generation grows up enjoying a positive relationship with the way they look and help them reach their full potential. In 2017 the DSEP partnered with New World in an aim to reach young Kiwis by being the first market to globally link a donation to the DSEP through an in-store activation. The campaign raised \$40,000 in donations, helping [Life Education](#) reach 18,000 kiwi kids to help them grow up enjoying a positive relationship with the way they look and reaching their full potential. By 2020 DSEP aims to double its social impact by reaching a total of 1.5 million lives in Australia and New Zealand.

Vegetables NZ Cooking Curriculum Project*

In 2016, Massey University Masters students in Nutrition and Dietetics carried out research with over 100 teachers, who taught cooking to Year 7 and 8 students. They found that only 13% of teachers were teaching students to plan, prepare, and eat a healthy meal and clean up afterwards. Most of the lessons focused on sweet items. Vegetables NZ and The Heart Foundation have developed 'The Cooking Curriculum Project' to work with teachers to develop resources for kids to learn to cook a healthy meal. This consultative project 'for teachers by teachers' will enable kids to gain the life skill of being able to cook a meal. As of August 2018, we have developed a Year 8 Unit Plan with lessons, including cultural and activities and resources. These are available for teachers to download and use. Informal feedback has been

encouraging and we are monitoring update and progress. The Year 7 material is currently being developed.

Vegetables NZ will be encouraging Massey University to repeat the 2016 research to evaluate the results of this intervention.

Vegetables NZ Easy meals with vegetables*

Easy Meals with vegetables [EMWV] is a tripartite project; since 2016 involving Vegetables.co.nz [Food Industry] partnered with the Health Promotion Agency [Government Agency] and the Heart Foundation [NGO].

'Easy meals with vegetables' are recipes designed for people with a limited budget, cooking skills and equipment. The recipes are available as A4 cards with storage, basic preparation and cooking ideas on the back. The recipes are also featured as 'hands and pans' type videos. The cards and videos have been released gradually. The cards are printed in pads of 20 leaves and to June 2018, 284 pads had been distributed:

- 60 to education – schools and universities
- 56 to community education providers
- 42 to health professionals
- 36 to DHBs
- 35 to workplace health
- 23 to early childhood education
- 10 to community physical activity/sports trusts
- 9 to community disability/mental health
- 5 to retail
- 5 to community dentists
- 3 to aged care

Since June more cards have been released and at the end of August 2018 there were 20 printed recipe cards, 70 recipe cards for download and 70 videos available. More videos and cards are planned.

Vegetables NZ website and resources

Vegetables.co.nz key promotional tool is its website. The website does not use brands and material is evidence-based and peer-reviewed, and fits within the Ministry of Health Guidelines. Resources include posters, leaflets, pads of recipes and information pads. They are available to download from the website or as printed copies to order and are sent free of charge within New Zealand.

Vegetables NZ Community health days

Vegetables.co.nz regularly participates in community family 'fun day' events held mainly in Counties Manukau. These events provide a fun opportunity for kids to taste vegetables, colour in vegetable activity sheets, touch, taste, and talk about vegetables, many of which they have never seen before.

Vegetables NZ and Fuelled4life (Heart Foundation NZ)

Vegetables are an everyday food and vegetables.co.nz have joined the Heart Foundation in promoting vegetable-focused recipes with accompanying videos for;

- cooks in early childhood learning centres
- lunch box ideas for parents
- snacks for children at afterschool programmes.

Two that came to our attention recently are great examples of companies thinking outside the square to get involved in their communities. There was the Wrigley Company Foundation's

Community Service Grants. This is an annual event conducted in partnership with the NZ Dental Foundation and it's designed to give grants to organisations to help improve access to oral healthcare and education. This year it awarded \$35,000 in grants to communities in Northland, Auckland, Waikato, and Bay of Plenty. And there was the donation by Cardinal Logistics of a brand new ambulance to St John in Auckland. It was fitted out with mobile data terminals, stretchers, a defibrillator, heart-rate monitor, and specialised extraction equipment, and came with officer training and uniforms. This was the brainchild of Managing Director Tony Gorton and his wife, Barbara.

Attachment G***Self Reporting Checklist for companies against Taskforce Recommendations******Reformulation and Nutrition***

Nutrition policy or guidelines public facing by 1 June 2019.

Undertaking to aim for the nutrient reformulation targets agreed by Government, Heart Foundation and industry from date of agreement in mid 2019.

Progress with meeting targets reported by Dec 2021.

If a New Zealand Beverage Council member, has the sugar reduction pledge been signed?

Progress on reformulation from pledge.

Has the company adopted the serving size principles?

Is the company applying the industry best practice guide for serving size and portion guidance?

If a confectionery manufacturer, has the company adopted the Be Treatswise® programme?

Employee Health and Wellness

What sharing and promotion of the company's health and wellness programme has been undertaken, especially via the company's website?

Community and Education Initiatives

Has the company continued its community programmes especially those that have been demonstrably successful at improving the health and wellbeing of the community?

Has the company expanded its community programmes or joined with others to expand involvement?

Has the company prioritised or developed programmes or content relevant and accessible to 'at risk' populations such as in low decile school areas (if not already doing so and as appropriate) in order to reach low socioeconomic communities?

Has the company prioritised or developed culturally relevant community programmes for Maori or Pacific Islanders?

Does the company support any New Zealand NGOs in areas affecting obesity?

Does the company undertake any consumer education on health through its company website?

If any of the company's community initiatives have been evaluated, has a summary been made public?

Marketing

[Checks relating to restrictions the 'certificate of compliance' with the ASA Code are under development]

If the company has developed new advertisements that may be of high attraction or appeal to children, have these been pre-vetted?

Has the company published its advertising and marketing policies?

If the company is a food retailer with multiple checkout lanes, does the company have a public facing policy on confectionery free checkout lanes (due by Dec 2019)?

Labelling and rollout of HSR

Does the company apply HSR and is this to the whole range of eligible products?

If menu labelling for New Zealand's food service sector has been agreed, and the company is in this sector, are its menus labelled with kilojoule information?

If the company is in the fast food sector, has it included:

- healthy eating options on menus? and
- training for frontline staff on how to advise customers of healthy eating options?

If the company has recipes published on-line, do these contain nutrition information?

Appendix A***REPORT CARDS***

Beef + Lamb New Zealand

Campbell Arnott's

Dominos

Fonterra

Foodstuffs

Frucor

Lion

McDonalds

Nestlé

New Zealand Pork

New Zealand Sugar

New Zealand Beverage Council

Pepsico

Sanitarium

Unilever

Vegetables New Zealand

Whittakers

BEEF + LAMB NEW ZEALAND

Beef + Lamb New Zealand Incorporated is the non-for profit generic, domestic marketing arm of the sector promoting beef and lamb to New Zealanders on behalf of its stakeholders – meat retailers, processors and producers.

Beef + Lamb New Zealand Inc has two registered nutritionists on staff, Fiona Greig and Regina Wypych, which means the work of its health and nutrition portfolio that feeds into promotional efforts is guided by evidence-based guidelines and advice including the Ministry of Health Eating and Activity Guidelines. This includes resources, information in its advertising, recipe development and media responses that ensure a moderate intake of red meat served with plenty of vegetables. On the website, we outline our commitment to the health of New Zealanders <https://www.recipes.co.nz/Nutrition.html> and under our nutrition section and ongoing news feed of blogs, we aim to provide the most practical information possible in regards to health and wellbeing to reinforce a positive relationship with food, applying the social and cultural New Zealand context, including cooking and eating together. Building on drawing from an evidence base, the registered nutritionists ensure a holistic approach to leading healthy lifestyles.

As an industry body that represents whole, fresh red meat, whilst we are not directly involved with product development, we do develop recipes, and analyse each through Foodworks software, to provide a nutritional composition breakdown of each of our recipes per serve on our website www.recipes.co.nz. In addition, a nutrition information panel is provided on the website alongside each beef and lamb cut, flagging nutrition claims: low in saturated fat, low in sodium, excellent source of protein, vitamin B12, zinc and iron.

Where relevant, the recipes are provided with nutrition tips on reducing the sodium content of the dish, or boosting the fibre content with adding extra vegetables for example. We can add messaging as required on the online platform.

In regards to the Beef + Lamb New Zealand Quality Mark programme, which was established in 1997, trimming standards (of not more than 5mm external fat) has resulted in a significant amount of total and saturated fat being removed from the food supply. Research undertaken by Dr Murray Laugesen published in 2005 highlighted a 30% reduction of saturated fat in red meats since the introduction of the Quality Mark. <https://search.proquest.com/openview/68f195ba754c20f853f1ec3b28788adb/1?pq-origsite=scholar&cbl=1058335> (full paper available on request)

Beef + Lamb New Zealand's health and wellness workplace environment includes:

- An office kitchen with full cooking facilities to cook healthy lunches individually and as a team. This kitchen is also used to develop videos on healthy recipes and advice.
- Physical activity challenges.
- Filtered cold water and low fat milk options provided.
- No vending machine on site.
- Staff members are permitted to fit in exercise time into their workday lunch break.
- Access to exercise programmes at the Smiles Farm Business Park.
- Staff and management model healthy eating.

For the general public Beef + Lamb New Zealand encourages cooking skills via a suite of recipes online, including cookery videos, and mEAT magazine available in-store which has had approximately 5 million copies distributed over the last 7 years. Our digital channels for communication includes 85,000 on Facebook, 2500 on Instagram and 3500 on Twitter.

Other activities which encourage healthy lifestyles includes:

- Beef + Lamb New Zealand Inc is a sponsor of the Nutrition Foundation's Just Cook programme that encourages children aged 10-18 years to cook family meals and provides community cooking class kits. <http://justcook.co.nz/>
- Sponsorship of Toque Dor, a competition that raises cooking standards at tertiary level cooking.
- Support provided to Chefs NZ Secondary School cooking competition.
- Development of posters on cooking traditional Pacific meals in healthier ways (Mutton Flaps, Povi Masima and Corned Beef) at the request of the Ministry of the Health approximately 10 years ago. These were established in collaboration with Pacific Heartbeat, Secretariat of the Pacific Community, Pacific Islands Food & Nutrition Action Group, and Auckland Regional Public Health Service and have over 10,000 copies distributed around New Zealand and the Pacific Islands.
- Distribution of nutrition and cooking resources to health practitioners to use in practice including Plunket nurses, midwives, nutritionists, dietitians, and within education settings and community programmes such as the Nutrition Foundation's Healthy Aging cooking programme. Resources can be viewed here www.beeflambnz.co.nz/resources
- Availability of nutrition and cooking resources for meat retailers to have available at point of sale.
- The sponsorship of top athletes that aligns with Beef + Lamb New Zealand's stance that physical activity is an important part of healthy lifestyles.
- Support of the World Food Day Eat Right, Be Bright pilot (consumer driven by NZ mothers) to supply lunches in NZ primary schools with the initiative's aim to address childhood the gaps from poverty, and obesity in children.
- Support to parents and children in the first 1000 days – from conception and first 2 years of life and beyond via Bounty, who provide pregnancy packs and booklets to all expectant parents and parents of young children.
- Facilitate World Iron Awareness Week to address iron deficiency in NZ particularly among NZ women and young children.

With regards to marketing and compliance with advertising codes, Beef + Lamb New Zealand has always drawn up talent release forms (when using children in ads) which take into account the ASA code. Our advertising targets household shopper, not children. If using children within advertising, BLNZ have always discussed with parents what the ad is trying to achieve and what we are expecting. When considering sponsorship, the event or people are reviewed on a case by case basis and where possible we provide contacts to suppliers for product as opposed to providing money being a non for profit organisation ourselves.

In regards to nutrition information labelling, Beef + Lamb New Zealand recipes are flagged with those that are low fat (less than 3g/100g); low in sodium (less than 120mg/100g); source of iron (10% RDI); excellent source of iron (25% RDI).

For more information, please contact:

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Real food that matters for life's moments

Formulation and Innovation

Campbell Arnott's has a documented Nutrition Policy and is considering making this publicly available on the Company's Corporate website. New Product Development must meet requirements relating to nutrients of concern. There are nutrition criteria for product development for HSR, wholegrains, fruit & vegetable content and fibre, where relevant. Campbell Arnott's has access to expert advice through its own Accredited Practising Dietitian and nutritionists.

Campbell's sodium reduction journey began more than 10 years ago and Campbell's and Arnott's have both been active members of the Australian Federal Government's Food & Health Dialogue for sodium reduction. By using Australian Heart Foundation sodium guidelines as a benchmark, we estimate that more than 5,000kg of salt have been removed from the food supply annually. Campbell's focussed on soup and Arnott's reduced sodium in key products in its savoury cracker portfolio by up to 27%.

In 2010, Arnott's reduced the level of saturated fat in Shapes by increasing the amount of canola oil we use in this iconic snack. This has resulted in saturated fat reductions on average of 51% across the entire Shapes range, and the removal, each year, of around 600 tonnes of saturated fat from the ANZ food supply.

Arnott's has also increased the proportion of canola oil in Jatz, Savoy, Gheds, Breton, Country Cheese, Sesame Wheat and Lemon Crisp, resulting in further significant reductions in the amount of saturated fat entering the food supply annually.

Arnott's offers a range of single serve sweet and savoury snacks, each with <600kJ per serve, which is in line with the Australian Dietary Guidelines recommendation for discretionary foods.

In the three years to 2018, unit sales of products, across the Campbell Arnott's portfolio, that have been controlled for saturated fat, sodium and/or sugar, increased 25% across the ANZ market and those with a HSR of 3.5 stars or more, increased 26%.

At times the consumer makes very clear their preference: in 2016, Arnott's launched a new range of Shapes. In addition to offering new flavours, the range also had an improved nutrition profile with lower levels of saturated fat and sodium and slightly higher HSRs. Consumers responded very negatively to the changes, outwardly expressing their disappointment via social media. As a result of the backlash, Arnott's decided to reinstate the original versions of the iconic Shapes range.

<https://www.stuff.co.nz/life-style/food-wine/food-news/90888184/arnotts-cracks-the-old-shapes-flavours-are-back-on-the-shelves>

Information on targets and actions is available via the Australian Federal Government's Food & Health Dialogue and Healthy Food Partnership initiatives and through the Australian Heart Foundation. Consideration is being given to publishing its commitments via the Company's Corporate Website

In 2018, Campbell Arnott's provided customers across ANZ with approximately:

- 180 million servings of whole grains, 17% increase in whole grain servings since 2012

- 135 million servings of vegetables, more than double the number of vegetable servings provided in 2013
- 34 million servings of fruit, 88% increase in fruit servings since 2013

Campbell Amott's is also committed to a number of other initiatives that reflect our commitment to conduct business in a manner that respects and protects the environment. Information on these initiatives is outlined below and is also publicly available via our Corporate website <https://www.amotts.com.au/about-amotts/corporate-responsibility/>

Sustainable Cocoa

Amott's Australia New Zealand is working with Fairtrade Australia & New Zealand to ensure the farmers who grow and produce their cocoa beans in West Africa get a better deal. Although Amott's sources only a small amount of cocoa from West Africa (less than 0.1% of that region's total supply), the Company is committed to playing its part by purchasing Fairtrade Certified cocoa that prohibits the use of the worst forms of child labour, ensures a fair and stable price and a Fairtrade Premium which is reinvested back into community projects.

Sustainable Palm Oil

Amott's ANZ use 100% segregated, certified sustainable and traceable palm oil in the baking of their biscuits. Amott's ANZ is proudly committed to sustainable practices for palm cultivation and in conjunction with our palm oil supplier, uses 100% traceable and certified sustainable supply, with no deforestation.

Employee Health and Wellness Programmes

Campbell Amott's has an Employee Health & Wellbeing Programme which includes the following addressing obesity:

- Free fresh fruit delivery each week
- Weekly yoga classes
- Mindfulness corner
- Sunshine Friday (2pm finish on Fridays during daylight savings)?
- BUPA Health Care Fund consultations + discounted rates
- Purchased leave (salaried staff)
- Onsite Physio / exercise (manufacturing sites only)
- R U OK Day (Mental Health Awareness & Suicide Prevention)?
- Safety Week in conjunction with OH&S team?
- ~~November~~ (Supporting Men's Health Awareness)
- Dress for your day policy – Be the Real You

Community and Education Initiatives

The Amott's Foundation is the charitable arm of Amott's Biscuits Ltd. Through the Foundation, Amott's supports projects including:

Camp Quality

Foodbank

Driver Reviver

Fairy Sparkle

Food & Beverage Marketing

Campbell Amott's is a member of ANZA, which has a voluntary code to ensure responsible advertising practices. Campbell Amott's position regarding marketing to children in New Zealand reflects the commitment the company has pledged in Australia, as outlined below.

Campbell Amott's is committed to marketing communications to children under 12 years of age only when it will further the goal of promoting healthy dietary choices and healthy

lifestyles. We will not advertise food and beverage products to children under 12 years in media unless:

- 1. Those products represent healthy dietary choices, consistent with established scientific standards; and*
- 2. The advertising and/or marketing communication activities reference, or are in the context of, a healthy lifestyle, designed to appeal to the intended audience through messaging that encourages:*
 - Good dietary habits, consistent with established scientific or government criteria*
 - Physical activity*

We will not use popular personalities, program characters or licensed characters in advertising primarily directed to children under 12 years unless such advertising complies with the messaging options set out above.

We will not pay for or actively seek to place their food or beverage products in the program/editorial content of any medium primarily directed to children under 12 years, for the purpose of promoting the sale of those products, unless those products are consistent with healthy dietary choices as set out above.

We will commit, that in any interactive game primarily directed to children under 12 years where its food or beverage products are incorporated, the interactive game must incorporate or be consistent with healthy dietary choices and healthy lifestyle messaging as set out above.

We won't have any product-related advertising in primary schools, except where specifically requested by, or agreed with, the school administration for educational or informational purposes, or where it's related to healthy lifestyle activities, under the supervision of the school administration or appropriate adults.

We will commit to not advertising premium offers on products directed primarily to children under 12 years unless those products are consistent with healthy dietary choices.

Our support of this initiative applies to television, radio, print, cinema and third-party websites.

Labelling and HSR

Campbell Arnott's has been implementing HSR on pack since 2015. At least 75% of the entire portfolio has HSR. We also provide complete nutrition information and HSR for all of our products on our Corporate websites.

We also provide Percentage Daily Intake (%DI) values in the Nutrition Information Panels on the back on back.



Food Industry Taskforce Fonterra Report Card

December 2018

1. Formulation and Innovation

1.1. Fonterra has a clear nutrition policy and standards which define requirements for nutrition including product composition, marketing practices, labelling and consumer information, research and innovation, food regulations and policy, healthy lifestyles, accessibility and governance. The Fonterra website (<https://www.fonterra.com/nz/en/what-we-stand-for/nutrition.html>) includes our objectives on Nutrition. Our Nutrition Guidelines have also been endorsed by the NZ Nutrition Foundation: <https://www.fonterra.com/nz/en/what-we-stand-for/nutrition/dairy-nutrition.html>

Our policy has also been shared with some external parties, for example with researchers from The University of Auckland as part of the New Zealand BIA-Obesity study who gave top marks to Fonterra for corporate population nutrition strategy.

1.2. In the last year, Fonterra has developed new food and nutrition guidelines which have been approved and endorsed by the NZ Nutrition Foundation. These replace previous nutrition guidelines and provide guidance to help move more of our product portfolio towards using minimum quantities of added sugars, refined carbohydrates, added fats and added salt. We have also made a public commitment for our global dairy nutrition portfolio to meet specific targets relating to dairy nutrition and limiting added sugars and refined carbohydrates. These targets were first published in our [2017 Sustainability Report](#). We have assessed all NZ dairy nutrition products against those targets, with a view to informing our future reformulation programme.

Products we have actively reformulated in NZ in the last 5 years:

- Flavoured milk sugar reduction (2018): Primo & Mammoth Core ranges - 40% less added sugar. Total sugar content across the range now 6.7-6.9 g per 100mL with 68% of this being naturally occurring lactose from milk.
- Anchor Uno yoghurt sugar reduction (2016): Anchor Uno is NZ's lowest sugar kids fruit yoghurt brand (based on the top 5 brands by sales volume). Total sugar content across the range is 6-7g per 100g with 20-25% of this being naturally occurring lactose from milk.



PRIMO



Fonterra were involved in the Heart Foundation National Reformulation programme. We were involved in consultation on sugar reduction in Fruited Yoghurts and flavoured milks, and remain very active in this area.

1.3 Fonterra is actively working to improve nutrition across our product portfolio and all new products designed for everyday consumption are carefully formulated to meet strict criteria under the Fonterra Food and Nutrition Guidelines. The Anchor Protein+ range was launched in 2017 to provide nutritious dairy products designed to help kiwis spread their protein intake throughout the day. Originally launching with Lite Milk, Yoghurt and Smoothie Booster, the range has been extended in 2018 with the launch of cheese and flavoured milk. Anchor Protein+ flavoured milk is NZ's first flavoured milk with no added sugars.



1.4 Fonterra have investigated the formulation of salt reduced block cheese, and also salt-reduced spread. This is technically very demanding without use of other preservatives (which consumers do not like) due to the salt having a key food-safety / preservative effect. These projects were abandoned.

We also tried reducing the saturated fat and increasing the olive oil content in spreads. This was also abandoned as we could not get the desired texture without using Pomace oil, which does not have the same health benefits attributed to it as regular olive oil.

As sugar reduction technology has improved, new projects have been able to achieve greater levels of sugar reduction. We have tended to go as far as current technology has allowed and still deliver a product that meets sensory targets. Eight years ago we could remove 20% of the added sugar in a flavoured milk and deliver acceptable taste. We are now able to achieve 60 – 65% reduction on what was a typical added sugar level 10 years ago.

1.5 Fonterra's commitments relating to new product development and reformulation of existing products with respect to beneficial nutrients are a part of our global Food and Nutrition Guidelines endorsed by the NZ Nutrition Foundation that set criteria for nutrients including:

- Protein
- Calcium
- Other nutrients as relevant to formats and health benefits e.g. fibre, magnesium and vitamin C

We have public targets for our Global (including New Zealand) Nutrition portfolio relating to dairy nutrition and refined carbohydrates – including added sugars. These targets were first published in our 2017 Sustainability Report. We have assessed all NZ dairy nutrition products against those targets, with a view to informing our future reformulation programme.

1.6 Fonterra is committed to help educate consumers on good nutrition. With the relaunch of the Anchor website in 2018, a range of nutrition articles were published and we will continue to add to these over time.

1.7 Fonterra employs a number of registered dietitians and nutritionists who are actively involved in formulation and innovation projects.

2. Employee Health and Wellness Programmes

2.1 Fonterra has a number of business units across the globe and in New Zealand. There is a wide range of health & wellness activities including (but not limited to) the following:

- Wellness/activity challenge
- Gym/other club activity membership
- Work time allocated to health and wellbeing
- Weight management sessions
- Nutrition education sessions (including group presentations, individual counselling or supermarket tours)
- Exercise classes on site
- Team meetings while walking
- Flexible work arrangements
- Health and wellbeing checks
- Influenza vaccinations
- Nutrition policies in employee canteen
- Provision of free fruit and other healthy snacks for employees
- Canteen supplying only healthy options
- Employee assistance programmes

2.2 It is difficult to identify the initiatives that have the highest uptake as Fonterra has a large number of workers across New Zealand. Health and Wellness initiatives are run by multiple business units. Flu vaccines have very high uptake.

2.3 Fonterra are planning to continue to offer current programmes as well as develop new initiatives including:

- Individual Health support plans to support weight reduction
- Presentations and workshops
- Wellbeing seminars for healthy work life balance
- Fatigue Initiatives
- Wellbeing Platform driving healthy behaviour change

3. Community and Education Initiatives

3.1 Three of Fonterra's many community based initiatives:

3.1.1 **Fonterra Grass Roots Fund:** <https://www.fonterra.com/nz/en/what-we-stand-for/community/fonterra-grassroots-fund.html>



Through the Fonterra Grass Roots Fund, community groups are invited to apply for grants of \$500 to \$5,000. These grants are offered to support projects that will help bring their community together, and make it a better, safer, more vibrant place to live. Since the fund began we have provided over 2500 grants. These include grants to school groups, educational groups, charitable trusts, sports clubs and local emergency services for a wide range of environmental, community and health and safety initiatives.

We have supported over 2500 initiatives since the programme was established in 2007, making a huge impact in our local communities across New Zealand.

As a farmer co-operative we are dedicated to supporting the social needs of our current and future generations. The aim of the fund is to maintain healthy, vibrant communities by supporting ideas, projects and initiatives that make a real impact.

As part of our one year progress report on our participation in the Healthy Kids Industry Pledges Initiative, we identified 35 initiatives that Fonterra sponsored through the Grass Roots Fund which support healthy nutrition and education. These included community and school gardens and cooking programmes throughout New Zealand which provide hands on learning for children and their families and communities to learn about growing, preparing and eating healthy foods.

3.1.2 **Kick Start Breakfast:** <https://www.fonterra.com/nz/en/what-we-stand-for/community/kickstart-breakfast.html>

The Kickstart Breakfast is a joint initiative between Fonterra, Sanitarium and the Government that provides a free school breakfast of Anchor milk and Sanitarium Weet-Bix to the New Zealand schools. It enables more than 30,000 school-age children the opportunity to sit down to a bowl of breakfast every morning across the country. Since the programme began in 2009, it has served more than 25 million breakfasts, and runs in more than 950 schools nationwide.



3.1.3 **Fonterra Milk for Schools:** From the farm to the class, Fonterra Farmers across the country are working together to bring healthy, nutritious milk to kids across New Zealand through Fonterra Milk for Schools. It's free, and it's for all Kiwi kids in any primary school that would like to take part.



Since the launch of Fonterra Milk for Schools in 2013, two studies have shown that more kiwi kids involved in the programme are meeting the recommended daily dairy consumption guidelines. We're very proud to help build and develop healthy habits that can last a lifetime in our tamariki. In 2016, the University of Auckland¹ released the findings of their two-year study involving primary school children participating in the Fonterra Milk for Schools programme. The study showed that 17% more children have at least 2-3 servings of dairy products each day, with children also making positive healthy drink choices outside the school gate. In a more recent Massey University study² of 5-10 year old children in the Manawatu, Fonterra Milk for Schools has shown to improve the proportion of children

(12%) achieving the recommended number of serves of dairy on weekdays, with children drinking milk at school also having improvements in bone health.

Impact of the Fonterra Milk for Schools Initiative: <https://www.fonterramilkforschools.com/news/au-study/>

http://www.massey.ac.nz/massey/about-massey/news/article.cfm?mparticle_uid=CF1DA31F-00E2-07E3-72C0-C760AC5E1EA6

3.2 Fonterra supports collaborations with: Ministry of Social Development, Sanitarium, AIMS Games and over 349 community groups to support local community programmes.

4. Food & Beverage Marketing

4.1. Fonterra made 7 Healthy Kids Pledges, published on our website:

<https://www.fonterra.com/nz/en/what-we-stand-for/nutrition/healthy-kids-pledge.html>

The fifth public pledge relates to marketing: *Our advertising will always comply with the Advertising Standards Authority Children and Young People's Advertising Code in New Zealand*

4.2. Fonterra considers marketing outside of the ASA definition of 'advertising' to still be within scope of our commitment to the ASA code.

4.3. New Zealand domestic advertising material (content and placement) is assessed by our Nutrition and Regulatory team to ensure compliance to the code.

5. Labelling and HSR

5.1. Fonterra continues to roll out HSR on packaging, prioritising "everyday" products and where the packaging is not also used for export to regions where HSR is not accepted. Fonterra is also on track to publish HSR on websites for all "everyday" products by the end of 2018.

5.2. With regards to consumer education Fonterra has a page on our website to educate consumers as to what the HSR is, the origin of the HSR, how consumers can use it and how the system works. <https://www.anchor dairy.com/nz/en/nutrition-stories/health-star-rating.html>

5.3 Nutrition Information is produced on all consumer ready products as per the FSANZ requirements. Many of our Food Service products will also contain Nutrition Information in the form of a Nutrition Information Panel (NIP) on packaging. This information can also be found on our Anchor Food Professionals website: <https://www.anchorfoodprofessionals.com/nz/en/products.html>

¹ Marsh S, Jiang Y, Carler K, Wall C (2018). Evaluation of a free milk in schools program in New Zealand: effects on children's milk consumption and anthropometrics. *Journal of School Health* 88(8): 595-604

² Kruger M, Awan T, Poulsen R, Kuhs-Sherlock B (2017). Increased milk consumption may improve body composition and bone health among pre-pubertal children. *EC Nutrition* 11(1):17-29.

Our commitment to a healthier New Zealand

Reformulation and New Product Development

Foodstuffs is committed to steadily improving the nutritional profile of its private label range so that our customers can eat more healthily.

We have taken a leadership role and proactively worked with suppliers on product reformulation for existing products as well as focusing on the nutritional profile of new products.

For the year to December 2018, 60% of the 200 new products developed were either a "fresh" product or specifically formulated to be a healthy alternative.

Pams now boasts 150 products which are classified as Superfoods, Gluten-free, Organic, or Free Range. We offer a diverse range of products including dried Gogi berries and fresh blueberries, to 100% free-range eggs.

We publish our nutritional policies on our Pams website, which also provides inspiration on healthy meal ideas for our customers.

<https://www.pams.co.nz/inspiration/category/healthy>

Over the last few years we've reformulated hundreds of private label food products. We've outlined a few of the many products reformulated below:

Product	Saturated fat	Sugar	Sodium
Pams Sundried Tomato & Cream Pasta Sauce	-	-19%	-24%
Pams Natural Muesli	-	-25%	-10%
M&A Lemonade 1.5L	-	-100%	-
Pams Steamy Tacon	-	-60%	-10%
Pams Supreme Chilled Pizza	-22%	-25%	-38%
Pams Salt & Vinegar Chips	-12%	-	-



Labelling

Foodstuffs is committed to rolling out Health Star Ratings on all relevant private label products. It is included as new products are launched or existing products repackaged.

To date, 1,157 private label products have been labelled, and 94% of the range assessed. 53% of the range carries a rating of 3.5 stars or higher.

Foodstuffs also supports United Fresh and the 5+ A Day® labelling programme which promotes the daily consumption of 5+ servings of fruit and vegetables. The 5+ A Day® logo appears on more than 350 private label products.



Foodstuffs ^{NZ}

Education and Community Initiatives



Food for Thought

Over 150,000 year 5 & 6 children have been through the Food for Thought nutrition education programme since its inception in 2007. The programme is supported by New World, PAK'nSAVE, and Four Square stores.

The programme is delivered by qualified nutritionists and Heart Foundation educators who teach children about the nutritional content of their food. Teaching resources are provided in English, Te Reo, and Samoan.

Students then practice their new-found skills by shopping for and preparing a healthy meal. Participating children share the learnings with their families with dramatic results.

Programme evaluation has demonstrated:

- A 7% drop in the purchase of sugary soft drinks, resulting in five tonnes less sugar consumed per annum by Food for Thought families.
- Three out of every 100 families shopping less in "unhealthy food categories."

Foodstuffs is committed to extending the reach of the programme over time, as well as prioritising its delivery in lower decile schools.

<http://www.foodforthought.co.nz/>



Eat My Lunch

Foodstuffs has made a significant social impact investment in Eat My Lunch. Eat My Lunch has one simple mission – to ensure that no child at school goes hungry.

The partnership with Foodstuffs will enable Eat My Lunch to expand its operations and achieve a target of 25,000 free healthy lunches daily for children in need.



Starship

New World is a five-star partner of the Starship Foundation and sponsors the National Feeding Clinic which helps children with severe allergies, food aversions, or medical complications that prevent them from eating normally.

New World's hugely popular "Little Shop" mini food items were used by Starship in the treatment of children with extreme food anxiety, while Little Garden helped Starship teach children where the best fresh food comes from.

Each week New World provides fresh food baskets to the wards at Starship hospital.

Our people's health matters



Both Foodstuffs cooperatives run comprehensive health and wellness programmes for staff including: healthier options in staff cafes, Company-funded vaccination programmes and health checks, literacy support, mental health support, and work-based exercise programmes and activities.



Many of our stores also offer health and wellness programmes for staff. A good example is New World Matamata where owners Matt and Sheree Hart launched "YouMata" following the sudden tragic death of a much loved employee. The programme covers all aspects of wellbeing including goal setting, stress management, mental health, physical health and nutrition, and financial literacy.



Helping our Customers make healthier choices



Foodstuffs policy is that all supermarkets have confectionery-free checkout options for customers. These vary depending on store size and configuration. We commit to reporting annually on the percentage of checkouts that are confectionery free, which in 2018 is 17%.

In partnership with the New Zealand Herald, we have run two series of articles on healthy eating. The articles outlined how small changes in shopping behaviour can have a big impact on both the nutritional profile and cost of weekly shopping baskets.

We provide healthier food options in all supermarket departments, and many stores offer complimentary in-store fruit snacks for children, parents, and caregivers.

Foodstuffs adheres to all the relevant Codes of Practice issued by the Advertising Standards Authority, including the Children and Young People's Advertising Code and the Code for Advertising Food. We strive to achieve an appropriate balance in our promotional activity and always include fruit and vegetables and other healthy foods in weekly price promotions.

Foodstuffs NZ

FRUCOR SUNTORY

Reformulation and Innovation

Frucor Suntory has been actively removing sugar from many products for more than five years developing new products that are low or no sugar. We are working towards publishing our nutrition policy.

In 2018, we decreased sugar by 50% in OVI, an infusion of water, fruit juice and honey so that it now contains just 2.2g/100mL. We have also used new generation stevia in our reformulated Oh! drink which has less than 2g of sugar/100mL. We've taken sugar out of our natural energy drink, V Pure so that it has 25% less sugar than the original V. Earlier, we removed 50 per cent of sugar from G-Force, sweetened Just Juice with stevia, cutting sugar by half for our Just Juice 50% less sugar. This year, we launched our fermented range with Amplify kombucha, which has less than a quarter of a teaspoon of sugar per 100mL and we launched our NZ Natural sparkling flavour range which is only natural NZ spring water and natural flavours, and absolutely zero sugar.

Reformulation

- Oh!**
Reformulated using new generation stevia: less than 2g of sugar per 100mL.
- h2go flavours**
Relaunched with no sugar
- V Pure**
Reduced sugar by 10%
- OVI**
Reduced sugar by 50%
now 2.2g of sugar per 100mL

Consumer led reformulations

Our earlier formulations of flavoured h2go contained just 2.5% sugar and were launched as healthier options. But consumers didn't want any sugar in their water so we reformulated the product to be zero sugar but sweetened with non-caloric sweeteners. Pepsi Next was a reduced sugar cola but this has been deleted. Consumers did not see Pepsi Next as a compelling proposition when the healthier option Pepsi Max is zero sugar.

New product development policies

We have a commitment to developing new products that are low and no sugar, reformulation to reduce sugar and the offer of smaller pack formats across many brands in our drinks portfolio. One in three drinks we sell in 2030 will be low or no sugar. These commitments are published at <https://frucorsuntory.com/growing-for-good/better-drinks/>

In the past five years we have developed the Oh! soda range which includes 250ml can, OVI, V Sugar Free, Just Just 50% less sugar, GForce – reduced sugar by 50%, Amplify Organic Kombucha (less than ¼ teaspoon per 330ml serving), NZ Natural flavoured range with no sugar.

Frucor Suntory employs an expert dietitian who provides advice across different departments on reformulation, NPD and was also instrumental in introducing the dilution guidelines for juice more than a decade ago.



Employee Health and Wellness Programmes

Highlights from Frucor Suntory's health and wellness efforts include:

Physical:

- Bike Club/ Fit Club
- Pilates & Yoga
- Flu Vaccines
- Sight/ Hearing/ Spirometry tests

- Fruit Baskets
- Move it Stretches Video
- Gym membership discounts through N3 staff benefits programme
- Offering of low and no sugar drink options in staff fridges

Mental:

- EQi Leader profiles
- Coaching for Performance
- Resilience Workshops
- Volunteer Day (we work with KiwiHarvest)
- Fiesta (annual all staff event at Rainbow's End) / Conferences
- Shift Work challenge (The Vault)

Financial:

- AGS Investment Fundamentals

Other:

- EAP – Employee Assist/ Manager Assist
- Fruzone- Employee Survey
- BUPA/ Southern Cross Health Insurance
- Flexible Working Policy
- See it...sort it...safe as (Health and Safety programme)
- Employee led wellness initiatives e.g. group meditation sessions
- Participating in Workplace Wellbeing with Healthy Families NZ

We are in the process of creating a specific health and wellness strategy for Frucor Suntory. To do this we are looking to:

- Collate and incorporate employee feedback on the areas of health and wellness that are most important to them and that they would like assistance with
- Understand what the current research tells us about key areas of health and wellness focus (e.g. mental, emotional and financial) and successful health and wellness strategies
- Research innovative and thought-leading solutions (e.g. possible tele-mental solutions)

- Assess the relevancy of existing initiatives, continuing what is still suitable and stopping what is no longer appropriate
- Ensure each of these, the feedback, research, solutions and continued offerings are aligned in delivering the desired outcomes for improved employee health and wellness, and our business outcomes

As part of this strategy development, we will investigate how we can better support our employees' physical health through better understanding current barriers and helping them to improve beverage and food choices without dictating what these should be.

We have an executive team who are committed to the health and wellbeing of our employees and have incorporated this into their key priorities for 2018-2020.

Community and Education Initiatives

Since 2015, Frucor Suntory has held a "Games Day" at Sir Edmund Hillary Collegiate with at least 40 staff members from across the business offering a positive, energetic, creative and team experience for students.

Sir Edmund Hillary Collegiate is a low decile school in Otara, South Auckland. The aim of the day is to leave students with a powerful experience that will lift their aspirations.

Frucor Suntory is also a sponsor of local perishable food rescue organisation KiwiHarvest and has recently sponsored a van so that more food can be transported to vulnerable communities. We encourage staff to use their volunteer day to help at KiwiHarvest.

We are also working with Healthy Families Manurewa, Manukau, Papakura on a project to make the healthy choice the easy choice. This has involved many workshops involving students, community members and representatives from public health to brainstorm projects we can all act on. We are currently working with a local dairy in Manukau to promote healthy drinks.

Food and Beverage Marketing

Frucor Suntory does not market to children aged 14 and under. Our marketing policies are publically available at <https://frucorsuntory.com/responsible-marketing-to-children/>

Frucor applies HSR Option 3 (the energy icon) across our products. The HSR energy icon is applied across our portfolio of non-alcoholic beverages including shelf stable and chilled juices, juice drinks, energy drinks, sparkling water, milk based drinks, sports drinks and sports waters, kombucha, carbonated soft drinks.

The star rating, if applied to drinks, does not support consumers in choosing healthier options. Most consumers know water and milk are recommended as everyday choices and other beverages are either sometimes or occasional beverages. On pack nutrition information labelling applies across our portfolio. All our products comply with the Australia New Zealand Food Standards Code and carry a NIP (nutrition information panel) which clearly states energy, protein, fat, carbohydrate, sugar and sodium values. Our V website also contains this in an easy to access format for our QSR and food service customers: <https://v.co.nz/products> click on the individual products for the nutritional information.



Formulation and Innovation



We take very seriously our role as a leading food manufacturer with a commitment to introducing healthier food choices and improving the nutrition of our current products where necessary.

Over the last 5 years we have worked hard to **continue to offer more choices in our plant based categories** with extensions to our Wattle's SteamFresh frozen vegetables, Wattle's legumes, Good Taste Company hummus and fresh soups range.

We are passionate about the role we play supporting parents' food choices for babies starting out on their eating journey. Through our partnership with Plunket which has been in place for over 27 years, all our Wattle's baby food recipes are approved by Plunket and our Independent Nutrition Advisory Group (INAG). INAG members are some of New Zealand's foremost experts in child health and nutrition.

Heinz Wattle's have various programmes to improve the nutritional profile of our existing products, including a **sodium reduction** programme which has been in place since 2005. In more recent years major product development has been undertaken to **reduce the sugar** in a number of our iconic Heinz Wattle's products resulting in the launch of:



Soon to be launched in our foodservice channels

We have a fully developed Global Nutrition Policy. In 2017 we've set ourselves a global commitment we will achieve 70% compliance by 2023 to meeting our Nutrition Guidelines (calories, saturated fat, salt and sugar). Our full Kraft Heinz® **Corporate Social Responsibility (CSR) report** can be found [here](#). Internal targets for sodium and sugar are based on the Heart Foundation industry guidelines as applicable.

Currently **more than 90 percent** of the following product lines meet our sugar reduction guidelines: Wattle's and The Good Taste Company soups, ETA and Heinz Seriously Good dressings and mayonnaise, Wattle's and Weight Watchers frozen meals.

All our Wattle's pasta sauces, more than 80% of our ETA and Heinz Seriously Good dressing and mayonnaise, Wattle's and The Good Taste Company soup products and **over 75%** of our Wattle's and Weight Watchers frozen meals meet our sodium guidelines.



COMMITTED TO



Plant Based Innovations



Health & Wellbeing



Sustainable Food Environment

2019 & BEYOND

COMMITTED TO A HEALTHIER NEW ZEALAND

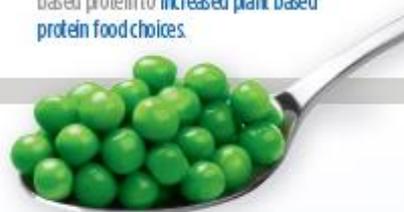
> Heinz Wattle's is the **largest food processor of plant based foods** in New Zealand.



> **Over half of our range is made up of plant based foods**, offering inherently healthy food choices accessible for all New Zealanders.



> Heinz Wattle's is committed to creating a **sustainable food supply environment** in New Zealand, we continue to evolve our portfolio of products supporting New Zealanders to transition from animal based protein to **increased plant based protein food choices**.





Employee Health and Wellness Programmes

Heinz Wattie's run several core employee health and wellness programmes: flu vaccine, flexible work arrangements, health and wellbeing checks, reduced medical insurance and employs two occupational health nurses for staff. We have voluntary health checks (BP, BM, Total cholesterol and blood sugars) with education and support provided as required, and referral to GPs as applicable.

Community and Education Initiatives

As part of our Plunket partnership, Plunket provides Wattie's baby feeding guides to all new parents, providing support and practical advice to parents starting their babies on a healthy eating journey. Our Wattie's for Baby range carries the 'Pick Me Help Plunket™ logo', and Wattie's makes a financial contribution to Plunket for every pack sold. Additionally, our Wattie's for Baby Careline team of Nutritionists provide support to parents around starting solids through to nutrition advice for toddlers.



We partner with the Nutrition Foundation, supporting their nutrition related programmes including JUST COOK, supporting New Zealand families to incorporate more plant based foods in their diet.



Since 1994 Wattie's have had a partnership with The Salvation Army. As part of this partnership we run our Wattie's Cans For Good national can collection, creation, education and donation event for New Zealand schools. In 2018 more than 95,000 cans were donated to the Salvation Army food banks and over the time of the partnership nearly 1.4 million cans have been donated to food banks.



Our Global Kraft Heinz® Company Micronutrient Campaign partners with Rise Against Hunger through employee volunteerism packing events and donation of micronutrient powders. Over the past 2 years in partnership with the Salvation Army two staff volunteer packing events have been held in New Zealand, and over 200,000 meals have been produced. These meals were distributed to Salvation Army centres throughout New Zealand.



Food & Beverage Marketing

We are committed to responsible marketing and advertising. Our marketing and agencies attend regular Advertising Standards Authority training to ensure they are aware of our obligations under the advertising codes. All advertising and labels are subject to a rigorous internal review and a sign off process.

We recognise the importance and the superiority of breast milk in feeding infants and young children. We are a member of the Infant Nutrition Council and adhere to the INC Code of Practice for the Marketing of Infant Formulas in New Zealand.

Labelling and Health Star Rating

Heinz Wattie's support and implement the Australia and New Zealand government-led Health Star Rating programme. We display Health Star Ratings on a number of products including our soups, baked beans, legumes, spaghetti, canned fruit and vegetable, frozen meals, frozen vegetables and cooking sauces.

Our frozen & canned vegetable and canned fruit range include an on-pack device indicating the number of fruit or vegetable serves in the product.





Report Card Template

Name of company: Kellogg Company

1 Formulation and Innovation

Kellogg's has a global nutrition which is published on our company website https://www.kelloggcompany.com/en_US/kellogg-company-nutrition-policy.html

We also have internal nutrition guardrails that we work to for any new Kellogg products that we produce in Australia and New Zealand.

In addition, our Global Food Beliefs were announced in 2015 for our Kellogg's®-branded cereals that will help to make our foods even better. We have already been on this journey for many years, but this is the first time we're setting public commitments for the future.

Specifically, by 2020 we pledge to:

- Add more beneficial nutrients, including protein and omega 3 fatty acids; increase the variety of grains and plant-based ingredients to provide protein, fibre and whole grains; and ensure that 100 percent of our cereals have at least one nutrient that consumers don't get enough of, such as vitamin D, fibre or iron.
- Reduce sugar in our foods so that 90 percent of our ready-to-eat cereals have 10 grams or less of sugar per 30 gram serving.
- Reduce the sodium in our cereals on average by more than 30 percent. At least 85 percent of our ready-to-eat cereals will have 150 milligrams or less of sodium per 30 gram serving.
- Increase nutrition education and active lifestyle communications by 50 percent.

Our global nutrition policy is published on our Kellogg Company website, as are our Global Food Beliefs - www.kelloggsnutrition.com/en_worldwide/where_weve_been/Global_Breakfast_Food_Beliefs.htm. We also publish our results against our 2020 commitments in our annual Corporate Responsibility report.

We also have internal nutrition guardrails for any new Kellogg products that we produce. These include guardrails for sugar, sodium, saturated fats and partially hydrogenated oils.

We have a dedicated nutrition department who advises the business on both reformulation and innovation nutritional guardrails.

As a company we have a number of examples of reformulation. As always any reformulation programme is a process of trial and error to ensure that the food meets the expectations of the consumers.



In 2014, Kellogg reformulated its Special K product to increase the fibre content using whole grain oats and oat fibre and reduced the sodium content. The flake was designed to include more whole grain using oats and wheat. There was also a 16% sodium reduction from 420mg to 360mg/100g

In 2015, after ten years of work, Kellogg reformulated its Nutri-Grain product to increase fibre, reduce sugar by 17% and reduce sodium by 25%. We continue to work on improving Nutri-Grain.

Kellogg has been on a sodium reduction journey since 1997. As part of this work the sodium content of the large majority of our cereals is now under the 400mg/100g. We have lowered the sodium in Rice Bubbles from 720mg in 1999 to 415mg/100g in 2016 (the lowest puffed rice cereal on the market) and we have reduced the sodium content in our Corn Flakes by 52%.

As part of our Food Beliefs work, the sugar content of Kellogg's Coco Pops has been decreased by 10% as has the sugar content of Froot Loops. We continue to work on more products.

We have removed the trans-fat in our snacks over the past 2 years, as well as removing all artificial colours and flavours.

We also practice responsibly when it comes to depiction of serving sizes and responsible portion control in marketing and promotion. Our nutrition team works with our marketing team to ensure portion sizes are depicted accurately.

Furthermore, in 1997 Kellogg was one of the original Tick participants and worked with the NHF to ensure that our foods met the Ticks stringent criteria.

When it comes to reformulation there are also technical challenges that we face – especially when it comes to decreasing sugar and sodium or increasing fibre and protein.

Taking salt as an example – salt has a number of functional roles in food. It helps with flavour, it helps to keep the flakes hard reducing breakage during production and in the box for the consumer. Reducing salt too far can cause increased wastage from breakage. We have also experienced consumers complaining about texture when the salt level is <400mg

If we look at sugar – sugar again has multiple functional roles in food production. It acts as a moisture barrier and helps prevent moisture transfer between flakes and other ingredients like fruit, help improve bowl life of cereal keeping it crunchy for longer the consumer, helps with preservation and shelf life by preventing moisture & oxygen deterioration over time.

Again all of the above – and more – need to be taken into consideration in a reformulation programme to ensure that the food quality isn't impacted and we don't increase food waste.

We have had experience in development of lower sugar or alternative versions of some favourite foods which failed in market examples of these include LCMs Oaty Bubble Bars and Wholegrain Corn Flakes, Coco Pops Choccos (now only available in NZ)

Furthermore, we have a nutrition department consisting of three dietitians, two with PhDs, and two food regulatory experts who are both 30 year veterans with the company. This team works closely with the business to develop and reformulate our foods to meet the nutrition commitments of the company.



2 Employee Health and Wellness Programmes

Kellogg's as a number of programmes that support employee Health & Wellness throughout the year including activities such as:

- Employee run lunch time yoga session;
- Events that enable us to talk about the importance of health & wellness such as "R U OK Day?" and "Wear It Purple Day"
- All employees have access to EAP sessions;
- Corporate discount on their healthcare memberships;
- Annual health checks with our health care partner
- Access to discounted Boot Camp and Gyms for Kellogg employees
- \$295 per year to use for health and wellness or personal development;
- Ad hoc company funded massages
- Access to corporate rates on HCF private health cover
- Annual Flu vaccination

In 2018 we also launched our new Flexible working programme that is focused on ensuring our employees can be at their best, every day. The new programme has 4 key elements including Flex Schedule, where employees can vary their start and finish time or their alter usual work schedule around core hours of 10am – 4pm; Flex Place, where employees can choose to work at a location outside of the office; Flex Job, where we are working to create more opportunities for people to work part time or job share in the right roles and finally Flex Leave.

The new Flex Leave element of the programme enables our employees to access additional leave days for wellbeing through two 'Being at your Best Days'.

In addition to the above, we have a new Employee Resource Group who will be developing and supporting a broad Health & Wellness programme for all Kellogg employees in AU and NZ.

3 Community and Education Initiatives

In 2018, Kellogg's has run a health education focused programme to increase awareness and understanding around the important role that fibre – including grain fibre – plays in supporting our overall health & wellbeing.

We introduced GP patient education resources in NZ to encourage more fibre from fruit, vegetables, whole grains, nuts and seeds. We have also provided updated information for doctors on the importance of the microbiome.

The campaign was motivated by the fact that the New Zealand diet falls short of national dietary recommendations with Kiwi adults falling short of adequate dietary fibre daily intake by around 7g per day on average¹.

¹ Healthcare and Productivity Savings from Increased Intake of Grain Fibre in New Zealand, Nutrition Research Australia (2018)



Scientific research also shows that fibre plays a key role in our supporting our gut health as the good bacteria need fibre for food². Therefore we wanted to help educate Kiwis about the importance of meeting their daily fibre intakes and the role that grain fibre plays in their diet.

4 Food & Beverage Marketing

Kellogg's has a robust sign off process for all materials to ensure that it is compliant with all codes and regulations regarding food and beverage marketing.

5 Labelling and HSR

Over the years Kellogg's has demonstrated our commitment to clear labelling that enables consumers to make informed choices about the food they select for themselves and their families. We were one of the first companies to put NIP's on pack before they became mandated, the first company to launch Daily Intake Labelling in 2006 including comprehensive consumer education on-pack and also online, after which the rest of the industry rolled out. We were one of the first companies to put HSR on our packs and completed the roll out across all of our ready to eat cereals by the end of 2016.

Kellogg's breakfast foods (including cereals, breakfast bars and biscuits, and, our protein pouches) sold in Australia and New Zealand all carry the health Star Rating system.

Our cereal boxes also include an education panel on the side of the box that helps explain how the Health Star Rating system works.

We also features the 4 Health Star message in our Nutri-Grain commercial – reaching millions of people with the HSR and helping to increase awareness of the system.

We began rolling out HSR on snacks last year but have put this on hold until the HSR review is completed to minimise the need to update and write off packaging.

² Fibre from grains promotes the growth of bifidobacteria and lactobacillus, which supports a positive change in the intestinal microbiota, as part of a healthy & varied diet

LION NZ REPORT CARD



1 Formulation and Innovation

Lion has a wide variety of low and no alcohol beverages in our portfolio and we will continue to invest in the area as part of our commitment to championing sociability and helping people live well.

In 2017 we created a new division within Lion called the Drinks Collective, focused on growing our range of crafted alcohol free, lower sugar beverages and catering to the future of the New Zealand drinks market. Our existing range includes the likes of Good Buzz Kombucha, Hopt and Mac's Soda. Mac's Soda was re-launched with a new formula in August 2017 to offer 40% less sugar than other leading soft drink brands: less than 5g/100ml. The objective behind the Drinks Collective is to provide an attractive range of beverage options for adults that are choosing not to drink or are wanting to moderate their alcohol intake.

Lion is also expanding the offerings within our flagship brands, to provide lower carb, lower sugar or lower ABV alternatives. Recent innovations include:

- Low carb Speight's Summit Ultra, with 70% less carbs than regular beer. This was the number one innovation in beer for 2017.
- Lindauer Sparkling Grape Juice which has 50% less sugar than traditional grape juices and gives people a new way to celebrate without alcohol.
- Lilli by Lindauer – a wine spritz with 4.5% ABV in a 250ml serve. Lilli is less than one standard drink per serve and includes much less sugar and calories than cider or RTDs.
- Mac's mid vicious (2.5% abv) – a Pale Ale that keeps its hoppy flavour but cuts the alcohol content in half.
- Speight's mid ale (2.5% abv) - mid strength beer that's maintains a full flavour.
- Steinlager mid (2.5%abv) - a full-bodied, mid strength lager.

1 Employee Health and Wellness Programmes

Our people are at the heart of our business and we are committed to providing a safe and highly engaging working environment. In 2017 we took home gold at both the Equal Pay Awards and Diversity Works Awards for closing the gender pay gap and embedding standout flexible working policies into the business. Our latest engagement rates are now sitting at an impressive 90%.

Everyone Safe Everyday – launched May 2016

Everyone Safe Everyday is Lion's safety brand, consisting of three key elements: care, ownership and leadership. Everyone Safe Everyday is about taking personal ownership for safety and taking the lead to inspire and develop a 'safety first' focus among our people.

BestM.E – mental health initiative launched May 2017

- Best M.E is Lion's framework to help break down the stigma around mental health in the workplace. It is a suite of tools and resources to help grow mental & emotional wellbeing across Lion and to help our people be their Best M.E. Resources include support for new parents, tools to identify stress and coping with traumatic events, wellbeing and

LION NZ REPORT CARD



mindfulness activities and a toolkit for coping with change. This is available to all team members on Lion's Best M.E SharePoint site.

- We will continue to build on this platform in the year ahead - including activities during Mental Health Awareness Week in Oct 18.
- We have also just launched a pilot with Lifeline for their Zero Suicide Workforce initiative. As part of this we are training our people around suicide awareness and prevention and giving them the tools and confidence to offer help when its needed.

Fitness for Work – alcohol and drugs

Fitness for Work is Lion's Drug and Alcohol Policy. Introduced in 2017, the Fitness for Work Policy supports Everyone Safe Everyday by recognising that the consumption of alcohol and drugs can impact our team member's wellbeing and ability to work safely. The policy clearly sets out the expectations we have of our people regarding alcohol and drugs when they're at work.

Personal support program - EAP Services

In New Zealand, Lion partners with EAP services to provide support to team members in the form of free counselling for them and their immediate families. Issues may include relationship or family difficulties, financial hardship, alcohol & drugs, depression, stress, managing change in the workplace and managing work load. This service is provided completely free of charge and with guaranteed anonymity and confidentiality. Team members may access support in the form of face to face counselling, telephone counselling or E-counselling. Since the launch of Best M.E we have seen a 40% increase in the number of team members accessing this service.

LionFlex

LionFlex is Lion's award winning flexible work policy. This supports our people by providing them with the freedom to choose where, when or how they can best achieve and deliver outcomes with the support of their leaders and peers. LionFlex covers four types of flexible working options:

FlexiPlace – Working from a safe and productive work location outside of a team member's usual place of work. This may include working from home, an alternative Lion office or at some other location on a regular or ad hoc basis.

FlexiSchedule – The ability to vary start and finish times or alter usual work schedules around a 'core period'. This may mean starting work early to avoid traffic or taking a longer lunch break to attend an exercise class.

FlexiRole – The ability to redesign a role to access a broader mix of skill sets and ideas, increase productivity and business continuity. Examples of this may include job sharing, working part-time, or job share teams.

FlexiLeave – Access to additional paid and unpaid leave to enhance wellbeing, pursue sporting or community activities, take a sabbatical or a long holiday.

Since the introduction of LionFlex, over 40% of team members in New Zealand now say they access flexible work arrangements.

LION NZ REPORT CARD



On site health and wellness

Gymnasium – we have a gym facility available at our larger sites for permanent Lion team members who have completed a Physical Activity Readiness Questionnaire and a 1:1 gym induction with the contracted gym instructor. We also provide 2x free circuit classes each week, nutrition advice and host yoga courses led by a professional instructor.

Flu Vaccines – are offered to all employees. 436 Lion people in 2018 received a vaccine.

Cater Plus – we offer in-house catering at our manufacturing facility, The Pride, to support wellness with fresh, healthy cafeteria menus that meet the Foundation guidelines.

Health Monitoring – is offered at some sites - targeting blood glucose, blood pressure, BMI index along with lung function and hearing test checks.

Wellbeing initiatives – are run throughout the year, which include healthier eating for bowel cancer awareness and fruit day for 5 plus a day.

2 Community and Education Initiatives

One of Lion's key commitments under our Sustainability strategy is growing our positive impact in the community. Our work in this area includes:

- Lion Hearts is a **company-wide initiative** investing in charities that are making a difference in our four key focus areas of: building positive relationships; a positive drinking culture; better nutrition for all; and preserving our lands and natural resources. Lion Hearts encompasses workplace giving and people can choose to contribute to one of our charities: Lifeline, Cancer Society, SPCA, Heart Kids and Red Cross NZ. It also allows for volunteering and all our people get two paid leave days per annum to contribute to causes that they are passionate about.
- The Graeme Dingle Foundation is our **key community partner** and Lion has been a major partner for five years now – supporting the work they do in our communities to build resilience in young people. Through this partnership Lion supports 4 schools in the Tamaki area with 800 students per year attending Kiwi Can classes every week.
- **Lion is a founding member of Cheers!** the behavioural change programme of charity *The Tomorrow Project* – focused on building a positive drinking culture in NZ. Recent Cheers! campaigns include the award-winning Uber Sober Self Bot and a safer Pregnancy campaign.
- In 2012 we created our own alcohol education programme called Alcohol&Me. The programme provides information and real-world tools to help people make smarter decisions about their drinking. The program is compulsory for all Lion people and is available free online to all New Zealanders. In addition, we also run face to face seminars for other businesses and groups across the country.
- We've currently engaged around 19,000 people in Alcohol&Me and we're committed to rolling this out to more people and businesses in the years ahead.

LION NZ REPORT CARD



3 **Food & Beverage Marketing**

Lion is committed to promoting our products responsibly. We have robust internal responsible marketing codes in place and adhere to strong self-regulatory codes (ASA) that cover all marketing from TVC's to social media and sponsorship.

Within these codes, we ensure that our marketing follows the highest standard of social responsibility, promotes a positive drinking environment and is directed at adult audiences. We also use our brands to co-promote responsible drinking messages with Alcohol&Me.

4 **Labelling**

While not a legal requirement for alcohol, to better inform our consumers, we voluntarily put Nutritional Information Panels, sugar, calorie and carbohydrate information on our NZ beer labels, packaging and website as part of the Beer the Beautiful Truth campaign.

All our NZ made alcohol beverages contain pregnancy labelling and the Cheers! logo.

For more information on Lion's commitments to community, responsible drinking and the environment, visit our Sustainability Microsite: <http://lionco.com/sustainability>

McDonald's



1 Formulation and Innovation

McDonald's has global nutrition commitments rather than a New Zealand specific Nutrition Policy.

It also has the global 'Commitment to Families', which is specific to Happy Meals and covers nutrients of concern (salt, saturated fat, trans fat, added sugars) and portion size <https://corporate.mcdonalds.com/corpmcd/scale-for-good/commitment-to-families.html>

In the last 5 years, we have worked on:

- reduced salt served on fries by 20%
- swapped soft drink for water in combos
- reduced sugar in Keri fruit drink.

This work has been a success in terms of consumer response and will be included on our website when it is next updated in 2019.

McDonald's has forward looking goals with fruit/veg/grains etc through its 'Commitment to Families'. We moved to wholemeal wraps in October 2018

We have a nutrition PR agency to provide subject matter expertise in dealing with health stakeholders and there is support from a nutritionist in Australian office to assist with New Zealand activities.

2 Employee Health and Wellness Programmes

In McDonald's head office several programmes are available: annual health and wellbeing allowance, weekly fruit bowls, flu vaccines, healthcare for employee and their family.

For franchisees, the health and wellness offers to staff vary.

McDonald's training for managers includes health and wellness advice.

Our next development will be in the area of mental health awareness and support.

3 Community and Education Initiatives

McDonald's conducts a wide range of local and national community programmes ...

4 Food & Beverage Marketing

McDonald's has an extensive and evolving responsible marketing policy across all the line channels to ensure our advertising is compliant with ASA Codes of Advertising, particularly the *Children and Young People's Advertising Codes*.

We also provide guidance to franchisees on local marketing. In 2019, we have plans to add detail in this area to the corporate website

In terms of marketing outside of 'advertising' that is not captured by the ASA Codes eg sponsorship, packaging, McDonald's does not use celebrities/heroes of the young to promote food. We are also in the process of changing elements of junior football – e.g. player of the day certificate/voucher. We also voluntarily stopped the Ronald McDonald road safety programme in schools.

We have taken significant initiatives in the last 5 years to reduce the exposure of children and young people to advertising of occasional food and beverage products. The following are the most significant examples:

- We stopped advertising Happy Meals on day time TV
- There has been an extensive overhaul of digital media buying/placement
- We undertook a risk assessment of all out-of-home advertising sites and restaurants with regards to schools
- We made changes to radio placements to avoid school drop off/pick up times.

5 Labelling and HSR

Full nutrition and ingredient information is available online, on tray mats.

Core packaging includes nutrition info/links.



Food Industry Taskforce Report Card

Mondelēz International welcomes the opportunity to provide a progress report to the Ministers as part of the Food Industry Taskforce on Addressing Factors Contributing to Obesity.

Proud maker of Cadbury, Mondelēz International, Inc. is one of the world's largest snacks companies enriched with more than 125 years of tradition and a portfolio of iconic brands including – Cadbury Dairy Milk, The Natural Confectionery Co., Pascall, Oreo and BelVita.

Over 2,000 New Zealand and Australian employees support the business by researching, developing, manufacturing, financing, resourcing, marketing and selling our delicious food products for consumers across ANZ.

Our New Zealand headquarters is in Auckland, and we have sales offices in Wellington and Christchurch. The vast majority of the products we sell in New Zealand are made at factories in Australia.

Making Progress in Nutrition and Labelling

At Mondelēz International, we're focusing on areas where we can have a significant impact on global societal issues. It's about making a positive change in the world – for people and the planet. We don't have all the answers, so we partner with experts who can help us figure out innovative ways to make a difference. And we're committed to being open about the challenges we're facing and transparently report on the progress we're making.

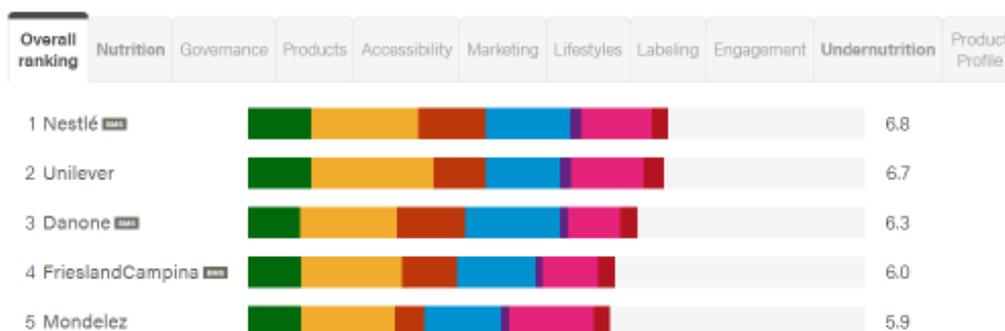
Mondelēz International was ranked No. 5 on the 2018 Global Access to Nutrition Index (ATNI), a global index that rates major food and beverage manufacturers against their portfolio management, nutrition policies, practices and disclosure.

Our spot within the top 5 acknowledges the progress made in our efforts to be a leader in well-being snacks and reaffirms our approach in how we communicate to consumers. Our portfolio management, nutrition governance, marketing policies and labelling guidelines, as well as meeting our front of pack energy labelling commitment, helps us maintain our position in the top 5.

Another major contributor to our score was the work of our Mondelēz International Foundation and its programs. The ATNI acknowledged the Foundation as "Leading Practice" for exclusively supporting community programs implemented by independent groups and measuring against a clear set of KPIs.

You can check out a snapshot of the ranking at the ATNI website.

Ranking 2018



Formulation and Innovation

Well-being Snacks

For us, it begins with our consumers. Globally, people are increasingly interested in well-being for themselves and for their families. People are interested in and are more attune to the connection between what they eat and their health. Their preferences are evolving and they are demanding a more holistic approach to their well-being.

That's why at Mondelez International, our goal is to be a global leader in well-being snacks. Helping people enjoy the snacks they love and stay in balance is our primary mission. Since 2013, we've made strong progress against our first set of global well-being targets – meeting, and in some cases exceeding, our nutrition and portfolio goals.

Building upon those achievements, we have evolved our well-being portfolio approach to address those areas that are important to consumers. We know we can meaningfully enhance the well-being of people around the world by focusing where we can have the greatest impact within our portfolio. Our three pillars of action are:

- Expanding 10 existing well-being brands in our portfolio, with the goal of growing them at twice the rate of our base portfolio.
- Renovating and improving the nutrition and ingredient profile of our biggest-selling brands.
- Continuing to inspire consumers to snack mindfully and planning to deliver 15 percent of our revenue from our portion control snacks.

We believe our approach is aligned with what consumers are looking for in their snacks. We will continue to deliver great tasting snacks that offer good nutrition, made with ingredients people know and trust; provide clear and simple nutrition information to help people snack mindfully; and partner with others to deliver positive impact on the well-being of people and planet.

Our team includes registered dietitians and nutritionists.

New product development and reformulation commitments/targets

Energy, saturated fat, trans fat, total sugars, sodium and portion control criteria have been established for new product development and reformulation initiatives. Where possible fibre and wholegrains are also a focus for our biscuit portfolio.

The BelVita breakfast biscuits range is designed to provide a variety of quality wholegrains and a source of fibre. We have increased our portfolio of wholegrains biscuits options with two new Belvita Soft Bakes products launched in New Zealand in 2018.

We have also recently launched three new The Natural Confectionery Co. products that are 25% sugar reduced and a new Philadelphia cream cheese product that is higher in protein.

In addition, we aim to increase our portion control options in the market with more than 80 products being sold in individual wrapped portions under 200 calories.

Further details on our progress can be found at:
<https://www.mondelezinternational.com/impact/our-progress>

Employee Health and Wellness Programmes

Mondelēz International offers employee health and wellness initiatives including:

- free flu vaccinations provided annually
- fresh fruit drops twice a week
- free health and wellness assessments in 2017 and 2018 offered via the SiSU Wellness Health Station measuring:
 - blood pressure
 - heart rate and heart age
 - weight and body fat percentage
 - diabetes risk and body mass index
- Access to activity and meal plans plus 12-week programs to help improve employee health
- Wellbeing newsletter is issued quarterly.

Community and Education Initiatives

Mondelez New Zealand has worked closely with high profile sporting bodies to promote healthy eating and physical activity. While some of these partnerships have been brand focused, there is a growing focus on using these partnerships to promote an active lifestyle.

Mondelez New Zealand's focus on healthy foods and active lifestyles is shaped by our global community partnership priorities. Through the Mondelez International Foundation, we're proud to invest \$50 million USD over multiple-years in a three-pronged proven approach to combat obesity: nutrition education, promoting active play and providing access to fresh foods.

With these focus areas in mind, there is further activity planned for 2019 and beyond in New Zealand.

Food & Beverage Marketing

All Mondelez International marketing campaigns and material that could appeal to children or young people is reviewed by a panel of subject matter experts within the business. This review considers the requirements under the Advertising Standards Authority's Children and Young People's Advertising Code, the company's commitment under the Australian Food and Grocery Council's Responsible Children's Marketing Initiative, and the company's comprehensive global internal Marketing to Children policy. Mondelez regularly sends material to the NZ CAPS Adjudicator for final review before proceeding with promotional and advertising activity.

Mondelez International is a signatory to the Australian Food and Grocery Council's Responsible Children's Marketing Initiative, and applies this public commitment to all advertising and promotional activity in New Zealand. The Mondelez commitment can be viewed here: <https://www.afgc.org.au/our-expertise/health-nutrition-and-scientific-affairs/advertising-to-children/>

Labelling and HSR

Mondelēz International does not currently display the health star rating on products. We are closely monitoring and participating in the five year review of the Health Star Rating system. We have provided product information to form part of the Health Star Rating Technical Advisory Group modelling advice and have attended public forums. We are currently reviewing the discussion paper released in October 2018 and will be present at subsequent workshops.

Our confectionery products proudly display the Be treatwise logo. Mondelēz International is a founding member of the Be treatwise in Australia and New Zealand.

Be treatwise is a message to educate and remind people that confectionery is a treat that is designed to be enjoyed as part of a balanced diet and active lifestyle.

Be treatwise also includes a message on our labels to enjoy treats as part of a balanced lifestyle and a link to the Be treatwise website so that people can learn more about our products and what we are doing.



<http://www.betreatwise.info/>



Good Food, Good Life

Nestlé New Zealand Ltd

The Nestlé Australia submission to the current Senate Inquiry into the Obesity Epidemic provides a broad range of information relevant to this topic. It can be found [here](#)

Formulation and Innovation

Nestlé has a documented Nutrition Policy. It is public facing:

https://www.nestle.com/asset-library/documents/library/documents/corporate_social_responsibility/nestle-csv-full-report-2017-en.pdf

Nestlé has a set of commitments related to new product development and reformulation of existing products with respect to nutrients of concern (salt, saturated fat, trans fat, added sugars) and portion size. The Nestlé Nutrition Profiling system is used to benchmark our products against set criteria. It assesses a product's nutritional contribution, considering its role in a balanced diet, its ingredients (including saturated fat, sugar, sodium, fibre and wholegrain) and the serving size usually consumed either by adults or children.

Nestlé employs registered dietitians/nutritionists to help guide activity in this area. Nestlé has actively worked on the following products in the last 5 years. Not all of these reformulation projects have been publicly communicated.

Launches

- Low Sugar CHEERIOS
- UNCLE TOBYS Nature's Mix (2 SKUs) (reduced sugar)

Reformulation

- CHEERIOS reformulation (saturated fat and sugar reduction)
- Quick Sachets Oats Honey (sugar & sodium reduction)
- UNCLE TOBYS PLUS (3 SKUs) (sugar and sodium reduction).
- MILO Cereal (sugar, sat fat, sodium reduction)
- MILO Duo Cereal (sodium and sat fat reduction)
- MAGGI 2 Minute Noodles Beef & Chicken (Sodium reduction)
- MAGGI Instant Noodle Cup - Chicken (sodium reduction)
- Wonka (portion reduction)
- A number of portion reduction initiatives in Confectionery

Nestlé has examples where sodium, fat and sugar has been reduced, and has been unsuccessful.

- NESQUIK Plus (2007) – 25% less total sugars
- MILO B-Smart (2008) – with 25% reduced fat and 25% reduced sugar and added iron and iodine.
- ALLENS Lollies (2008) – a range of lollies with 25% less sugar
- CHEERIOS Low Sugar (2015)

- UNCLE TOBYS Nature's Mix Quick oats (2017) – no added sugar

Nestlé has a set of commitments related to new product development and reformulation of existing products with respect to beneficial nutrients (e.g. fibre, wholegrains, serve of fruit/veg, calcium etc.). These commitments are published. In the past 5 years Nestlé has worked on

Increasing whole grain in the majority of Breakfast Cereal products

MILO Cereal Bar

Launched MAGGI 2 Minute Noodles made with whole grain

Changed to iodised salt in MAGGI products

For MAGGI recipe bases we are focussing on using dried fresh ingredients such as vegetables, herbs and spices and we are committed to removing ingredients unfamiliar to consumers.

1 Employee Health and Wellness Programmes



Nestlé New Zealand provides a range of health and wellbeing activities. Some have already been rolled out, and some are planned for the next 12 months, such as:

Walking Meetings

Flexible work arrangements

Canteen supplying more healthy options

Provision of free fruit for employees

Information Sessions on Financial Wellbeing & Health Insurance

Staff Volunteer Days

Nutrition Training for new employees

Flu Vaccinations

Round the Bay Run

Quit Smoking Assistance

Health & Wellness Expo – Cervical Screening Bus, Skin Checks, Nutrition and practical

Cooking skills education

Nestlé Healthy Active Kids Bring Your Kids to Work Days

Nestlé Cook for Life program

Diabetes Testing

Cholesterol Testing

Heart Awareness Month ((BMI, Cholesterol & Blood Pressure Testing)

Many of these programmes will continue.

2 Community and Education Initiatives



Nestlé has been involved in a number of past and ongoing community initiatives partnering with different groups such as Fresh Ed, Westfield Shopping Malls, Primary, Intermediate and High Schools, Australian Institute of Sport, AUT Millennium NZ, NZ Nutrition Foundation, School Kit, Massey University Dietetics Programme.



MILO supports the Small Whites program.

Nestlé runs Nestlé Healthy Active Kids and Nestlé Cook for Life Programs

Case Study 1: Nestlé Healthy Active Kids Program

The overall objective of the Nestlé Healthy Active Kids programme is to raise nutrition and health knowledge and promote physical activity with school-age children around the world. In 2004, Nestlé New Zealand, in partnership with AUT Millennium and NZ Nutrition Foundation, developed the Nestlé Healthy Active Kids program. The program supports the development of free teachers resources, designed for teachers in partnership with teachers at School Kit, to inspire healthy and active kids through cross-curricular enquiry-based learning modules that are innovative and informative.

We also activate day long programs at AUT Millennium as a unique opportunity to extend the Nestlé Healthy Active Kids experience outside of the classroom. The activities on the day compliment the themes of the learning modules: The agenda allows for team building and learning through being active, as well as an engaging nutrition session over the lunch time break, and a healthy lunch is provided for all the students. Plus you can experience the passion that AUT Millennium has for an active lifestyle! More here

<https://www.healthylivekids.co.nz/about-us/>

Worksheets for kids do not have Nestlé branding.

Case Study 2: Nestlé Cook for Life

For over 8 years the Nestlé Cook for Life programme has been helping develop thriving resilient communities, empowering young adults for improved social and health outcomes as part of our commitment to the UN Sustainable development Goals 'Good Health and Wellbeing'. In 2018, The Nestlé Cook for Life program provided hands on fun and informative cooking and education sessions to more than 2500 teenagers in the South Auckland community.

Through Nestlé Cook for Life, Ka ~~Tunu~~ Ka Ora we teach youth (aged 13 – 19) nutrition knowledge, capability and confidence in a hands on interactive session about cooking and healthy food choices. Nestlé Cook for Life classes are fun, informative and motivational, and recipes use common affordable ingredients, including plenty of vegetables. Students learn to make healthy, tasty, easy and affordable meals together and are able to take home recipes and cooking skills to share with their wider whanau and community.

Through education, the Nestlé Cook for Life programme aims to address the increasingly prevalent social issues in New Zealand of diet-related disease, such as diabetes, by sharing practical tips and valuable life skills with those who can benefit from it most. Small changes can make a big difference over a lifetime, especially in young adults who are starting to form lifelong habits.

By empowering our young adults with the knowledge and skills they need to make better food choices, we are helping them to create a healthier future for themselves, their whanau and their communities, one meal at a time. Nestlé Cook for Life was established in conjunction with 5 founding partners with similar aspirations for improving the nutritional landscape of New Zealand:

~~Kidz~~ First Children's Hospital with Middlemore Hospital and Counties Manukau DHB

Diabetes New Zealand

NZ Nutrition Foundation

South Seas Healthcare

Heart Foundation

More recently we have partnered with additional like-minded organisations, with the aim of expanding the reach of the Nestlé Cook for Life programme to an extended audience within our community:

Mangere Mountain Education Centre

The Salvation Army

Pro Sport – Auckland Rugby

Graeme Dingle Foundation

Manurewa High School

Part of our strategy for growth involves 'a train the trainer' initiative, whereby we train and support like-minded organisations to deliver the Nestlé Cook for Life programme to their community on our behalf. More here <https://www.nestle.co.nz/nhw/nestle-cook-for-life>

Case Study 3: Partnership with Massey University

The School of Sport, Exercise and Nutrition Postgraduate Scholarship, awarded by Nestlé, provides monetary support for a dietetics student enrolled in their second year of studying the Master of Science (Nutrition and Dietetics) programme. 2018 is the second year the scholarship has been awarded.

The winner must show how their study has enabled them to bring the Nestlé purpose "enhancing quality of life and contributing to a healthier future for all New Zealanders" to life in their community over the past year. More here <https://www.nestle.co.nz/nhw/nestle-cook-for-life/news#itemPerPage=20>

Food & Beverage Marketing

Nestlé complies with the ASA Codes of Advertising particularly the *Children and Young People's Advertising Codes*. All advertising and promotional activity goes through a review process against both the Advertising Code, and our own policy, to ensure that it is compliant. These policies are publicly available:

http://www.nestle.com/asset-library/documents/library/documents/corporate_social_responsibility/nestle-marketing-communication-children-policy.pdf

This policy specifically covers marketing communication using television, radio, print, cinema, outdoor/places where children gather, digital media (digisphere), mobile, games, consumer relationship marketing, viral marketing, apps, e-mail/SMS, Nestlé owned websites, movie tie-ins, promotions, premiums, contests, product sponsorships, sampling, and point of sale. It also considers activities in primary schools.

http://www.nestle.com/asset-library/Documents/Library/Documents/About_Us/Communication-Principles.pdf

In accordance with our policies, we have restricted the times that we would show 'occasional food and beverages' advertisements and ensure the content is not directed to children. We have implemented the EU Pledge globally as nutrition criteria to assess products that are 'healthier' for the purposes of advertising

Nestlé has amended and strengthened its global Marketing to Communication policy twice during this period.

Labelling and HSR



The Health Star Rating is carried on all relevant categories in our range – Breakfast Cereals, Confectionery (energy icon), Soups, Noodles, and Snacks. Nestlé provides the total number of SKUs carrying the HSR to MPI quarterly.

We have undertaken extensive HSR information provided digitally. Links here <https://www.nestlechoosewellness.co.nz/staying-healthy/health-star-ratings-what-do-they-mean-to-you-2/> <https://www.nestlechoosewellness.co.nz/featured/now-its-easier-to-shop-for-healthier-packaged-foods/>

We also provide

- information and client support materials for dietitians
- giveaway cards and brochures at Nestlé wellness events
- On pack portion guidance on many products
- On pack serving guidance for breakfast cereals and MAGGI recipe bases, to encourage a healthy balanced meal



New Zealand
PORK

NZPork: Report to Food Industry Taskforce 2018

NZPork is the statutory body operating under its own Act, the Pork Industry Board Act 1997, and funded by pig farmers. Its object is set in the Act as helping ... *in the attainment, in the interests of pig farmers, of the best possible net ongoing returns for New Zealand pigs, pork products, and co-products; while having regard to the desirability of the pork industry's making the best possible net ongoing contribution to the New Zealand economy.*

NZPork does not own product and its role incorporates promoting the use of pig meat through the supply chain and to consumers.

Formulation and Innovation

NZPork has a documented Nutrition Policy, updated in 2018. Like all NZPork's 'issues' policies it is an internal policy but is referred to publicly as required.

NZPork does not own product. Its activities include promotion of *Born and Raised in New Zealand PigCare™* pig meat to consumers and through the supply chain.

NZPork supports the role of meat, and in particular *Born and Raised in New Zealand PigCare™* pork, within a varied diet with plenty of vegetables, and a healthy active lifestyle.

NZPork was an active contributor to NZ's Healthy Eating Healthy Action programme.

NZPork has recently re-instituted a portion size of meat (125gm raw) in its promotional recipes.

Over the last 5 years NZPork's focus has not included any product development or reformulation.

The New Zealand processed meats industry has been involved in the Heart Foundation's Food Reformulation Targets and has achieved the removal of over 50 tonnes per annum of sodium from the processed meat supply (July 2017).



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Employee Health and Wellness Programmes

NZPork has not been active in this area for its staff – NZPork currently employs 6 staff (not all full time) based at three different locations.

NZPork provides a wide range of health and safety resources to its farmers within a 'log in' area of its website. To date, resources have not included physical health / wellness. However, NZPork does promote the resources of others such as The Rural Support Trust and Farmstrong.

Each year NZPork recommends that all farmers and their families and staff have flu vaccines.

NZPork is a member of the Agricultural Leaders Health and Safety Forum and an affiliated member of Federated Farmers.

Food & Beverage Marketing

NZPork's marketing / promotional activities focus around the presentation of pork, as a delicious, convenient and nutritious meal choice, within a varied diet with plenty of vegetables, and a healthy active lifestyle.

NZPork does not promote / advertise product direct to children. In the recent past we have provided curriculum resources for schools to educate children on pig farming.

Labelling

NZPork does not own product.

Currently NZPork provides *Born and Raised in New Zealand PigCare™* labels to be used in the marketplace on product (pork, bacon, ham), subject to acceptance of the terms and conditions associated with use of the label, including traceability back to compliant farms. (See label shown on this document.)



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New Zealand Sugar Company Limited (NZ Sugar)

1 Formulation and Innovation

- 1.1 New Zealand Sugar Company Limited (NZ Sugar) has a documented Nutrition Policy. While it is not currently public facing, this could be made public to support the wider food industry's actions in response to obesity.

NZ Sugar has carried out significant work on nutrition over the years. The Sugar Research Advisory Service (SRAS www.srasnz.org) has been in existence since 2002 and aims to provide evidence-based information on the role of sugars in nutrition and health. A public facing nutrition policy would provide the opportunity to formally document this.

- 1.2 NZ Sugar has a set of commitments and objectives related to new product development and reformulation of existing products with respect to nutrients of concern (in their case, added sugars) and portion size.

In the past five years, the company has developed several products in line with these commitments:

- ~~LoGiCane~~ Low GI Sugar
- Decorative icing sugar with natural flavourings
- Portion controlled sugar sticks and cubes
- Reduced calorie sugar
- NZ distribution of lower calorie sweetener brands Equal, Naturals and Whole Earth

While the commitments are not currently published, this could be done as part of the industry's actions in response to the obesity situation.

Currently NZ Sugar is not a participant in the Heart Foundation National Reformulation programme, this due to the nature of its product portfolio largely comprising of ingredients.

- 1.3 NZ Sugar does not have any examples of where sugar has been reduced in a product and the product was unsuccessful.
- 1.4 Due to the nature of its products, NZ Sugar does not have a set of commitments related to new product development and reformulation of existing products with respect to beneficial nutrients (e.g. fibre, wholegrains, serve of fruit/veg, calcium etc.).
- 1.5 NZ Sugar employs and consults with registered dietitians and nutritionists for their expertise. The Sugar Research Advisory Service (SRAS) is managed by a team of qualified nutritionists and dietitians. In addition to this, the information provided by the SRAS is independently reviewed by a group of scientific experts and academics who are experienced in human nutrition, dietetics and food science.



2 Employee Health and Wellness Programmes

2.1 NZ Sugar has a number of active programmes encouraging employee health and wellness

- Annual health monitoring – hearing, BMI, Skin, Blood Pressure (more than 80%+ of the 200+ staff members participate)
- Round the Bays (over 120 staff and family members participate annually)
- NZ Sugar supports the annual Chelsea Harbour Swim
- Global Fitness Challenge
- Auckland Marathon for staff who want to participate
- Company Gym facilities and instructor lessons/programme development
- Social Team activities – touch rugby, soccer, cricket and boot camps
- Annual flu injections
- Annual Employee Benefit Briefings – Southern Cross, AMP superannuation and EAP
- Employee Assistance Programme – for all staff and their families
- “~~November~~” participation
- “Unity in the Community” initiatives – Corporate Social Responsibility programme working in the community to improve our environment. The latest programme was “Team Up to Clean Up” where staff volunteered to plant trees and pick up litter in the Chelsea Bay and Chelsea Regional Heritage Park Estate
- Southern Cross health insurance membership for all staff and their families

2.2 The most used employee health and wellness programme is the annual health monitoring (more than 80%+ of the staff participate voluntarily each year).

Community days are an innovative way to engage staff and encourage their wellbeing – “Team up to clean up” mornings are where staff work together across teams to pick up litter and plant trees with the local council.

An example of the most targeted initiative to improve wellbeing are the boot camps and social activities for staff to participate in.

2.3 In future NZ Sugar will be running more ‘Unity in the Community’ initiatives, yoga and ~~pilates~~ sessions, Touch Rugby competition and a cricket T20 type competition for staff.

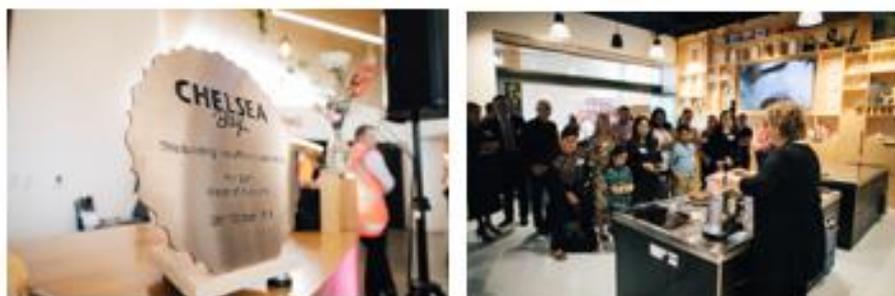
3 Community and Education Initiatives

3.1 In 2018 NZ Sugar made an investment of \$7m to construct and create a Visitors Centre, designed to educate consumers on sugar production, from paddock to plate, including tours of the Chelsea Sugar Factory. The Chelsea Bay Visitors Centre includes a baking school and interactive educational centre. Over 3,000 primary and secondary aged children participated in the programme in the first 3 months of operation. www.chelsea.co.nz/chelseabay.

The Visitors Centre experience is something unique which gives consumers, students and families an opportunity to learn more about where their food comes from, while experiencing the rich history and heritage of more than 134 years of the Chelsea site.



Chelsea Bay has been piloting a school programme since June 2018. In October 2018, it was opened to the general public, and has had an overwhelmingly positive response. Visitor numbers are forecast at 60,000 p.a. including 12,000 school pupil visitors. New weekend and night baking classes for adults are being developed following popular demand.



4 **Food & Beverage Marketing**

NZ Sugar takes the utmost care to ensure product advertising aligns with ASA codes. We engage with external independent lawyers for their professional opinion to ensure Chelsea Sugar advertisements are compliant. There is no specific public facing policy regarding compliance to the Children and Young People's Advertising Code. The key audience for Chelsea products is household shoppers and therefore this code is not wholly applicable.

5 **Labelling and HSR**

NZ Sugar does not apply HSR on its products - due to the nature of its products as predominantly ingredients based, the HSR is not applicable.

Despite this NZ Sugar supports use, uptake and understanding of Health Star Rating system among industry, health professionals, consumers. The Sugar Research Advisory Service website www.srasnz.org provides information on HSR. SRAS has also written articles which discuss the evaluation of the HSR, latest news and developments. SRAS provide links to relevant HSR reports and the HSR website for further information, and provides the latest scientific research that has been published in relation to the HSR.

NZ Sugar provides the mandated back-of-pack labelling information for all of its products which includes sugars in the nutrient information panel, ingredients list and serving size information.



Our Commitment to a Healthy New Zealand

We share New Zealanders concern about our increasing obesity rates

New Zealand has a growing obesity issue. While this is not unique to New Zealand, it is something that we all need to be concerned about.

The causes this increasing obesity are complex, and research makes it clear that there is no single cause and that there is no single answer.

Lack of physical activity, changes to the way we work, poverty, environmental factors, overconsumption of energy-dense foods and beverages, parental health, and genetic pre-disposition all play a role.

We know that there is no single answer to addressing our rising obesity rates and multiple evidence-based responses are required. We also know that we have an important role to play and are committed to being part of the solution.

Playing our part in tackling obesity

We are committed to working actively with government, health experts and regulators as part of a multi-faceted approach to develop meaningful, evidence-based solutions, that will address obesity in New Zealand.

That is why our **industry is making significant changes and is working to provide consumers with more choice and with better information** to allow them to make better informed dietary choices.

This includes launching new and reformulated products, promoting healthier options, reducing pack sizes, offering low- and no-sugar varieties and the voluntary displaying of kilojoule information on front-of-pack labelling.

As an industry association, **we strongly support the Government's Health Star Rating system** and believe that it greatly helps consumers have access to the right information at the right time, helping them make the best decisions for themselves and their families.

We actively encourage our members to adopt, as a minimum, the system's Integrated Energy Icon on front-of-pack labelling and will continue to work with officials to refine the system to ensure it helps consumers make informed decisions in support of dietary guidelines.

Our Commitment to Kiwi kids

Too many kiwi kids are overweight. That is why **our members strongly support sugar free schools in New Zealand.**

In 2006 Coca Cola Amatil NZ and Frucor signed a landmark Voluntary Schools Agreement with the Ministries of Education and Health to not sell sugar-sweetened carbonated soft drinks or energy drinks directly to any New Zealand school. Internationally, this agreement was the first of its kind.

In 2017, the agreement was extended to all our member companies, and our members have further pledged to only sell bottled water to primary and intermediate schools in New Zealand.

This means **our members only sell bottled water directly to primary and intermediate schools** in New Zealand, and do not sell sugar-sweetened carbonated soft drinks or energy drinks directly into any secondary school.

Our commitment to responsible marketing

We expect our members to fully comply with all advertising and marketing related legislation.

All our members abide by the voluntary *Children's and Young People's Advertising Code*, *Code of Advertising Food*, and the *Advertising Code of Ethics*.

This means **our members do not advertise any beverage in media that directly targets children under-14**, or where 25 percent or more of the expected audience will be children under-14. Further, our members will not design advertising that significantly appeals to children under-14.

Our members have also committed to promote energy drinks responsibility. **Energy drinks are not designed for, or marketed towards, children** and, like all products with caffeine as a significant ingredient, consumption by children is not recommended. Members involved in the sale and manufacture of energy drinks have committed to:

1. Not direct any marketing activities at children.
2. Not sell energy drinks in primary or secondary schools.
3. Not provide samples of energy drinks to children.
4. Not market energy drinks as only providing hydration.
5. Not promote excessive consumption of energy drinks.
6. Not use labelling to promote the mixing of energy drinks with alcoholic beverages.
7. Provide consumers with the latest information regarding energy drinks on the NZBC website.

The facts about beverage consumption in New Zealand

The work the industry has undertaken, alongside changing consumer purchasing patterns, has seen **soft drink consumption fall 4.2 percent** since 2010. At the same time, sales of low and no-sugar beverages have grown by over two-thirds over the past decade.

Data tells us Kiwis choose to drink water a third of the time, while **soft drinks are chosen less than 4 percent of the time**. In fact, bottled water purchases have grown more than 25 percent over the past two years and this has helped make water (bottled and tap) the most consumed beverage in New Zealand, followed by coffee, tea, milk and juice.

Thirty-two percent of Kiwis never drink soft drinks and, of those who do, **forty percent of adults choose non-sugar soft drinks**. This percentage will continue to increase with the growth in the sales of low- and no-sugar beverages.

We also know that kiwis drink twice as much alcohol as they do soft drinks on a weekly basis and that New Zealand children consume nearly three times less added sugar from soft drinks than U.S children. About six percent of a child's energy comes from non-alcoholic beverages.

Next step – a pledge by industry in New Zealand to reduce sugar further

While the industry in New Zealand has already taken significant steps to improve choice and promote healthy options, we believe that, as an industry, we can be bold and set ourselves an ambitious target to help further reduce our contribution to New Zealand's obesity rate.

As part of this, the New Zealand Beverage Council is bringing together key members to develop a sugar reduction pledge, which will result in a meaningful reduction in sugar consumption. We aim to launch this Pledge in the early-part of 2019.

The pledge will include a bold and ambitious industry-wide target and we will hold ourselves accountable through independent measurement. While we are still finalising details, in principle the industry has agreed to a 20 percent reduction by 2025.

Reaching this target will be a stretch for the industry in New Zealand, and will require companies to utilise a variety of methods to reduce sugar consumption from their portfolio, including:

- Reformulating existing beverage formulas to reduce their sugar content.
- Limiting sugar content in new beverages launched in the New Zealand market.
- Encouraging the sales of low- and no-sugar varieties through active promotion.
- Introducing smaller pack sizes.
- Improving the range of healthy choices in vending machines.
- Investing in nutritional information.

We are committed to playing our part in helping address obesity in New Zealand through collectively providing more choice and reducing the total sugar consumed from the beverages sold by our members.

We also continue to support New Zealanders right to choice, and we know with sensible consumption, sugar-sweetened beverages can have a place in our diets. But we also understand that to make these choices, New Zealanders want a range of products as well as access to the right information, in the right form, at the right time to make the best decisions for them and their families.

That is why we will also continue to advocate for improved education and nutritional literacy, and remain absolutely committed to working with all parties to identify meaningful solution.

We believe that by working together we can be part of the solution and help New Zealanders live longer and healthier lives.

Name of company: PepsiCo ANZ



Formulation and Innovation

<http://www.pepsico.com/sustainability/Performance-with-Purpose/Products>

Global product development and Performance with Purpose policy with specific commitments applies in NZ.

Specific commitments to meet targets on sugar, sodium and saturated fat reduction, as well as increase positive nutrition and expand our portfolio of nutritious products.

All innovation must meet specific nutrition guardrails in order to proceed to launch.

All product nutrition data is monitored and recorded annually.

In the NZ marketplace specifically, we have achieved the following results:

- Sat Fat Reduction: Transition to healthier oils across BB Thinly Cut and Delisio range (2015), resulting in significant saturated fat reduction in marketplace. Ongoing work continues, with further saturated fat reduction across the portfolio.
- Sodium Reduction: Active participant in NZ HeartSafe programme since 2014, resulting in significant reduction in sodium in the marketplace. Since 2014 Bluebird has removed more than 3 tonnes on average of salt per year from its snacks portfolio. Ongoing work continues, reducing sodium across the portfolio, in line with global goals. *(See snacks report on progress. All targets met)*

PepsiCo ANZ employs a full time Accredited Practicing Dietitian for all expertise and has access to a wider team of regional and global nutrition & dietetic professionals within the company.

Employee Health and Wellness Programmes

Bluebird (BB) provides an on-site physio service three times each week and an on-site nurse service once a month. These services are available to all staff.

The BB Engagement Team coordinates a group of employees to participate in the Auckland Marathon. This event is open to all staff.

Since 2012, BB has run a Healthy Living event which has included fitness classes, skin checks, sessions with a dietician/nutritionist, financial planning, and vision checks.

Bluebird provides annual flu vaccination for all employees.

*All of the above is provided at no cost to staff

- Most used: flu vaccines.
- Most targeted at addressing obesity: 1:1 and group sessions with a registered dietician/nutritionist.

In September 2018 the Bluebird team hosted a Healthy Living Expo that runs through until December.

Events that are part of the Expo include: dietician/nutritionist delivering presentations about healthy eating; health checks; presentations on 'managing stress and building resilience' and 'fatigue and sleep' from EAP Services; financial wellbeing sessions – individual and group sessions – from ANZ; and skin checks from MoleMap. All this will be available on-site and sessions are open to all staff.

Food & Beverage Marketing

On all Advertising to Children, Bluebird follows all the codes set out by the ASA. In addition to this we also have a number of internal global policies that relate to responsible marketing - www.pepsico.com/assets/download/pepsico_policy_responsible.pdf

Furthermore, PepsiCo regularly briefs all media agency to ensure they buy advertising in programs with the correct audience profile.

All Social media posts and ads are targeted to 18 plus. All promotions are restricted to 18 plus. Bluebird does not advertise or promote any of our products directly in school premises.

Labelling and HSR

PepsiCo ANZ is supportive of the HSR and has started gradually transitioning snacks and beverage packs to the HSR design, as of 2018. The HSR values of all snacks are available on the company website.

PepsiCo currently provides the % daily intake guide on the front of 100% of our packaging.

PepsiCo also provides:

- Ongoing employee training and education across all functions, including senior leaders.
- Transparent information regarding snacks portfolio on company website since 2017.
- Active participation in voluntary initiatives via industry trade associations.



1 **Formulation and Innovation**

The company has a documented Nutrition Policy a set of commitments related to new product development and reformulation of existing products with respect to nutrients of concern (salt, saturated fat, trans fat, added sugars) and portion size.

In the last 5 years Sanitarium has actively worked on Ricipies, Cornflakes, Honey Puffs, Cluster Crisp, Light n Tasty, Muesli, UP&GO, So Good.

Sanitarium is a participant in the Heart Foundation National Reformulation programme.

Sanitarium also has a set of commitments related to new product development and reformulation of existing products with respect to beneficial nutrients (e.g. fibre, wholegrains, serve of fruit/veg, calcium etc.).

In the last 5 years Sanitarium has actively worked on Light n Tasty, Weet-Bix, So Good.

Sanitarium employs multiple nutritionists/dietitians across the trans-Tasman business.

2 **Employee Health and Wellness Programmes**

Sanitarium has a Better U program which works towards ensuring the wellbeing of employees across the business. Staff are offered a range of services and activities across a broad spectrum of areas, including nutrition, weight management, physical activity and mental health. Vitality Works provides the following services and activities to support our Better U program.

- **Better U Wellbeing HUB** – The Better U Wellbeing Hub is a centralised interactive communication and engagement platform that informs Sanitarium employees of all wellbeing programs and initiatives happening across the business. Each employee has access to their own personal wellbeing dashboard that is populated with recommendations on how to improve wellbeing, customised personal challenges, healthy recipes and recommended articles & videos. Staff can set their own personal wellbeing goals and track their progress as well as access a number of experts (GP's, Dietitians, Physios and Psychologists) and health related resources.
- **Annual Health Checks & Reporting** – Annual Health checks are conducted onsite for employees by experienced and qualified health practitioners who ensure staff feel comfortable and at ease throughout the process. All results are received on the spot and are 100% confidential. Employees receive their own personal results booklet and recommendations on how to improve their scores and where they can go to access further information on improving their health. Health Checks also provide a baseline measure and understanding of the health of the organisation as a whole. The results of the health checks can be used to develop a tailored, efficacious program that addresses the identified risks in the organisation.
- **Team Wellbeing Challenges - Fit 24 & 10,000 steps** – Staff at Sanitarium have access to an annual team wellbeing challenge which encourages social connection, staff engagement, team work and healthy lifestyle behaviours. The challenges are designed to keep employees active while inspiring positive behaviour change and better wellbeing.

- **Mental Health & Resilience Program** – Vitality Works delivers a unique stress and resiliency workshop to Sanitarium developed in conjunction with the human performance centre at AUT, utilising the latest research into mental health, positive psychology, neuroscience and physiology. Staff have the option to attend [the a](#) workshop and are given access to a toolbox of resources to help improve their wellbeing and resilience and respond more proactively to stress.
- **Annual Flu Vaccinations** – Annual Flu Vaccinations are conducted onsite by experienced and qualified health practitioners, Flu Vaccinations help promote a healthy workforce and absenteeism due to influenza by 25% - 35%
- **Additional Services** – Seminars, Workspace Assessments

The Better U Wellbeing Hub is the most used as everything flows through this (it is the booking and deployment platform for Health Checks, Flu Vaccinations, Team Challenges, Seminars). This is followed by the Health Checks themselves and then Flu Vaccinations.

The most innovative is the Team Wellbeing Challenges and the most targeted at addressing obesity is the Better U Wellbeing HUB

From October to December 2018 we have an ADRA fundraising run, as well as the 10,000 steps program. From January to March 2019 we have the Round the Bays fundraising walk/run as well as massages. From April to June 2019 we have flu vaccines, celebrating women month as well as stress and resiliency workshops.

3 **Community and Education Initiatives**

Sanitarium Weet-Bix Kids TRYathlon

The Weet-Bix TRYathlon has had to date over 300,000 kids aged 7-15 years participate in the event. The series has been running since 1992. Today, it is the world's largest sporting event for kids. With the focus of the event being for kids to give it a go and try their best – participation of all sporting abilities is encouraged as kids swim, cycle and run their way around appropriate courses.

Over 33,000 Kiwi kids are expected to participate in the 2018/2019 series with involvement of over 650 schools. This season will see 18 TRYathlons held across the country, with the addition of a second afternoon Christchurch event.

We want to keep our kids healthy and active and inspire them to do more each and every day. Whether that be training prior to the event, gaining confidence to try out a new sport or meeting one of their sporting heroes – the event promotes active lifestyles.

Kids have a long lasting sense of achievement, enhanced self-confidence and are inspired to live a healthy, active lifestyle. Over 95% of parents surveyed said that the TRYathlon had a positive impact on the children. Teachers also notice improvements in children's confidence following participating in the Weet-Bix Kids TRYathlon and this leads to positive outcomes in the classroom.

Many parents choose to get out with their children and train with them. Two examples include, Sam Ryan who has a kidney condition and recently featured on 7 Sharp, will complete his 30th Weet-Bix Kids TRYathlon next year, and trains regularly with his Dad. <https://www.tvnz.co.nz/shows/seven-sharp/clips/meet-the-kid-with-the-same-kidney-condition-as-jonah-lomu-had-who-s-a-triathlon-ace>

Lisa Deans, Mother of twins Elle and Louis from Northland, signed her children up for the Weet-Bix Kids TRYathlon. She said "We don't really get exposed to many big events like the TRYathlon here, so kids can be quite hesitant at first, but once they've tried it, they are always keen to come back next time," says Lisa. "Ella likes to have a plan in place,

so we've scheduled to do some ~~TRYathlon~~ training, including biking around the block and running*.

Given the popularity and growth in the series over the last 6 years in particular, the addition of new events to the series is being explored, both in the North and South Island. Consideration is being given to how the ~~TRYathlon~~ programme can be extended beyond just the event day.

Kickstart Breakfast

The ~~KickStart~~ Breakfast Programme is a community partnership between Sanitarium, Fonterra and the Ministry of Social Development as well as local schools/communities.

Over 25,000,000 nutritious breakfasts have been served since the programme began in 2009. Currently, over 30,000 children are served each week in over 950 schools on an average of 4 mornings per week.

Over 80% of schools are decile 1-5, clearly showing that the programme is reaching those children who are most in need of ~~KickStart~~ Breakfast. Furthermore, over 80% of schools remain signed up to the programme showing that those involved are seeing the positive, long-lasting benefits for the students.

Breakfast is an important meal that children need to be eating each day, and too many Kiwi kids were missing out. Not only does breakfast help with diet quality overall, a healthy breakfast each day in childhood can lead to improvements in academic performance, and may protect against weight gain. ~~KickStart~~ Breakfast is aimed at providing nutrition to children that need it. It is helping set kids up for their school day and future by ensuring they have a full stomach to start the day and help maintain their engagement in the classroom.

Principals, teachers and students all comment on the benefits of the Kickstart Breakfast programme, saying that students are not only more engaged in class but they also speak of the social benefit derived from the school community coming together and connecting through the Breakfast Clubs. The programme also provides some students with leadership opportunities and responsibility in their roles as Breakfast Club coordinators.

4 Food & Beverage Marketing

Sanitarium commits to only advertise to children when those products represent healthy dietary choices (consistent with established scientific or government standards) AND advertising is in the context of a healthy lifestyle that represents good dietary habits and physical activity. This applies to television, radio, print, cinema and third-party internet sites.

Sanitarium also commits (as stated in our Ministry of Health Healthy Kids Industry Pledges) to complying with the Advertising Standards Authority Children and Young People's Advertising Code where 'occasional' foods are not advertised to children.

Sanitarium has an internal Regulatory team who review all forms of advertising prior to its use. The Regulatory team seek guidance from ASA if required.

These policies are published on our website to some extent.

<https://www.sanitarium.co.nz/about/sanitarium-story/responsible-marketing-to-children>

<https://www.sanitarium.co.nz/about/fighting-lifestyle-diseases/healthy-kids-industry-pledge>

Sanitarium only partners with high nutritional credibility brands when associating with children's events such as ~~Sanitarium~~ Weet-Bix Kids ~~TRYathlon~~.

Sanitarium commits to not use popular personalities, Program Characters or Licensed characters on packaging primarily directed to primary school aged children (13 years old

or younger) unless they are aspirational 'heroes' of the highest regard and inspire young New Zealanders to make healthy eating and lifestyle choices.

5 Labelling and HSR

Sanitarium applies HSR on its products – Breakfast cereals (including portable), Convenience, Non Dairy Milks, Frozen Desserts, Spreads.

HSR is on over 90% of Sanitarium products.

Sanitarium product packaging includes a website address to an HSR education piece on the Sanitarium website. It is an article called 'What is the Health Star Rating on food packaging?' which also includes a video explaining the HSR system.

The August 2017 release of the Sanitarium *Wholicious Living* electronic newsletter, which was sent to just under 4,700 people with an open rate of about one-third, included an article called 'Make a healthier choice with the health star rating'. This article now features on the website and includes an illustration to demonstrate that only products within category should be compared when using the HSR to choose a product.

The full HSR (star rating and icons) across our product range is also featured on our Sanitarium website.

We have full nutrition information panels available for each product on our website as well as for all Sanitarium recipes. We also have a booklet 'Healthy Eating – Reading Food Labels' and website article <https://www.sanitarium.co.nz/health-nutrition/nutrition/understanding-food-labels> on how to interpret food labels.

UNILEVER NEW ZEALAND

Food Industry Taskforce Report Card

2018

Unilever has a long heritage of providing quality food and drink products. Our brands such as Streets, Continental and Lipton have been offering good nutrition with great taste for many years. For more than a decade, we have been working to make our New Zealand products – like Streets Paddle Pop, Continental Cup-a-Soup and Lipton Iced Tea – healthier by reducing nutrients of concern like sugar, salt and saturated fat. Our [nutrition policy](#) highlights our commitments to improving health and wellbeing.

The [Unilever Sustainable Living Plan](#) sits at the heart of our business and outlines our vision to grow our business while reducing our environmental impact and increasing our positive social impact. Nutrition plays a pivotal role in the USLP. Our sustainable nutrition strategy has six commitments at its heart.

1. Connecting people with purpose
2. Providing nutritious products, grown sustainably
3. Offering healthy products to help people have healthier diets
4. Empowering people to cook tasty, nutritious meals
5. Providing fortified products to help address nutrient deficiencies
6. Preserving the planet, from production to consumption

By 2020, we will double the proportion of our portfolio that meets our [Highest Nutritional Standards](#) (HNS), based on globally recognised



dietary guidelines. This involves published time-bound targets for reducing sugar, salt, saturated fat, trans fat, calories and providing healthy eating information on product labels. Unilever reports annually on progress towards the Sustainable Living Plan targets which are independently audited by PwC.

Unilever participates in the National Heart Foundation of NZ Reformulation programme. To date, we have committed to the following voluntary reformulation targets set by the NZ Heart Foundation:

- Soup - sodium target of 280mg/100ml by 2022.
- Powdered meal sauce (recipe base) - target 5000mg/100g AS SOLD by 2022

Reformulation occurring as part of Australian Government targets impacts on all Unilever New Zealand food and beverage products. In 2009, as part of the Australian Federal Government's Food and Health Dialogue reformulation targets, we voluntarily committed to sodium reduction targets for our soup and simmer sauce range. We provided feedback to the proposed voluntary category-based reformulation targets of the Australian Government Healthy Food Partnership. We have applied to join the NZ Healthy Kids Industry Pledge.

Some examples of products the company has worked on in the past five years to improve nutrition include reducing sugar in Lipton Iced Tea, launching lower sugar Lipton Infused Waters and reducing salt in Continental Cup-a-Soup to meet our Highest Nutrition Standards.

Unilever has a long history of providing clear nutrition labelling to consumers. In addition to providing the %DI for energy on the front of pack, and %DI for other nutrients in the nutrition information panel,



we also support the voluntary Health Star Rating (HSR) program in Australia and New Zealand. To date we have rolled out the HSR on over 100 SKUs in New Zealand and our commitment to HSR is published on our [website](#).



Unilever employs a team of nutritionists globally to implement the USLP goals. Unilever New Zealand employs an Accredited Practising Dietitian (APD) and nutritionist to advise product developers and brand teams on nutrition considerations, update on nutrition science and implement the USLP targets in NZ.

We support the physical and mental health and wellbeing of our staff with activities tailored to people's different requirements through our global [LampLighter](#) program. New Zealand specific examples include free fruit at work, health insurance coverage, employee assistance program, [BeneStar](#) membership, discounted gym membership, flexible working arrangements, team challenges such as 'junk free June', and company-supported social sports teams.

Unilever New Zealand is involved in a number of community engagement programs such as partnering with Food Collective NZ and Life Education. We were a supporter of the New Zealand Nutrition Foundation 2008-2016. During this time we sponsored the 'Just Cook' program to encourage school children and communities to cook healthy, affordable meals at home.

[Food Collective NZ](#) is a partnership between Unilever Food Solutions, [Kiwiharvest](#), [Kaibosh](#) and the public. Together they are on a mission to rescue food within the New Zealand hospitality industry. Unilever joined Food Collective, to become part of the solution, by assisting with funding to help [Kiwiharvest](#) and [Kaibosh](#) redirect quality surplus



foods to those that need it. The program has donated 7360 meals to date.



The Dove Self Esteem Project (DSEP) aims to ensure that the next generation grows up enjoying a positive relationship with the way they look and help them reach their full potential. In 2017 the DSEP partnered with New World in an aim to reach young Kiwis by being the first market to globally link a donation to the DSEP through an in-store activation. The campaign raised \$40,000 in donations, helping Life Education reach 18,000 kiwi kids to help them grow up enjoying a positive relationship with the way they look and reaching their full potential. By 2020 DSEP aims to double its social impact by reaching a total of 1.5 million lives in Australia and New Zealand.

In 2003, we were one of the first companies to apply our own principles on responsible marketing of all our food and beverage products, including marketing to children, which were most recently updated in 2017, and are published on our website. Unilever adheres to all ASA Codes of Advertising including the Children and Young People's Advertising Code. We have recently requested to join the New Zealand Government Healthy Kids Pledge which makes reference to the codes.





Vegetables.co.nz
 PO Box 10232
 Wellington
 Contact: Pip@foodadvisory.co.nz

Report card – 2018

Vegetables.co.nz

Vegetables.co.nz [VCNZ] promotes fresh New Zealand grown vegetables and is funded by commercial vegetable growers.

1 Formulation and innovation

1.1 Vegetables.co.nz has a strategy document on ensuring the health of all New Zealanders by encouraging greater consumption of fresh NZ grown vegetables. The strategy documents is public facing.

1.2 VCNZ is committed to producing generic, unbranded promotion material which meets the Ministry of Health Food and Activity guidelines.

Recipes meet Eating Statement 2 – choose or prepare foods and drinks with;

- unsaturated fats instead of saturated fats
- that are low in salt [sodium]
- with little or no added sugar; and
- that are mostly 'whole' and less processed.

For the past eight years Vegetables.co.nz has used these guidelines as the basis for all recipes promoted on the website and in related material.

1.3 A Registered Dietitian oversees education and marketing activities, and a registered nutritionist is responsible for social media [Facebook and Instagram].

2 Employees' Health and Wellness Programmes

2.1 VCNZ is administered by contractors who are responsible for their own health and wellness programme.

2.2 Vegetables.co.nz's 'Catering policy and guidelines'* was introduced in 2016. This policy was prepared by a Registered Dietitian with a background in catering and food service. It demonstrates vegetables.co.nz's commitment to the Ministry of Health's Food and Activity Guidelines for Healthy Adults 2015. This relates to Eating Statement 1 and Eating Statement 2 with practical guidelines of suggestions for the meeting organiser and tips for the chef.

3 Community and Education initiatives

3.1a Cooking Curriculum Project*

In 2016, Massey University Masters students in Nutrition and Dietetics carried out research with over 100 teachers, who taught cooking to Year 7 and 8 students. They found that only 13% of teachers were teaching students to plan, prepare, and eat a healthy meal and clean up afterwards. Most of the lessons focused on sweet items. Vegetables.co.nz and The Heart Foundation have developed 'The Cooking Curriculum Project' to work with teachers to develop resources for kids to learn to cook a healthy meal. This consultative project 'for teachers by teachers' will enable kids to gain the life skill of being able to cook a meal. As of August 2018, we have developed a Year 8 Unit Plan with lessons, including cultural and activities and resources. These are available for teachers to download and use. Informal feedback has been encouraging and we are monitoring update and progress. The Year 7 material is currently being developed.

We will be encouraging Massey University to repeat the 2016 research to evaluate the results of this intervention.

3.1b Easy meals with vegetables*

Easy Meals with vegetables [EMWV] is a tripartite project; since 2016 Vegetables.co.nz [Food Industry] has partnered with:

- the Health Promotion Agency [Government Agency] and
- the Heart Foundation [NGO].

'Easy meals with vegetables' are recipes designed for people with a limited budget, cooking skills and equipment. The recipes are available as A4 cards with storage, basic preparation and cooking ideas on the back. The recipes are also featured as 'hands and pans' type videos. The cards and videos have been released gradually.

The cards are printed in pads of 20 leaves and to June 2018, 284 pads had been distributed:

- 60 to education – schools and universities
- 56 to community education providers
- 42 to health professionals
- 36 to DHBs
- 35 to workplace health
- 23 to early childhood education
- 10 to community physical activity/sports trusts
- 9 to community disability/mental health
- 5 to retail
- 5 to community dentists
- 3 to aged care

Since June more cards have been released and at the end of August 2018 there were 20 printed recipe cards, 70 recipe cards for download and 70 videos available. More videos and cards are planned.

3.1c vegetables.co.nz website and resources

Vegetables.co.nz key promotional tool is its website. The website does not use brands and material is evidence-based and peer-reviewed, and fits within the Ministry of Health Guidelines. Resources include posters, leaflets, pads of recipes and information pads. They are available to download from the website or as printed copies to order and are sent free of charge within New Zealand.

3.1d Community health days

Vegetables.co.nz regularly participates in community family 'fun day' events held mainly in Counties Manukau. These events provide a fun opportunity for kids to taste vegetables, colour in vegetable activity sheets, touch, taste, and talk about vegetables, many of which they have never seen before.

3.1e Fuelled4life administered by the Heart Foundation NZ

Vegetables are an everyday food and vegetables.co.nz have joined the Heart Foundation in promoting vegetable-focused recipes with accompanying videos for;

- cooks in early childhood learning centres
- lunch box ideas for parents
- snacks for children at afterschool programmes

4 Food and beverage marketing

4.1 Sponsorship

Vegetables.co.nz began sponsoring 'Kiwi kids can cook' in 2018. This competition requires contestants from 5-12 years of age to cook a dish using vegetables. Heats were held throughout New Zealand and a national final was held at the NZ Hospitality Championships in August. Dishes produced were meals using many vegetables. This result exceeded our year 1 expectations as previously many of the children's entries had focused on variations of cheesecake and cream.

4.3 Occasional foods

Vegetables are an everyday food in the Fuelled4life category.

*Available on request

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Formulation and Innovation

Whittaker's has a documented Nutrition Policy that is public facing. We comply with the Australia New Zealand Food Standards Code and work under the Codex Alimentarius international food standards (<http://www.fao.org/fao-who-codexalimentarius> and <http://www.foodstandards.govt.nz/code>)

Whittaker's has strong brand values for good quality ingredients. We try to use natural flavours, avoid additives and preservatives where possible, avoiding trans fat, animal fats, and bulking agents. We deliberately do not use palm oil in any of our product range

In recent times we have developed products like our 10.5 g square and 15g mini slabs and 100g blocks to target a more portioned, controlled offering.

Our high cocoa content products contain 82% cocoa content which has a lower sugar content (per 100g sugar 19.4g) than standard 33% creamy milk chocolate(per 100g 44.7g).

Employee Health and Wellness Programmes

Whittaker's has an active employee health and wellness programme that encompasses the following:

1. Free flu vaccinations
2. English language lessons for employees who do not have English as a first language.
3. Hearing tests.
4. EAP Counselling services
5. Financial Fitness advice to help with financial planning.

Community and Education Initiatives

Porirua Youth Awards

We have an active community programme starting at home in Porirua. It's a community we love to see thrive so we support the Porirua Youth Awards to reward the inspirational, hard-working, talented and visionary young people around us.

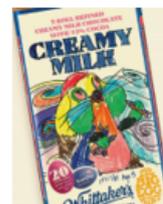


Starship Children's Hospital – The Big Egg hunt

Whittaker's helped bring the world's biggest egg hunt to New Zealand. One hundred giant eggs, all decorated by famous New Zealand artists and designers, were hidden around the country and with our special Big Egg Hunt app, Chocolate Lovers could

find them and win prizes. This hugely popular event ran in 2014 and 2015 and raised thousands to help the *Starship Children's Hospital*

In 2012 we helped 12 Commerce students from Samuel Marsden to develop and sell their own White Raspberry Chocolate block to raise money for New Zealand Breast Cancer Foundation. They raised thousands for the cause, and at the same time gained incredible business experience.



In 2013 we got behind the New Zealand Breast Cancer Foundation again, this time with our special Milk Strawberry block. We committed \$75,000 for continuous medical education, alongside a significant campaign to sell as many Milk Strawberry Blocks and raise as much money as possible.



Food & Beverage Marketing

Whittakers meets the requirements of the ASA Codes of Advertising particularly the *Children and Young People's Advertising Codes*.

Labelling

Many of products state that they are PALM OIL FREE and we encourage environmental responsibility by adding the PLEASE RECYCLE logo. Palm oil has a high saturated fat content and its absence in our products reflects our values of quality for the consumer.

