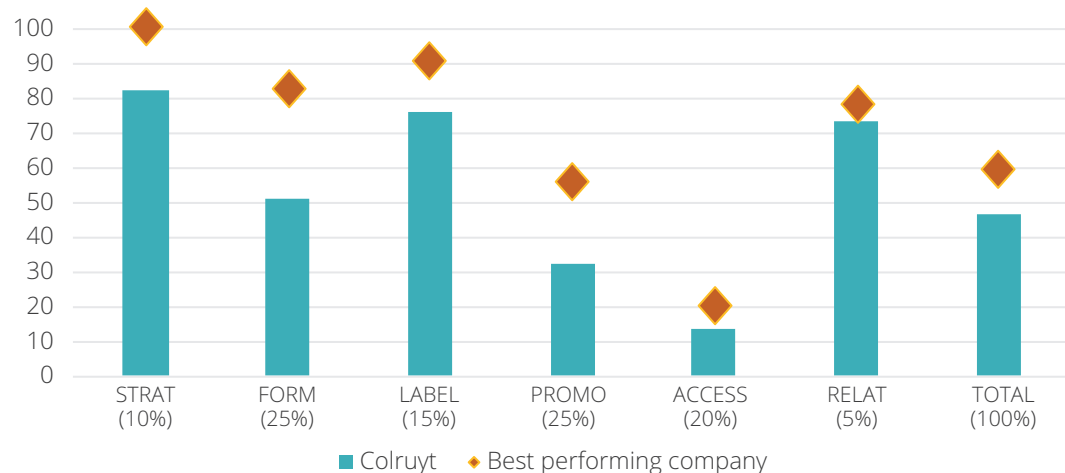


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

COLRUYT

## Commitments \*



Overall score: 46/100

Overall ranking: 3/5

BIA-Obesity domain scores and overall score compared with the best performing company (best available practice) in Belgium

\* Full engagement, Data collected till 31 October 2020

## Performance

| FORM: product formulation °  | Results | Ranking |
|--|---------|---------|
| Median Nutri-Score of product portfolio  | C       |         |
| % of food products within product portfolio with Nutri-Score A                             | 26.8    | 1/5     |
| % of products within product portfolio with Nutri-Score E                                  | 14.1    | 3/5     |
| % of products within product portfolio that are ultra-processed                            | 43.8    | 1/5     |
| PROMO product and brand promotion  | Results | Ranking |
| % of products not permitted to be marketed to children according to the WHO-Europe model ° | 64.3    | 1/5     |
| % of food promotions in circulars over one year for ultra-processed food products ~        | 61.6    | 5/5     |
| % of food promotions in circulars over one year for fresh fruit and vegetables ~           | 3.9     | 5/5     |

° 2018, ~ 2019 - 2020

## Areas of strength and key recommendations to improve commitments on obesity and population level nutrition

| Domain  | Tertile | Areas of strength  | Key recommendations   |
|---|---------|--|---|
| <b>STRAT – Corporate nutrition strategy</b>           | 3       | <ul style="list-style-type: none"> <li>Clear commitment to improve population nutrition and health on national website and regular reporting on this commitment</li> <li>Reference to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals</li> </ul>  | <ul style="list-style-type: none"> <li>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within the overarching nutrition strategy</li> <li>Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets</li> </ul>   |
| <b>FORM – Product formulation</b>                     | 2       | <ul style="list-style-type: none"> <li>Signatory to the “Convention for a Balanced Diet”</li> <li>Some action taken to reduce salt, saturated fats, sugars and portion sizes based on internally set reformulation targets. The company publicly reports on its progress in reformulating products.</li> </ul>   | <ul style="list-style-type: none"> <li>Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes across the product portfolio</li> <li>Commit to limit the addition of artificial trans-fats to products</li> <li>Adopt an official nutrient profiling system (e.g. Nutri-Score) to guide reformulation efforts</li> </ul>   |
| <b>LABEL – Nutrition labelling</b>                    | 3       | <ul style="list-style-type: none"> <li>Providing clear and comprehensive online nutritional information for all (own-brand) products, on a per 100g/ml basis</li> <li>Supporting of and commitment to implement the Nutri-Score on own-brand food products</li> <li>Disclosure of policy position regarding front-of-pack labelling</li> <li>Using shelf tags that provide information on Nutri-Score on food products in the Bio-Planet</li> <li>Providing information on Nutri-Score for food products online</li> </ul> | <ul style="list-style-type: none"> <li>Make and publish a commitment to only display nutrition and health claims on food products when those products are healthy, according to an official nutrient profiling system</li> <li>Use shelf tags that provide the Nutri-Score for all food products in-store</li> </ul>  |
| <b>PROMO – Product and brand promotion</b>            | 2       | <ul style="list-style-type: none"> <li>Signatory to the Belgian Pledge</li> <li>Commitment that some in-store product presentations, product giveaways or tastings are for healthy products only</li> </ul>  | <ul style="list-style-type: none"> <li>Make and publish commitments to reduce the exposure of children to unhealthy food marketing on own website</li> <li>Develop a marketing policy that applies to children up to the age of 18 years and that defines a target audience using children's peak viewing times instead of proportion of population watching</li> <li>Commit to not use premium offers (e.g., promotional toys, games, vouchers and competitions) in marketing of unhealthy products</li> <li>Commit to not use promotional characters (e.g., cartoons, tie-ins, celebrities) in marketing of unhealthy products</li> <li>Commit to limit the in-store promotion of unhealthy products</li> <li>Commit to limit the proportion of unhealthy (compared with healthy) foods promoted in regular catalogues</li> <li>Commit for in-store product presentations, product giveaways or tastings to be for healthy products only</li> </ul> |
| <b>ACCESS – Product accessibility</b>                 | 3       | <ul style="list-style-type: none"> <li>General commitment to increase the number of healthy products within the portfolio</li> <li>Commitment to increase the availability of healthy food products in some settings</li> </ul>  | <ul style="list-style-type: none"> <li>Commit to a greater level of discount applying to healthy foods compared to unhealthy foods</li> <li>Commit to limit multi-buy specials on unhealthy foods</li> <li>Support the implementation of fiscal policies by the government to make healthier foods relatively cheaper and unhealthy foods relatively more expensive taking into account the growing scientific evidence base</li> <li>Publicly commit to dedicate a minimum amount of shelf space/floor space to healthy products and a maximum to less healthy products</li> <li>Commit for checkouts to be free from unhealthy items</li> <li>Commit to limit the placement of unhealthy items at end of aisle displays or other high-traffic areas</li> <li>Adopt an official nutrient profiling system (i.e. Nutri-Score) to classify products for the purposes of product accessibility</li> </ul>   |
| <b>RELAT – Relationships with other organisations</b> | 3       | <ul style="list-style-type: none"> <li>Public disclosure of supported professional organisations, external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships</li> <li>Published support of Belgian industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues in own reports</li> </ul>  | <ul style="list-style-type: none"> <li>Publish information on political donations or statement of no activity within this area</li> </ul>   |
| <b>OVERALL</b>  | 2       | <ul style="list-style-type: none"> <li>Actively engaged with the BIA-Obesity tool and process</li> </ul>   |   |

Tertile (3=score within top third of Belgian companies, 1=score within lowest third of Belgian companies)