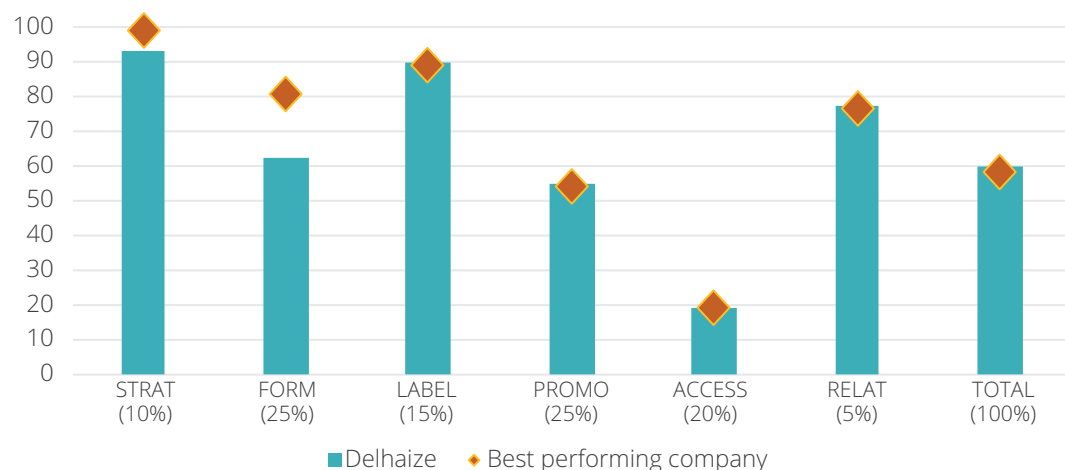


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

DELHAIZE

Commitments *



Overall score: 60/100

Overall ranking: 1/5

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	18.3	3/5
% of products within product portfolio with Nutri-Score E	13.3	2/5
% of products within product portfolio that are ultra-processed	48.8	3/5
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model °	70.7	3/5
% of food promotions in circulars over one year for ultra-processed food products ~	52.1	3/5
% of food promotions in circulars over one year for fresh fruit and vegetables ~	6.8	4/5

° 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
STRAT – Corporate nutrition strategy	3	<ul style="list-style-type: none"> • Clear commitment to improve population nutrition and health on national website and regular reporting on this commitment • Include global SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within the overarching nutrition strategy • Reference to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals 	<ul style="list-style-type: none"> • Include SMART objectives and targets within overarching nutrition strategy at the national level • Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets
FORM – Product formulation	2	<ul style="list-style-type: none"> • Signatory to the “Convention for a Balanced Diet” • Some action taken to reduce salt, saturated fats, sugars and portion sizes based on internally set reformulation targets. Public reporting on progress in reducing levels of nutrients of concern. • No use of artificial trans-fat added to products • Use the Nutri-Score to classify products for the purpose of reformulation 	<ul style="list-style-type: none"> • Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes across the product portfolio
LABEL – Nutrition labelling	3	<ul style="list-style-type: none"> • Providing clear and comprehensive online nutritional information for all (own-brand) products, on a per 100g/ml basis • Supporting of and commitment to implement the Nutri-Score on own-brand food products • Disclosure of policy position regarding front-of-pack labelling • Using shelf tags that provide Nutri-Score on all food products in-store • Provide Nutri-Score on all food products online 	<ul style="list-style-type: none"> • Publish commitment to only label products with nutrition and health claims when products are healthy, according to an official nutrient profiling system
PROMO – Product and brand promotion	3	<ul style="list-style-type: none"> • Signatory to the Belgian Pledge • Commitment to reduce the exposure of all consumers to unhealthy food marketing • Commitment to limit the proportion of unhealthy (compared with healthy) foods promoted in their regular catalogues • Commitment to link rewards programs or loyalty programs to healthy food items • Commitment for some in-store product presentations, product giveaways or tastings to be for healthy products 	<ul style="list-style-type: none"> • Make and publish commitments to reduce the exposure of children to unhealthy food marketing on own website • 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 • Commit to not use premium offers (e.g., promotional toys, games, vouchers and competitions) in marketing of unhealthy products • Commit to not use promotional characters (e.g., cartoons, tie-ins, celebrities) in marketing of unhealthy products • Commit to limit the in-store promotion of unhealthy products
ACCESS – Product accessibility	3	<ul style="list-style-type: none"> • Commitment to address the price / affordability of healthier products relative to less healthy products • Commitment to a greater level of discount applying to healthy foods compared to unhealthy foods • Commitment to increase the proportion of healthy products within the portfolio 	<ul style="list-style-type: none"> • Commit to limit multi-buy specials on unhealthy foods • 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 • Publicly commit to dedicate a minimum amount of shelf space/floor space to healthy products and a maximum to less healthy products • Commit for checkouts to be free from unhealthy items • Commit to limit the placement of unhealthy items at end of aisle displays or other high-traffic areas • Adopt an official nutrient profiling system (i.e. Nutri-Score) to classify products for the purposes of product accessibility
RELAT – Relationships with other organisations	3	<ul style="list-style-type: none"> • Public disclosure of supported professional organisations, nutrition education programs, active lifestyle programs and involvement in public-private partnerships 	<ul style="list-style-type: none"> • Publicly disclose supported external research • Publish information on political donations or statement of no activity within this area • Publish support of Belgian industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues on own website
OVERALL	3	<ul style="list-style-type: none"> • Actively engaged with the BIA-Obesity tool and process 	

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