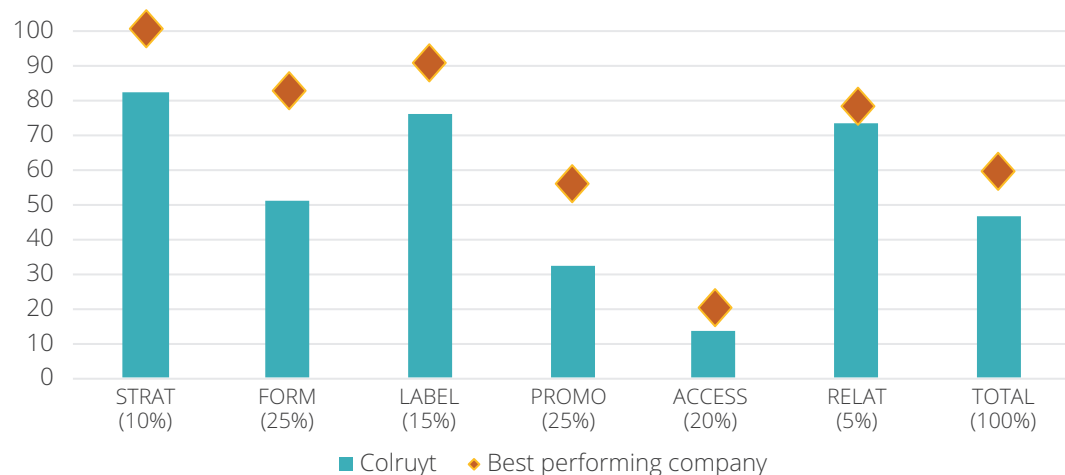


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

COLRUYT

Commitments *



Overall score: 71/100

Overall ranking: 3/19

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
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 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 (specific, measurable, achievable, relevant and time bound) objectives and targets within the overarching nutrition strategy 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. The company publicly reports on its progress in reformulating products. 	<ul style="list-style-type: none"> Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes across the product portfolio Commit to limit the addition of artificial trans-fats to products Adopt an official nutrient profiling system (e.g. Nutri-Score) to guide reformulation efforts
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 information on Nutri-Score on food products in the Bio-Planet Providing information on Nutri-Score for food products online 	<ul style="list-style-type: none"> 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 Use shelf tags that provide the Nutri-Score for all food products in-store
PROMO – Product and brand promotion	2	<ul style="list-style-type: none"> Signatory to the Belgian Pledge Commitment that some in-store product presentations, product giveaways or tastings are for healthy products only 	<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 Commit to limit the proportion of unhealthy (compared with healthy) foods promoted in regular catalogues Commit for in-store product presentations, product giveaways or tastings to be for healthy products only
ACCESS – Product accessibility	3	<ul style="list-style-type: none"> General commitment to increase the number of healthy products within the portfolio Commitment to increase the availability of healthy food products in some settings 	<ul style="list-style-type: none"> Commit to a greater level of discount applying to healthy foods compared to unhealthy foods 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, external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships 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 	<ul style="list-style-type: none"> Publish information on political donations or statement of no activity within this area
OVERALL	2	<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)