



Countdown's Health and Nutrition Targets

2017
Year Two

Countdown's Health and Nutrition Targets

1 Retail Industry Pledge:

Where possible, reformulate private label products to improve nutritional value. Support and encourage the reformulation of supplier products.

Countdown first launched these health and nutrition targets in October 2016. In November 2017 Countdown released its **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. We updated the following targets in November 2017. These targets also align with retail industry "Reducing Child Obesity" pledges.

	Countdown Targets	Measurement	Progress
1.1	As we transition from Homebrand to Essentials, and from Signature Range and Select to Countdown, all private label grocery products will go through a nutritional review, including saturated fat, sugar, sodium.	<ul style="list-style-type: none"> Countdown Quality Assurance will measure the quantity of sodium, sugar and saturated fat removed during reformulation of private label grocery products. 	<ul style="list-style-type: none"> At the end of October 2017, 65 per cent of eligible private label products have undergone a nutritional review, including saturated fat, sugar and sodium.
1.2	This process will cover more than 1,000 grocery private label products transitioning to Essentials and Countdown brand and will be concluded by December 2018.	<ul style="list-style-type: none"> Countdown Quality Assurance will track the number of products which go through the nutritional review. 	<ul style="list-style-type: none"> At the end of October 2017, 737 private label products have undergone a nutritional review, including saturated fat, sugar and sodium.
1.3	Our target is that all Essentials and Countdown branded private label grocery products will be nutritionally on par (with respect to saturated fat, sugar, sodium), or better than, the category average.	<ul style="list-style-type: none"> Woolworths Australia nutritionists, with independent experts, have provided us category information to undertake this work. Countdown Quality Assurance will measure the quantity of sodium, sugar and saturated fat removed during reformulation of private label grocery products. 	<ul style="list-style-type: none"> At the end of October 2017, 737 private label products which have undergone a nutritional review and reformulation where needed. These products are all on par or better than the category average.

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1 Retail Industry Pledge:

Where possible, reformulate private label products to improve nutritional value. Support and encourage the reformulation of supplier products.

	Countdown Targets	Measurement	Progress
1.4	Countdown will continue to participate in the NZ HeartSAFE reformulation programme, led by the NZ Heart Foundation, which sets targets for sodium and sugar reductions in high-volume, lower-cost foods.	<ul style="list-style-type: none"> Countdown Quality Assurance will capture and report the sodium and sugar reduction in accordance with the Heart Foundation Food Reformulation Targets and report progress to them and in our annual CR reporting. 	<ul style="list-style-type: none"> At the end of October 2017, 737 private label products have undergone a nutritional review and reformulation where needed. These products are all on par or better than the category average.
NEW TARGET 1.5	As Essentials and Countdown branded private label grocery products go through a nutritional review, we will continue to remove any remaining artificial colours and flavours.	<ul style="list-style-type: none"> Countdown Quality Assurance will keep track of the number of products that have had artificial colours and flavours removed during reformulation of private label grocery products. 	<ul style="list-style-type: none"> Countdown has begun work on the removal of artificial colours and flavours.

Countdown's Health and Nutrition Targets

2 Retail Industry Pledge:

Provide or support initiatives to inform young people and their families about how to make healthier food choices.

	Countdown Targets	Measurement	Progress
	CUSTOMER INITIATIVES		
2.1	We will continue to provide Free Fruit for Kids in all Countdown stores around New Zealand, which equates to approximately 50,000 free pieces of fruit given away each week.	<ul style="list-style-type: none"> We will report on this initiative in our annual CR report. 	<ul style="list-style-type: none"> Countdown gave out around 50,000 pieces of fruit each week as part of the Free Fruit for Kids programme.
2.2	Countdown will continue to work with the New Zealand Nutrition Foundation in 2017-2018 to support their work to promote healthy food in communities nationwide.	<ul style="list-style-type: none"> A report on this initiative will be reported in our annual CR report. The NZ Nutrition Foundation will also report to Countdown on the impact of this programme. 	<ul style="list-style-type: none"> Countdown continued its partnership with the New Zealand Nutrition Foundation. This partnership included \$6,120 worth of Countdown gift cards for community kits.
	CHECKOUT INITIATIVES		
2.3	There will be at least one confectionery-free check out in 95 per cent of Countdown supermarkets by the end of 2016.	<ul style="list-style-type: none"> Achieved by end of 2016 	<ul style="list-style-type: none"> 94 per cent of Countdown supermarkets have at least one confectionery-free checkout. As Countdown continue to open new supermarkets, this number will increase.
	ONLINE INITIATIVES		
UPDATED TARGET 2.4	Countdown will continue to rollout nutritional product information to its online shopping website, to help customers make more informed choices.	<ul style="list-style-type: none"> This will be available online. A report on this initiative will be reported in our annual CR report. 	<ul style="list-style-type: none"> More than 10,000 products on our online shopping site have nutritional product information to help customers make more informed choices.
NEW TARGET 2.5	Countdown will offer healthy checkout options for customers shopping online by the end of 2018.	<ul style="list-style-type: none"> This will be available online. A report on this initiative will be reported in our annual CR report. 	<ul style="list-style-type: none"> Update to be provided in 2018.

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2 Retail Industry Pledge:

Provide or support initiatives to inform young people and their families about how to make healthier food choices.

	Countdown Targets	Measurement	Progress
	RECIPE CARD INITIATIVES		
UPDATED TARGET 2.6	Countdown will continue to inspire Kiwi families to cook affordable, balanced meals at home through a range of seasonal recipes.	<ul style="list-style-type: none"> A list of recipes and a report on this programme will be reported in our annual CR report. 	<ul style="list-style-type: none"> In the past year Countdown have released 148 new recipe cards both in-store and online to help inspire Kiwi families to cook affordable, balanced meals at home.
NEW TARGET 2.7	Countdown will introduce nutritional information on recipe cards by the end of 2018.	<ul style="list-style-type: none"> A list of recipes and a report on this programme will be reported in our annual CR report. 	<ul style="list-style-type: none"> Update to be provided in 2018.
	DEVELOPMENT OF TEAM		
NEW TARGET 2.8	Countdown will implement new training, "The Food Project", for our in-store teams to improve their knowledge of fresh fruit and vegetables, and on how they can engage customers on choosing and using produce.	<ul style="list-style-type: none"> We will report on the number of hours dedicated to training team in our annual CR reporting. 	<ul style="list-style-type: none"> At the end of October 2017, Countdown had invested more than 9,000 hours to improve in-store teams knowledge of fresh fruit and vegetables, and how they can engage with customers.
NEW TARGET 2.9	Countdown will employ a nutritionist by the end of June 2018 to support our private label programme, and our business's pursuit of our health and nutrition commitments.	<ul style="list-style-type: none"> We will report on this initiative in our annual CR reporting. 	<ul style="list-style-type: none"> Update to be provided in 2018.
NEW TARGET 2.10	Countdown will ensure the Quality Assurance team receive additional advanced training; as part of their ongoing personal development programs, such as: advanced sensory training, nutrition courses, and addition involvement in relevant professional organisations. This will ensure continued expert advice to the business on health and nutrition decisions.	<ul style="list-style-type: none"> We will report on the numbers trained in our annual CR reporting. 	<ul style="list-style-type: none"> Update to be provided in 2018.

Countdown's Health and Nutrition Targets

3 Retail Industry Pledge:

Make available a range of products in store, including healthy options such as fruit and vegetables or products with higher nutritional value.

	Countdown Targets	Measurement	Progress
3.1	Through active promotion and direct relationships with farmers, we are targeting an increase of fruit and vegetable sales by 5 per cent by 30 June 2017, from the year previous. This will be reported against overall sales across the supermarket.	<ul style="list-style-type: none"> We will report against this target in our annual CR report. 	<ul style="list-style-type: none"> Through active promotion and direct relationships with farmers, we saw a 4.5 per cent increase in (\$) sales between 1 July 2016 and 30 June 2017.
UPDATED TARGET 3.2	Countdown will continue to expand the health and wellness sections in our stores to include a wider range of products, at more affordable prices.	<ul style="list-style-type: none"> We will report on the change in sales of health and wellness products, and the work done to lower prices in this category. 	<ul style="list-style-type: none"> In the last year Countdown has moved from having 111 stores with dedicated health food sections to 181, of which 130 have at least five bays of product.

Countdown's Health and Nutrition Targets

4 Retail Industry Pledge:

Commit to using the Government's Health Star Ratings on private label products. Support and promote the uptake of Health Star Ratings on supplier's products.

UPDATED TARGET
4.4

	Countdown Targets	Measurement	Progress
4.1	As Countdown's private label brands transition from Homebrand to Essentials, and Signature Range and Select to Countdown, Health Star Rating will be implemented on all applicable grocery private label products.	<ul style="list-style-type: none"> We report the roll-out of Health Star Rating every quarter to MPI. We will report our annual progress in our CR report. 	<ul style="list-style-type: none"> At the end of October 2017 Countdown had introduced the Health Star Rating on 65 per cent of eligible private label grocery products. Countdown reports on this progress quarterly to MPI.
4.2	At the end of October 2017, Countdown had rolled out the Health Star Rating on 737 products. This roll-out will be completed within the Government's five year timeframe, by December 2018.	<ul style="list-style-type: none"> We report the roll-out of Health Star Rating every quarter to MPI. We will report our annual progress in our CR report. 	<ul style="list-style-type: none"> At the end of October 2017 Countdown had introduced the Health Star Rating on 65 per cent of eligible private label grocery products. Countdown reports on this progress quarterly to MPI.
4.3	Countdown will continue to support the Health Promotion Agency with public education around the Health Star Rating initiative.	<ul style="list-style-type: none"> Our cooperation with the HPA will be promoted in our annual CR report, including insight into customer awareness of the Health Star Rating programme. 	<ul style="list-style-type: none"> Countdown has continued to meet with the Health Promotion Agency regularly to support their work around public education of the Health Star Rating initiative. Countdown has a dedicated page on their website to help educate customers on how to use the system.
4.4	Countdown will encourage its suppliers, where appropriate, to adopt the Health Star Rating.	<ul style="list-style-type: none"> We will comment on this in our annual CR report. 	<ul style="list-style-type: none"> Countdown has had conversations with a number of suppliers throughout the year to talk about the Health Star Rating initiative. As part of these road shows we have provided insight from consumer research, about the positive impacts of the HSR programme.

Countdown's Health and Nutrition Targets

5 Retail Industry Pledge:

Ensure all advertising of food to children is of a high ethical standard, supports the Ministry of Health Nutritional Guidelines, and complies with the Advertising Standard Authority codes.

	Countdown Targets	Measurement	Progress
5.1	Countdown commits to adhering to the Advertising Standard Authority Codes around food advertising, including to children.	<ul style="list-style-type: none"> We will report any complaints and resolution in our annual CR report. 	<ul style="list-style-type: none"> Countdown commits to adhering to the Advertising Standard Authority Codes around food advertising, including to children. In the past year Countdown has not received any complaints
UPDATED TARGET 5.2	We will continue to implement, monitor and review our responsible advertising policy.	<ul style="list-style-type: none"> We will report any complaints and resolution in our annual CR report. 	<ul style="list-style-type: none"> The Countdown Responsible Advertising Policy was launched in June 2017. This policy is available here. (link the policy - https://www.countdown.co.nz/about-us/our-policies/advertising-policy)
5.3	Countdown will endeavour to include fresh food options on the cover pages (front or back) of the Countdown mailer.	<ul style="list-style-type: none"> We will report the number of mailers in which we achieve this at between 1 July 2017 and 30 June 2018 in our annual CR report. 	<ul style="list-style-type: none"> From 31 October 2016 to 31 October 2017 there were only two mailers where there wasn't a fresh product on the front or back page.

6 Retail Industry Pledge:

Commit to report on activities undertaken in support of this pledge as part of corporate responsibility reporting.

		Countdown Targets	Measurement
6.1		We will report our progress against this plan in the annual Countdown CR Report.	
6.2		We will review and update our targets annually to give effect to the industry pledges.	<ul style="list-style-type: none"> We will issue revised commitments, following our annual CR report in October/November 2018.
Stakeholders			
		Countdown Targets	Measurement
6.3		We are committed to working with Government officials, academics and researchers, and industry to give effect to the retail industry pledge.	<ul style="list-style-type: none"> We will report on stakeholder engagement in our annual CR report.