



2025 Health & Nutrition Targets

Woolworths has come a long way since we first launched our health and nutrition targets in October 2016, and we've achieved a lot in this time, but we want to and can do more.

In November 2020, we launched our 2025 Sustainability Plan. As part of this plan, we've made a commitment to 'materially increase healthier choices in our customers' baskets.' We'll do this by meeting these new targets and report publicly on our progress annually.





Sustainability Commitment:

1

We will make healthier choices easier for our customers.

Targets

1.1

Have healthier choices available, defined as a core food or a food product with a Health Star Rating (HSR) of 3.5 and above. We will increase the proportion of healthier products in our supermarkets.

1.2

Use shelf tags to display nutrition or dietary information in-store where appropriate.

1.3

Include nutrition or dietary information online where appropriate.

1.4

Advertise healthier choices in owned media (i.e. printed and digital):

- Increase the number of fresh products (from at least one) in Woolworths printed and online advertising
- A low/no sugar option will always be included in soft drink advertising and promotions

Measurement

- Define healthier and measure baseline across the whole basket.
 - This will be measured across the whole supermarket and Our Brands.
 - This may be a combination of HSR and the composition of the average shopping basket (based on F&V, Protein, Carbs, Fats and discretionary foods)
- We will report on the proportion of healthier products sold in our stores.

- We will report on the proportion of products in-store that display dietary/lifestyle information.

- We will report on the proportion of products online that display nutrition or dietary information.

- A policy will be developed on the inclusion of healthier choices in our owned media.
 - We will report on the proportion of healthier choices advertised in our owned media.

Sustainability
Commitment:

2

We will provide inspiration and healthier alternatives across our stores and online, to grow healthier products in our customers' baskets at a faster rate than healthier choices.

Targets

2.1

We will set nutrition guidelines for Woolworths-created content eg: recipes online or in-store, Instagram and Facebook.

2.2

Implement 'healthier options' suggestions for consumers when they are purchasing online.

2.3

Provide nutrition information for our recipes online to help consumers make informed decisions.

2.4

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

Measurement

- Nutrition guidelines have been developed to define 'healthier recipes.'
 - The number of recipes tagged as 'healthier' will be reported on.
- Identify 'healthier choices' online.
 - Track the number of products that are categorised as 'healthier' choices.
- We will report on the percentage of recipes online that display nutrition information.
- We will report annually on the number of breaches made to the ASA.



Sustainability
Commitment:

3

We will continue to make Our Brand products healthier by reducing “nutrients of concern” such as salt, sugar and saturated fat, adding more vegetables and whole grains and maintaining our status of being free from artificial colours and flavours.

Targets

3.1

Commit to displaying the Health Star Rating on 100% of eligible Our Brand products by the end of 2021.

3.2

Update all Our Brand products impacted by the updated HSR calculator by Nov 2022.

3.3

Continue to participate in the NZ Heart Foundation's HeartSAFE reformulation programme which sets targets for sodium and sugar reductions in high-volume, lower-cost foods.

Measurement

- Report on the ratio of Our Brand products that have a HSR >3.5 (considered to be a ‘healthier’ choice).

- Report on progress of updating packaging of Our Brand products impacted on the new HSR calculator.

- Report annually the percentage of products that meet the HeartSAFE reformulation targets.



Sustainability
Commitment:

3

We will continue to make Our Brand products healthier by reducing “nutrients of concern” such as salt, sugar and saturated fat, adding more vegetables and whole grains and maintaining our status of being free from artificial colours and flavours.

Targets

3.4

Track reformulation of key nutrients of concern (salt, sugar, saturated fat) and addition of vegetables and whole grains in Our Brand products.

3.5

Ensure that new products developed meet our internal nutrition targets, aiming to be on par or better than the market average.

3.6

Folic acid fortification of in-store bakery bread products has now become mandatory (due mid-2023).

Measurement

- Report annually the amount of salt, sugar and saturated fat removed, and the amount of vegetables and whole grains added from Our Brand products.

- Report on the percentage of products that meet our internal nutrition targets.

- Track progress of in-store bakery progress on using folic acid fortified flour.





Sustainability
Commitment:

4

We will support customers to make healthier choices through clear and transparent labelling on Our Brands by continuing to ensure nutrition content claims are used in a responsible way and display the Health Star Rating on 100% of eligible products.

Targets

4.1

Ensure that any nutrition/health claims made on Our Brand products are only on products with a HSR >2.0

4.2

Introduce nutrition information on all in-store bakery products.

Measurement

- Identify a baseline number of products that have claims on pack and a HSR <2.0
- We will report on progress of packaging changes required to meet our commitment.
- Nutrition information to be displayed on in-store bakery products sent to Woolworths stores (i.e. those stores that don't have a bakery), aiming to display nutrition information on all in-store baked bakery products.





Sustainability Commitment:

5

For Our Brands, by 2025, characters, graphics and activities that could be perceived as primarily appealing to children will only be used on healthier product packaging.

6

Our Macro Wholefoods Market brand will lead the way on nourishing product innovation to offer customers better choices of nutritious, delicious and sustainably sourced and produced foods – our ambition is to continue to have the healthiest supermarket Our Brand portfolio.

Targets

5.1

Review all Woolworths Our Brand packaging and remove any characters, graphics and activities that could be perceived as primarily appealing to children.

6.1

The Woolworths internal nutrition targets and brand guidelines for Macro products will continue to be stricter than those for our Core and Essentials Our Brand range.

Measurement

- Identify a baseline number of products that need characters, graphics or activities removed.
- Report on progress of packaging changes required to meet our commitment.

- We will report annually the average HSR and proportion of products with a HSR >4 for our Macro range.





Sustainability
Commitment:

7

We will create meaningful initiatives that support, inspire and educate our customers to establish healthier eating habits.

Targets

7.1

Create a healthier food environment for our team while they're at work: healthier choices available at cafeterias, nutrition information, fruit, giveaways/sampling.

7.2

Update nutrition and health content on our website to help educate customers on how to make healthier choices.

7.3

Continue to drive confectionery free/healthier checkouts in our stores.

Measurement

- Develop a policy for sampling to ensure there is a balance between healthier and discretionary food sampling.

- Work with the WooliesX content team to provide content to consumers on healthier choices.

- Review our confectionery free checkout policy and checkouts.
- Develop a plan to increase the healthiness of products at the checkouts.





Sustainability
Commitment:

8

We will partner with leading health experts to support our ambition and validate our performance.

Targets

8.1

Collaborate with researchers to pilot initiatives to make it easier for consumers to make healthier choices.

8.2

Continue to have good relationships with key stakeholders e.g. the NZ Nutrition Foundation, Dietitians NZ and universities.

Measurement

- Build relationships with relevant researchers and collaborate to pilot initiatives.

- Ensure we have at least quarterly meetings with key stakeholders.

