

The background of the slide features a photograph of several people sitting around a dark wooden table, focused on reviewing documents. One person in the foreground is using a pen to sign a document. The scene is dimly lit, with a warm, golden light source from the right creating a soft glow on the table and the participants' hands. A large, semi-transparent teal cross graphic is overlaid on the right side of the image, with a smaller, solid brown cross centered within its right arm.

'BALANCED MEALS WITH NO FOOD WASTE' RESEARCH

WORKSHOP SUMMARY

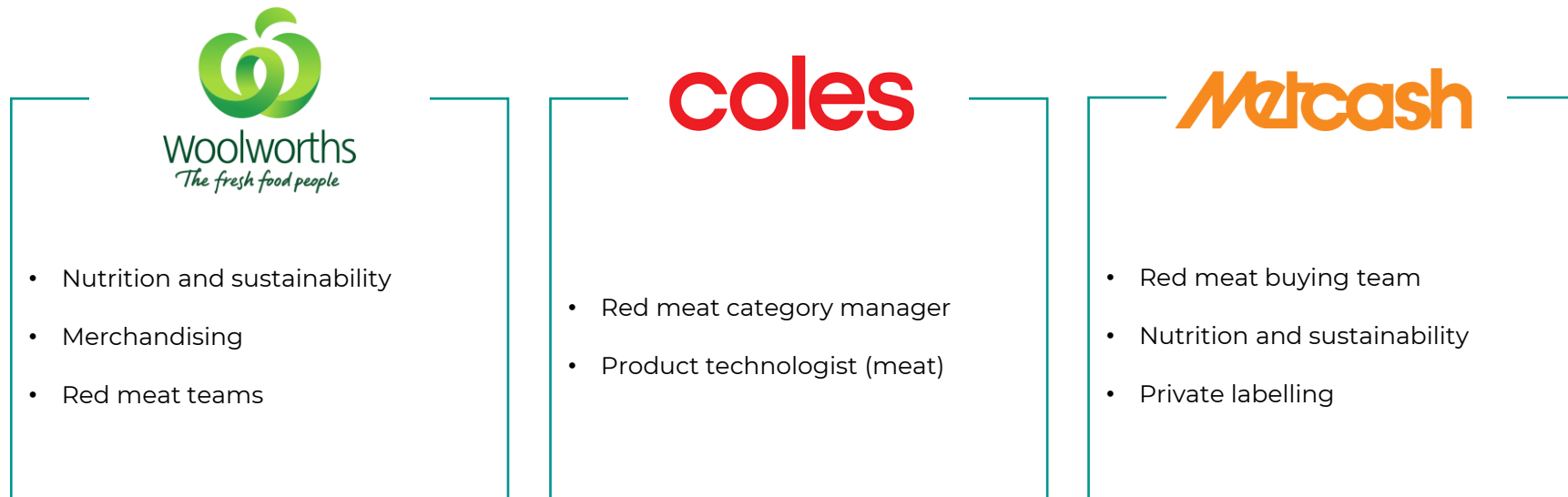
DECEMBER 2025

BACKGROUND AND SCOPE OF REPORT

This report is a summary of the MLA-hosted workshops held throughout November and December 2025; it also includes recommendations for engagement with and adoption of the MLA Red Meat Guide by retail teams.

In an earlier phase of this research, interviews were conducted with representatives from Coles, Metcash, Woolworths and ALDI to determine an effective approach for further engaging with each retailer and tailoring the workshop agendas accordingly.

Key insights from the 1:1 interviews are presented alongside a summary of the subsequent MLA-led workshop for each of the three major retailers. The workshops were attended primarily by red meat and nutrition teams, with Metcash also involving representatives from their red meat buying team.



ALDI did not participate in a workshop, per previous recommendations to prioritise engagement with the other three major retailers.

WORKSHOP OBJECTIVES

The overall goal of the MLA-led workshops was to strengthen retailers' understanding of how to effectively position and communicate the nutrition benefits of red meat, in line with the MLA red meat guide.

AWARENESS

Introduce the concept of the red meat guide key messages to wider retailer teams.



HEALTH & SUSTAINABILITY

Address the science around red meat for health and sustainability.

IDENTIFY OPPORTUNITIES

Generate retailer-driven ideas for execution: on-pack, in-store, digital, catalogues.



ALIGN RETAILER EXPECTATION

By 2025, ensure sustainable sourcing of fresh beef while providing nutritious quality products.

STRATEGY

Align with retailers' existing strategies and constraints (packaging real estate, consumer insights, digital platforms, sustainability priorities).



BUILD ANTICIPATION AND FOLLOW-UP

Identify partnership opportunities to strengthen red meat nutrition communication and support consumer behaviour change, in line with the Australian Dietary Guidelines.

WORKSHOP AGENDA AND KEY MESSAGES

TOPIC	FACILITATOR	KEY MESSAGES
Workshop opening	Catherine Golding and Monique Cashion	The session began with an overview of the purpose of the masterclass, followed by a discussion on key category dynamics, including: <ul style="list-style-type: none"> • Current trends in red meat consumption and product types experiencing the strongest growth • Demographic drivers influencing increased red meat intake • Shifting consumer priorities
Nutrition and sustainability insights	Joanna McMillan	Joanna provided an evidence-based walkthrough of the MLA Red Meat Guide, covering: <ul style="list-style-type: none"> • Key nutritional insights, including findings from the recent Lancet publication • The concept of protein quality and its relevance for consumers • Addressed questions around serving sizes, clarifying they are based on micronutrient recommendations and food type • Environmental considerations and how red meat aligns within broader sustainability discussions
Food preparation and demonstration of how to practically reduce food waste	Chef Glen	Chef Glen explored practical ways to support consumers with meal preparation and food waste reduction, including: <ul style="list-style-type: none"> • Current food, cooking and convenience trends shaping shopper behaviour • Ideas for using leftover red meat and nutritious snack options • Guidance on freezing, portioning and repurposing meals to reduce household waste and support cost-effective meal planning
Ideation workshop (Metcash only)	Monique Cashion	A tailored ideation workshop was delivered for Metcash, with participants working in three groups to develop ideas to enhance the in-store communication of red meat nutrition. The Woolworths and Coles sessions involved high-level ideation, rating each idea's ease of implementation and consumer impact, then discussing the insights as a group.
Foodbank presentation (Coles and Woolworths only)	Sarah Pennell	Sarah highlighted Foodbank's work and emerging challenges in food security, noting: <ul style="list-style-type: none"> • Food insecurity is rising in Australia, particularly among people with disabilities • Surplus foods are largely packaged goods, while protein especially red meat is the least donated category • The importance of providing culturally appropriate, nutritious foods to diverse communities • The shift from simply supplying calories to prioritising nutrient-dense foods



Mitcash

PAST 1:1 INTERVIEW INSIGHTS FROM METCASH



INSIGHTS

Partnership with THE GREAT UNWASTE

In partnership with THE GREAT UNWASTE, Metcash is developing on-pack integration with a QR code to support reduced food waste. The on-pack, food waste QR code will focus initially on high-waste categories (e.g., bread, fresh produce), offering a targeted communication channel about reducing food waste. Metcash is working to create messaging that will become available for use by the wider industry.

There may be potential to create annexes according to product category or a feature on reducing the waste of red meat as part of the evolving concept that is currently under development.

Opportunities for integration of Red Meat Guide content

Metcash is rolling out several concurrent nutrition information initiatives including:

- The on-pack QR code focusing on food waste
- Expansion of Health Star Rating promotion; the stakeholder was unsure whether the Health Star Rating is intended to be displayed on fresh meat
- Use of the MetPlanet platform and private label range guide for supplier and consumer engagement.

There is opportunity to trial, pilot or co-create flexible solutions tailored to different store formats and audiences; the IGA model supports this flexibility.

Customer behaviour insights

Understanding consumer behaviour is critical to effective messaging, especially in areas like food waste and healthy eating; there may value in further exploring consumer insights that have guided the Red Meat Guide messaging. The successful use of logos generally requires long-term strategic branding to gain customer recognition and traction.

Digital vs. physical implementation

Front-of-pack space is constrained and therefore highly competitive, making it difficult to introduce new information or logos without confusion. Online platforms offer more flexibility than on-pack formats. The use of QR codes on pack also moves initiative off the front of pack creating additional online opportunities.

QUESTIONS DURING WORKSHOP PRESENTATION

Questions raised during the workshop presentations primarily focused on seeking clarification or additional detail regarding the information presented.

There were concerns raised about rising red meat prices and how this may be influencing customers to seek easier, more affordable meal choices.

This prompted questions about whether communication strategies need to adapt particularly for younger shoppers who engage more with social media content than with on-pack information.

Additionally, there was interest in understanding current consumer trends related to offal, including whether its popularity is increasing.

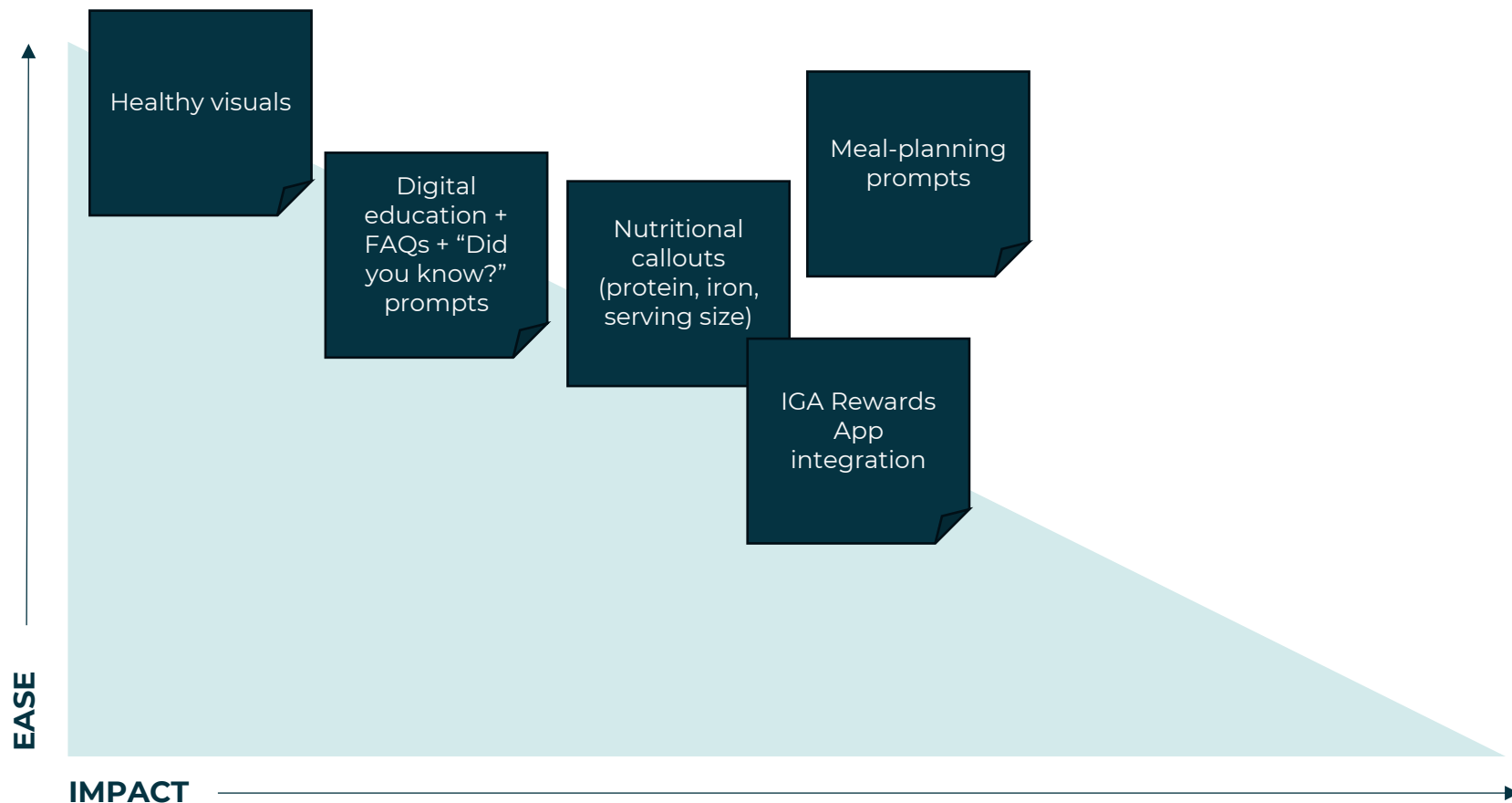
IDEATION WORKSHOP

A tailored ideation workshop was delivered for Metcash, with participants working in three groups (shop planning, product and packaging design, and in-store/online execution). It was instructed to brainstorm ideas for each category in their respective groups to enhance the communication of red meat nutrition.

SHOP PLANNING	PRODUCT AND PACKAGING DESIGN	IN-STORE AND ONLINE EXECUTION
Inspiration, role of meat, needs	Serves, nutrition callouts, cooking time, recipe	Awareness, nutritional benefits, inspiration, ease of navigation
Catalogues, magazines, articles, recipe platform, online education, loyalty offers, apps, social media	Product and pack – flavours, cuts and portions	In store and online shelf tags, display ends, Point of sale signage, in store sampling, store layout, aisle signage

WORKSHOP: SHOP PLANNING

The shop planning ideas focused on delivering simple, scalable nutrition and meal-planning support across digital and in-store touchpoints.



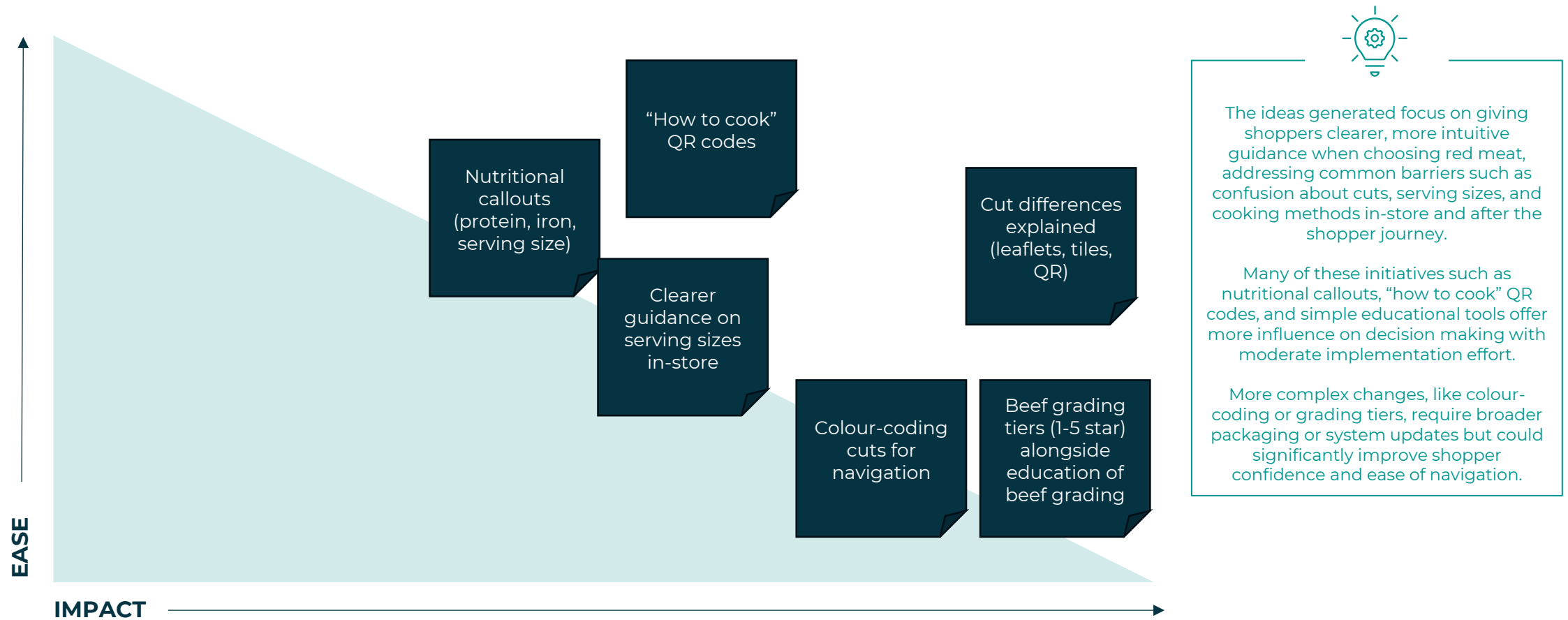
The ideas generated focused on delivering simple, scalable nutrition and meal-planning support across digital and in-store touchpoints.

Lifestyle-based visuals and meal-planning prompts offer easy, high-relevance opportunities that can be deployed quickly.

Digital education tools including FAQs, QR codes, and integration with the IGA Rewards App would provide flexible channels to engage shoppers, particularly younger demographics, and can extend messaging beyond the constraints of on-pack communication.

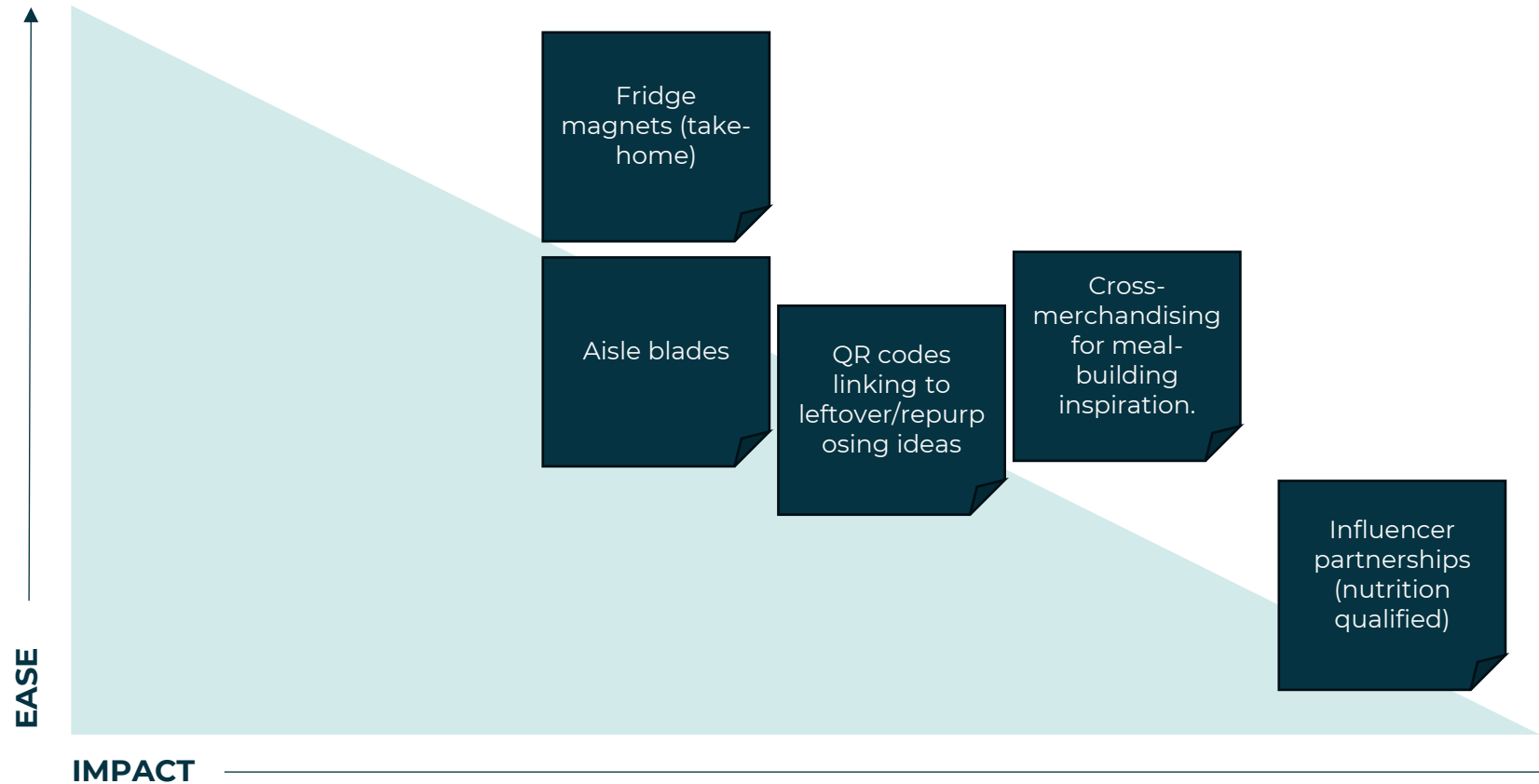
WORKSHOP: PRODUCT & PACKAGING DESIGN

The product and packaging ideas focused on giving shoppers clearer, more intuitive guidance when choosing red meat, addressing common barriers such as confusion about cuts, serving sizes, and cooking methods in-store and after the shopper journey.



WORKSHOP: IN-STORE & ONLINE EXECUTION

The in-store and online execution ideas were largely simple, high-visibility ways to support shopper decisions and influencer partnerships to reach younger audiences.



These ideas show simple, high-visibility ways to support shoppers both in-store and online.

Cross-merchandising, aisle signage, and leftover-use prompts help drive meal inspiration and value perception, while digital channels and influencer partnerships extend reach address various demographics particularly among younger audiences.

SUMMARY OF WORKSHOP IDEATION

The ideation session during the Metcash workshop generated a range of practical ideas to enhance the communication of red meat nutrition; it also generated insights into the objectives of the Metcash teams.



CATEGORY	METCASH OBJECTIVES
SHOP PLANNING	<ul style="list-style-type: none"> • Help consumers plan meals more easily, especially in the context of rising meat prices. • Desire for clearer lifestyle messaging (health, sustainability, waste reduction). • Need for simple educational tools that fit within shopper missions. • Younger demographics use digital-first communication rather than messaging on-pack.
PRODUCT AND PACKAGING DESIGN	<ul style="list-style-type: none"> • Strong desire for more on-pack nutrition callouts and simple explanations. • Need for clear, space-efficient cut and cooking guidance. • Interest in differentiation tools that help consumers navigate cuts, grades, and serving sizes. • Ideas to introduce tiered quality grading, though concerns raised that quality stars may confuse customers if linked to nutrition. • Simple, direct callouts on pack were seen as achievable. • Must balance ambition with real estate limitations on private label packaging.
IN-STORE AND ONLINE EXECUTION	<ul style="list-style-type: none"> • Desire for practical, low-effort tools stores can implement to enhance education. • Meal-planning prompts, recognising that 30% of shoppers enter the store knowing exactly what they want. • Opportunities to bring nutrition to life through signage, digital content, and influencers. • Strong alignment with waste reduction and repurposing leftovers. • Consumers want help with cooking, cut confidence, and incorporating meat into meals.

SUPPORT FOR ACHIEVING WIDER POLICY GOALS

The Deakin Report on policies and practices by Australia's major supermarkets scored IGA (Metcash) poorly on policies and practices supporting healthier food environments and improving population nutrition.

There is increasing expectation from the general public, governments and investors for supermarkets to take strong action on nutrition and health. Supermarkets have an opportunity to influence suppliers and food manufacturers across the supply chain to improve nutrition-related practices, including with respect to product development, nutrition labelling and promotion practices.

The *Inside Our Supermarkets: Australia 2024* report, prepared by Deakin University, recently reported on the policies and practices of Australia's four largest supermarkets in promoting healthier food environments and improving population nutrition.

IGA (Metcash) scored 31 out of 100 in the Deakin Report for policies and practices supporting healthier food environments and improving population nutrition. The areas highlighted as most in need of improvement were:

1. Nutrition labelling and information
2. Promotion practices
3. Product accessibility and affordability

Policies and practices for supporting healthier food environments and improving population nutrition:

Supermarket	Overall score (out of 100)	A Corporate strategy (out of 100)	B Product formulation (out of 100)	C Nutrition labelling & information (out of 100)	D Promotion practices (out of 100)	E Product accessibility & affordability (out of 100)	F Disclosure of external relationships (out of 100)
Woolworths	64	94	79	84	62	18	75
Aldi	46	50	47	29	50	42	89
Coles	41	63	46	51	46	3	72
IGA (Metcash)*	31	50	41	24	28	5	75

*Assessment based on publicly available information only. Individual store initiatives not necessarily reflected.



SUPPORT FOR ACHIEVING WIDER POLICY GOALS

Many of the ideas generated during the Metcash workshop could contribute to positioning Metcash more positively in the next Deakin Report findings on Australian supermarket policies and practices.

Supermarket	Overall score (out of 100)	A Corporate strategy (out of 100)	B Product formulation (out of 100)	C Nutrition labelling & information (out of 100)	D Promotion practices (out of 100)	E Product accessibility & affordability (out of 100)	F Disclosure of external relationships (out of 100)
IGA (Metcash)*	31	50	41	24	28	5	75

Published policies, commitments and reporting practices related to improving population nutrition would likely increase this score

Efforts to improve nutrition information on product packaging, in-store and online would likely increase this score

SHOP PLANNING

Simple, scalable nutrition and meal-planning support across digital and in-store touchpoints.

PRODUCT & PACKAGING DESIGN

Approaches to give shoppers clearer, more intuitive guidance when choosing red meat, addressing common barriers such as confusion about cuts, serving sizes, and cooking methods in-store and after the shopper journey.

IN-STORE & ONLINE EXECUTION

Cross-merchandising, aisle signage, and leftover-use prompts help drive balanced meal inspiration, while digital channels extend reach to younger audiences.

UPDATED RECOMMENDATIONS FOR METCASH

The MetCash team agreed that incorporating nutrition information is a “no brainer.” They are interested in educating consumers on cooking techniques and how to incorporate different meat cuts into meals. There is opportunity for enhanced nutrition communication, particularly practical, cut-specific information in-store. The workshop discussions were high level, and the current opportunity is to pursue smaller and more focused sessions with key team members.



FOCUS ON THE POSITIVES

Most of the ideas raised by Metcash were **consistent with MLA’s earlier stimulus materials**, including concepts such as aisle wobblers and more interactive in-store messaging that highlights the nutritional benefits of red meat. This alignment indicates a strong foundation for co-developing practical in-store executions, suggesting that **MLA’s proposed approaches are both relevant and adoptable** with relevant Metcash teams.



PROGRESS WITH UPCOMING CAMPAIGNS

The GREAT UNWASTE project **remains confidential**, with discussions regarding its development currently ongoing. This initiative still represents the strongest opportunity for integrating on-pack messaging given limited on-pack real estate. However, this will be a **longer-term project** subject to agreement terms.



EXPRESS INTEREST IN A TARGETED WORKSHOP

A more **targeted workshop with key teams** (outside of private labelling and the GREAT UNWASTE project) would be critical for progressing in-store communication initiatives. MLA can leverage its existing nutrition communication resources alongside recommendations from the Deakin University Supermarket Report, ensuring consistent multi-channel messaging, and tailoring communication using shopper insights.



PAST 1:1 INTERVIEW INSIGHTS FROM WOOLWORTHS



INSIGHTS

On-pack communication

On-pack logos and information need to be simple, immediate, and help consumers make choices quickly and easily. It was advised that the Woolworths team sees stronger engagement with practical, actionable content like quick recipes or usage suggestions rather than logos or abstract claims.

The Woolworths team is currently testing the use of on-pack QR codes that link to cooking videos, e.g., steak cooking instructions. The initial findings suggest that there is low in-store engagement with on-pack QR codes, however the data are still being gathered. The results will inform future use of on-pack QR codes by their team.

The Woolworths team is aiming to bring the health star rating to the front of the pack for their plain cut ranges when the new design system for Woolworths meat rolls out.

Potential risk for interpretation as claim

There was some concern about the potential for 'Balanced meals with no food waste' to be misinterpreted as a nutrition or product claim. Revising the language to clarify that it is a prompt or pathway to demonstrate *how to create* healthy meals with no food waste was suggested, i.e., "How to create balanced meals with no food waste".

Key strategic stakeholders

It was advised that Greenstock and the commercial buying teams have the strongest influence on both product selection and messaging for red meat products at a strategic level, although they are less involved in the final execution of packaging and promotion. The buying team would like to see more messaging that highlights the health benefits of red meat, as this is believed to help customers rationalise accepting price premiums. The Product Team and Chef Team develop the recipes that are included on-pack before review by the Nutrition Team.

Content strategy and priorities

The Woolworths team typically avoids using content on-pack or online that appears to come directly from industry bodies; content should be clearly Woolworths hosted and branded. Hosting on the Woolworths platform allows the team to track engagement metrics. Recipes and meal ideas are beneficial, especially those suited to quick, family-friendly meals. Sustainability tips (e.g., reducing food waste) are already in play on the Woolworths website. There seems to be a current focus on messaging to communicate the nutritional benefits of red meat to justify premium prices for red meat.

QUESTIONS DURING WORKSHOP PRESENTATION

Questions raised by the Woolworths team centred on consumer trends, demographic insights, nutrition claims, and opportunities to enhance on-pack and in-store communication.

Which red meat cuts are consumers purchasing more frequently, and what trends are driving this? Are there demographic differences between consumers who are increasing versus decreasing their red meat consumption?

Is there evidence to suggest that health claims may discourage consumers, particularly those purchasing red meat primarily for eating quality from buying certain cuts?

When providing serving-size information for protein on pack, which nutrient data should be used for each cut?

To what extent can packaging be utilised to help customers understand the health benefits of red meat, and what types of claims are permissible?

Are there meaningful nutrient differences between grass-fed and grain-fed red meat?

Given the challenges associated with launching a new campaign, what is the most effective way to integrate this messaging into existing retail and in-store initiatives?

SUMMARY OF WOOLWORTHS IDEATION

Woolworths' ideas centred on strengthening consumer education across print, digital, and in-store channels, with a strong emphasis on practical meal planning and value communication.



Opportunities such as Fresh Magazine features, catalogue content, and online educational series offer accessible ways to build understanding of cuts, nutrients and versatility.

Digital and point-of-sale content, particularly targeted towards women who under-consume red meat, was identified as a high-impact audience segment and a strong opportunity.

CATEGORY	DESCRIPTION	EASE OF IMPLEMENTATION	CONSUMER IMPACT
Consumer education / print media	Education series in Fresh Magazine	Easy: existing channel, predictable editorial cycle	Medium: strong reach, build trust
	Catalogue: "1 Recipe, 3 Ways"	Medium: catalogue has existing recipe slots	Medium: catalogue readership is broad; reinforces value + versatility
Meal planning / waste reduction	Dinner Made Easy content + repurposing meals ideas	Medium: extension of existing recipe assets	High: addresses consumer needs (quick meals that are cost/waste consciousness)
Digital education	Online content series educating customers about protein benefits and cuts	Medium: requires content approval + integration with Woolworths platforms	High: digital search behaviour shows strong consumer curiosity about nutrients/cuts
	In-app content (recipe ideas)	Hard: requires cross team involvement, app developers	Medium: Dependable on demographic that would use the Woolworths App
	Target females who under-consume red meat via social media	Hard: social content production + targeted ads	High: addresses gap in women's health
In-store	POS in-store: "Did You Know?" interactive / informational prompts	Medium: printing, approvals, store rollout variability	Medium: high visibility at point of decision; supports value perception

SUPPORT FOR ACHIEVING WIDER POLICY GOALS

The Deakin Report on policies and practices by Australia's major supermarkets scored Woolworths reasonably well on policies and practices supporting healthier food environments and improving population nutrition, although with clear improvement needed on product accessibility and affordability.

There is increasing expectation from the general public, governments and investors for supermarkets to take strong action on nutrition and health. Supermarkets have an opportunity to influence suppliers and food manufacturers across the supply chain to improve nutrition-related practices, including with respect to product development, nutrition labelling and promotion practices.

The *Inside Our Supermarkets: Australia 2024* report, prepared by Deakin University, recently reported on the policies and practices of Australia's four largest supermarkets in promoting healthier food environments and improving population nutrition.

Woolworths scored 64 out of 100 in the Deakin Report for policies and practices supporting healthier food environments and improving population nutrition. The area highlighted as most in need of improvement was:

1. Product accessibility and affordability

The Report also recommended a long-term (2-3 year) goal for Woolworths to monitor and report the impact of current labelling, placement and nutrition education strategies on the healthiness of product sales and consumer purchases.

Policies and practices for supporting healthier food environments and improving population nutrition:

Supermarket	Overall score (out of 100)	A Corporate strategy (out of 100)	B Product formulation (out of 100)	C Nutrition labelling & information (out of 100)	D Promotion practices (out of 100)	E Product accessibility & affordability (out of 100)	F Disclosure of external relationships (out of 100)
Woolworths	64	94	79	84	62	18	75
Aldi	46	50	47	29	50	42	89
Coles	41	63	46	51	46	3	72
IGA (Metcash)*	31	50	41	24	28	5	75

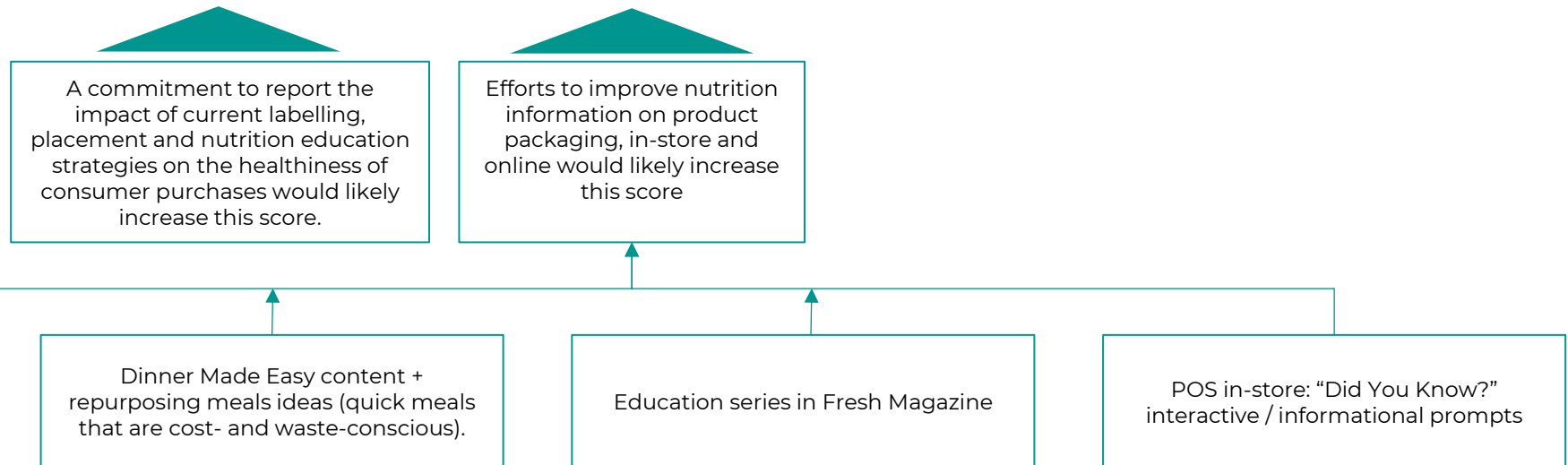
*Assessment based on publicly available information only. Individual store initiatives not necessarily reflected.



SUPPORT FOR ACHIEVING WIDER POLICY GOALS

Some of the ideas generated during the Woolworths workshop could contribute to further improving Woolworths score regarding nutrition labelling and information and reinforce Woolworths as a market leader in this space. The ideas that focus on balanced meal planning and waste reduction are more likely to impact perception of Woolworths efforts than ideas around red meat value communication.

Supermarket	Overall score (out of 100)	A Corporate strategy (out of 100)	B Product formulation (out of 100)	C Nutrition labelling & information (out of 100)	D Promotion practices (out of 100)	E Product accessibility & affordability (out of 100)	F Disclosure of external relationships (out of 100)
Woolworths	64	94	79	84	62	18	75



UPDATED RECOMMENDATIONS FOR WOOLWORTHS

The Woolworths workshop explored the previous insights at a high level and examined challenges associated with incorporating nutrition information into existing retail touchpoints. MLA should support a more targeted Woolworths team with the development of nutrition communications and additional campaign concepts that Woolworths can embed into their existing workstreams.



IDENTIFY TARGET STAKEHOLDERS

Identify the stakeholder group/teams from the Woolworths workshop that would be most aligned with some of the ideas



EXPRESS INTEREST IN A TARGETED MASTERCLASS

There is an opportunity to deepen engagement with Woolworths by conducting a **more focused follow-up session with a smaller group of key decision-makers** and focusing on one channel. While the initial workshop involved a broader cross-functional audience, a targeted discussion would allow MLA to more effectively communicate the core messages, explore practical applications within one avenue, and establish a clearer pathway for progressing nutrition communication initiatives.



coles

PAST 1:1 INTERVIEW INSIGHTS FROM COLES



INSIGHTS

Current strategy and platforms

Coles offers several established consumer content channels, including Coles Magazine, online recipe hubs, in-store displays, and product packaging. Their digital team is working to improve nutrition communication across platforms, including product pages and recipe links.

Provision of complete nutrition information and a health star rating for every product (including produce and meat on Coles online) is something the nutrition team is advocating for, although the necessary website infrastructure and back-end data management is not yet in place to facilitate this functionality. The nutrition team has an aspirational goal to display healthier alternatives to each product when selected online.

Internal buy-in is a challenge

There was enthusiasm for the content on portion sizes and appropriate uses for different cuts of meat, and alignment with existing Coles messaging, particularly for the Coles Magazine.

Alignment of messaging, securing buy-in from the wider internal team and aligning with seasonal and trending themes are critical steps for content development. Typically, new content is featured in the Coles magazine before being launched on the Coles website.

Perspective of insights from Coles

The interviewed stakeholder for Coles is a Digital Marketing Dietitian who explained that they are primarily involved with reviewing content for the Coles Magazine, as well as having some involvement with content development for the Coles website. It would be worthwhile engaging with the Coles Own Brand Manager, Georgie Ross, and potentially also someone in the Commercial/Product Development team for meat. We have not yet managed to obtain an introduction to Georgie Ross.

QUESTIONS DURING WORKSHOP PRESENTATION

Questions raised by the Coles team focused on understanding shopper perceptions, purchase journeys, and how to tailor nutrition messaging to different consumer groups.

Is it important to highlight that red meat is Australian sourced, and do consumers currently believe that imported red meat is sold in Australia?

Does this perception differ between value-added meat products and fresh plain cuts?

What does the shopper journey look like when purchasing red meat, and how does this differ between value-added products and fresh cuts?

Are there distinct iron requirements for men and women, and how should these differences be communicated?

Given that current MLA communications may be perceived as male-centric, how can messaging be more effectively tailored to engage female consumers?

SUMMARY OF COLES IDEATION

Coles' ideas included improving meal inspiration, providing clearer nutrition cues, supporting sustainability and food-waste reduction, enhancing digital guidance and personalization and strengthening in-store communication.



Coles' ideas centred around improving meal inspiration, providing clearer nutrition cues, supporting sustainability and food-waste reduction, enhancing digital guidance and personalisation, and strengthening in-store communication.

These included concepts such as leftover recipe ideas, online recipe visibility, protein portion guidance, storage tips, sustainability messaging, tailored online recommendations, nutrition wobblers, simple on-pack callouts, and value-focused multi-buy offers.

CATEGORY	DESCRIPTION	EASE OF IMPLEMENTATION	CONSUMER IMPACT
Meal inspiration & recipes	Leftovers – second use recipes	Low	Medium
	More online recipe inspiration	Medium	High
	Protein portion page	Medium	Medium
Sustainability & food waste	Storage & leftover guidance	High	High
	Sustainability messaging	Medium	Low
Digital & personalisation	Load household size online	Medium	Low-medium
	Online guidance/recommendations	High	Medium
In-store & on-pack execution	Protein/iron wobblers	Medium	High
	On-pack simple callouts	High	Medium
	Multi-buy (single pack)	Medium	High

SUPPORT FOR ACHIEVING WIDER POLICY GOALS

The Deakin Report on policies and practices by Australia’s major supermarkets scored Coles 41/100 on policies and practices supporting healthier food environments and improving population nutrition, with a score of 51/100 for nutrition labelling and information.

There is increasing expectation from the general public, governments and investors for supermarkets to take strong action on nutrition and health. Supermarkets have an opportunity to influence suppliers and food manufacturers across the supply chain to improve nutrition-related practices, including with respect to product development, nutrition labelling and promotion practices.

The *Inside Our Supermarkets: Australia 2024* report, prepared by Deakin University, recently reported on the policies and practices of Australia's four largest supermarkets in promoting healthier food environments and improving population nutrition.

Coles scored 41 out of 100 in the Deakin Report for policies and practices supporting healthier food environments and improving population nutrition. The areas highlighted as most in need of improvement were:

1. Product accessibility and affordability
2. Product formulation
3. Promotion practices
4. Nutrition labelling and information

Policies and practices for supporting healthier food environments and improving population nutrition:

Supermarket	Overall score (out of 100)	A Corporate strategy (out of 100)	B Product formulation (out of 100)	C Nutrition labelling & information (out of 100)	D Promotion practices (out of 100)	E Product accessibility & affordability (out of 100)	F Disclosure of external relationships (out of 100)
Woolworths	64	94	79	84	62	18	75
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Coles	41	63	46	51	46	3	72
IGA (Metcash)*	31	50	41	24	28	5	75

*Assessment based on publicly available information only. Individual store initiatives not necessarily reflected.



Source: Sacks G, et al. Inside our Supermarkets: assessing company policies and practices for supporting healthier food environments and improving population nutrition, Australia 2024. Melbourne: Deakin University, 2024.

SUPPORT FOR ACHIEVING WIDER POLICY GOALS

Most of the ideas generated during the Coles workshop could contribute to improving Coles score regarding nutrition labelling and information, and the multi-buy concept on ingredients to create balanced meals could contribute to improved product accessibility & affordability.

Supermarket	Overall score (out of 100)	A Corporate strategy (out of 100)	B Product formulation (out of 100)	C Nutrition labelling & information (out of 100)	D Promotion practices (out of 100)	E Product accessibility & affordability (out of 100)	F Disclosure of external relationships (out of 100)
Coles	41	63	46	51	46	3	72

A commitment to report the impact of current labelling, placement and nutrition education strategies on the healthiness of consumer purchases would likely increase this score.

Efforts and reporting on practices to improve nutrition information on product packaging, in-store and online would likely increase this score

Efforts and reporting on practices to improve affordability of ingredients for balanced meals would likely increase this score

IN-STORE & ON-PACK EXECUTION

Protein/iron wobblers; on-pack simple callouts

DIGITAL & PERSONALISATION

Load household size and receive guidance on purchase amounts

SUSTAINABILITY & FOOD WASTE

Storage and leftover guidance

IN-STORE & ON-PACK EXECUTION

Multi-buy (single pack)

UPDATED RECOMMENDATION FOR COLES

HTANALYSTS were not in attendance at the Coles workshop and are therefore unable to provide strategic recommendations for this retailer. However, targeted follow-up with small teams is suggested.



**TARGET WORKSHOP TO A
SPECIFIC CHANNEL AND
TEAM**

Explore more targeted ideas with relevant,
individual teams.



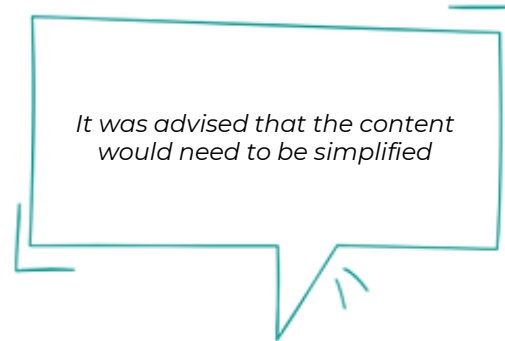
WRAP-UP

WORKSHOP FEEDBACK

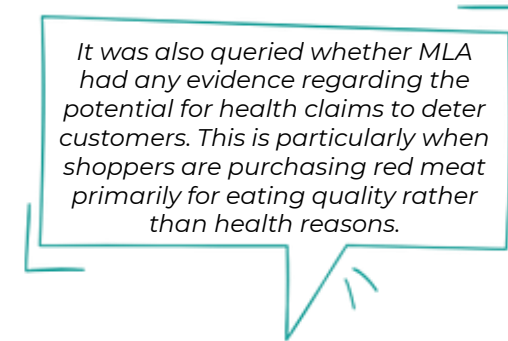
There is interest from retailers in providing improved nutrition communication, particularly practical guidance. Retailers also expressed a clear demand for shopper insights, frequently seeking information on customer demographics, motivations, purchasing behaviours, and the types of health messages that resonate. Metcash buyers want simpler content, practical tools for retailers, and more evidence on whether health claims influence customer decisions.



One MetCash buyer (red meat) noted that if they had received more information from the central meat team in advance, they would have invited an additional team member responsible for managing the meat section in Adelaide stores.



There may be benefit in delivering a workshop tailored specifically for Metcash retailers. A practical retailer-facing toolkit outlining clear ideas and opportunities for in-store and catalogue execution would be well received by this audience.



Consumer purchase drivers in the Adelaide Metcash market indicated that red meat purchases are often driven by flavour, meal occasions, and social connection rather than health motivations. This same question was raised separately by teams at Woolworths, suggesting a broader retailer concern about the potential unintended impact of health-focused messaging on consumer behaviour.

Metcash

FOLLOW-UP RECOMMENDATIONS

The underlying rationale for nutrition communications has been thoroughly addressed. To maintain stakeholder attention, efforts should now focus on prioritising key channels and advancing the implementation of a single, well-defined initiative in collaboration with the relevant, targeted stakeholder group. Alignment with the areas for improvement identified in the Deakin Report may guide selection of concepts for further work-up.



Continue to build on packaging design opportunities linked to the GREAT UNWASTE initiative, ensuring alignment with emerging on-pack messaging and waste-reduction goals.

Refine and simplify the scope of potential initiatives by engaging the teams responsible for those areas only. Assess which ideas offer the strongest value proposition and determine whether they are best suited to in-store or online implementation.

Synthesise existing evidence or conduct research to understand whether health-focused claims influence red meat purchase decisions, to address concerns raised by Metcash and other retailers.



Woolworths
The fresh food people

Identify one or two priority opportunities suitable for the key stakeholders in one online or in-store channel. Additional follow-up discussions will be required to assess internal alignment, clarify practical requirements, and advance one or two of the concepts raised through the workshop.

A commitment to report the impact of current labelling, placement and nutrition education strategies on the healthiness of consumer purchases would address one of the Deakin Report recommendations for long-term goals for Woolworths.

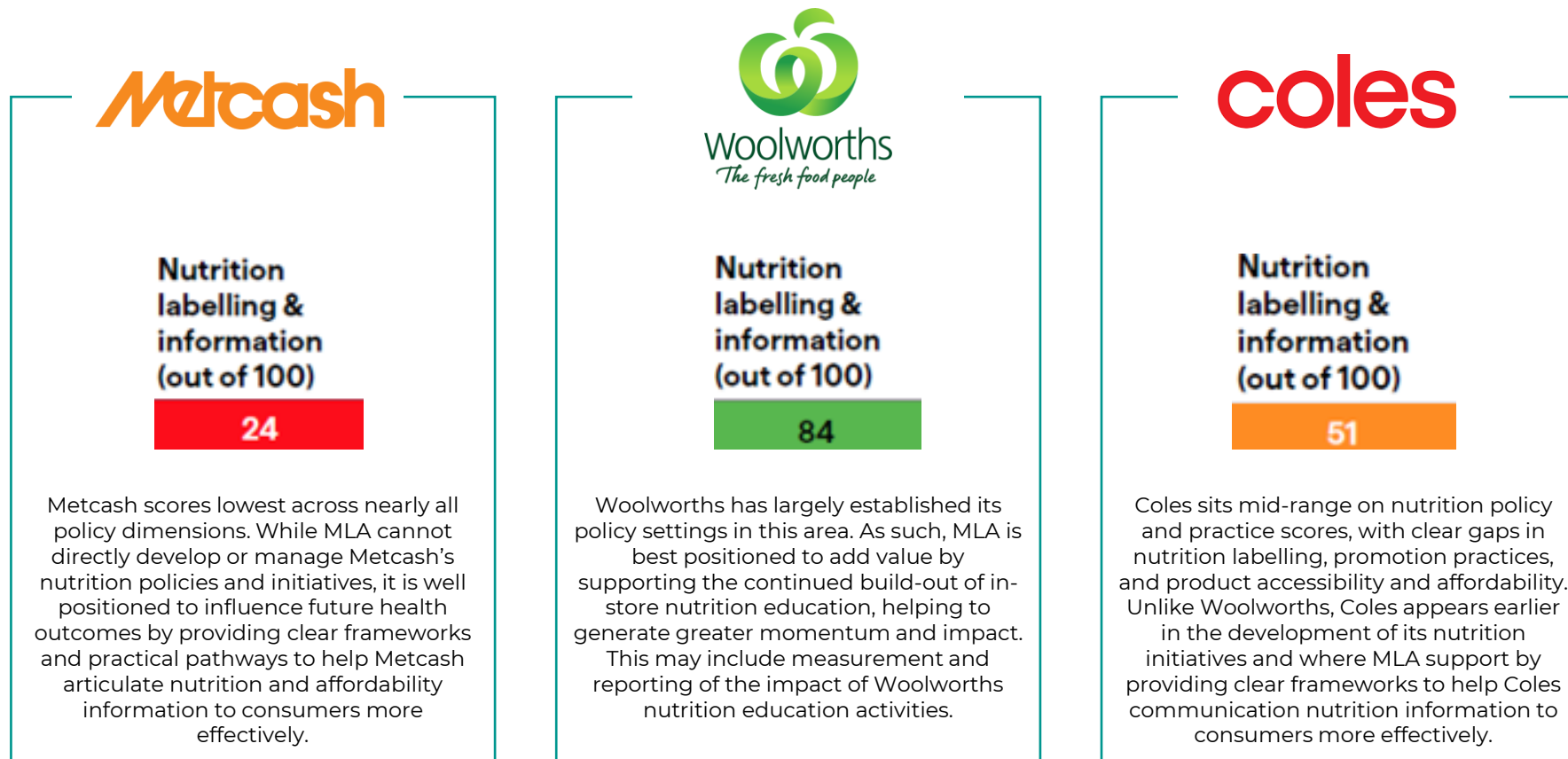


HTANALYSTS did not attend the Coles workshop; however, targeted follow-up with small teams to maintain stakeholder engagement and avoid dilution of attention across teams is recommended.

It is recommended to further investigate, with the relevant Coles stakeholders, multi-buy concepts for ingredients of balanced meals to improve affordability, a particularly low-scoring area for Coles in the Deakin Report.

POLICY SUPPORT CONCLUSIONS

The Deakin Report findings may be useful in guiding the selection of concepts for further work-up as well as providing the rationale for further discussion with retailers. MLA is well positioned to support the Metcash and Coles teams with clear frameworks to improve communication of nutrition information based on the Red Meat Guide, while value for the Woolworths teams is more likely to come from measurement and reporting of the impact of their nutrition education activities.



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