



## How can the retail sector promote the transition to healthier food?

### Food is a major determinant of health in which the retail sector plays an important role

#### BACKGROUND

- ▲ **Inadequate nutrition is a risk factor for chronic disease in the 21<sup>st</sup> century:** obesity, cardiovascular disease, cancer, type 2 diabetes, malnutrition. A higher vulnerability to the COVID-19 pandemic has been seen if a person's BMI exceeds 30 kg/m<sup>2</sup>.
- ▲ **Nutrition and food policies are being developed and supported to help people incorporate good eating and exercise habits into their daily lives:**
  - at global level (WHO)
  - at European level
  - in France (4<sup>th</sup> National Nutrition and Health Plan)
  - at regional level (through Regional Food Projects / PAT being implemented by cities and regions)
- ▲ **The retail sector** (brands, shops, out-of-home catering) **lies at the heart of mechanisms governing purchasing and consumption behaviour.** It can:
  - Place better quality, less processed products on the market
  - Adjust the choice offered by brands and the way in which that choice is promoted
  - Display the Nutri-Score (and other indicators) on packaging, along with recipes/serving suggestions, as well as on shop shelves, websites and in applications
  - Encourage consumers to make healthier choices (serving suggestions, education, promotions, nudges, etc.)
  - Reduce marketing pressure in order to protect children and teenagers from exposure to advertising for products and drinks that should only be consumed in moderation, in line with the recommendations of the National Nutrition and Health Plan
  - Adapt the Nutri-Score to mass and commercial catering in order to promote the highest rated recipes and products
  - Provide healthier food and drinks in public vending machines
  - Ensure transparency of food data with stakeholders

### Acting together to promote the consumer transition to healthier eating

#### DEMAND

- The transition to healthier (and more sustainable) food requires that all actors change:
- ▲ brands, shops, restaurants, local and regional authorities, in terms of the offer and information they provide
  - ▲ and end consumers, in terms of their purchasing, consumption and preparation choices.
- We could all do this on their own. But if we pool our efforts, via collaborative projects, we will be able to move further towards understanding the keys to a sustainable and positive readjustment in purchasing and consumption patterns aimed at achieving the objectives set by French Public Health.

- ▲ How does our collective strength help us to move from ideas to action?
- ▲ How can Nutri-Score be used in promotional operations?
- ▲ How can we ensure that healthier alternatives are accepted by as many people as possible while retaining the notion of pleasure?
- ▲ How is this type of initiative perceived by the end consumer?
- ▲ Does this really work (changing purchasing behaviour and commercial efficiency)?
- ▲ How can we speed up the roll-out across an entire region?

## The “On s’y met” (“Let’s Do It”) collective: innovative regional actions to encourage healthier purchasing patterns

“On s’y met” is an international initiative of the Consumer Goods Forum aimed at helping consumers adopt healthier shopping behaviour\*. It was tested in the Lyon region of France from December 2018 to June 2020 with around 30 participants.

Innovative actions based on the **recommendations of the National Nutrition and Health Plan** were tested in stores, on e-commerce sites and in restaurants.

- ▲ Products were **promoted at the checkout** with an A or B Nutri-Score
- ▲ **“Nudges” were displayed on shopping trolleys** to encourage people to consume more fruit and vegetables (2,300 trolleys)
- ▲ **42 islands were set up in the aisles offering A or B Nutri-Score products and/or recipes** (with or without discount coupons) focused on themes such as “Let’s look at sugar”, “Let’s cook with fruit”, “Let’s cook with vegetables”, “Let’s make it wholegrain”, “Let’s reinvent the aperitif”, “Let’s make healthy lunchboxes”, “Let’s make better snacks”, etc.
- ▲ **New recipes and Nutri-Score menus were created for commercial catering outlets and were offered** on the menus of 10 Lyonnaise chefs
- ▲ **2 digital geolocalized campaigns** suggested purchases (product + fruit or vegetable) with which to create a healthy recipe and add value by mobilizing the local ecosystem.
- ▲ ....

In-store actions were measured scientifically and independently by INSEAD and INRA to check whether purchasing behaviour had really changed.

The *Institut du Commerce* is an active partner in this ambitious, innovative multi-stakeholder project (public-private partnerships, cooperation between industry, retail, catering and academia) and, in October 2020, published a guide on the main lessons learned for any CSR project being implemented by the retail sector and a region. This document emphasises that it is the **consumer that holds the solutions, and that these are sometimes much simpler than those dreamt up by professionals. It is essential to listen to people but also to involve them in the project so that solutions come about with and through them.**

The “On s’y met” initiative was still very active and continuing in France in September 2020, focused around the following two themes:

- Rolling out Nutri-Score recipes on drive sites nationwide
- Testing the addition of sustainability (via an “eco score”) to the healthy products offered

**Origin of the work:** On s’y met

**Participating companies:** Armis, Auchan, BCG, Bel, Carrefour, Coca Cola France, Comerso,, Consumer Goods Forum, CPM, Danone, Elan Edelman, Fleury Michon, French Tech, IDal, INSEAD, INRA, Johnson & Johnson, Mars, Métro, Mediaperformances, Nestlé, Nielsen L’Oréal, Obiz, P&G, Roamlar, Savencia, Saint Hubert, Solinest

**Deliverables available:** “Healthier shopping baskets and a regional approach: the keys to success”

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