

Call for cheaper healthy foods

By Robyn Riley

The Courier Mail

Monday 29th April 2024

305 words

Page 17 | Section: NEWS

120cm on the page



Call for cheaper healthy foods

Robyn Riley

Major supermarkets have been urged to make healthy foods cheaper and limit price promotions on junk foods to help improve the health of Australians.

These are among a raft of

recommendations from a new Deakin University report on supermarket practices that also calls for them to take “much more substantial action” because they are not doing enough to improve population diets.

The 2024 Inside Our Supermarkets report released on Monday found while Australia’s major four had taken steps to address health and nutrition over the past five years, these still fell “far short of global best practice”.

Lead author Professor Gary Sacks says check-outs across Australia remain full of chocolates and sugary drinks, end of aisles with half-price chips, and catalogues dominated by un-

healthy junk food.

The report’s recommendations for the supermarkets in its assessment – Woolworths, Aldi, Coles and IGA – include:

- Healthy food sales targets, with a publicly available annual report on progress.
- No unhealthy products on display near registers in all stores.
- Stop using cartoon characters and games to appeal to children on unhealthy products and brands.
- In-store guides for consumers to buy healthier products such as displaying clear Health Star Ratings.

The report was prepared by Deakin University’s Global Centre for Preventive Health

and Nutrition which is part of the Institute for Health Transformation.

It found there had been areas of good progress since its last report in 2018. These included that three in four had pledged better product formulation on own-brand products, and all four committed to better nutrition labelling.

However, the report flagged that most had limited policies and practices dedicated to improving the affordability of healthy foods.

“The UK has already legislated for healthy check-outs and is set to ban junk food promotions,” Professor Sacks said.