

## Investor Statement Healthy Offerings in the Out of Home Sector

Investors call for action: support the transition towards healthier offerings in the Out Of Home Sector

### Why action on the topic of healthy diets is needed

Health is a cornerstone of a good quality of life, a well-functioning society and a healthy economy. A healthy diet is essential for overall good health. Unhealthy diets are, however, a growing challenge worldwide. In general, dietary habits are changing. There are concerns surrounding ultra processed foods and people are consuming too much sugar, salt and fat. By 2035, more than half of the world's population is expected to be overweight or obese<sup>1</sup>. It is estimated that unhealthy eating habits are responsible for 11 million deaths globally per year<sup>2</sup> unhealthy diets therefore come with an incredible cost for society. The UN Food and Agriculture Organization estimates these costs are adding up to over 9 trillion dollars. In the Netherlands we see unhealthy diets are causing 8.1% of the disease burden, 12.500 deaths a year and 6 billion of health care expenses.<sup>3</sup>

Growing obesity rates are not just a simple matter of free choice or own responsibility. People are nudged and persuaded to eat unhealthily. For example, 80% of food commercials in the Netherlands are promoting unhealthy choices showing that companies in the food industry have a responsibility in this health crisis.<sup>4</sup> As investors, we believe that widespread action is needed to reverse this health crisis around and that it is essential that governments, companies and investors play their part in solving this crisis, with the potential impact of healthier diets on a future-proof healthcare system.

An initial group of four investors<sup>5</sup> has created the Health Engagement Alliance (HEAL). This group of investors share the same vision of the role the financial sector has to play in enhancing health worldwide. In this alliance a first focus area is the Out of Home sector due to its impact on unhealthy diets. This sector has an important role to play in creating more healthy diets, given that its current offerings are to a large extent unhealthy. Portions are growing, and the amount of fat, sugar and salt is increasing. We therefore see a great opportunity and responsibility for this sector to start offering healthier options. HEAL will start engaging this sector to stimulate Out of Home companies to play their part in solving the worldwide health crisis.

The Health Engagement Alliance is aware of other initiatives already focusing on the topic of healthy diets such as the Access To Nutrition Initiative (ATNI) and the LIPH program of ShareAction and HEAL will work in close alliance with relevant organizations.

### Our recommendations for the out of home sector are as follows:

- I. **Governance** - We expect companies in the out of home sector to have a policy in place on healthy diets. This policy should include clear targets for increasing healthy products. We expect companies to publicly acknowledge the responsibility they carry in providing healthier options.
- II. **Implementation** - We expect companies in the out of home sector to report on the progress they are making on the targets they have set on healthy offerings.
- III. **Healthy menus** - We expect companies to report on an overarching commitment to improve the nutritional quality of their offerings/portfolios and use publicly available

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<sup>1</sup> <https://www.worldobesity.org/>

<sup>2</sup> [https://www.thelancet.com/article/S0140-6736\(19\)30041-8/fulltext](https://www.thelancet.com/article/S0140-6736(19)30041-8/fulltext)

<sup>3</sup> [https://www.rivm.nl/sites/default/files/2021-07/LR\\_012065\\_131709\\_Factsheet%20\\_ongezonde\\_voeding\\_V5.pdf](https://www.rivm.nl/sites/default/files/2021-07/LR_012065_131709_Factsheet%20_ongezonde_voeding_V5.pdf)

<sup>4</sup> Monitoring van de mate van gezondheid van het aanbod en de promoties van supermarkten en out-of-home-ketens: <https://edepot.wur.nl/555613>

<sup>5</sup> Achmea IM, a.s.r., Cardano and Coöperatie VGZ

nutrition profiling models to determine product healthiness. We also expect companies to commit to offering affordable healthy options

- IV. **Responsible Marketing** - We expect companies to have a public responsible marketing policy in place which is linked to nutrition which includes the commitment not to target children with unhealthy products and meals
- V. **Labelling and accessibility of nutrition information online** - We expect companies to provide comprehensive nutritional information in restaurants/in store and when online ordering
- VI. **Lobbying** - We expect companies to have a lobbying policy and code of conduct in place in which it is explicitly stated companies do not lobby against their own commitments on health and nutrition

The undersigned investors support this call to action for the Out of Home sector and expect this sector to undertake action on these recommendations

List of Signatories:

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