

BUSINESS FOR GOOD

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Food for Thought

Big Business Doing Good

Steve Anderson, Chief Executive Officer, Foodstuffs South Island Limited



What is Food for Thought?



- Supporting and helping students (years 5-6) learn to make healthy food choices.
- It's educational, fun, takes the learning to both inside and outside of the classroom.
- Encourages students to work within the Education Curriculum particularly around numeracy, reading, comprehension, planning, wellness and collaboration.

Our Vision

- Educate all Year 5 and 6 Students within our communities how to live a healthy life.
- Demonstrate we are supporting our communities through Foodstuffs and our Brands.
- Demonstrate our commitment and responsibilities under our Obesity Pledge.

The Process

- Nutritionists or Heart Foundation Nutrition Advisors deliver 2 classroom sessions designed to align to the NZ Education Curriculum
- Nutritionist organises the class to visit the local New World, PAK'nSAVE or Four Square Supermarket.
- In-store the students undertake an inquiry learning exercise – putting what they learned in the classroom into practice. Parent help assists at the supermarket, encouraging parents to learn too.
- The students receive a free Food for Thought lunchbox, Fridge Magnet and the class receives a gift card.
- Back in the classroom, the students design, budget and make a healthy class lunch and purchase the ingredients with the gift card.



How Many

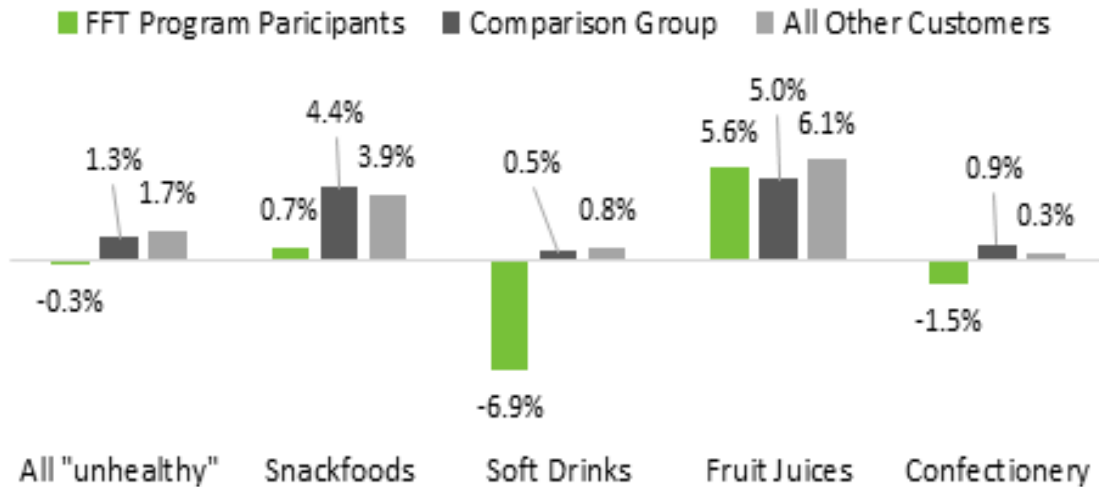
Year	# of schools	# of classes	# of students
2015	218	657	17612
2016	234	751	21098
2017	236	810	23000

Year	# of schools	# of classes	# of students
2007 to date	1576	5400	140741



Clubcard Research

Share of Units per Customer, % Change vs. YA



- Foodstuffs analysed the impact of Food for Thought on customers' food choices.
- Food for Thought (FFT) participants in Term 1 and 2 of 2017 were given a \$10 New World voucher, the use of which identified 385 FFT participants. Their purchases in key categories over 13 weeks were compared to the same time a year ago and to a comparison (control) group of 15,000 demographically similar shoppers who hadn't used the vouchers.

Food For Thought reduces sugar consumption

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