



# FoodFox Report

## Demonstration Store 1

### July 2016 to June 2017

Menzies FoodFox reports are based on the information and food groupings from the *Australian Dietary Guidelines*.

**Serves/person/day** is the number of daily serves per person based on the estimated population. The population is estimated by dividing the total energy of foods and drinks sold by the average per person energy need (8.9MJ/person/day).

**Average all stores** is the average for all stores using FoodFox for that month/quarter.

**Targets** are the number of serves recommended to eat for health and wellbeing based on the *Australian Dietary Guidelines*.

**Store goals** are set by the user in the web system.

## Serve size guide

### Fruit

One serve fruit =

- 1 apple, banana, orange
- 2 apricots, kiwi fruit or plums
- 1 cup diced fruit
- 1/2 cup fruit juice
- 30g dried fruit

### Vegetables

One serve vegetables =

- 1/2 cup cooked vegetables
- 1 cup salad

### Meat, Fish & Eggs

One serve meat, fish & eggs =

- 65g cooked red meat (90-100g raw)
- 80g cooked poultry (100g raw)
- 100g cooked fish (115g raw) or a small can of fish
- 2 large eggs (120g)
- 1 cup cooked/canned legumes (150g)
- 170g tofu
- 30g nuts or seeds

### Breads & Cereals

One serve breads & cereals =

- 1 slice bread (40g)
- 1/2 medium roll or flat bread (40g)
- 1/2 cup cooked rice, pasta or noodles (75-120g)
- 1/2 cup cooked porridge (120g)
- 2/3 cup wheat cereal flakes (30g)
- 1/4 cup muesli (30g)
- 3 crackers or crispbreads (35g)
- 1 crumpet (60g) or a small English muffin or plain scone (35g)

### Dairy

One serve dairy =

- 1 cup liquid milk (250ml)
- 4 tbs skim milk powder (25g)
- 1/2 cup evaporated milk (120ml)
- 2 slices hard cheese (40g)
- 1/2 cup ricotta cheese (120g)
- 3/4 cup yoghurt (200g tub)

### Unhealthy foods

One serve unhealthy foods =

- 1 can full sugar soft drink (375ml)
- 5-6 small lollies (40g)
- Small piece of plain cake (40g)
- 1/2 small bar chocolate (25g)
- 12 fried hot chips (60g)
- 1/4 meat pie (60g)
- 2-3 sweet biscuits (35g)
- 2 slices processed meats (50-60g)

# Demonstration Store 1



**Fruit** (serves/person/day)

Your Store

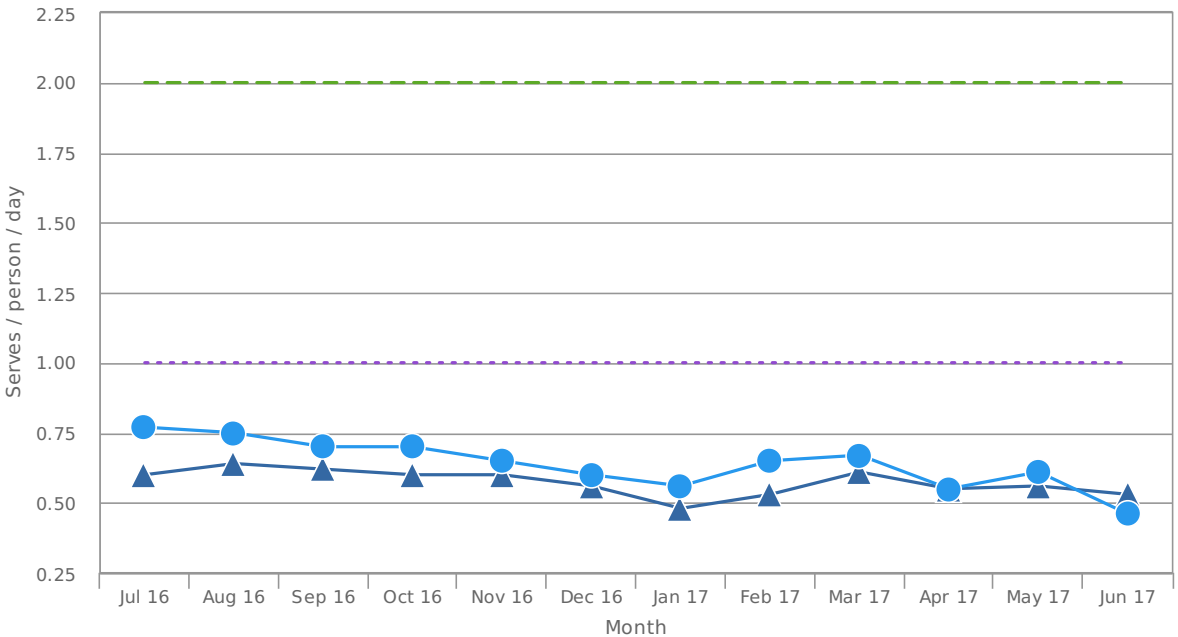
June 2017



Fruit (serves/person/day)

● **Below target** < 2.00 serves/person/day  
● **Target zone** ≥ 2.00 serves/person/day

Trend over time



▲ Average all stores ● Your store --- Target aim for MORE than - - - Store goal

# Demonstration Store 1



## Types of Fruit (serves/person/day)

### Your Store

June 2017

#### Best Choices



Fresh Fruit

0.21 serves



Dried Fruit

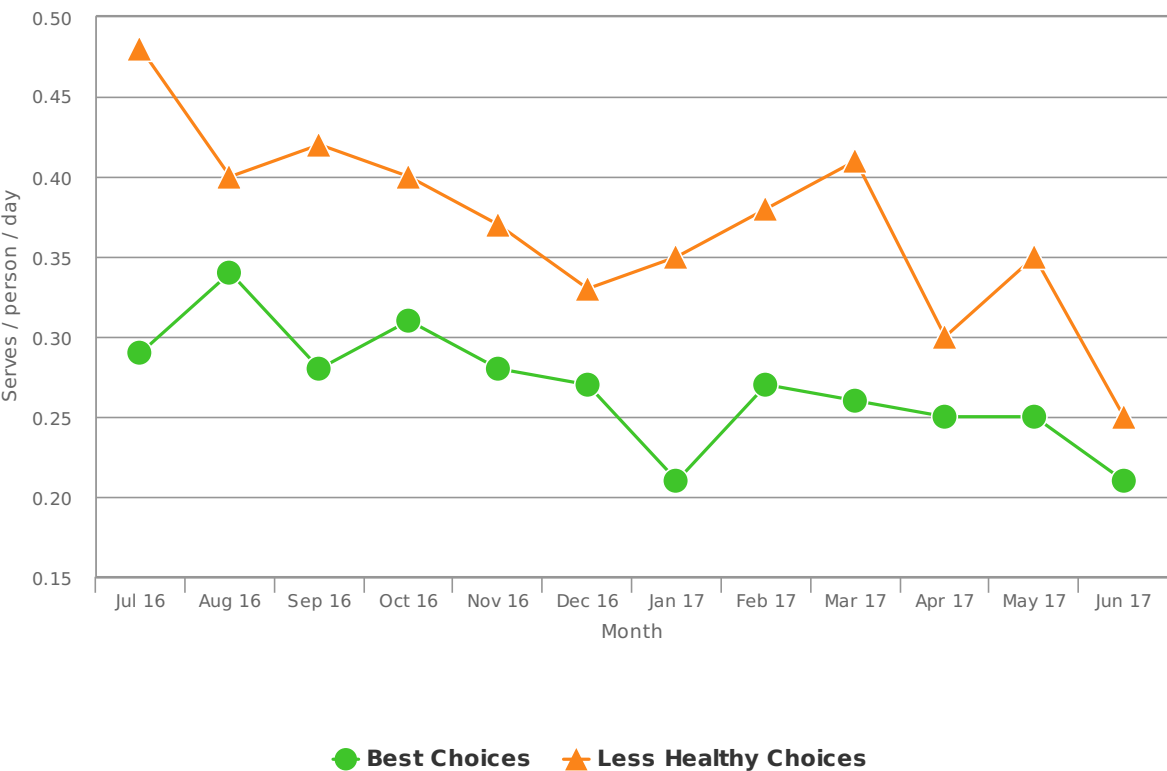
0.05 serves



Fruit Juice

0.20 serves

### Trend over time



# Demonstration Store 1



## Vegetables (serves/person/day)

Your Store

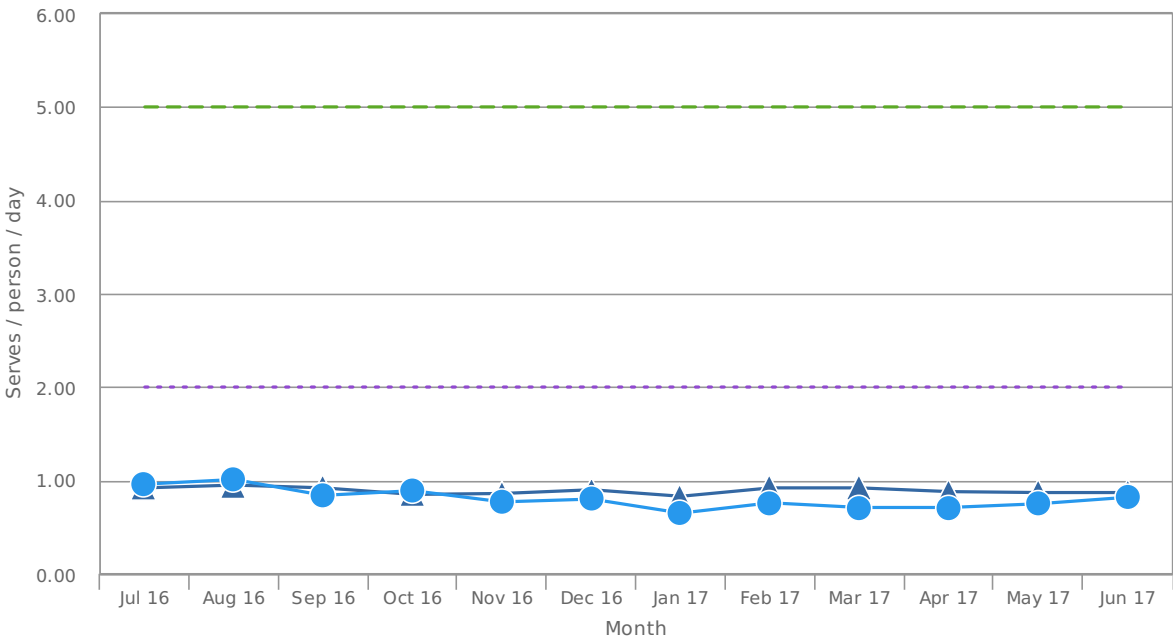
June 2017



Vegetables (serves/person/day)

● **Below target** < 5.00 serves/person/day  
● **Target zone** ≥ 5.00 serves/person/day

## Trend over time



▲ Average all stores ● Your store --- Target aim for MORE than --- Store goal



## Types of Vegetables (serves/person/day)

### Your Store

June 2017



Green Vegetables

0.11 serves



Orange Vegetables

0.08 serves



Starchy Vegetables

0.21 serves



Legumes

0.07 serves

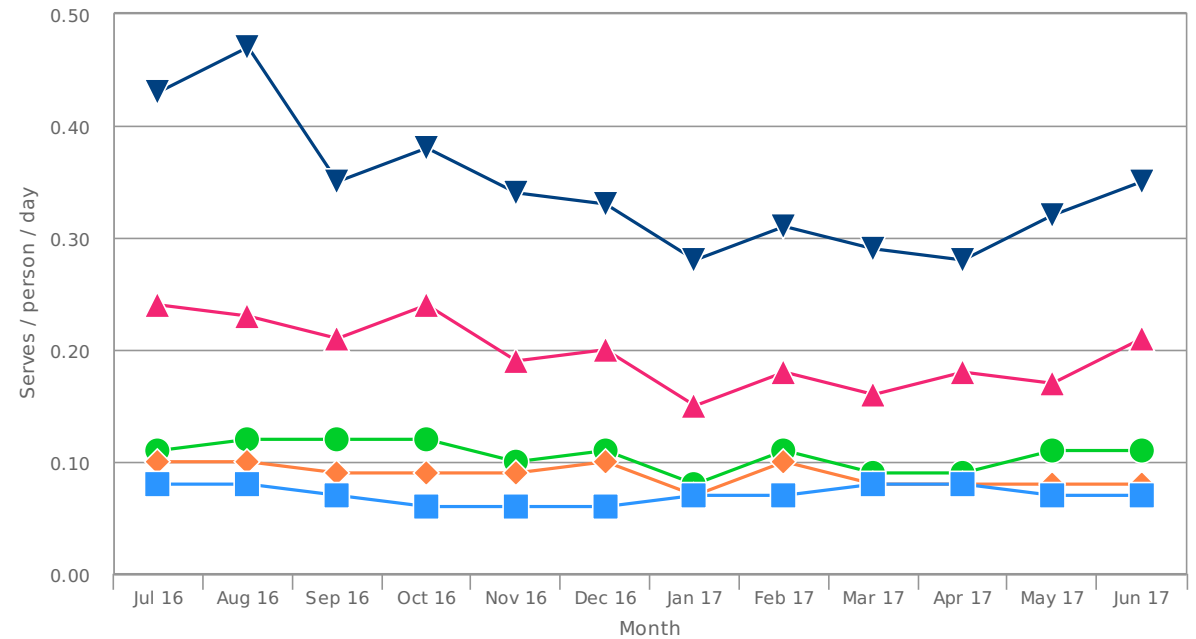


Other Vegetables

0.35 serves



### Trend over time



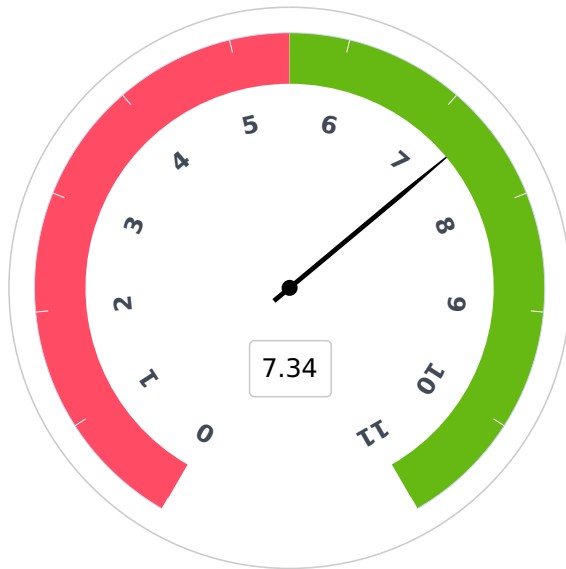
● Green Vegetables    ◆ Orange Vegetables    ▲ Starchy Vegetables    ■ Legumes  
▼ Other Vegetables



## Breads & Cereals (serves/person/day)

Your Store

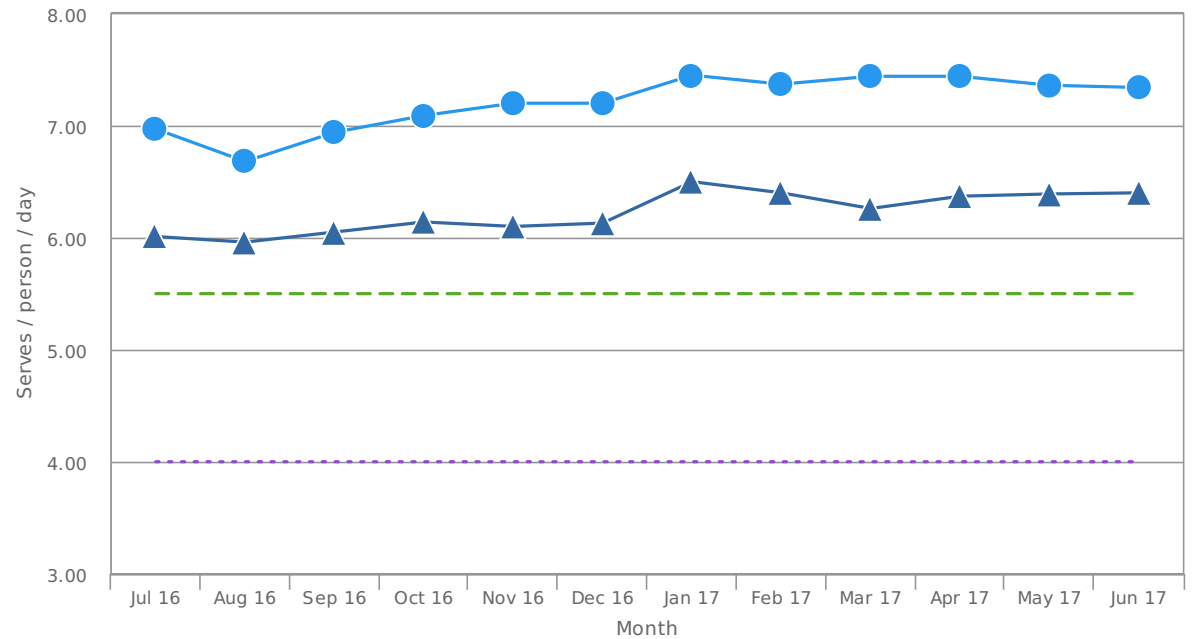
June 2017



Breads & Cereals (serves/person/day)

● **Below target** < 5.50 serves/person/day  
● **Target zone** ≥ 5.50 serves/person/day

## Trend over time



▲ Average all stores ● Your store --- Target aim for MORE than --- Store goal

# Demonstration Store 1



## Types of Breads & Cereals (serves/person/day)

### Your Store

June 2017

#### Best Choices ●



Wholegrain Bread

0.61 serves



Wholegrain Cereals

0.42 serves



Wholemeal Flour

0.00 serves



Other Wholegrains

0.01 serves

#### Less Healthy Choices ▲



White Bread

3.15 serves



Refined Cereals

0.04 serves



White Flour

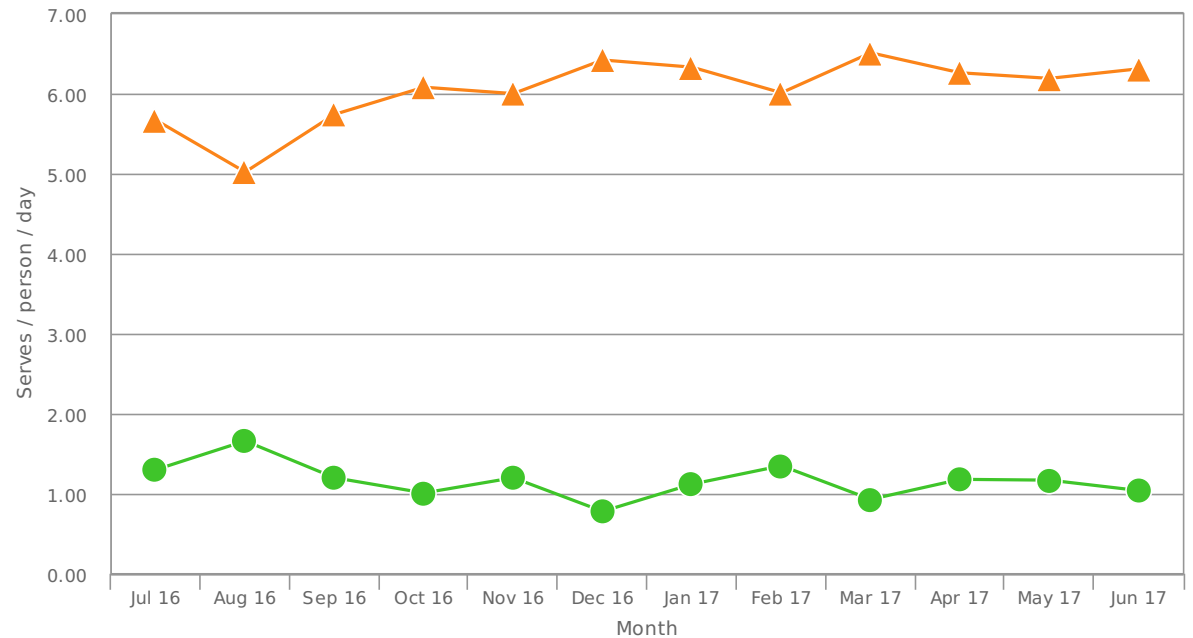
2.33 serves



Other Refined Grains

0.80 serves

### Trend over time



● Best Choices ▲ Less Healthy Choices

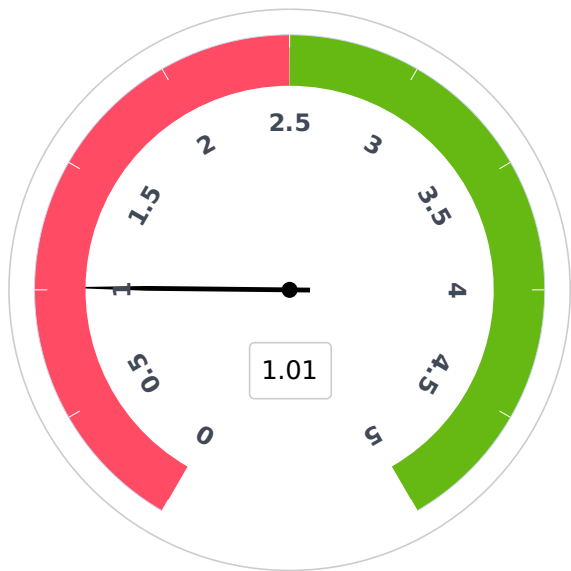
# Demonstration Store 1



## Meat, Fish & Eggs (serves/person/day)

Your Store

June 2017

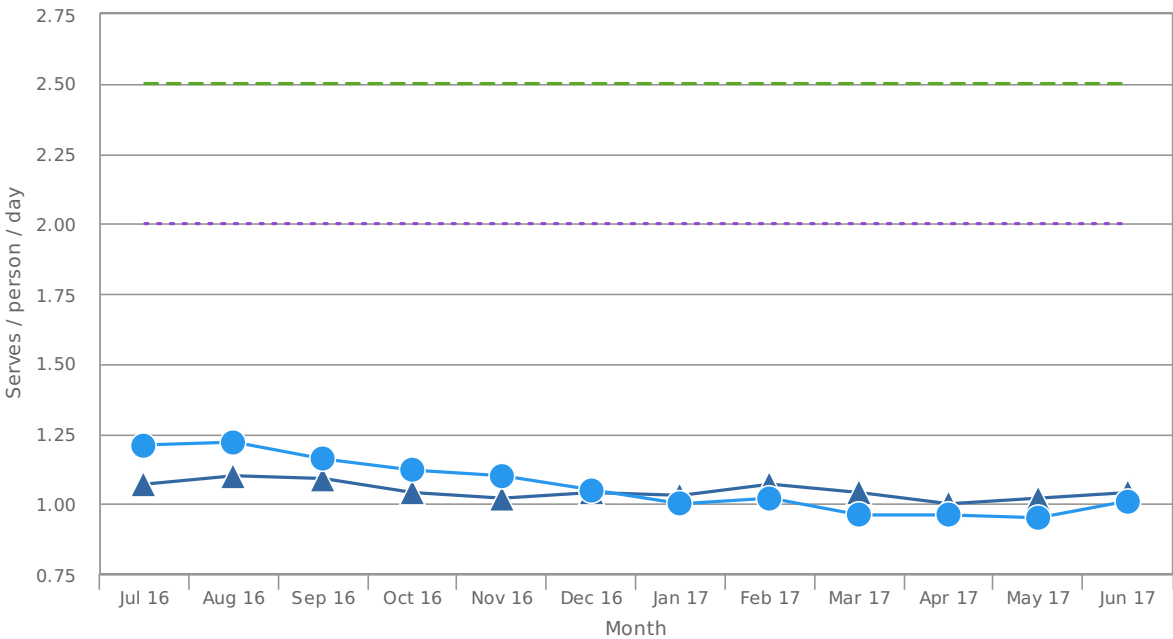


Meat, Fish & Eggs (serves/person/day)

● Below target < 2.50  
serves/person/day

● Target zone ≥ 2.50  
serves/person/day

## Trend over time



▲ Average all stores ● Your store --- Target aim for MORE than --- Store goal



# Demonstration Store 1



## Types of Meat, Fish & Eggs (serves/person/day)

### Your Store

June 2017

#### Best Choices ●



Lean Red Meat

0.13 serves



Lean Poultry

0.14 serves



Seafood

0.04 serves



Eggs

0.13 serves



Nuts & Legumes

0.13 serves

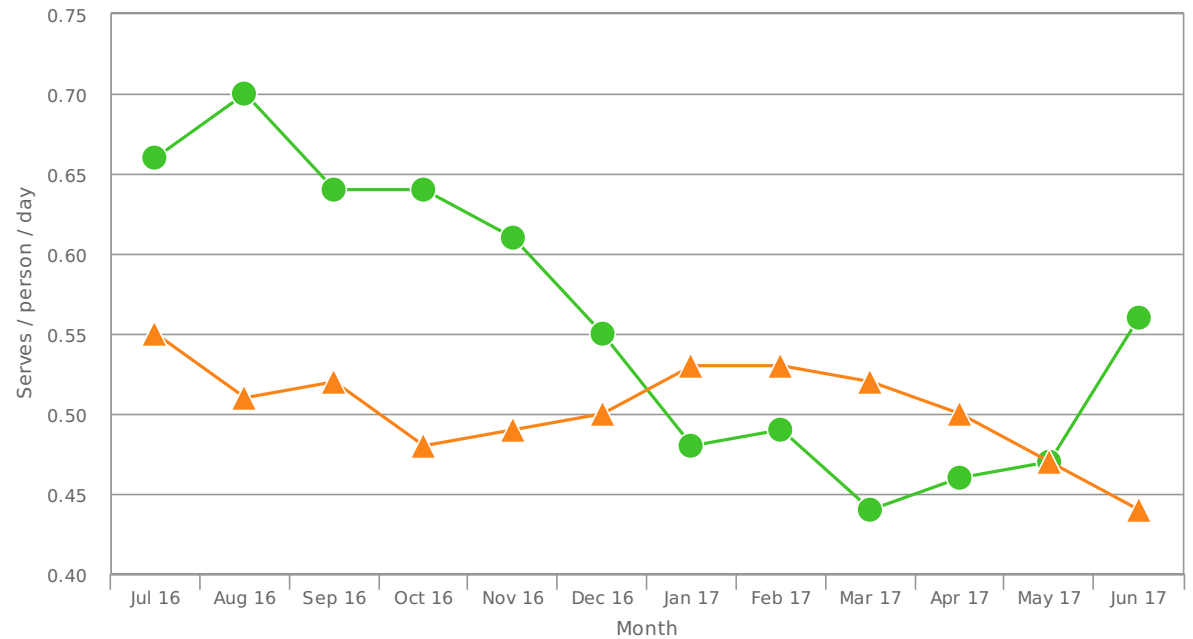
#### Less Healthy Choices ▲



Not Lean Meat

0.39 serves

### Trend over time



● Best Choices ▲ Less Healthy Choices

# Demonstration Store 1



**Dairy** (serves/person/day)

Your Store

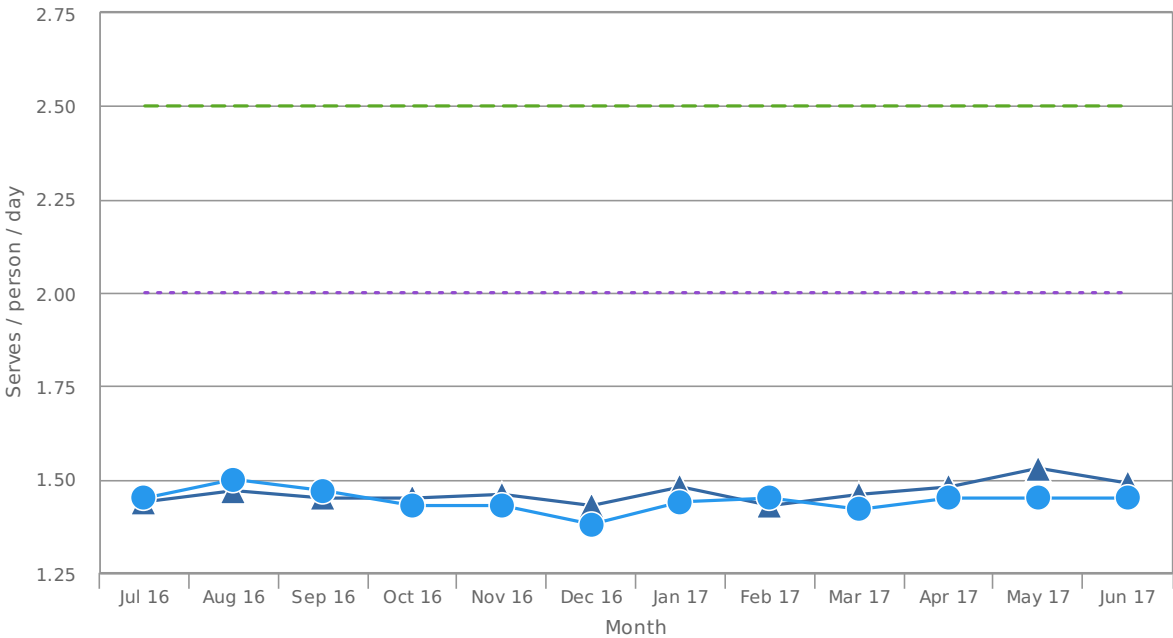
June 2017



Dairy (serves/person/day)

● **Below target** < 2.50 serves/person/day  
● **Target zone** ≥ 2.50 serves/person/day

Trend over time



▲ Average all stores ● Your store --- Target aim for MORE than --- Store goal

# Demonstration Store 1



## Types of Dairy (serves/person/day)

### Your Store

June 2017

#### Best Choices



Reduced Fat Milk

0.02 serves



Reduced Fat Cheese

0.00 serves



Yoghurt

0.02 serves

#### Less Healthy Choices



Full Cream Milk

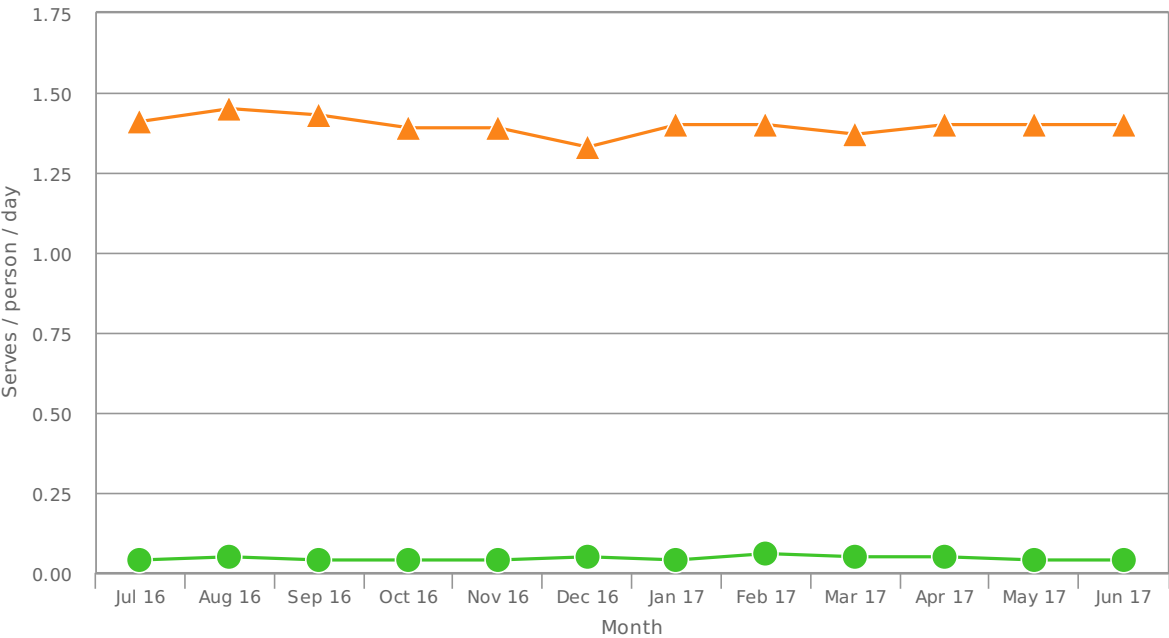
1.25 serves



Full Fat Cheese

0.16 serves

### Trend over time



● Best Choices ▲ Less Healthy Choices

# Demonstration Store 1



## Unhealthy Foods (serves/person/day)

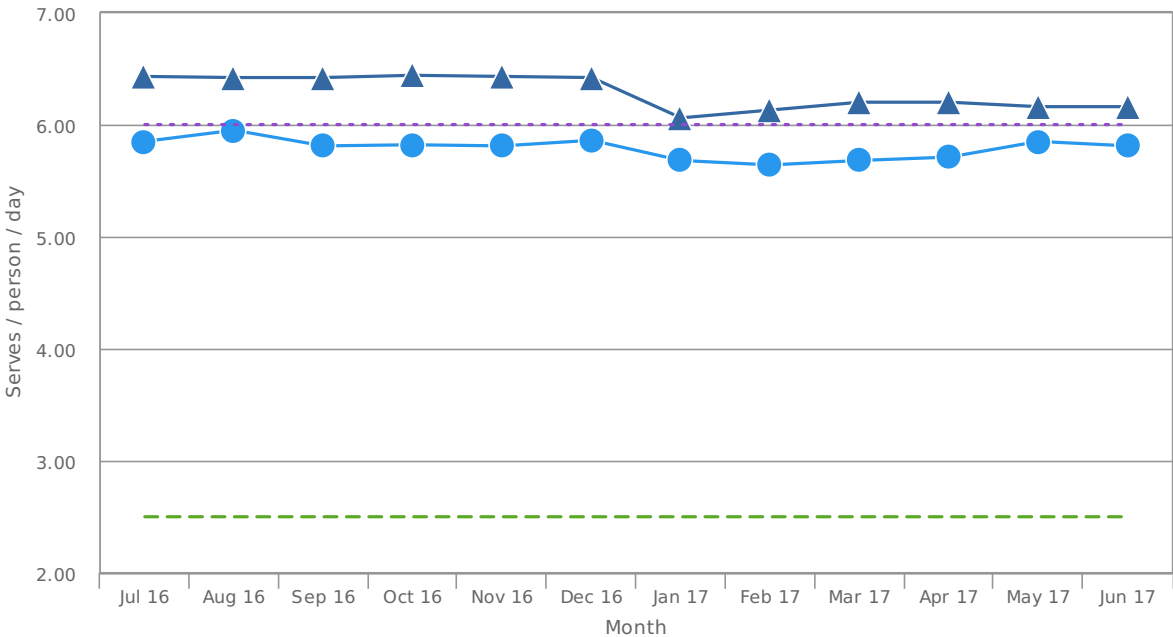
Your Store

June 2017



● Below target > 2.50 serves/person/day  
● Target zone ≤ 2.50 serves/person/day

## Trend over time



▲ Average all stores ● Your store - - Target aim for LESS than - - Store goal














# Demonstration Store 1



## Types of Unhealthy Foods (serves/person/day)

### Your Store

June 2017

	Sugar	2.19 serves	◆
	Soft Drinks	0.77 serves	■
	Biscuits	0.54 serves	●
	Processed Meat	0.34 serves	●
	Pies & Sausage Rolls	0.30 serves	▼
	Cordial	0.24 serves	▲
	Crisps	0.20 serves	▼
	Lollies	0.15 serves	▲
	Fruit Drinks	0.12 serves	●
	Ice Cream & Ice Blocks	0.11 serves	◆
	Cake	0.10 serves	■
	Chocolate	0.10 serves	◆
	Hot Chips	0.06 serves	■

### Trend over time

