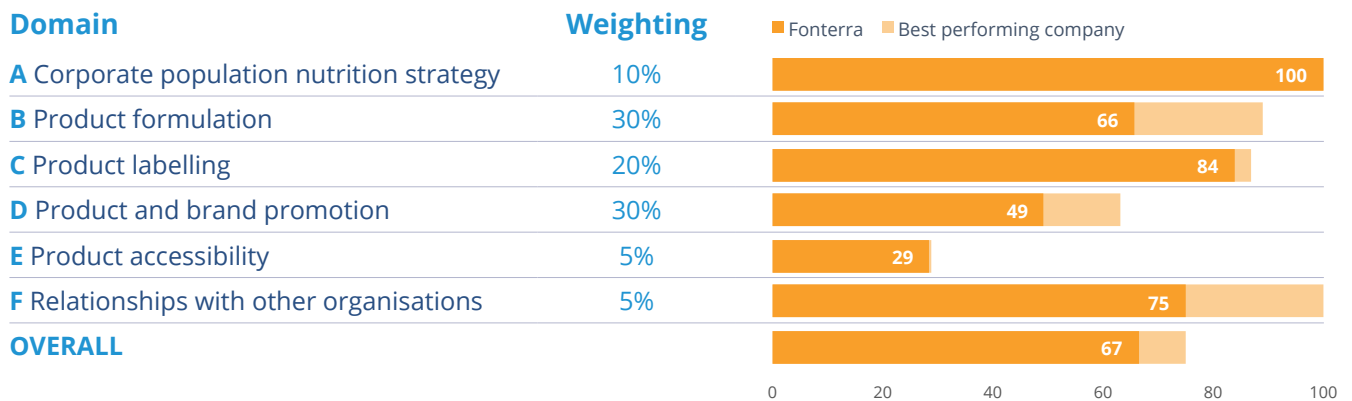


Fonterra

2 OUT OF 25
FOOD COMPANIES
(this includes supermarkets and QSRs)

67 OVERALL SCORE
(OUT OF 100)



Areas of strength

Key recommendations

Tertile 3	<p>Corporate population nutrition strategy</p> <ul style="list-style-type: none"> • Clear New Zealand specific commitment to improving population nutrition including reference to the Healthy Kids Industry Pledge • Acknowledgement of national priorities in overarching nutrition strategy • Acknowledgement of global priorities in overarching nutrition strategy (e.g., Sustainable Development Goals) • Key Performance Indicators of senior managers are linked to overarching nutrition strategy and related targets 	<ul style="list-style-type: none"> • Fonterra received the maximum score for this BIA-Obesity domain
	<p>Product formulation</p> <ul style="list-style-type: none"> • Clear targets to reduce sodium, sugar, saturated fat and trans fat across product portfolio • Signed up to the Ministry of Health Healthy Kids Industry Pledge 	<ul style="list-style-type: none"> • Develop commitments to reduce portion sizes for specific food categories where this is appropriate • Adopt an official nutrient profiling system (e.g., Health Star Ratings) for the purposes of product formulation, or compare Fonterra's in-house system with official nutrient profiling systems and publish this in peer-reviewed literature
	<p>Product labelling</p> <ul style="list-style-type: none"> • Clear commitment to display the Health Star Rating on all products by the end of 2018 	<ul style="list-style-type: none"> • Support the implementation of regulations by the Government on added sugar and trans fat labelling on products • Commit to labelling products with nutrition claims only when products are healthy, (i.e. meet the FSANZ Nutrient Profiling Scoring Criterion (NPSC))

	Areas of strength	Key recommendations
Tertile 3	Product and brand promotion	
	<ul style="list-style-type: none"> • Commitment to comply with the Advertising Standards Authority Children and Young People's Advertising Code 	<ul style="list-style-type: none"> • Develop a marketing policy that applies to children up to the age of 18 years and that defines a target audience using children's peak viewing times instead of proportion of population watching • Develop a policy not to use celebrities, characters and premium offers in unhealthy food products targeted to children • Independently audit compliance with marketing policies on a national level
3	Product accessibility	
	<ul style="list-style-type: none"> • Fonterra Milk for Schools programme increases affordability and availability of healthy food in a school setting 	<ul style="list-style-type: none"> • Support evidence-informed government policies such as a tax on sugar-sweetened beverages • Make a commitment to increase the proportion of healthy food products in the overall company portfolio • Adopt an official nutrient profiling system to classify products for the purpose of accessibility policies
3	Relationships with other organisations	
	<ul style="list-style-type: none"> • Philanthropic funding, support for nutrition education programmes and support for public-private partnerships published on national website • Commitment not to make political donations 	<ul style="list-style-type: none"> • Publish list of external research funded on the national website where this is possible
3	Overall	
	<ul style="list-style-type: none"> • Active engagement with the BIA-Obesity tool and process • Signed up to the Ministry of Health Healthy Kids Industry Pledge 	

Fonterra's BIA-Obesity domain scores by tertile

3 = score within top third of NZ companies – 1 = score within lowest third of NZ companies