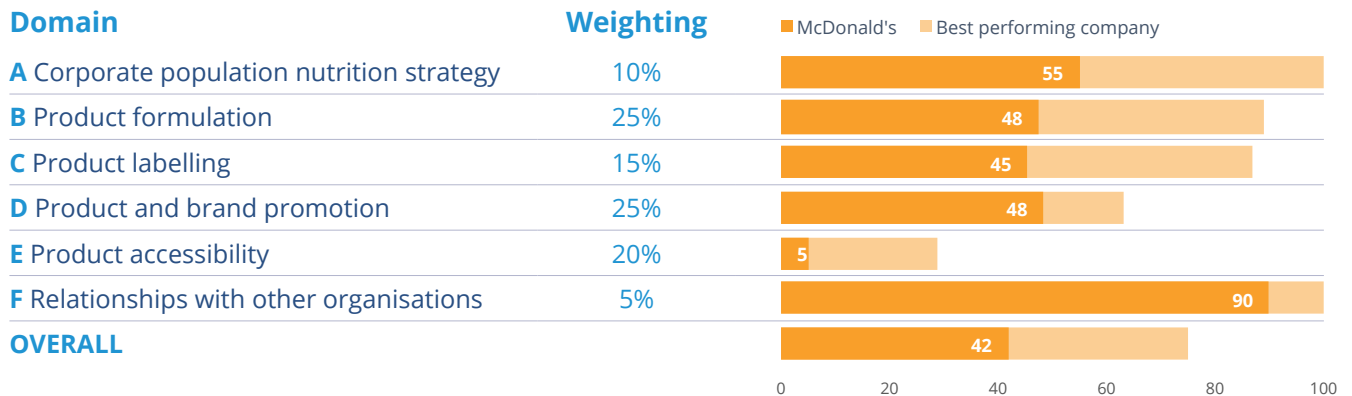


# APPENDIX: COMPANY SCORECARDS

# McDonald's

**12** OUT OF 25  
FOOD COMPANIES (this includes food and beverage manufacturers and supermarkets)

**42** OVERALL SCORE  
(OUT OF 100)



## Areas of strength

## Key recommendations

Tertile	Areas of strength	Key recommendations
2	<p><b>Corporate population nutrition strategy</b></p> <ul style="list-style-type: none"> <li>Clear commitment to improving population nutrition on the national website</li> </ul>	<ul style="list-style-type: none"> <li>Include specific objectives and targets within the overarching national nutrition commitment</li> <li>Refer to global and national priorities within the overall nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals</li> <li>Link the Key Performance Indicators of senior managers to nutrition targets</li> <li>Regularly report on progress towards improving population nutrition, including specific objectives and targets</li> </ul>
2	<p><b>Product formulation</b></p> <ul style="list-style-type: none"> <li>Signed up to the Ministry of Health Healthy Kids Industry Pledge</li> <li>Some existing sodium, trans fat and sugar reduction targets</li> </ul>	<ul style="list-style-type: none"> <li>Commit to SMART (specific, measurable, achievable, relevant, time-bound) targets on sodium, sugar, saturated fat and trans fat reduction across the product portfolio</li> <li>Develop commitments to reduce portion sizes for specific food categories where this is appropriate</li> </ul>
2	<p><b>Product labelling</b></p> <ul style="list-style-type: none"> <li>Comprehensive nutrition information provided on national website</li> </ul>	<ul style="list-style-type: none"> <li>Display comprehensive nutrition information on menus in-store</li> <li>Support government regulation on menu labelling</li> </ul>

	Areas of strength	Key recommendations
Tertile 2	<b>Product and brand promotion</b>	
	<ul style="list-style-type: none"> <li>Compliance with the Advertising Standards Authority Children and Young People's Advertising Code</li> <li>Commitment to not advertise on billboards adjacent to schools, or on bus shelters within a 50 metre radius of schools</li> </ul>	<ul style="list-style-type: none"> <li>Develop a marketing policy that applies to children up to the age of 18 years and that defines a target audience in terms of children's peak viewing times and includes restriction of use of celebrities and animation/fantasy characters and toys in children's meals</li> <li>Independently audit compliance with marketing policies on a national level</li> <li>Develop a policy to restrict sponsorship of children's events</li> </ul>
3	<b>Product accessibility</b>	
	<ul style="list-style-type: none"> <li>Policy on swapping fries for side salad at no extra cost</li> <li>Policy on swapping soft drinks for 600ml Kiwi Blue water at no extra cost</li> </ul>	<ul style="list-style-type: none"> <li>Develop a commitment to using value deals only on healthy products</li> <li>Commit to not use price incentives such as supersizing</li> <li>Commit to not provide free drink refills for caloric soft drinks</li> <li>Support evidence-informed government policies such as a tax on sugar-sweetened beverages</li> <li>Commit to not opening new stores near schools</li> <li>Develop a policy that 'default' drinks (as part of combination meals) are healthy</li> </ul>
3	<b>Relationships with other organisations</b>	
	<ul style="list-style-type: none"> <li>Support for professional organisations, philanthropic funding and support for active lifestyle programmes are published on national website</li> </ul>	<ul style="list-style-type: none"> <li>Publish other national relationships on the Zealand website, such as support for external research, and membership of industry associations, or disclose a lack of these relationships to the BIA Obesity team</li> </ul>
2	<b>Overall</b>	
	<ul style="list-style-type: none"> <li>Signed up to the Ministry of Health's Healthy Kids Industry Pledge</li> <li>Actively engaged with the BIA-Obesity tool and process</li> </ul>	

McDonald's BIA-Obesity domain scores by tertile

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