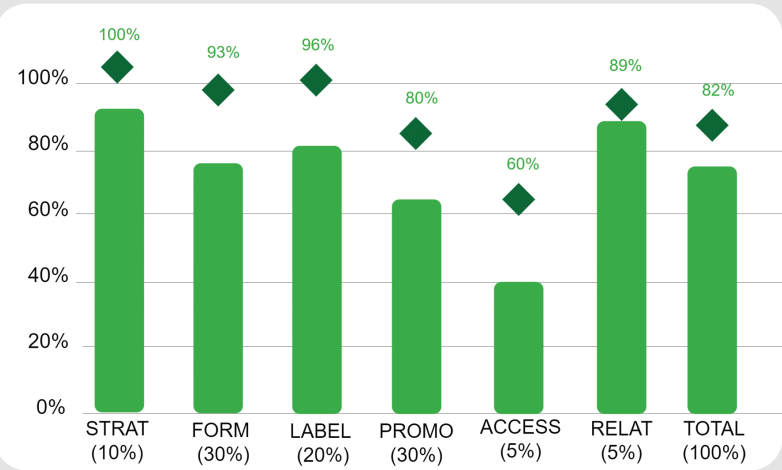


Business Impact Assessment on Obesity and Population Level Nutrition (BIA-Obesity)
and on Environmental Sustainability (BIA-Sustainability)
Belgium 2023/2024

MCCAIN

Commitments for Obesity and Population Nutrition*



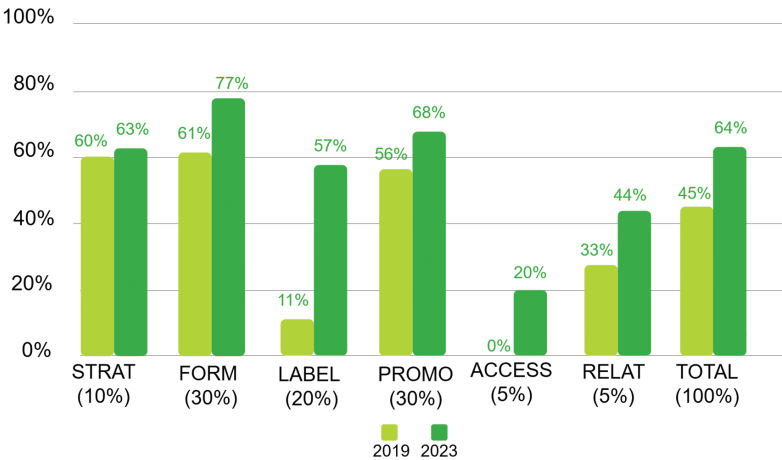
Overall score: **75/100**

Overall ranking: **3/21**

BIA-Obesity domain scores & overall score compared with the best performing company (within the same sector) in Belgium for 2023/2024.

* Full engagement, Data collected in 2023/2024

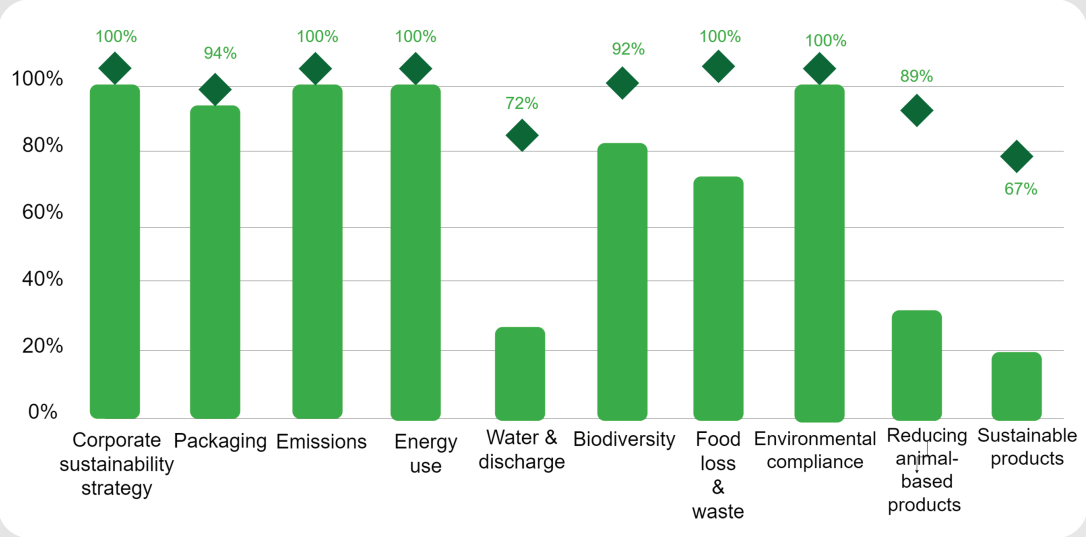
Evolution since the BIA-Obesity 2019*



The scores for the BIA-Obesity 2023/2024 domains and overall score compared with those of the BIA-Obesity 2019.

* Full engagement, Data collected in 2019 and 2023/2024

Commitments for Environmental Sustainability *



BIA-Sustainability score by policy domains in Belgium for 2023.

* Full engagement, Data collected in 2023

Performance for BIA-Obesity

FORM product formulation *

	Results	Ranking
Median Nutri-Score of product portfolio	C	2/19
% of food products within product portfolio with Nutri-Score A	47.0	1-6/19
% of food products within product portfolio with Nutri-Score E	0.0	5/19
% of food products within product portfolio that are ultra-processed	39.0	

PROMO product and brand promotion *

	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	58.0	3/19

* 2023

Key recommendations to improve commitments on obesity and population level nutrition

Domain	Tertile	Key recommendations
STRAT – Corporate nutrition strategy	3	<ul style="list-style-type: none"> No recommendation as the company has the full score for this domain
FORM – Product formulation	3	<ul style="list-style-type: none"> Participate in industry or government-led product reformulation initiatives and report on the company's website or annual report, Develop and publish SMART targets to reduce portion sizes across the product portfolio,
LABEL – Nutrition labelling	3	<ul style="list-style-type: none"> Publish a commitment to label products with nutrition and health claims only when products are healthy.
PROMO – Product and brand promotion	3	<ul style="list-style-type: none"> Make and publish commitments to reduce the exposure of children to unhealthy food marketing on own website, 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, Make a comprehensive public commitment to not sponsor children's events with unhealthy products and brands, Commit not to use marketing of unhealthy products and brands in settings where children gather (in and near early childcare settings, primary schools, secondary schools, family and child clinics, paediatric services or other health facilities, sporting or recreation centres, etc.), Adopt an official nutrient profiling system (e.g. WHO Europe nutrient profile model) to classify products for the purpose of promotion to children, Disclose policy position regarding reducing children and adolescents' exposure to the marketing of unhealthy food and support WHO's position.
ACCESS – Product accessibility	3	<ul style="list-style-type: none"> Publish a specific commitment addressing the price/affordability of healthier products relative to less healthy products, Implement a specific national-level policy aimed at augmenting the proportion of healthy products within the company's portfolio, Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings, Disclose policy position on making healthier foods relatively cheaper and unhealthy foods relatively more expensive and support WHO's position.
RELAT – Relationships with other organisations	3	<ul style="list-style-type: none"> Publicly disclose external research funded or supported by the company at national-level, including awards/prizes, to clarify the nature of the support, Publicly disclose submissions to public consultations regarding relevant population nutrition policies.
		<ul style="list-style-type: none"> No recommendation as the company has the full score for this domain
OVERALL	3	

Tertile (3=score within top third of Belgian companies, 1=score within lowest third of Belgian companies)

Key recommendations to improve commitments on environmental sustainability

Domain	Tertile	Key recommendations
Corporate sustainability strategy	3	<ul style="list-style-type: none"> No recommendation as the company has the full score for this domain
Packaging	3	<ul style="list-style-type: none"> Screening the suppliers for their commitment on locally relevant recovery pathways for their packaging
Emissions	3	<ul style="list-style-type: none"> No recommendation as the company has the full score for this domain
Energy use	3	<ul style="list-style-type: none"> No recommendation as the company has the full score for this domain
Water and discharge	2	<ul style="list-style-type: none"> Disclosing measurable and timebound targets on annually measure and publicly report their water withdrawal, water footprint, water consumption and the quality of their water discharge using an external reporting system Disclosing measurable and timebound targets to reduce their water withdrawal, water footprint, water consumption and ensuring that any water discharge has been treated appropriately Screening the suppliers for the water and discharge criteria including water withdraw, water consumption, water withdraw from water stress area, water footprint and the quality of water discharge Participating in thematic benchmarking such as Carbon Disclosure Project (CDP water)
Biodiversity	3	<ul style="list-style-type: none"> Disclosing measurable and timebound target to reduce their impact on pollution and climate change Screening the suppliers to measure their impacts on biodiversity criteria Participate on the thematic benchmarks such as Carbon Disclosures Project/ CDP forest
Food loss and waste	3	<ul style="list-style-type: none"> Screening the suppliers for measurement and reduction of their food losses and waste
Environmental compliance	3	<ul style="list-style-type: none"> No recommendation as the company has the full score for this domain
Reducing animal-based products	2	<ul style="list-style-type: none"> Annually measure and publicly report the percentage of animal-based products in their product range using an external reporting system audited externally
Sustainable products	2	<ul style="list-style-type: none"> Disclosing measurable and timebound target to increasing organic product sales Disclosing measurable and timebound target to increasing labelled commodities in their product range Publicly commit to increasing local and/or seasonal food in their product range

Tertile (3=score within top third of Belgian companies, 1=score within lowest third of Belgian companies)