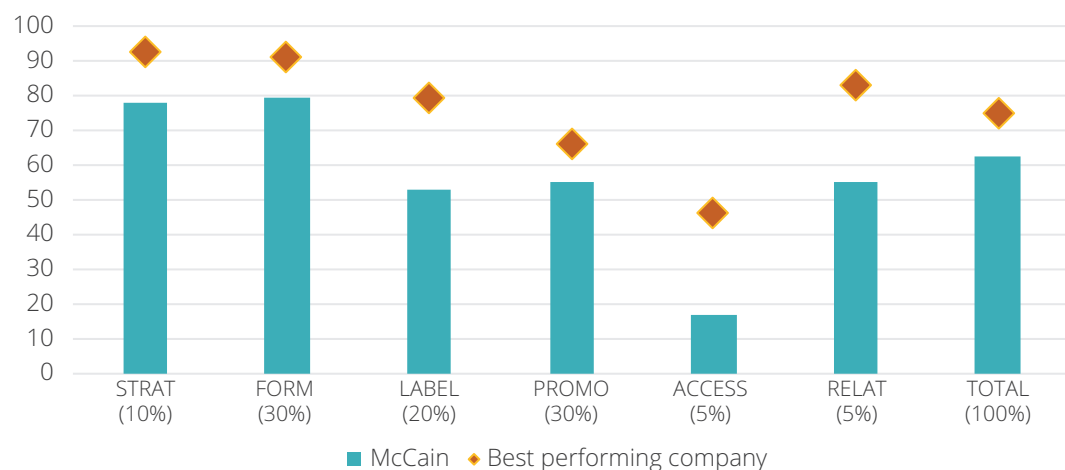


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

McCain

Commitments *



Overall score: **63/100**

Overall ranking: **4/19**

BIA-Obesity domain scores and overall score compared with the best performing company (best available practice) in Belgium

* Full engagement, Data collected till 31 October 2020

Performance

FORM: product formulation °	Results	Ranking
MMedian Nutri-Score of product portfolio	A	
% of food products within product portfolio with Nutri-Score A	55.6	2/19
% of food products within product portfolio with Nutri-Score E	0.0	1-5/19
% of food products within product portfolio that are ultra-processed	2.2	1/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	46.7	3/19

Areas of strength and key recommendations to improve commitments on obesity and population level nutrition

Domain	Tertile	Areas of strength	Key recommendations
STRAT – Corporate nutrition strategy	3	<ul style="list-style-type: none"> • Clear commitment to improve population nutrition and health and regular reporting on this commitment • Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy • Reference to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals 	<ul style="list-style-type: none"> • Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets
FORM – Product formulation	3	<ul style="list-style-type: none"> • Commit to specific, time-bound targets to reduce salt and saturated fats through internal reformulation targets. Publicly report on the progress in reformulating products. • No use of artificial trans-fat added to products 	<ul style="list-style-type: none"> • Publish nutrient profiling system used (e.g. Nutri-Score) to classify products for the purpose of reformulation • Disclose policy position regarding reformulation on own website
LABEL – Nutrition labelling	3	<ul style="list-style-type: none"> • Provide clear and comprehensive online nutritional information for all products, on a per 100g/ml basis • Supporting of and commitment to implement the Nutri-Score • Disclose policy position regarding front-of-pack labelling 	<ul style="list-style-type: none"> • Commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system
PROMO – Product and brand promotion	3	<ul style="list-style-type: none"> • Signatory to the Belgian Pledge • Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands • Commit to not use marketing in settings where children gather using unhealthy brands • Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children 	<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. • Audit/monitor compliance with commitments to limit marketing to children and publish results • Adopt an official nutrient profiling system (e.g. WHO Europe nutrient profile model) to classify products for the purpose of promotion to children
ACCESS – Product accessibility	3	<ul style="list-style-type: none"> • Commit to increase the proportion of healthy products within the portfolio • Generally commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings 	<ul style="list-style-type: none"> • Commit to address the price / affordability of healthier products relative to less healthy products • Adopt an official nutrient profiling system to classify products for the purposes of product accessibility • Support the implementation of fiscal policies by the government to make healthier foods relatively cheaper and unhealthy foods relatively more expensive taking into account the growing scientific evidence base
RELAT – Relationships with other organisations	3	<ul style="list-style-type: none"> • Public disclosure of information about supported external research, active lifestyle programs and involvement in public-private partnerships • Published support of industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues on own website 	<ul style="list-style-type: none"> • Publicly disclose information about supported professional organisations and nutrition education programs • Publish information on political donations in Europe or statement of no activity within this area
OVERALL	3	<ul style="list-style-type: none"> • Actively engaged with the BIA-Obesity tool and processprocessprocess 	