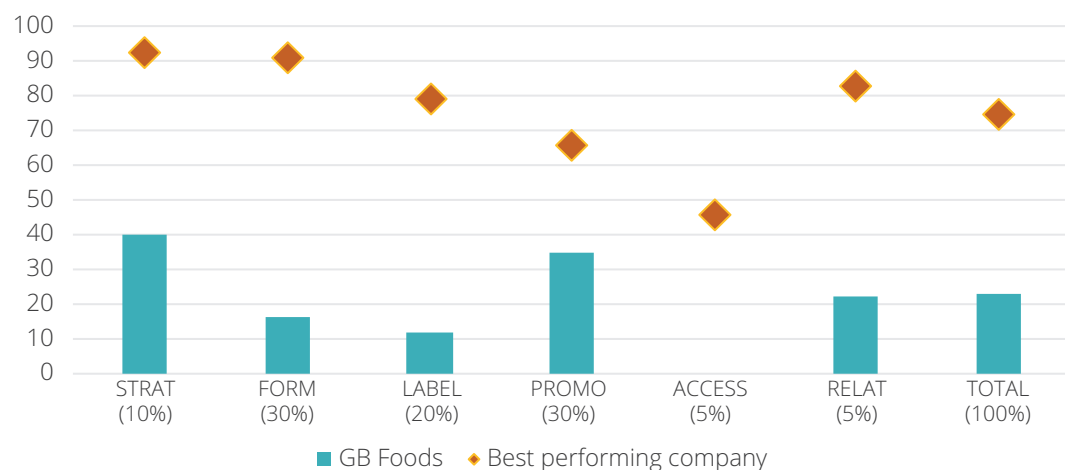


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

GB FOODS
(PREVIOUSLY
CONTINENTAL FOODS)

Commitments *



Overall score: **23/100**

Overall ranking: **15/19**

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

* Declined participation - Assessment based on publicly available information only, Data collected till 31 October 2020

Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	C	
% of food products within product portfolio with Nutri-Score A	5.6	8/19
% of food products within product portfolio with Nutri-Score E	18.0	10/19
% of food products within product portfolio that are ultra-processed	74.2	8/19
PROMO product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	57.9	5/19

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	1	<ul style="list-style-type: none"> • Clear commitment to improve population nutrition and health • 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"> • Publish regular reports detailing the company's approach to population nutrition and health and containing nutritional objectives and targets • Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within the overarching nutrition strategy • Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets
FORM – Product formulation	1	<ul style="list-style-type: none"> • General commitment to reduce salt • Disclosure of policy position regarding reformulation on website 	<ul style="list-style-type: none"> • Commit to not use artificial trans-fats • Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes • Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation
LABEL – Nutrition labelling	1	<ul style="list-style-type: none"> • Provide clear and comprehensive online nutritional information for all products, on a per 100g/ml basis 	<ul style="list-style-type: none"> • Support of and commitment to implement the Nutri-Score on packaged food products • Disclose policy position regarding front-of-pack labelling • 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	2	<ul style="list-style-type: none"> • Signatory to the Belgian Pledge 	<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. • 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 • 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	1		<ul style="list-style-type: none"> • Commit to address the price / affordability of healthier products relative to less healthy products • Commit to increase the proportion of healthy products within the portfolio • Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings • Adopt an official nutrient profiling system to classify products for the purposes of product accessibility • Support the implementation of fiscal policies 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	1	<ul style="list-style-type: none"> • Public disclosure of some European information about supported professional organisations, nutrition education programs and active lifestyle programs 	<ul style="list-style-type: none"> • Publicly disclose supported Belgian professional organisations, external research, nutrition education programs, active lifestyle programs and involvement in public-private partnerships • Publish information on political donations or statement of no activity within this area • Publish support for industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues on own website
OVERALL	1		<ul style="list-style-type: none"> • Actively engage with the BIA-Obesity tool and process

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