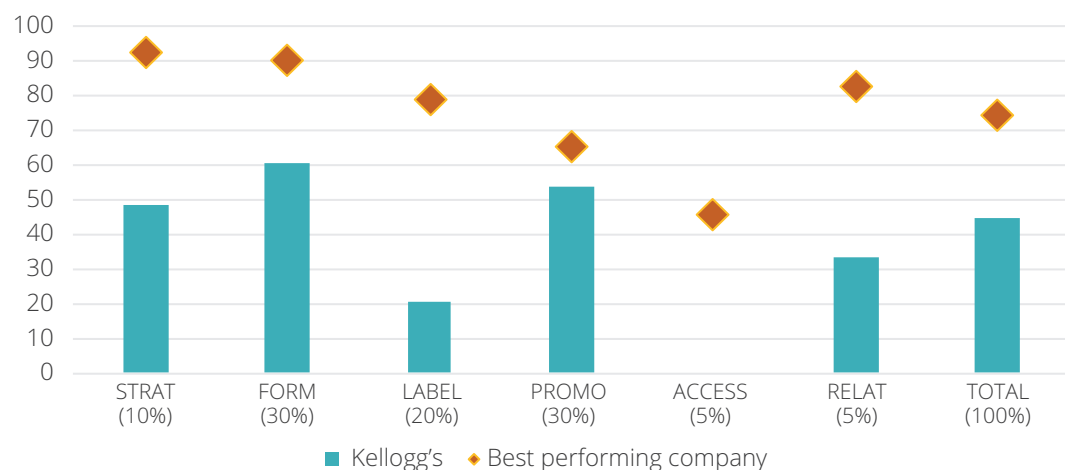


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) BELGIUM 2020

KELLOGG'S

Commitments *



Overall score: 45/100

Overall ranking: 10/19

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 |
|--|---------|----------|
| Median Nutri-Score of product portfolio | D | |
| % of food products within product portfolio with Nutri-Score A | 3.8 | 9/19 |
| % of food products within product portfolio with Nutri-Score E | 5.7 | 8/19 |
| % of food products within product portfolio that are ultra-processed | 100.0 | 16-19/19 |
| PROMO product and brand promotion ° | Results | Ranking |
| % of products not permitted to be marketed to children according to the WHO-Europe model | 100.0 | 15-19/19 |

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 | 2 | <ul style="list-style-type: none"> General commitment to improve population nutrition and health and regular reporting on this commitment 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"> 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 | 2 | <ul style="list-style-type: none"> Signatory to the “Convention for a Balanced Diet” Commit to specific, time-bound targets to reduce salt, saturated fats and sugar. The company publicly reports on its progress in reducing salt and sugar on the national website. The company also publicly reports on its targets and progress in reformulating products through the International Food & Beverage Alliance (IFBA). No use of artificial trans-fat added to products | <ul style="list-style-type: none"> Publish details on how the Kellogg’s Global Nutrition Criteria align with an official nutrient profiling system (i.e. Nutri-Score) and confirm that the global thresholds apply to Belgium Commit to reduce portion sizes of single serve snacks and specific food categories, where this is appropriate Disclose policy position regarding reformulation on website Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation |
| LABEL – Nutrition labelling | 2 | <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 in Belgium on packaged food products Publish support for a European wide harmonized front-of-pack nutrition labelling system (Nutri-Score) Commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system Disclose policy position regarding front-of-pack labelling |
| PROMO – Product and brand promotion | 3 | <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 reduce the availability of unhealthy products and increase the availability of healthy products in settings Commit to increase the proportion of healthy products within the portfolio 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 | 2 | <ul style="list-style-type: none"> Publicly disclose some information about supported professional organisations and nutrition education programs | <ul style="list-style-type: none"> Publicly disclose information about supported external research, active lifestyle programs and involvement in public-private partnerships Publish support of Belgian industry associations, think tanks, interest groups, community organisations or other organisations that are involved in population nutrition, obesity and NCD issues Publish information on political donations in Europe or statement of no activity within this area |
| OVERALL | 2 | <ul style="list-style-type: none"> Actively engaged with the BIA-Obesity tool and process | |

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