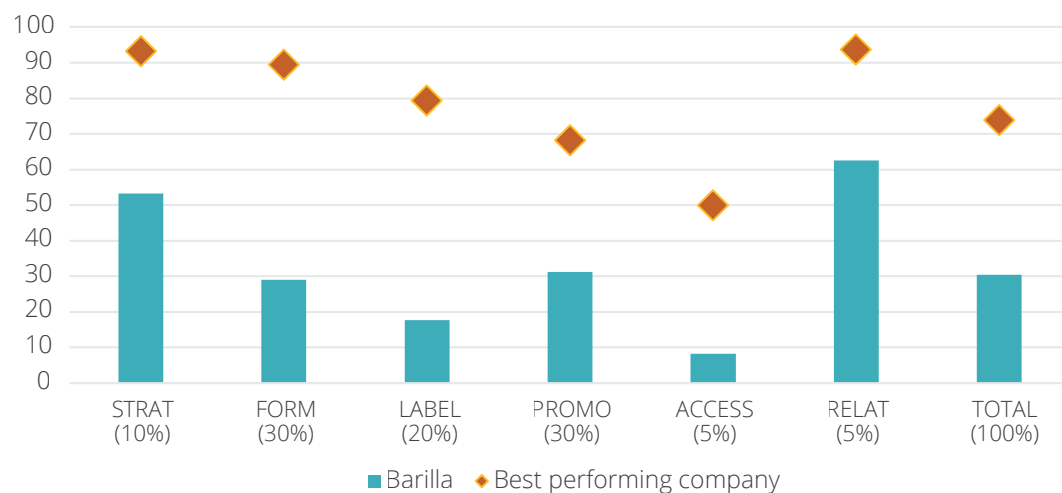


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

BARILLA

Commitments *



Overall score: 30/100

Overall ranking: 15/20

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

* Survey not received on time - Assessment based on publicly available information only; Data collected till 31 December 2020

Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	B	
% of food products within product portfolio with Nutri-Score A	46.1	2/20
% of food products within product portfolio with Nutri-Score E	3.9	7/20
% of food products within product portfolio that are ultra-processed	42.8	7/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	54.2	4/20

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"> Clear commitment to improve population nutrition and health on global website and regular reporting on this commitment Refer 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 overarching nutrition strategy Refer to relevant priorities in national or regional government policy documents e.g. 'le Programme national nutrition santé (PNNS)' 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"> Global action taken to reduce salt, saturated fats, sugars and portion sizes 	<ul style="list-style-type: none"> Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes and confirm that the global targets apply to France Publish details of alignment Barilla Nutritional Guidelines with an official nutrient profiling system 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"> Support of and commitment to implement the Nutri-Score across a selection of product categories Provide clear and comprehensive nutritional information for all products, on a per 100g/ml basis 	<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	2	<ul style="list-style-type: none"> Commit to reduce the exposure of children to unhealthy food marketing applying the EU Pledge Nutrition Criteria Commit not to use celebrities, fantasy and animation characters in marketing of products to children Commit to not use marketing in primary schools using unhealthy brands/products 	<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 instead of proportion of population watching Commit to not use premium offers (e.g., promotional toys, games, vouchers and competitions) in marketing of unhealthy brands/products for children Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands/products Commit to not use marketing in settings where children gather using unhealthy brands/products (in and near primary and secondary schools and other places where children gather) Audit/monitor compliance with commitments to limit marketing to children and publish results Adopt an official nutrient profiling system to classify products for the purpose of marketing to children (e.g. WHO nutrient profiling system, EU-Pledge criteria)
ACCESS – Product accessibility	2	<ul style="list-style-type: none"> Commitment to increase the proportion of healthy products (i.e. high fiber and wholegrain content) in overall product portfolio 	<ul style="list-style-type: none"> Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings outside of primary schools 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	3	<ul style="list-style-type: none"> Publicly disclose supported professional organisations, external research and nutrition education programs 	<ul style="list-style-type: none"> Publicly disclose supported active lifestyle programs and involvement in public-private partnerships Publish support of French 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	2		<ul style="list-style-type: none"> Actively engage with the BIA-Obesity tool and process