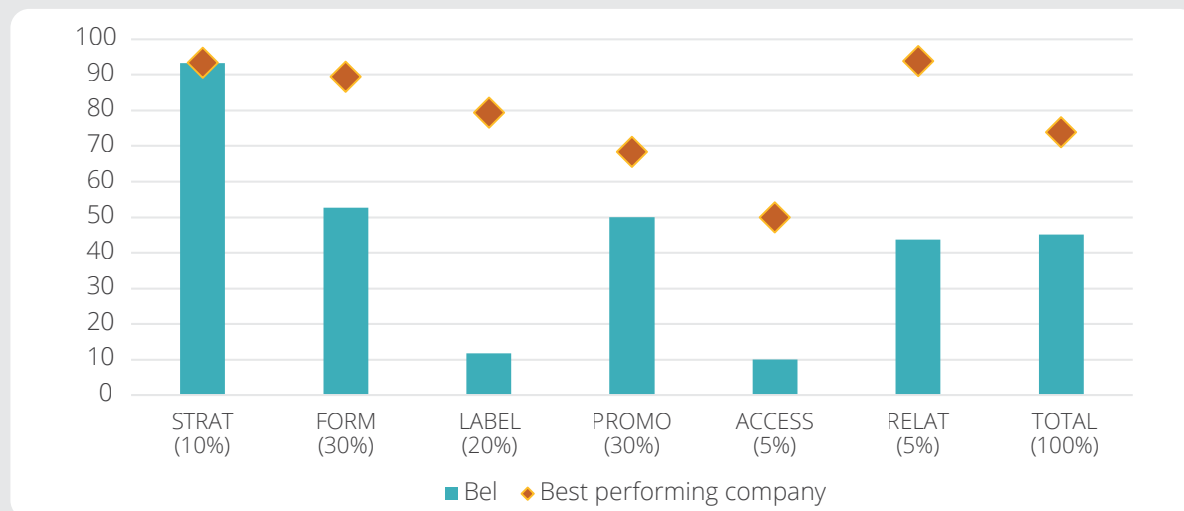


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

BEL

Commitments *



Overall score: 45/100

Overall ranking: 9/20

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

* Full engagement; Data collected till 31 December 2020

Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	C	
% of food products within product portfolio with Nutri-Score A	39.3	4/20
% of food products within product portfolio with Nutri-Score E	3.2	5/20
% of food products within product portfolio that are ultra-processed	7.5	3/20
PROMO: product and brand promotion	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	95.2	12/20

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	3	<ul style="list-style-type: none"> Clear commitment to improve population nutrition and health on national website and regular reporting on this commitment Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy on own website 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"> 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"> Signatory of two 'Chartes d'engagements volontaires de progrès nutritionnels' for La Vache qui rit® et Kiri® Commit to specific targets to reduce salt, saturated fats, sugar and energy content of cheese through the Bel Nutri+ tool 	<ul style="list-style-type: none"> Develop SMART targets to reduce sodium, saturated fats, added sugars and portion sizes Adopt an official nutrient profiling system (e.g Nutri Score) for the purposes of product formulation
LABEL – Nutrition labelling	1	<ul style="list-style-type: none"> Provide clear and comprehensive 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 Publicly commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system or publish details of the tool currently in use and how it aligns with an official nutrient profiling system
PROMO – Product and brand promotion	3	<ul style="list-style-type: none"> Signatory to the EU Pledge 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 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) Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children
ACCESS – Product accessibility	2	<ul style="list-style-type: none"> Commit to increase the proportion of healthy products within the 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	2	<ul style="list-style-type: none"> Publicly disclose supported professional organisations and nutrition education programs 	<ul style="list-style-type: none"> Publicly disclose supported external research, 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	3	<ul style="list-style-type: none"> Actively engaged with the BIA-Obesity tool and process 	