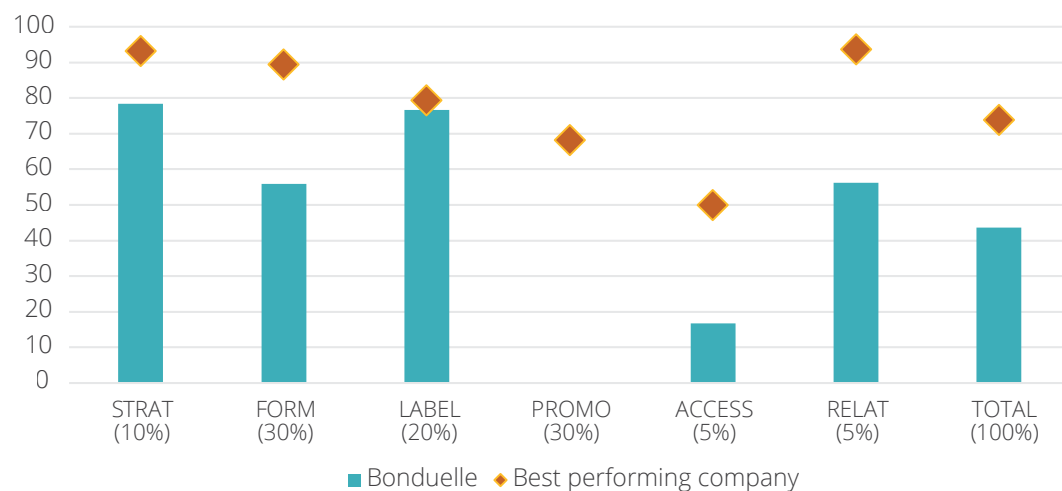


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

BONDUELLE

Commitments *



Overall score: 44/100

Overall ranking: 11/20

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	A	
% of food products within product portfolio with Nutri-Score A	73.7	1/20
% of food products within product portfolio with Nutri-Score E	0.0	1/20
% of food products within product portfolio that are ultra-processed	31.8	4/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	7.5	1/20

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 Refer to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals Refer to relevant priorities in national or regional government policy documents e.g. 'le Programme national nutrition santé (PNNS) 	<ul style="list-style-type: none"> Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy on own website
FORM – Product formulation	3	<ul style="list-style-type: none"> Action taken to reduce salt, saturated fats and sugars based on Visa Santé. The company publicly reports on its progress in reformulating products. 	<ul style="list-style-type: none"> Develop SMART targets to reduce sodium, saturated fats and added sugars and confirm that targets apply to France Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation or publish details of alignment own system with an official nutrient profiling system
LABEL – Nutrition labelling	3	<ul style="list-style-type: none"> Support of and commitment to implement the Nutri-Score Provide clear and comprehensive nutritional information for all (own-brand) products, on a per 100g/ml basis 	<ul style="list-style-type: none"> 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 a tool currently in use and how it aligns with an official nutrient profiling system
PROMO – Product and brand promotion	1		<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	3	<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 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 setting 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, nutrition education programs and involvement in public-private partnerships 	<ul style="list-style-type: none"> Publicly disclose supported active lifestyle programs 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 national website
OVERALL	3	<ul style="list-style-type: none"> Actively engaged with the BIA-Obesity tool and process 	