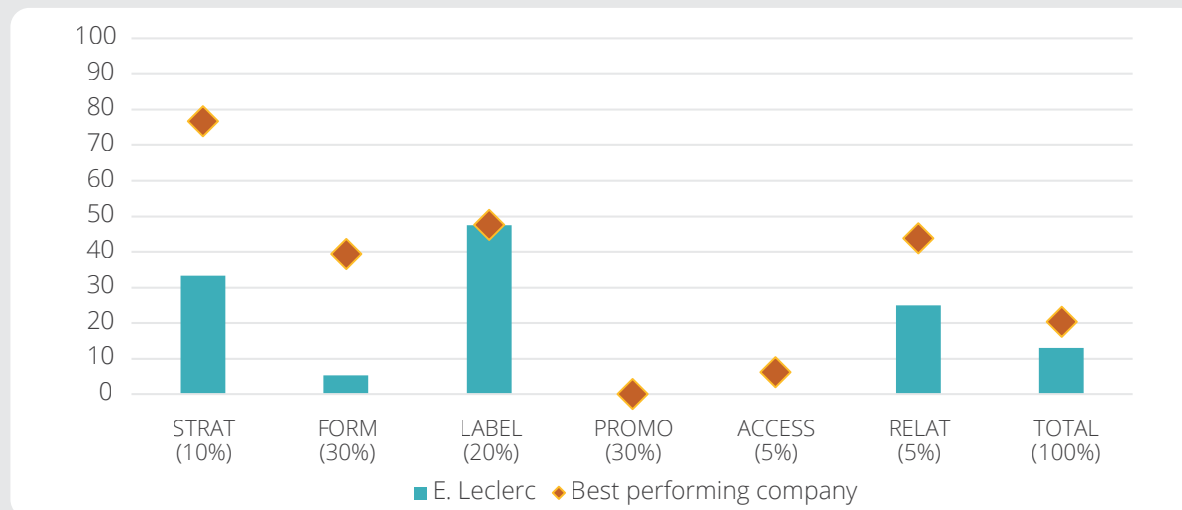


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

E. LECLERC

## Commitments \*



Overall score: 13/100

Overall ranking: 3/6

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

\* Declined participation - 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	C	
% of food products within product portfolio with Nutri-Score A	21.0	4/6
% of products within product portfolio with Nutri-Score E	11.8	2/6
% of products within product portfolio that are ultra-processed	58.8	2/6
PROMO: product and brand promotion	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model °	72.9	5/6
% of food promotions in circulars over six months for ultra-processed food products ~	52.1	3/6
% of food promotions in circulars over six months for fresh fruit and vegetables ~	4.9	5/6

° 2018; ~ October 2019 - March 2020

## Areas of strength and key recommendations to improve commitments on obesity and population level nutrition

Domain	Tertile	Areas of strength	Key recommendations
<b>STRAT – Corporate nutrition strategy</b>	1	<ul style="list-style-type: none"> <li>Clear commitment to improve population nutrition and health on national website</li> </ul>	<ul style="list-style-type: none"> <li>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy</li> <li>Refer to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals</li> <li>Refer to relevant priorities in national or regional government policy documents</li> <li>Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets</li> <li>Regularly report on progress towards improving population nutrition, including progress on objectives and targets specific for France</li> </ul>
<b>FORM – Product formulation</b>	1	<ul style="list-style-type: none"> <li>Signed up to the Charte d'engagements volontaires de progrès nutritionnels</li> </ul>	<ul style="list-style-type: none"> <li>Develop SMART targets to reduce sodium, saturated fat, trans fat, added sugar and portion size across the product portfolio</li> <li>Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation</li> <li>Disclose policy position regarding reformulation on website</li> </ul>
<b>LABEL – Nutrition labelling</b>	3	<ul style="list-style-type: none"> <li>Provide clear and comprehensive nutritional information for all own-brand products, on a per 100g/ml basis</li> <li>Support of and commitment to implement the Nutri-Score</li> <li>Provide summary nutrition information online, e.g. Nutri-Score for some products</li> <li>Disclose policy position regarding front-of-pack labelling</li> </ul>	<ul style="list-style-type: none"> <li>Commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system</li> <li>Use shelf tags that provide summary nutrition information</li> </ul>
<b>PROMO – Product and brand promotion</b>	1		<ul style="list-style-type: none"> <li>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</li> <li>Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands/products</li> <li>Commit to not use marketing in settings where children gather using unhealthy brands/products</li> <li>Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of products to children</li> <li>Adopt an official nutrient profiling system (e.g. WHO nutrient profiling system, EU-Pledge criteria, Nutri-Score) to classify products for the purpose of promotion to children</li> <li>Publicly discloses a marketing policy/ Commits to reduce the exposure of all consumers to unhealthy food marketing</li> <li>Commit to limit the in-store promotion of unhealthy products</li> <li>Commit to limit the proportion of unhealthy (compared with healthy) foods promoted in their regular catalogues</li> <li>Commit to link rewards programs or loyalty programs to healthy food items</li> <li>Commit for in-store product presentations, product giveaways or tastings to be for healthy products</li> </ul>
<b>ACCESS – Product accessibility</b>	1		<ul style="list-style-type: none"> <li>Commit to increase the proportion of healthy products within the portfolio</li> <li>Commit to a greater level of discount applying to healthy foods compared to unhealthy foods</li> <li>Commit to limit multi-buy specials on unhealthy foods</li> <li>Commit to increasing the proportion of healthy products in the overall product portfolio</li> <li>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</li> <li>Publicly commit to dedicate a minimum amount of shelf space/floor space to healthy products and a maximum to less healthy products</li> <li>Commit for checkouts to be free from unhealthy items</li> <li>Commit to limit the placement of unhealthy items at end of aisle displays or other high-traffic areas</li> <li>Adopt an official nutrient profiling system (i.e. Nutri-Score) to classify products for the purposes of product accessibility</li> </ul>
<b>RELAT – Relationships with other organisations</b>	1	<ul style="list-style-type: none"> <li>Publicly disclose supported professional organisations and nutrition education programs</li> </ul>	<ul style="list-style-type: none"> <li>Publicly disclose supported external research, active lifestyle programs and involvement in public-private partnerships</li> <li>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</li> </ul>
<b>OVERALL</b>	2		<ul style="list-style-type: none"> <li>Actively engage with the BIA-Obesity tool and process</li> </ul>

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