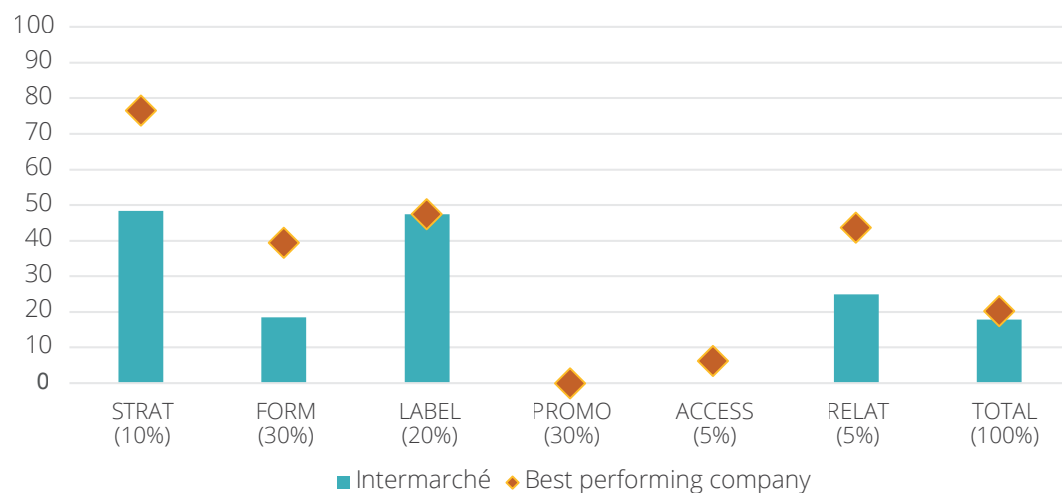


BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

INTERMARCHÉ

Commitments *



Overall score: 18/100

Overall ranking: 2/6

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 publically 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	22.5	2/6
% of products within product portfolio with Nutri-Score E	15.9	4/6
% of products within product portfolio that are ultra-processed	52.9	1/6
PROMO: product and brand promotion	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model °	72.7	4/6
% of food promotions in circulars over six months for ultra-processed food products ~	53.9	5/6
% of food promotions in circulars over six months for fresh fruit and vegetables ~	5.2	4/6

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

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