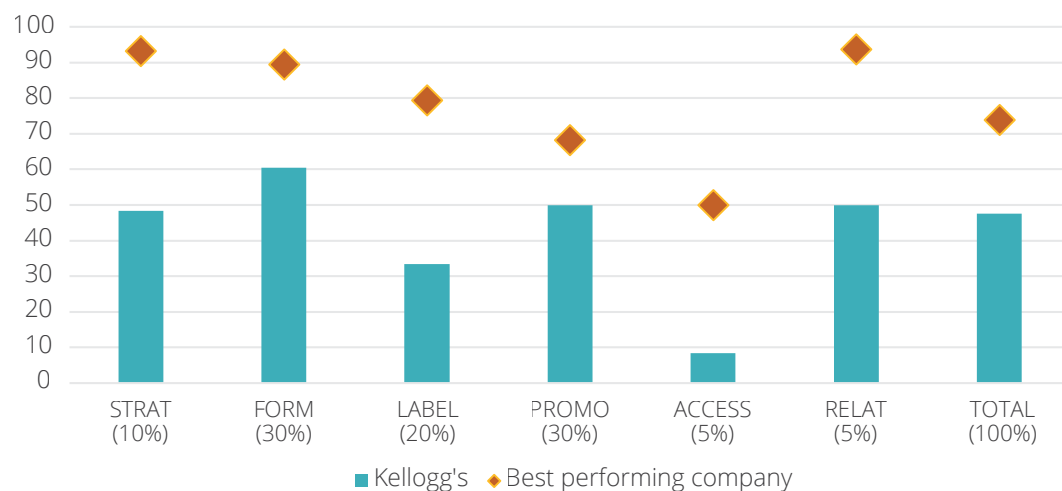


# BUSINESS IMPACT ASSESSMENT ON OBESITY AND POPULATION LEVEL NUTRITION (BIA-OBESITY) FRANCE 2020

**KELLOGG'S**

## Commitments \*



**Overall score: 48/100**

**Overall ranking: 8/20**

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	D	
% of food products within product portfolio with Nutri-Score A	3.5	11/20
% of food products within product portfolio with Nutri-Score E	8.3	10/20
% of food products within product portfolio that are ultra-processed	99.0	19/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	99.2	17/20

## 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>	2	<ul style="list-style-type: none"> <li>General commitment to improve population nutrition and health and regular reporting on this commitment</li> <li>Reference to global priorities within the overarching nutrition strategy e.g. World Health Organization recommendations and Sustainable Development Goals</li> </ul>	<ul style="list-style-type: none"> <li>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within the overarching nutrition strategy</li> <li>Link the Key Performance Indicators of senior managers to the overarching nutrition strategy and related objectives and targets</li> </ul>
<b>FORM – Product formulation</b>	3	<ul style="list-style-type: none"> <li>Commit to specific, time-bound targets to reduce salt, saturated fats and sugar. The company publicly reports on its progress in reducing salt and sugar on the national website. The company also publicly reports on its targets and progress in reformulating products through the International Food &amp; Beverage Alliance (IFBA).</li> <li>No use of artificial trans-fat added to products</li> </ul>	<ul style="list-style-type: none"> <li>Publish details on how the Kellogg's Global Nutrition Criteria align with an official nutrient profiling system (i.e. Nutri-Score) and confirm that the global thresholds apply to France</li> <li>Commit to reduce portion sizes of single serve snacks and specific food categories, where this is appropriate</li> <li>Disclose policy position regarding reformulation on website</li> <li>Adopt an official nutrient profiling system (e.g. Nutri-Score) to classify products for the purpose of reformulation</li> </ul>
<b>LABEL – Nutrition labelling</b>	2	<ul style="list-style-type: none"> <li>Provide comprehensive nutritional information per serving for some products</li> <li>Support of and commitment to implement the Nutri-Score</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>Disclose policy position regarding front-of-pack labelling</li> </ul>
<b>PROMO – Product and brand promotion</b>	3	<ul style="list-style-type: none"> <li>Signatory to the EU Pledge</li> <li>Commit to not sponsor children's sporting, cultural or other activities using unhealthy brands/products</li> <li>Commit not to use celebrities, fantasy and animation characters and premium offers in marketing of unhealthy products to children</li> </ul>	<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.</li> <li>Commit to not use marketing in all settings where children gather using unhealthy brands</li> <li>Audit/monitor compliance with commitments to limit marketing to children and publish results</li> <li>Adopt an official nutrient profiling system (e.g. WHO Europe nutrient profile model) to classify products for the purpose of promotion to children</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> </ul>	<ul style="list-style-type: none"> <li>Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings</li> <li>Adopt an official nutrient profiling system to classify products for the purposes of product accessibility</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> </ul>
<b>RELAT – Relationships with other organisations</b>	3	<ul style="list-style-type: none"> <li>Publicly disclose supported professional organisations, external research, nutrition education programs active lifestyle programs and involvement in public-private partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Publicly disclose supported organisations on the national website, where applicable</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>	3	<ul style="list-style-type: none"> <li>Actively engaged 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)