

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

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## Commitments \*



**Overall score: 6/100**

**Overall ranking: 19/20**

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 publicly available information only; Data collected till 31 December 2020*

## Performance

FORM: product formulation °	Results	Ranking
Median Nutri-Score of product portfolio	B	
% of food products within product portfolio with Nutri-Score A	35.6	5/20
% of food products within product portfolio with Nutri-Score E	3.5	6/20
% of food products within product portfolio that are ultra-processed	98.9	17/20
PROMO: product and brand promotion °	Results	Ranking
% of products not permitted to be marketed to children according to the WHO-Europe model	16.1	2/20

## 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>	1		<ul style="list-style-type: none"> <li>• Commit to improve population nutrition and health</li> <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 e.g. 'le Programme national nutrition santé (PNNS)'</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>• Action taken to reduce salt</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>	1	<ul style="list-style-type: none"> <li>• Support of and commitment to implement the Nutri-Score</li> </ul>	<ul style="list-style-type: none"> <li>• Provide clear and comprehensive online nutritional information for all products, on a per 100g/ml basis</li> <li>• Commit to labelling products with nutrition and health claims only when products are healthy, according to an official nutrient profiling system</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</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> </ul>
<b>ACCESS – Product accessibility</b>	1		<ul style="list-style-type: none"> <li>• Commit to address the price / affordability of healthier products relative to less healthy products</li> <li>• Commit to reduce the availability of unhealthy products and increase the availability of healthy products in settings</li> <li>• Commit to increase the proportion of healthy products within the portfolio</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 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>	1		<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 or statement of no activity in this area</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>	1		<ul style="list-style-type: none"> <li>• Actively engage with the BIA-Obesity tool and process</li> </ul>