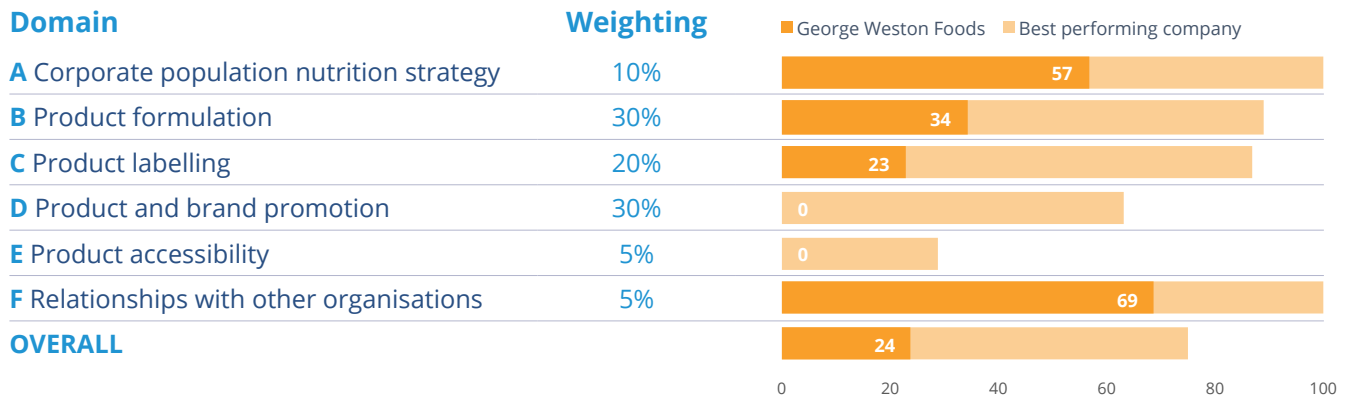


# APPENDIX: COMPANY SCORECARDS

## George Weston Foods

**16** OUT OF 25  
FOOD COMPANIES  
(this includes supermarkets and QSRs)

**24** OVERALL SCORE  
(OUT OF 100)



### Areas of strength

### Key recommendations

Tertile

#### Corporate population nutrition strategy

- Commitment to improve population nutrition at the global level
- A number of the Tip Top Nutrition Manager's Key Performance Indicators are structured around delivering the first phase of the Tip Top Nutrition Strategy

- Publish an overarching commitment to improve population nutrition on the national website
- Refer to global and national priorities when constructing a nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals
- Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy
- Regularly report on progress towards improving population nutrition, including progress on objectives and targets specific to New Zealand

2

#### Product formulation

- Global targets for sodium, added sugar and portion size reduction
- Tip Top Bakeries utilizes Health Star Ratings as a means for product classification

- Develop New Zealand specific targets for sodium, trans fats, saturated fats and added sugar reduction or confirm that the global targets apply for New Zealand

2

#### Product labelling

- Tip Top Bakeries do use a 'no added sugar' claim on some brands and products where applicable and appropriate for the target audience.
- Online nutrition information of products is available through some brand websites

- Support and commit to implement the Health Star Rating system across the company's product portfolio
- Support the implementation of regulations by the Government on added sugar and trans fat labelling on products
- Commit to labelling products with nutrition claims only when products are healthy, (i.e. meet the FSANZ Nutrient Profiling Scoring Criterion (NPSC))

2

# APPENDIX: COMPANY SCORECARDS

## George Weston Foods

**16** OUT OF 25  
FOOD COMPANIES  
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**24** OVERALL SCORE  
(OUT OF 100)

	Areas of strength	Key recommendations
Tertile 1	<b>Product and brand promotion</b>	
	<ul style="list-style-type: none"> <li>George Weston has no commitments in this BIA Obesity domain</li> </ul>	<ul style="list-style-type: none"> <li>Publish support for the Advertising Standards Authority Children and Young People's Advertising Code</li> <li>Develop a marketing policy that applies to children up to the age of 18 years and includes restriction on celebrities, premium offers and fantasy and animation characters</li> <li>Independently audit compliance with marketing commitments on a national level</li> <li>Adopt an official nutrient profiling system to classify products for the purpose of marketing to children (e.g., WHO nutrient profiling system, NZ Food and Beverage Classification System)</li> </ul>
1	<b>Product accessibility</b>	
	<ul style="list-style-type: none"> <li>George Weston has no commitments in this BIA Obesity domain</li> </ul>	<ul style="list-style-type: none"> <li>Support a tax on unhealthy food products (e.g., sugar-sweetened beverages) taking into account the growing scientific evidence base</li> <li>Make a commitment to increase the proportion of healthy food products in the overall company portfolio</li> <li>Adopt an official nutrient profiling system to classify products for the purpose of product accessibility</li> </ul>
3	<b>Relationships with other organisations</b>	
	<ul style="list-style-type: none"> <li>Company publishes details on external supported research, professional organisations and philanthropic funding on global website</li> <li>Commitment not to make political donations</li> </ul>	<ul style="list-style-type: none"> <li>Disclose support of nutrition education and active lifestyle programs not just at the global but also national level</li> </ul>
2	<b>Overall</b>	
	<ul style="list-style-type: none"> <li>Engagement with the BIA-Obesity tool and process</li> </ul>	<ul style="list-style-type: none"> <li>Sign up to the Ministry of Health Healthy Kids Industry Pledge</li> </ul>

### George Weston's BIA-Obesity domain scores by tertile

3 = score within top third of NZ companies – 1 = score within lowest third of NZ companies