**Areas of strength**

**Corporate population nutrition strategy**
- Goodman Fielder does not have commitments in this BIA-Obesity domain
- Set an overarching strategy or commitment to improve population nutrition in New Zealand, including specific targets and objectives
- Regularly report on progress towards improving population nutrition, including specific objectives and targets
- Refer to global and national priorities when constructing a nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals
- Link the Key Performance Indicators of senior managers to nutrition targets

**Product formulation**
- Goodman Fielder does not have commitments in this BIA-Obesity domain
- Commit to New Zealand specific SMART (specific, measurable, achievable, relevant, time-bound) targets on sodium, sugar, saturated fat and trans fat reduction across the product portfolio
- Develop commitments to reduce portion sizes for specific food categories where this is appropriate

**Product labelling**
- Goodman Fielder does not have commitments in this BIA-Obesity domain
- Support for and implementation of the Health Star Rating system across the 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))
**Areas of strength**

**Product and brand promotion**
- Goodman Fielder does not have commitments in this BIA-Obesity domain

**Key recommendations**
- Publish support of the Advertising Standards Authority Children and Young People’s Advertising Code
- 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
- Independently audit compliance with marketing commitments on a national level
- 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)

**Product accessibility**
- Goodman Fielder does not have commitments in this BIA-Obesity domain

**Key recommendations**
- Support evidence-informed government policies such as a tax on sugar-sweetened beverages
- Make a commitment to increase the proportion of healthy food products in the overall company portfolio
- Adopt an official nutrient profiling system to classify products for the purpose of accessibility policies

**Relationships with other organisations**
- Goodman Fielder does not have commitments in this BIA-Obesity domain

**Key recommendations**
- Publish national relationships on the Zealand website, such as support of professional organisations and external research, and membership of industry associations, or disclose a lack of these relationships to the BIA Obesity team
- Disclose all political donations in real time, or commit to not make political donations

**Overall**

**Key recommendations**
- Sign up to the Ministry of Health’s Healthy Kids Industry Pledge
- Actively engage with the BIA-Obesity tool and process

**Griffin’s BIA-Obesity domain scores by tertile**
3 = score within top third of NZ companies – 1 = score within lowest third of NZ companies

The scores and recommendations for this company are based on the evaluation of publically available information that was assessed in 2017.