### Areas of strength

#### Corporate population nutrition strategy
- **Griffin’s does not have commitments in this BIA-Obesity domain**

#### Key recommendations
- **Set an overarching strategy or commitment to improve population nutrition, including specific targets and objectives, for New Zealand**
- **Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy**
- **Refer to global and national priorities within the overarching nutrition strategy e.g., World Health Organization recommendations, 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 to New Zealand**

#### Product formulation
- **Commitment to support the Heart Foundation’s Heartsafe initiative**
- **Commitment to reducing the sodium level in chips and extruded snacks**

#### Product labelling
- **Griffin’s does not have commitments in this BIA-Obesity domain**

#### Key recommendations
- **Commit to set 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**
- **Support for and implementation of the Health Star Rating system across 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
- Griffin’s does not have commitments in this BIA-Obesity domain

#### Key recommendations
- Publish support for 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
- Griffin’s 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
- Griffin’s 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

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

---

**Goodman Fielder’s BIA-Obesity domain scores by tertile**

<table>
<thead>
<tr>
<th>Tertile</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>23</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

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.