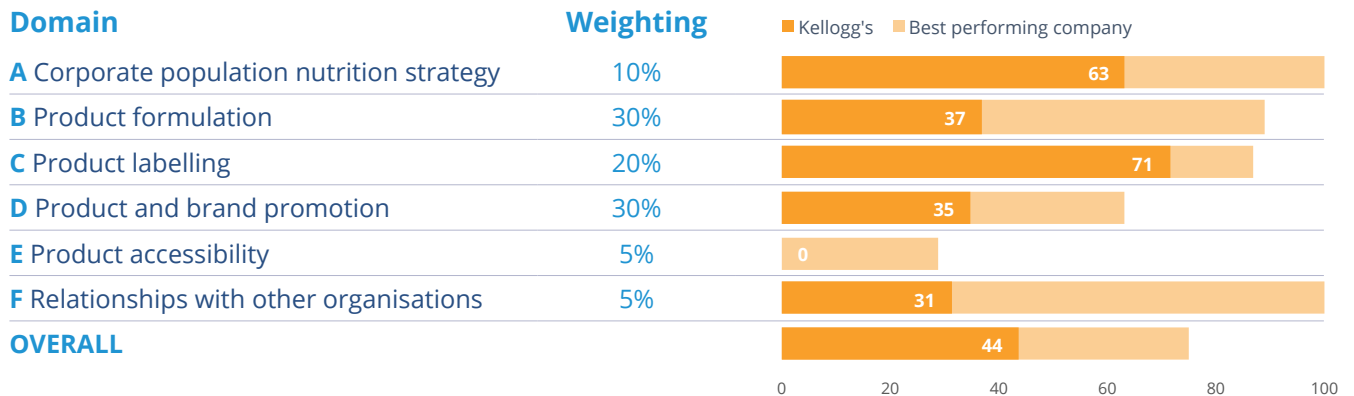


Kellogg's

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

44 OVERALL SCORE
(OUT OF 100)



Areas of strength

Key recommendations

	Areas of strength	Key recommendations
Tertile	Corporate population nutrition strategy	
2	<ul style="list-style-type: none"> Commitment to improve population nutrition on global website 	<ul style="list-style-type: none"> Publish an overarching strategy or commitment to improve population nutrition on the New Zealand website, including specific targets and objectives Regularly report on progress towards improving population nutrition, including New Zealand 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
2	Product formulation	
2	<ul style="list-style-type: none"> Some global targets on sodium, trans fats, added sugar reduction 	<ul style="list-style-type: none"> 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 Commit to using an independent nutrient profiling system (e.g., Health Star Ratings) for the purposes of product development and reformulation
3	Product labelling	
3	<ul style="list-style-type: none"> Provision of nutrition information of products online Commitment to implementation of the Health Star Rating System 	<ul style="list-style-type: none"> 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	Key recommendations
Tertile 2	Product and brand promotion	
	<ul style="list-style-type: none"> Global commitment to not advertise directly to children in schools where students are below age of 12 years 	<ul style="list-style-type: none"> 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 use of celebrities, premium offers and fantasy and animation characters Independently audit compliance with marketing policies 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)
1	Product accessibility	
	<ul style="list-style-type: none"> Kellogg's does not have commitments in this BIA-Obesity domain 	<ul style="list-style-type: none"> 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
2	Relationships with other organisations	
	<ul style="list-style-type: none"> Disclosure on the global website of relationships with professional organisations, philanthropic funding, funding for external research, nutrition education programs, public-private partnerships 	<ul style="list-style-type: none"> 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
2	Overall	
		<ul style="list-style-type: none"> Sign up to the Ministry of Health's Healthy Kids Industry Pledge Actively engage with the BIA-Obesity tool and process

Kellogg'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.