APPENDIX: COMPANY SCORECARDS

Mars

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

63 OVERALL SCORE (OUT OF 100)

Areas of strength

Key recommendations

Corporate population nutrition strategy

- Strong commitment to improve population nutrition on the national website and regular reporting in relation to the commitment
- The Mars Leadership Team including CEO/President, has formal accountability for implementing the health and wellbeing programs

- Reference in overarching nutrition strategy to relevant priorities in national government policy documents relating to population nutrition and obesity

Product formulation

- Existing global targets on sodium, saturated fat, trans fat and added sugar reduction, and portion sizes

- Commit to SMART (specific, measurable, achievable, relevant, time-bound) targets on sodium, sugar, saturated fat and trans fat reduction across the product portfolio in New Zealand
- Commit to using an independent nutrient profiling system (e.g., Health Star Ratings) for the purposes of product development and reformulation

Product labelling

- Support for labelling of added sugars and trans fat where proposed
- Online nutrition information of products available
- Commitment to implementation of the Health Star Rating System

- 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

<table>
<thead>
<tr>
<th>Tertile</th>
<th>Product and brand promotion</th>
<th>Key recommendations</th>
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| 3       | - Compliance with the Advertising Standards Authority Children and Young People's Advertising Code  
  - Commitment to not directly market communications for food, chocolate, confectionery and gum products to children under 12 years, both in terms of ad content and media purchasing  
  - Commitment to not sponsor sports events in primary schools  
  - Commitment to not use celebrities primarily appealing to children under 12 years | - 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 policies on a national level  
  - Define the target audience based on children's peak viewing times rather than proportion of population watching |

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<tr>
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| 3       | - Under the Mars Marketing Code, commitment not to place vending machines offering Mars chocolate, confectionery, food and gum products in primary schools | - 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 |

<table>
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<tr>
<th>Tertile</th>
<th>Relationships with other organisations</th>
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| 2       | - Commitment not to make any political donations  
  - Disclosure of support for active lifestyle programs on website | - Disclose other relationships that are only published on the global website also on the national website |

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<thead>
<tr>
<th>Tertile</th>
<th>Overall</th>
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<tbody>
<tr>
<td>3</td>
<td>- Engagement with BIA Obesity process and tool</td>
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**Mar’s BIA-Obesity domain scores by tertile**

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