McDonald’s

Out of 25 food companies (this includes food and beverage manufacturers and supermarkets)

Overall score (out of 100)

Domain | Weighting | McDonald’s | Best performing company
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A Corporate population nutrition strategy | 10% | 55 | 48
B Product formulation | 25% | 48 | 45
C Product labelling | 15% | 45 | 90
D Product and brand promotion | 25% | 48 | 5
E Product accessibility | 20% | 5 | 0
F Relationships with other organisations | 5% | 42 | 0
OVERALL | | 42 | 0

Areas of strength

Corporate population nutrition strategy:
- Clear commitment to improving population nutrition on the national website
- Include specific objectives and targets within the overarching national nutrition commitment
- Refer to global and national priorities within the overall nutrition strategy e.g., World Health Organization recommendations, Sustainable Development Goals
- Link the Key Performance Indicators of senior managers to nutrition targets
- Regularly report on progress towards improving population nutrition, including specific objectives and targets

Product formulation:
- Signed up to the Ministry of Health Healthy Kids Industry Pledge
- Some existing sodium, trans fat and sugar reduction targets
- Commit to 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:
- Comprehensive nutrition information provided on national website
- Display comprehensive nutrition information on menus in-store
- Support government regulation on menu labelling
### Areas of strength

#### Product and brand promotion

- Compliance with the Advertising Standards Authority Children and Young People's Advertising Code
- Commitment to not advertise on billboards adjacent to schools, or on bus shelters within a 50 metre radius of schools

#### Key recommendations

- Develop a marketing policy that applies to children up to the age of 18 years and that defines a target audience in terms of children’s peak viewing times and includes restriction of use of celebrities and animation/fantasy characters and toys in children's meals
- Independently audit compliance with marketing policies on a national level
- Develop a policy to restrict sponsorship of children’s events

#### Product accessibility

- Policy on swapping fries for side salad at no extra cost
- Policy on swapping soft drinks for 600ml Kiwi Blue water at no extra cost

#### Key recommendations

- Develop a commitment to using value deals only on healthy products
- Commit to not use price incentives such as supersizing
- Commit to not provide free drink refills for caloric soft drinks
- Support evidence-informed government policies such as a tax on sugar-sweetened beverages
- Commit to not opening new stores near schools
- Develop a policy that ‘default’ drinks (as part of combination meals) are healthy

#### Relationships with other organisations

- Support for professional organisations, philanthropic funding and support for active lifestyle programmes are published on national website

#### Key recommendations

- Publish other national relationships on the Zealand website, such as support for external research, and membership of industry associations, or disclose a lack of these relationships to the BIA Obesity team

#### Overall

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

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**McDonald’s BIA-Obesity domain scores by tertile**

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