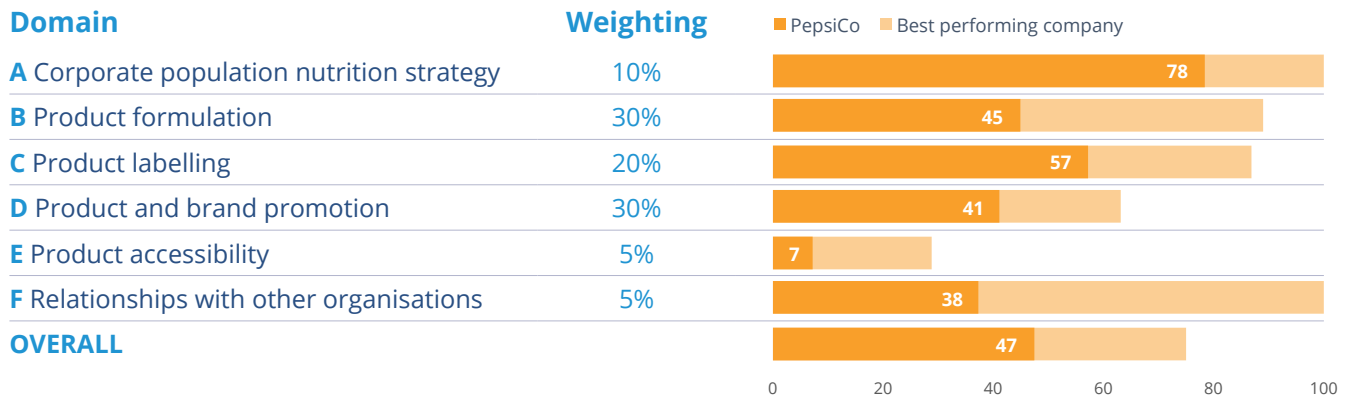


APPENDIX: COMPANY SCORECARDS

PepsiCo

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

47 OVERALL SCORE
(OUT OF 100)



Areas of strength

Key recommendations

Tertile	Areas of strength	Key recommendations
3	Corporate population nutrition strategy <ul style="list-style-type: none"> Clear commitment to improve population nutrition on website with reference to the World Health Organization statistics on obesity 	<ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> Global targets to reduce sodium, trans fats, saturated fat and added sugar 	<ul style="list-style-type: none"> Develop New Zealand specific targets for sodium, trans fats, saturated fats and added sugar reduction or confirm that the global targets apply for New Zealand
2	Product labelling <ul style="list-style-type: none"> Support and commitment to implement the Health Star Rating System Some online nutrition information available on the website (for beverages not for snacks) 	<ul style="list-style-type: none"> Support the implementation of regulations by the Government on added sugar 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 3	Product and brand promotion	
	<ul style="list-style-type: none"> Commitment not to advertise in programs with an audience profile greater than 35% of children under 12 years. The policy applies to TV, print and internet (including third party, corporate and brand- owned websites) 	<ul style="list-style-type: none"> Publish support for the Advertising Standards Authority Children and Young People’s Advertising Code Adapt a stricter definition of ‘target audience’ or ‘audience exposed’ (i.e. ideally the definition would be based on children’s peak viewing times.) Develop a marketing policy that applies to children up to the age of 18 and includes restriction on use of 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)
2	Product accessibility	
	<ul style="list-style-type: none"> Commitment to increase the vegetable and wholegrain content of products in product portfolio 	<ul style="list-style-type: none"> Support, instead of oppose, the implementation of a tax on sugar-sweetened beverages taking into account the growing scientific evidence base Make a commitment to increase the proportion of healthy food products in the overall company portfolio Commit to not selling sugar-sweetened beverages in schools in New Zealand 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"> At the global level, PepsiCo publishes a comprehensive list of the industry groups and associations it supports and/or is a member of Details on philanthropic funding and funding for nutrition education programs disclosed on global website Disclosure to the team that the company does not make any political donations 	<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 Make existing commitment to not make political donations public
3	Overall	
	<ul style="list-style-type: none"> Active engagement with the BIA-Obesity tool and process 	<ul style="list-style-type: none"> Sign up to the Ministry of Health’s Healthy Kids Industry Pledge

PepsiCo’s BIA-Obesity domain scores by tertile

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