## Sanitarium

### OUT OF 25 FOOD COMPANIES

**OUT OF 100 OVERALL SCORE**

- **6** OUT OF 25 FOOD COMPANIES (this includes supermarkets and QSRs)
- **57** OVERALL SCORE

### Domain | Weighting | Score
--- | --- | ---
A Corporate population nutrition strategy | 10% | Sanitarium: 47 | Best performing company: 50
B Product formulation | 30% | Sanitarium: 50 | Best performing company: 79
C Product labelling | 20% | Sanitarium: 33 | Best performing company: 75
D Product and brand promotion | 30% | Sanitarium: 57 | Best performing company: 57
E Product accessibility | 5% | Sanitarium: 75 | Best performing company: 75
F Relationships with other organisations | 5% | Sanitarium: 75 | Best performing company: 75

### Areas of strength

#### Corporate population nutrition strategy

- **Tertile 2**
  - Commitment to improve population nutrition on national website
  - Sanitarium’s philosophy and mission are included in the position descriptions of senior management, and hence constitute a link to performance indicators.

#### Product formulation

- **Tertile 3**
  - Signed up to the Ministry of Health Healthy Kids Industry Pledge
  - Some existing targets for sodium reduction
  - Use of the Health Star Rating system to guide product reformulations and new product development

#### Product labelling

- **Tertile 3**
  - Commitment to implementation of the Health Star Rating system
  - Provision of nutrition information of products online
  - 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))

### Key recommendations

- **Corporate population nutrition strategy**
  - Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy
  - Regularly report on progress towards improving population nutrition, including progress on objectives and targets specific to New Zealand

- **Product formulation**
  - Develop SMART (specific, measurable, achievable, relevant and time bound) targets for sodium, saturated fat, added sugar and portion size reduction for New Zealand
## Areas of strength

### Key recommendations

#### Product and brand promotion

- Compliance with 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 that defines a target audience by children’s peak viewing times instead of proportion of population watching
- Develop a policy on the use of celebrities, characters, and premium offers in promotion to children
- Independently audit compliance with marketing policies on a national level

#### Product accessibility

- Commitment to increase number of healthy products in portfolio
- KickStart Breakfast programme increases affordability and availability of healthy food in a school setting
- Support evidence-informed government policies such as a tax on sugar-sweetened beverages
- Adopt an official nutrient profiling system to classify products for the purpose of accessibility policies

#### Relationships with other organisations

- Philanthropic funding and support for active lifestyle programs are disclosed on the website
- Publish details of financial support for research and external relationship on the national website

#### Overall

- Signed up to the Ministry of Health Healthy Kids Industry Pledge
- Active engagement with the BIA-Obesity tool and process

---

Sanitarium’s BIA-Obesity domain scores by tertile

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