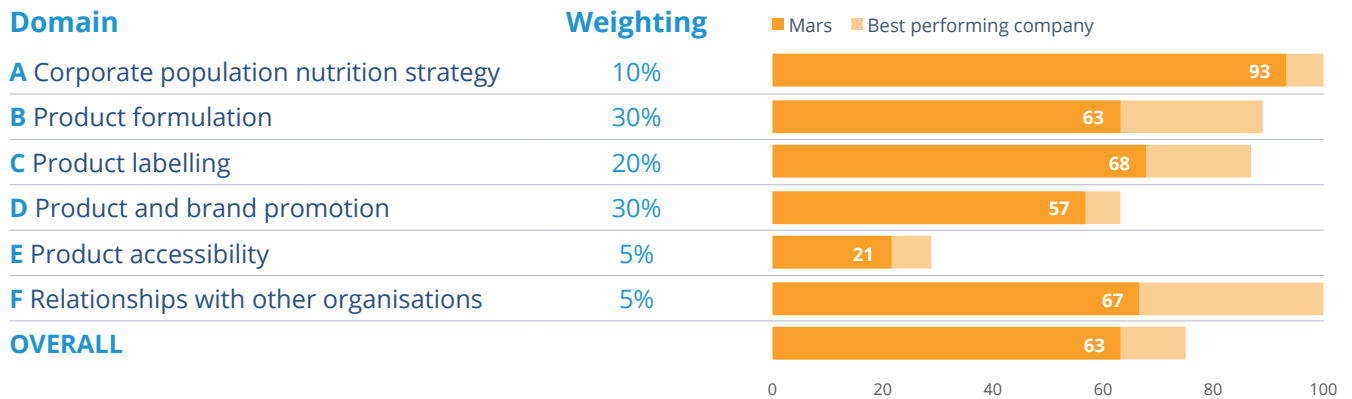


APPENDIX: COMPANY SCORECARDS

Mars

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

63 OVERALL SCORE
(OUT OF 100)



Areas of strength

Key recommendations

Tertile	Areas of strength	Key recommendations
3	<p>Corporate population nutrition strategy</p> <ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Reference in overarching nutrition strategy to relevant priorities in national government policy documents relating to population nutrition and obesity
3	<p>Product formulation</p> <ul style="list-style-type: none"> Existing global targets on sodium, saturated fat, trans fat and added sugar reduction, and portion sizes 	<ul style="list-style-type: none"> 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
3	<p>Product labelling</p> <ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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"> 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 	<ul style="list-style-type: none"> 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
3	Product accessibility	
	<ul style="list-style-type: none"> Under the Mars Marketing Code, commitment not to place vending machines offering Mars chocolate, confectionery, food and gum products in primary schools 	<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"> Commitment not to make any political donations Disclosure of support for active lifestyle programs on website 	<ul style="list-style-type: none"> Disclose other relationships that are only published on the global website also on the national website
3	Overall	
	<ul style="list-style-type: none"> Engagement with BIA Obesity process and tool 	<ul style="list-style-type: none"> Sign up to the Ministry of Health Healthy Kids Industry Pledge

Mar's BIA-Obesity domain scores by tertile

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