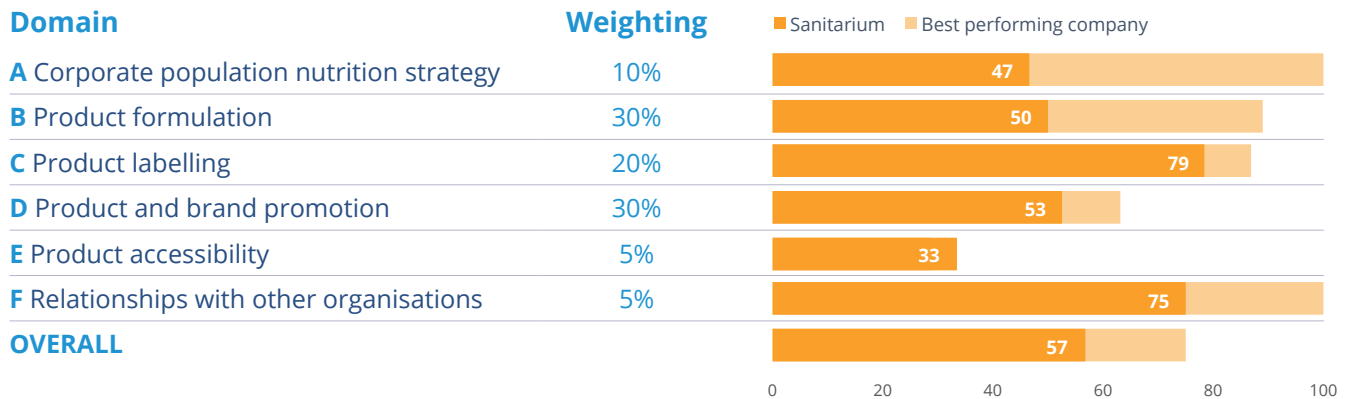


# Sanitarium

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

**57** OVERALL SCORE  
(OUT OF 100)



### Areas of strength

### Key recommendations

	Areas of strength	Key recommendations
Tertile	<p><b>Corporate population nutrition strategy</b></p> <ul style="list-style-type: none"> <li>Commitment to improve population nutrition on national website</li> <li>Sanitarium’s philosophy and mission are included in the position descriptions of senior management, and hence constitute a link to performance indicators.</li> </ul>	<ul style="list-style-type: none"> <li>Include SMART (specific, measurable, achievable, relevant and time bound) objectives and targets within overarching nutrition strategy</li> <li>Regularly report on progress towards improving population nutrition, including progress on objectives and targets specific to New Zealand</li> </ul>
	<p><b>Product formulation</b></p> <ul style="list-style-type: none"> <li>Signed up to the Ministry of Health Healthy Kids Industry Pledge</li> <li>Some existing targets for sodium reduction</li> <li>Use of the Health Star Rating system to guide product reformulations and new product development</li> </ul>	<ul style="list-style-type: none"> <li>Develop SMART (specific, measurable, achievable, relevant and time bound) targets for sodium, saturated fat, added sugar and portion size reduction for New Zealand</li> </ul>
2		
3		
3	<p><b>Product labelling</b></p> <ul style="list-style-type: none"> <li>Commitment to implementation of the Health Star Rating system</li> <li>Provision of nutrition information of products online</li> </ul>	<ul style="list-style-type: none"> <li>Support the implementation of regulations by the Government on added sugar and trans fat labelling on products</li> <li>Commit to labelling products with nutrition claims only when products are healthy, (i.e. meet the FSANZ Nutrient Profiling Scoring Criterion (NPSC))</li> </ul>

	Areas of strength	Key recommendations
Tertile 3	<b>Product and brand promotion</b>	
	<ul style="list-style-type: none"> <li>Compliance with the Advertising Standards Authority Children and Young People's Advertising Code</li> </ul>	<ul style="list-style-type: none"> <li>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</li> <li>Develop a policy on the use of celebrities, characters, and premium offers in promotion to children</li> <li>Independently audit compliance with marketing policies on a national level</li> </ul>
	<b>Product accessibility</b>	
	<ul style="list-style-type: none"> <li>Commitment to increase number of healthy products in portfolio</li> <li>KickStart Breakfast programme increases affordability and availability of healthy food in a school setting</li> </ul>	<ul style="list-style-type: none"> <li>Support evidence-informed government policies such as a tax on sugar-sweetened beverages</li> <li>Adopt an official nutrient profiling system to classify products for the purpose of accessibility policies</li> </ul>
Tertile 3	<b>Relationships with other organisations</b>	
	<ul style="list-style-type: none"> <li>Philanthropic funding and support for active lifestyle programs are disclosed on the website</li> </ul>	<ul style="list-style-type: none"> <li>Publish details of financial support for research and external relationship on the national website</li> </ul>
Tertile 3	<b>Overall</b>	
	<ul style="list-style-type: none"> <li>Signed up to the Ministry of Health Healthy Kids Industry Pledge</li> <li>Active engagement with the BIA-Obesity tool and process</li> </ul>	

Sanitarium's BIA-Obesity domain scores by tertile

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