

# Mars

4th

OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

64

OVERALL SCORE (OUT OF 100)

Domain	Weighting	Score
A Corporate strategy	10%	78
B Product formulation	30%	68
C Nutrition labelling	20%	75
D Promotion to children and adolescents	30%	52
E Product accessibility	5%	15
F External relationships	5%	80

0 20 40 60 80 100

■ Company score ■ Highest sector score

## Areas of strength

- A| Corporate strategy** - Mars highlights nutrition and health as a priority focus area in company reporting. At the global level, the company provides detail on its progress in achieving nutrition and health objectives, and references priorities laid out by the WHO
- B| Product formulation** - Mars has set specific, time-bound targets for the reduction of saturated fat, sodium and kilojoule content across portions of its portfolio. Across its confectionery business unit, the company commits to increase the number of single serve products and move away from 'king size'
- C| Nutrition labelling** - Mars commits to implement the Australian government-endorsed Health Star Rating system across its food and confectionery range
- E| Product accessibility** - Mars makes a clear commitment to increase the number of 'healthy' products in the food segment of its portfolio

## Prioritised recommended actions for Mars

- 1| Introduce** national-level reporting against specific nutrition and health targets and objectives
- 2| Implement** a strengthened policy for reducing promotion of 'less healthy' products/brands that applies to children and adolescents (**up to the age of 18**), across all media channels, and includes all times/events when a large number of children/adolescents are likely to be exposed. Adopt government guidelines for classifying the healthiness of foods
- 3| Develop** specific, time-bound targets for the reduction of saturated fat and free sugars across all relevant segments of the product portfolio
- 4| Commit** not to sponsor sporting and community events that are popular with children/families using 'less healthy' products and brands
- 5| Extend** commitment to eliminate use of promotion techniques with strong appeal to children in relation to 'less healthy' products and brands, by ensuring commitment applies also to product packaging
- 6| Commit** to work with retailers to increase the prominence of healthier products relative to 'less healthy' products in-store (e.g., through shelf space and strategic placement) and in promotional catalogues