

Appendix: Company scorecards

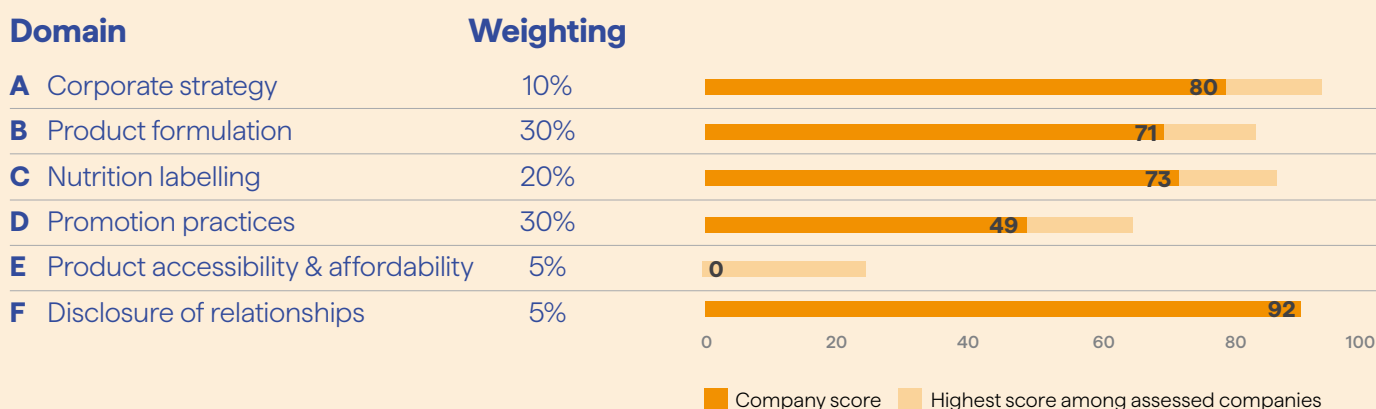
McCain Foods

3rd

OUT OF 21
MANUFACTURERS

63

OVERALL SCORE
(OUT OF 100)



Areas of strength

- McCain identifies health and nutrition as a key area of focus in their corporate strategy. They report on the average Health Star Rating (HSR) of their portfolio and proportion products with a HSR \geq 3.5 in annual global reports.
- McCain publishes specific, timebound targets to reduce sodium levels in their potato products. In support of World Health Organization recommendations, they report having eliminated the use of partially hydrogenated vegetable oils.
- McCain reports full adoption of the HSR labelling on all eligible products. Comprehensive nutrition information is provided online for all products.
- McCain Australia reports that they do not make political donations, and have no activity with external nutrition education and active lifestyle programs.

Recommended actions for McCain Foods

- **Set and disclose** a target to increase the proportion of sales from healthy products (as defined using government-endorsed definitions of healthiness), and publicly report progress at the national-level against this target each year.
- **Develop** specific, time-bound targets for saturated fat reduction across the company's product portfolio, in line with government reformulation targets. Routinely **report** average sodium and saturated fat levels of products in Australia by category, including with changes over time.
- **Strengthen** current policies to effectively reduce the exposure of children to the marketing of unhealthy products and brands, across all channels and settings. For example, by applying to children **up to 18 years**, and **committing** to not sponsor events popular with children and families (e.g., sporting events) using unhealthy foods/brands. **Disclose** detailed reporting of marketing spend by channel, audience and product healthiness.
- **Engage** with retailers to incentivise consumer purchases of healthier products (e.g., through shelf space, strategic placement and product promotions), whilst reducing promotions (e.g. price discounts, promotional displays) for unhealthy products.

HEALTHINESS OF PRODUCT PORTFOLIO[^]

Nutrient profiling summary score		Australian Dietary Guidelines	Extent of processing	Nutrition labelling
Average HSR (out of 5 stars)	Proportion HSR \geq 3.5 (%)	Proportion discretionary (%)	Proportion ultra-processed (%)	HSR uptake for intended products (%)
3.6	75.6%	34.4%	87.8%	100%

[^]This information is provided to add context around the assessed company; this analysis was not included in the assessment of nutrition policies. Results based on data collected by The George Institute for Global Health in March-June 2023 and published in [The State of the Food Supply Report 2023](#). HSR = Health Star Rating