

Parmalat*

19th OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

3 OVERALL SCORE (OUT OF 100)

Domain	Weighting	Score
A Corporate strategy	10%	0
B Product formulation	30%	0
C Nutrition labelling	20%	6
D Promotion to children and adolescents	30%	0
E Product accessibility	5%	0
F External relationships	5%	44

0 20 40 60 80 100

■ Company score
■ Highest sector score

Areas of strength

Parmalat had little disclosure of its approach to nutrition and health. As such, no clear areas of strength were identified.

Prioritised recommended actions for Parmalat

- 1| Identify** nutrition and health as a priority focus area for the company, with relevant objectives, targets and appropriate resourcing
- 2| Develop** specific, time-bound targets for the reduction of nutrients of concern (sodium, free sugar, saturated fat, and artificially produced trans fat) across the product portfolio. Routinely report on progress in achieving reformulation targets
- 3| Participate** in / implement a strategy to adopt relevant recommendations from government-led programs (e.g., Healthy Food Partnership) to improve the healthiness of the food supply
- 4| Commit** to full implementation of the Australian government-endorsed Health Star Rating system across all relevant products, with specific roll-out plan
- 5| Implement** a 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
- 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

*Assessment based on publicly available information only