

Kellogg's*

11th OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

48 OVERALL SCORE (OUT OF 100)

Domain	Weighting	Company score	Highest sector score
A Corporate strategy	10%	63	90
B Product formulation	30%	38	85
C Nutrition labelling	20%	64	80
D Promotion to children and adolescents	30%	41	60
E Product accessibility	5%	0	40
F External relationships	5%	38	85

Areas of strength

- A| Corporate strategy** - At the global level, Kellogg's identifies nutrition and health as an area of focus for the company and references priorities laid out by the UN Sustainable Development Goals
- B| Product formulation** - Kellogg's Australia commits to providing healthier options through reformulation of its portfolio. Globally, the company reports on some of its progress in reformulating products to reduce levels of sodium, artificially produced trans fat and sugars
- C| Nutrition labelling** - Kellogg's Australia commits to implement the government-endorsed Health Star Rating system across all products in the company's portfolio, with a specific roll out plan. Kellogg's Australia provides comprehensive nutrition information online for its products

Prioritised recommended actions for Kellogg's

- 1| Identify** nutrition and health as a priority focus area for the company at the national level, and develop specific objectives that are reported against at the national level
- 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| Publicly commit** to Australia-specific, time-bound targets for the reduction of sodium, free sugar, saturated fat and artificially produced trans fat as well as portion size/energy content across the product portfolio. Routinely report on progress in achieving reformulation targets
- 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| Publicly** commit to only make nutrition content claims (e.g., "99% fat free") on products that are classified as 'healthy' (using government standards for classifying the healthiness of foods in relation to health claims)
- 7| 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