

McCain*

15th OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

14 OVERALL SCORE (OUT OF 100)

Domain	Weighting	Score
A Corporate strategy	10%	0
B Product formulation	30%	12
C Nutrition labelling	20%	19
D Promotion to children and adolescents	30%	20
E Product accessibility	5%	0
F External relationships	5%	19

0 20 40 60 80 100

■ Company score
■ Highest sector score

Areas of strength

- B | Product formulation** – McCain makes a general commitment at the global level to reduce use of sugar, salt and fat in its products
- C | Nutrition labelling** - McCain provides comprehensive nutrition information online for its products, both per serve and per 100g

McCain had little disclosure of its approach to nutrition and health at the national level. As such no further areas of strength were identified.

*Assessment based on publicly available information only

Prioritised recommended actions for McCain

- 1 | Identify** nutrition and health as a priority focus area for the company, with relevant objectives, targets and appropriate resourcing. Report progress against specific nutrition and health objectives at the national level
- 2 | 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
- 3 | Develop** specific, time-bound targets for the reduction of sodium, free sugar, saturated fat, artificially produced trans fat and kilojoule content across the portfolio. Routinely report on progress in achieving reformulation targets
- 4 | 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
- 5 | Commit** to full implementation of the Australian government-endorsed Health Star Rating system across all relevant products, with specific roll-out plan
- 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