

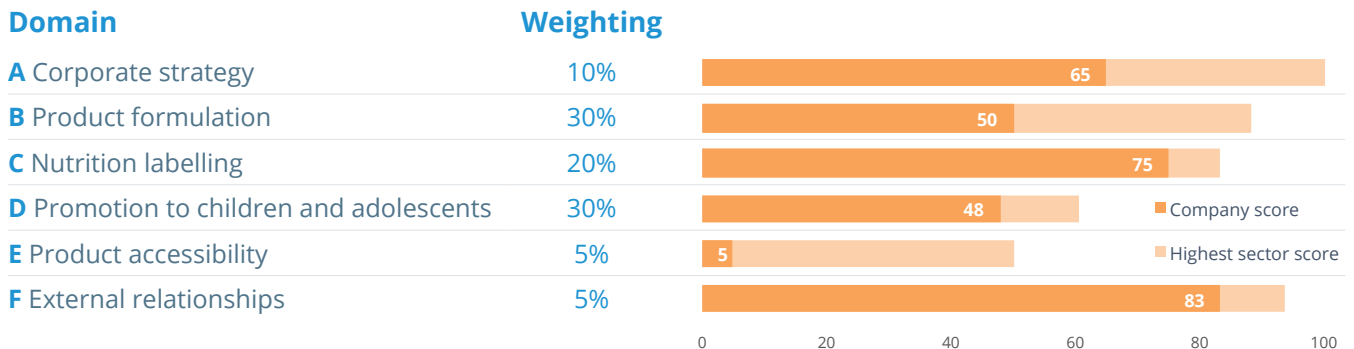
# Campbell Arnott's

8th

OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

55

OVERALL SCORE (OUT OF 100)



## Areas of strength

- A| Corporate strategy** - Campbell Arnott's identifies nutrition as an area of focus for the company, and reports against some of its progress in achieving nutrition targets on its website and through global corporate social responsibility reports
- B| Product formulation** - Campbell Arnott's has set internal reformulation targets across portions of its portfolio, and is a participant in the Australian government's Healthy Food Partnership
- C| Nutrition labelling** - Campbell Arnott's commits to full implementation of the Australian government-endorsed Health Star Rating system across the company's portfolio, and provides comprehensive online nutrition information for its products, both per serve and per 100g
- F| External relationships** - Campbell Arnott's publishes its support for professional associations related to nutrition and health

## Prioritised recommended actions for Campbell Arnott's

- 1| Elevate** nutrition and health to a higher priority focus area within the business, with appropriate resourcing, objectives and targets
- 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** and publicise specific, time-bound targets for the reduction of sodium, free sugar, saturated fat, and artificially produced trans fat across the product portfolio. Routinely report on progress in achieving reformulation targets
- 4| Eliminate** use of promotion techniques (e.g., cartoon characters, interactive games) with strong appeal to children in relation to 'less healthy' products and brands
- 5| 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)
- 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