

Appendix: Company scorecards

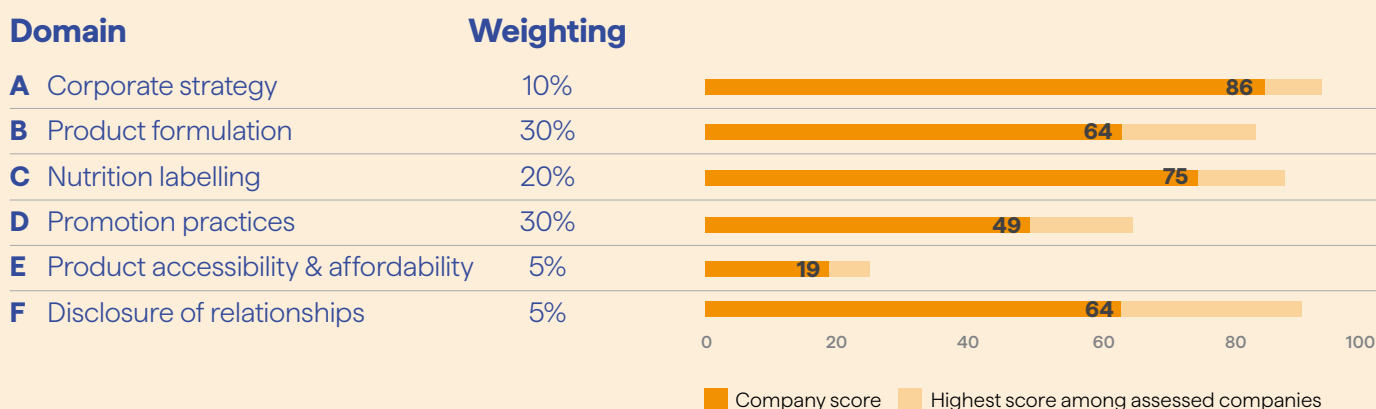
Kellanova Kellogg's

7th

OUT OF 21
MANUFACTURERS

62

OVERALL SCORE
(OUT OF 100)



Areas of strength

- Kellanova makes national and global commitments to nutrition, with reference to priorities of the UN Sustainable Development Goals.
- Kellanova reports progress in reducing levels of sugar, saturated fat and sodium in their breakfast cereals. The company limit trans-fats in products to limits in line with World Health Organization recommendations.
- Kellanova reports using nutrition content claims only on healthy breakfast cereals, as defined by those meeting the government's Nutrition Profiling Scoring Criteria (NPSC).
- Kellanova pledges to not advertise unhealthy products (those not meeting the NPSC) in environments where children gather, including schools, family clinic and health facilities.

Recommended actions for Kellanova

- **Set and disclose** a clear and specific target to increase the proportion of sales from healthy products (as defined using government-endorsed definitions of healthiness), and publicly report progress against this target each year.
- **Develop** specific, time-bound targets for sodium, saturated fat and sugar reduction across the company's product portfolio, in line with government reformulation targets. Routinely **report** average nutrient levels of products in Australia by category, including with changes over time.
- **Publish** a commitment to fully implement HSR labelling across eligible products in all categories, with a specific roll-out plan and routine reporting of progress.
- **Strengthen** current policies to effectively reduce the exposure of children (**up to age 18**) to the marketing of unhealthy products and brands, across all channels and settings. For example, by **eliminating** the use of marketing techniques that appeal to children, such as animated characters on product packaging, in relation to unhealthy products and brands. **Disclose** detailed reporting of marketing spend by channel, audience and product healthiness.
- **Collaborate** with retailers to reduce promotions (e.g. price discounts, promotional displays) for unhealthy products, whilst continuing to incentivise consumer purchases of healthier products (e.g., through shelf space, strategic placement and product promotions).

HEALTHINESS OF PRODUCT PORTFOLIO[^]

Nutrient profiling summary score		Australian Dietary Guidelines	Extent of processing	Nutrition labelling
Average HSR (out of 5 stars)	Proportion HSR ≥ 3.5 (%)	Proportion discretionary (%)	Proportion ultra-processed (%)	HSR uptake for intended products (%)
2.9	45.6%	49.4%	98.7%	61.5%

[^]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