

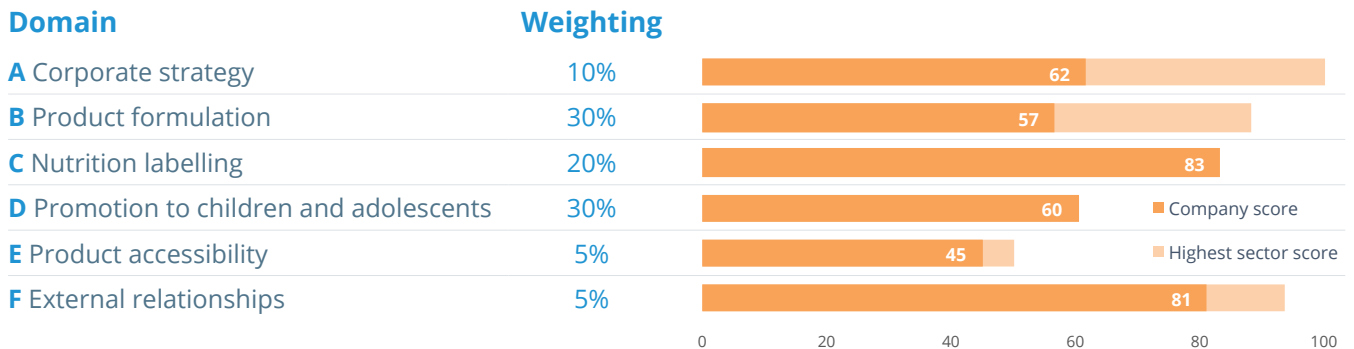
Sanitarium

4th

OUT OF 19 FOOD AND BEVERAGE MANUFACTURERS

64

OVERALL SCORE (OUT OF 100)



Areas of strength

- A| Corporate strategy** - Sanitarium clearly communicates its commitment to nutrition and health through the company's overarching mission statement, and highlights nutrition and health-related issues as a key priority within the business
- C| Nutrition labelling** - Sanitarium outlines its support for the Australian government-endorsed Health Star Rating system, and commits to full implementation of HSR labelling across all products in its portfolio. Sanitarium provides comprehensive online nutrition information for all its products, including per serve, per 100g and HSR
- D| Promotion to children and adolescents** - Sanitarium identifies responsible marketing to children as a company priority and commits to only market 'healthy' foods to children
- E| Product accessibility** - Sanitarium has a broad commitment to encourage healthy eating and provide healthy and nutritious products to all consumers

Prioritised recommended actions for Sanitarium

- 1| Report** progress against specific nutrition and health objectives at the national level on a regular basis
- 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. Continue using government guidelines for classifying the healthiness of foods
- 3| Develop** and publicise specific, time-bound targets for the reduction of sodium, free sugar and saturated fat across the product portfolio, and commit to reducing the kilojoule content of single-serve products. Routinely report on progress in achieving reformulation targets
- 4| 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
- 5| Support** the development of 'free sugar' labelling regulations