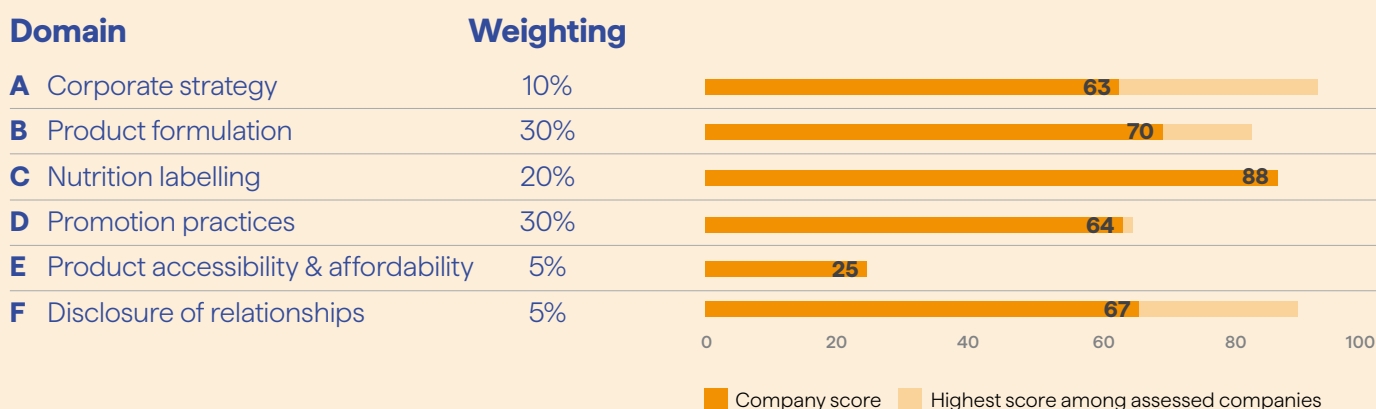


Appendix: Company scorecards

Simplot

5th OUT OF 21
MANUFACTURERS

63 OVERALL SCORE
(OUT OF 100)



Areas of strength

- Simplot identifies nutrition and health as a focus area for the company. Their commitment is publicly disclosed and refers to the Australian Dietary Guidelines.
- Simplot's nutrient criteria, used for reformulation and product development efforts, incorporate targets set by the government's Healthy Food Partnership (HFP) reformulation program. Simplot reports all products comply with the HFP portion size recommendations. In addition, they have taken steps to improve the overall healthiness of their product portfolio through brand acquisitions and divestments.
- In addition to displaying the Health Star Rating (HSR) on most products, Simplot has implemented a policy to ensure nutrition content claims are made only on products that are 'healthy', as defined by government guidelines.
- Simplot reports working with retail partners to promote healthier products (with HSR of at least 3.5).
- Simplot does make political donations in Australia.

Recommended actions for Simplot

- **Disclose** the company's progress towards nutrition-related commitments in regular and public reporting, including the governance arrangements that assign accountability for their nutrition commitments.
- **Set and disclose** a target to increase the proportion of sales from healthy products, 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 by category, including with changes over time.
- **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 (%) |
| 4.1 | 91.4% | 24.5% | 34.4% | 93.0% |

[^]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