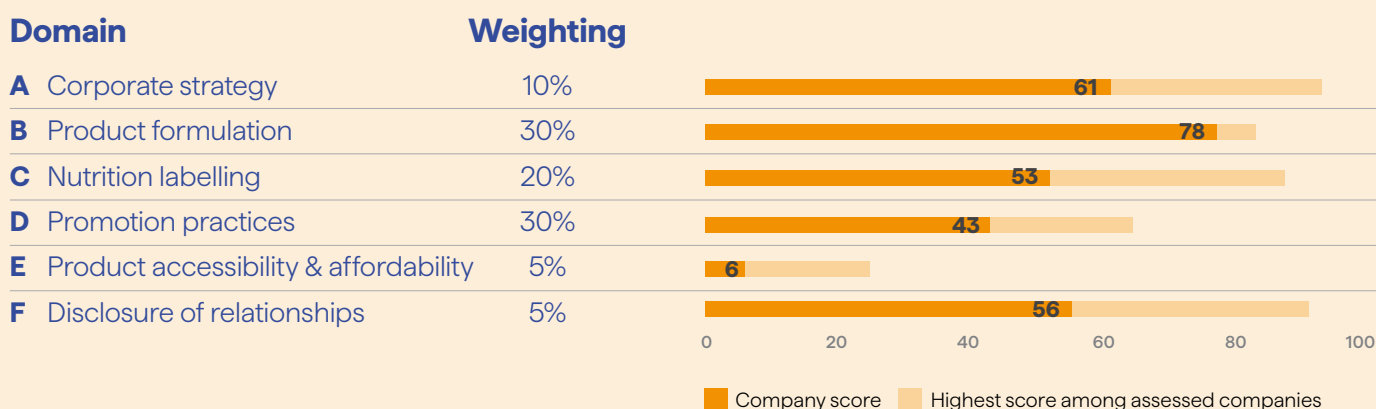


Appendix: Company scorecards

Kraft Heinz

9th OUT OF 21
MANUFACTURERS

56 OVERALL SCORE
(OUT OF 100)



Areas of strength

- Kraft Heinz's commitment to improving population health and nutrition refers to key priorities set out in UN Sustainable Development Goals and World Health Organization action plans.
- Kraft Heinz has specific, timebound targets for improving the healthiness of their portfolio, including for 85% of their portfolio to meet their nutrition criteria by 2025. The company is participating in the government's Healthy Food Partnership (HFP) reformulation program, and pledges to meet HFP targets on sodium, saturated fat and sugar reduction.
- Kraft Heinz Australia does not make political donations, and reports on their relationships with industry associations, public-private partnerships and philanthropic funding in a detailed and consolidated manner.

Recommended actions for Kraft Heinz

- **Set and disclose** a target to increase the proportion of sales from healthy products (defined using government-endorsed classification systems). Publicly **report** progress in Australia against this target each year.
- Routinely **report** average levels of sodium, sugar and saturated fat by category, including with changes over time and with reference to HFP targets.
- **Publish** a commitment to full implementation of the Health Star Rating system 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 incentivise consumer purchases of healthier products (e.g., through shelf space, strategic placement and product promotions), whilst reducing promotions (e.g. price discounts, promotional displays) for unhealthy products.

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 (%)
3.1	62.4%	36.6%	88.1%	37.0%

[^]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