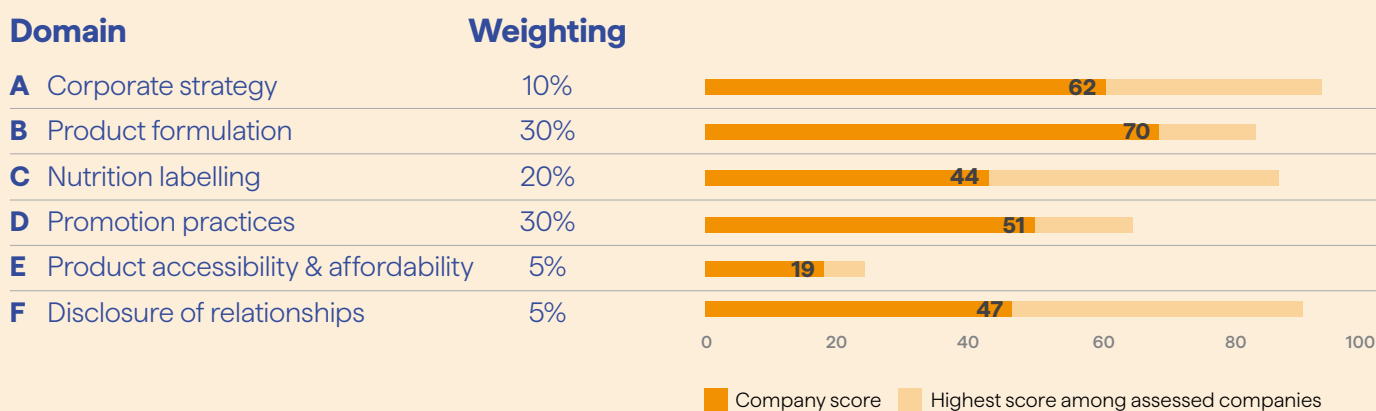


Appendix: Company scorecards

Mars, Inc Mars Wrigley and Mars Food

10th OUT OF 21
MANUFACTURERS

54 OVERALL SCORE
(OUT OF 100)



Areas of strength

- Mars identifies nutrition and health as a priority focus area for the company, communicated through national and global company reporting.
- Mars publishes specific, timebound targets for improving product healthiness in some areas of its portfolio. For example, for 95% of Mars Food products to meet its adopted nutrient criteria by 2025, and to achieve a 5% reduction in sodium across the Mars Food portfolio by 2025.
- Mars' compliance to its global responsible marketing code is conducted by third-party auditors, with performance reported on an annual basis.

Recommended actions for Mars, Inc

- **Set and disclose** a clear and specific target to increase the overall 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, timebound targets to reduce saturated fat and sugar levels across the company's chocolate and confectionery portfolio. Routinely **report** average nutrient levels of products by category across the entire portfolio, including with changes over time.
- **Publish** a commitment to fully implement the Health Star Rating labelling system across all eligible products in its portfolio, 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.
- **Engage** with retailers to incentivise consumer purchases of healthier products (e.g., strategic placement and product promotions), whilst reducing promotions (e.g. price discounts, displaying in high-traffic areas such as checkouts) 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 (%)
2.3	34.8%	85.7%	97.1%	57.0%

[^]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