



**consumer
goods council**
of south africa

FOOD AND HEALTH OPTIONS: COMPANY SPECIFIC VOLUNTARY INITIATIVES

COMPANY NAME: _____

| INITIATIVE | IMPACT | PLANNED KEY ACTIVITY | PROGRESS REPORT |
|---|--------|----------------------|-----------------|
| Abide by the Advertising Standards Authority of South Africa (ASASA) Code on Food and Non-alcoholic Beverage Marketing Communications to Children | | | |
| Participate in an industry-wide campaign to inform consumers about the benefits of maintaining a balanced diet and physical activity as part of a healthy lifestyle | | | |
| Provide financial support for the National Dietary Intake Study | | | |

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|--|--------|----------------------|-----------------|
| Comply with all relevant, existing, updated, foodstuff-related legislation e.g. trans fat, sodium reduction etc. | | | |
| At in-store level, ensure that consumers have the necessary information to make informed choices (Applicable to retailers) | | | |
| Significantly increase better-for-you options available in the snake aisles and till-point areas (Applicable to retailers) | | | |
| Provide better-for-you options of meals and individual food items, including non-alcoholic beverages, as part of offering consumers the opportunity to make better food choices for health (Applicable to QSRs) | | | |
| Provide information at point of sale to allow consumers to make informed meal choices in order to manage energy or kilojoule (kJ) intake | | | |

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| (Applicable for QSRs) | | | |
| Disincentivise upsizing of meals and meal items | | | |
| Increase the range of non-alcoholic beverage options within company portfolios that help consumers reduce their kilojoule intake. | | | |
| Inform consumers about the energy content of non-alcoholic beverages. | | | |
| Increase availability of smaller pack sizes of non-alcoholic beverages across company portfolios. | | | |
| Increase the availability of breakfast cereals with less added sugar | | | |
| Increase the number of products that contain ingredients which are beneficial for health | | | |
| Continue to support food fortification initiatives as determined by the DoH | | | |

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| Increase awareness of the energy, sugar, total fats, saturated fats and salt (sodium) | | | |
| Increase availability of “better-for-you” alternatives within the cereal and functional bar category | | | |
| Increase the use of healthier oils, as well processing methods for snacks and treats (where applicable) | | | |
| Significantly increase better-for-you snack and treats at the snake aisles and till points in stores | | | |