

The Netherlands

	Weight	Score
BMS 1: Corporate Profile	50%	0%
BMS 2: In-country assessment	50%	33%
Total	100%	17%
Impact on the Global Index score		-1.25

## BMS 1: Corporate Profile analysis

Application of policy

Product type	Product made?	Policy scope <sup>1</sup>	Which policy applies?	Geographic coverage?	If local regulations are weaker than own policy in higher-risk countries, follows:
Infant formula: 0-6 months	✗	-	-	-	-
Complementary foods: 0-6 months	✓	-	-	-	-
Follow-on formula: 6-12 months	✓	-	-	-	-
Growing-up milks: 12-24 months	✗	-	-	-	-

\* Note that (-) means that no information was available in the public domain.

Initial Corporate Profile score

Section	Article	Topic	Score
1	Intro	Overarching commitments	0%
2	4	Information & education	0%
3	5	The general public and mothers	0%
4	6	Health care systems	0%
5	7	Health workers	0%
6	8	Persons employed by manufacturers and distributors	0%
7	9	Labeling	0%
8	10	Quality	0%
9	11	Implementation	0%
10		Lobbying (policy and objectives)	0%
11		Disclosure	0%
Initial Corporate Profile score			0%

For explanation see page 3.

Final Corporate Profile score

Product type	Weight	Final score
Initial Corporate Profile score		0%
Infant formula (0-6 months)	35%	0%
Complementary foods (0-6 months)	25%	0%
Follow-on formula (6-12 months)	20%	0%
Growing-up milks (12-24 months)	20%	0%
Total weighted Corporate Profile score		0%

For explanation see page 3.

<sup>1</sup> The assessment does not include analysis of whether the company's policy extends to teats and bottles.

▲ Did not provide information to ATNF during the research phase or fact-checking phase.

# H.J. Heinz Holding Corporation

## Analysis

### Overarching commitments

Heinz does not publish any documents that explicitly acknowledge the importance of The International Code of Marketing of Breast-milk Substitutes (The Code) nor subsequent World Health Assembly (WHA) resolutions. There is no indication that the company supports exclusive breastfeeding for the first six months or continued breastfeeding for two years or more, nor the introduction of appropriate complementary foods from the age of six months.

### Policy commitments on marketing

Heinz does not disclose a policy related to marketing breast-milk substitutes (BMS). It is the only company not to publically disclose any policy commitments relating to BMS marketing. It therefore scores zero in this area. Heinz should adopt a global policy that mirrors all the Articles of The Code and relevant WHA resolutions as a matter of urgency. This policy should apply to all products it makes for children up to 24 months of age and apply in all countries thereby clearly demonstrating the company's support for WHO's recommendation that infants continue to be breastfed up to two years of age or beyond, while also being given appropriate complementary foods from six months on. Further, Heinz should commit to upholding its own policy in countries where regulation is weaker than that policy.

### Management systems

Heinz does not disclose any information about the management systems it uses to implement any commitments related to BMS marketing. It therefore performs the worst of the six companies assessed. Heinz should urgently develop instructions for staff to explain how they should interpret and apply its policy, and develop comprehensive global procedures to ensure that policy is properly implemented.

### Policy commitments on lobbying

Heinz does not disclose a policy to guide its lobbying on BMS issues nor does it score on any of the other indicators relating to this topic. It should publish such documents as soon as possible.

### Disclosure

Heinz does not disclose any policy, management systems or any other type of documents related to BMS marketing.

## Corporate Profile methodology & scoring

**Research:** The research was undertaken by ATNF between June – August 2015, based on documents available in the public domain or provided by the company up to the end of July. Any documents published since then are not reflected in the score.

**Methodology used:** The BMS Corporate Profile methodology was the basis for assessment, developed with extensive input from the ATNI Expert Group, and available at [www.accessstonutrition.org](http://www.accessstonutrition.org).

**Product scope:** In line with the WHO definitions set out in The Code and its statement of July 2013, the 2016 Global Index assesses whether companies restrict marketing of certain BMS products in line with the recommendations of The Code and relevant WHA resolutions. These include complementary foods and beverages identified as being suitable for infants up to six months of age, any type of milk-based formula or follow-on formula (also called follow-up formula) or growing-up milk (also called toddler milk) identified as being suitable for infants and young children up to 24 months of age.

**Initial Corporate Profile score:** This score is based on an initial analysis of the company's policy, management systems and disclosure, as set out in the ATNI BMS methodology. It reflects the extent to which its policies are aligned with The Code and subsequent WHA resolutions, its policy commitments on lobbying, the scope and strength of its management systems, and extent of its disclosure (but not yet taking into account the product scope).

**Weighted scores:** The initial Corporate Profile score is adjusted according to: i) which types of countries the policy applies to (the score is reduced by 25% if the policy applies only in higher-risk countries for a particular product type); ii) where local regulations are weaker than its policy, whether the company complies with local regulations or its own policy (the score is reduced by a further 15% if it does not commit to following its own policy in these circumstances). The scores under each product type show the level of compliance each company achieves for that product type. If the company does not apply its policy to any product category it scores zero. This is also the case if it does not disclose its policy.

**Final Corporate Profile score:** This is the final score weighted according to whether the company's policy applies to each type of BMS product being assessed by the 2016 Global Index.

**Adjustment to Global Index score:** For those companies included in the 2016 Global Index, the total possible adjustment relating to the Corporate Profile is 0.75, fifty percent of the maximum possible adjustment of 1.5. The final Corporate Profile score represents the level of compliance with the ATNI methodology; the adjustment is based on the level of non-compliance. Therefore, the calculation for the adjustment is:  $0.75 \times (100\% - \text{final CP score})$ .

## BMS 2: In-country assessments in Vietnam and Indonesia

	Vietnam	Indonesia	Total
<b>Total number of BMS products assessed</b>	<b>5</b>	<b>8</b>	<b>13</b>
Infant formula	0	0	0
Complementary foods	4	8	12
Follow-on formula	0	0	0
Growing-up milks	1	0	1
Formula, age not specified	0	0	0
<b>Total incidences of non-compliance identified</b>	<b>12</b>	<b>3</b>	<b>15</b>
Infant formula	0	0	0
Complementary foods	11	3	14
Follow-on formula	0	0	0
Growing-up milks	1	0	1
Formula, age not specified	0	0	0
<b>Ratio of incidences of non-compliance by products assessed</b>	2.4	0.4	
<b>Level of compliance</b>	Low	High	
<b>Aggregate score (Vietnam and Indonesia)</b>	0%	66%	33%
<b>Adjustment to Global Index score (out of 0.75)</b>			-0.5

Note that the final adjustment to the Global Index score based on the in-country assessments is calculated as follows:  $0.75 \times (100\% - \text{aggregate in-country score})$ .

### Key to levels of compliance

**Complete:** No incidences of non-compliance found  
**High:** Fewer than 1 incidence of non-compliance by number of products assessed  
**Medium:** Between 1.1 and 2 incidences of non-compliance by number of products assessed  
**Low:** More than 2.1 incidences of non-compliance by number of products assessed

## Products

<b>Vietnam</b>	Four complementary foods labeled as suitable for children from four months old were found, all marketed under the Heinz brand, plus one growing-up milk marketed under the Nurture Gold brand.
<b>Indonesia</b>	Eight complementary foods labeled as suitable for children from four months old were found, all marketed under the Heinz brand.

### Article 4: Information and education for mothers and pregnant

- Overall, Heinz had the best level of compliance in both countries in aggregate of the six companies assessed in ATNI.
- No informational or educational materials produced by Heinz about infant feeding were found in the sampled health facilities and stores in either Vietnam or Indonesia.

### Article 5: Advertising and promotion to the general public including mother and pregnant women

- Overall, Heinz placed first out of the six companies assessed in the 2016 Global Index for its level of compliance in both countries on Article 5, with nine observed incidences of non-compliance in total. (Note that data based on recall is not included in the score).
- In Vietnam, the formal media monitoring conducted during the study by Andi identified no advertisements for covered products on the advertising media monitored – radio, TV and print and online newspapers. However, nine advertisements were found on Facebook.
- Media monitoring in Indonesia carried out by Nielsen and the local study team detected no advertisements for Heinz covered products.
- None of the 814 women interviewed in Vietnam and the 856 women interviewed in Indonesia recalled seeing any advertisements on television for Heinz.

- No point-of-sale promotions were identified in any of the 225 stores visited in Vietnam and Indonesia.

### Article 6: Health care systems (promotion within)

- Overall, Heinz had the best level of compliance in both countries in aggregate of the six companies assessed.
- None of the 814 women interviewed in Vietnam and the 856 women interviewed in Indonesia recalled that a health care worker had recommended that they use a Heinz product.
- None of the 114 health care workers interviewed in Vietnam and the 111 health care workers interviewed in Indonesia recalled any visits by a Heinz representative to talk to the women or distribute samples.

### Article 9: Labeling

- Overall, Heinz had the best level of compliance in both countries in aggregate of the six companies assessed (equal with Mead Johnson).
- A total of four instances of labeling non-compliance were recorded on three of the five Heinz products in Vietnam. Five of these instances were on the single growing-up milk product.
- In Indonesia, only two instances of non-compliance were recorded on two of the eight Heinz products included in the pilot study.

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## In-country assessment methodology & scoring

**Research:** The research was undertaken under contract to ATNF by Westat, a US-based health and social science research company.

**Methodology used:** The Interagency Group on Breastfeeding Monitoring (IGBM) Protocol, entitled 'Estimating the Prevalence of Violations of The Code and National Measures' from 2007. Adapted to local context. Used with permission from UNICEF.<sup>2</sup>

**Data collection methods:**

- Interviews with pregnant women and mothers of infants in health facilities.
- Interviews with healthcare workers in health facilities.
- Identification of informational materials produced by BMS manufacturers available in health facilities and retail stores.
- Identification of sales promotions by BMS manufacturers in retail stores.
- Analysis of product labels and inserts of all available products on the local market.
- Media monitoring.

**Definitions used:**

Drawn from The Code and subsequent guidance issued by WHO in July 2013.<sup>3</sup>

- Covered products include: infant formula (for infants less than six months of age); follow-on formula – sometimes called follow-up formula – (for infants 6-12 months of age); growing-up milk (for children 12-24 months of age); complementary foods when recommended for infants less than six months of age and bottles and teats.

- Non-compliance with The Code's recommendations: IGBM Protocol, WHO and other authoritative sources (such as the Helen Keller Institute). Available as an Annex to Westat reports.

**Location:** Urban Hanoi and urban Jakarta.

**Sampling:**

- Health facilities: selected with probability proportionate to size from a sample frame of eligible facilities.
- Women and health care workers: selected on a probability basis within each health facility, as were health care workers.
- Retailers: Three retail stores near health facilities selected on a purposive basis. All identified BMS products were selected for analysis of labels and inserts.
- Advertising: Two most widely used traditional media channels monitored, such as television and print, as well as online media, by a specialist agency in each country. Additional monitoring of online media undertaken by local partners (ISMS and Polling Center).
- Over 800 women and 125 health care workers were interviewed in each country, and over 110 retail stores were visited in each country.

**Scoring:** For an explanation of how the scores were arrived at, see the BMS chapter and Annex of the 2016 Global Index report.

## About the company<sup>4</sup>

- Heinz is the sixth largest baby food producer in the world with a 2.7% market share in 2013.
- In FY2013, Heinz generated revenues of around \$1.16 bn from baby food products accounting for 15% of its net food and beverage revenues that year.
- It sells six brands, the most popular being Heinz.
- Heinz market focus is Western Europe and China.
- In 2013, Heinz was bought by Warren Buffett's Berkshire Hathaway and 3G Capital, and is now being merged with Kraft.

## Documents assessed in the Corporate Profile methodology

- No documents available in the public domain
- Company website, [www.heinz.com](http://www.heinz.com)
- Heinz Facebook Vietnam, <https://www.facebook.com/heinzbabyfoodvn>

<sup>2</sup> UNICEF's permission to use the IGBM protocol does not imply endorsement of the methodology used or the results of the survey.

<sup>3</sup> [http://www.who.int/nutrition/topics/WHO\\_brief\\_fufandcode\\_post\\_17July.pdf](http://www.who.int/nutrition/topics/WHO_brief_fufandcode_post_17July.pdf)

<sup>4</sup> Source: Euromonitor, a market research provider

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### Note

Westat is responsible for the collection of data related to company compliance with the International Code of Marketing of Breastmilk Substitutes and any additional country-specific regulations related to marketing of these products. Westat is responsible for the analysis of the data related to compliance with the BMS marketing standards and for preparation of summary reports that have been incorporated by ATNF into the scoring of company performance for the Access to Nutrition Index.

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