

ACCESS TO
NUTRITION
INITIATIVE

Benchmarking of Commercially Produced Complementary Foods (CPCF) companies in Cambodia

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Abbreviations

ATNI	Access to Nutrition Initiative
CPCF	Commercially Produced Complementary Foods
FOP	Front of pack
NPM	Adapted WHO Europe nutrient profile and promotion model for CPCF
UNICEF	United Nations Children's Fund
WHO	World Health Organization

About the Access to Nutrition Initiative

Access to Nutrition Initiative (ATNI) is an independent, not-for-profit organization established in 2013. It publishes independent, comprehensive analyses and commentary on companies' efforts to improve consumers' access to nutritious foods and beverages, both globally and within specific markets. Assessing producers of breast-milk substitutes and complementary foods is an integral part of ATNI's work. In the course of its research, ATNI collaborates with a wide range of stakeholders, including the investment community, to ensure that its Indexes and reports are useful tools as they engage with and invest in companies.

About the Southeast Asia Consortium for Improving Complementary Foods (COMMIT)

The COMMIT initiative is a consortium of organizations¹ that have been working together since 2020 to improve the quality of Commercially Produced Complementary Foods (CPCF) in Southeast Asia. COMMIT aimed to address the need for a strong evidence base on CPCF through different workstreams, including reviews of existing national legislation and standards for CPCF, micronutrient landscape analyses, understanding caregivers' perceptions of CPCF, and assessments of CPCF using an adapted World Health Organization (WHO) Europe nutrient profile and promotion model for CPCF (NPM) for these products sold in the capital cities and through online retailers in seven Southeast Asian countries. COMMIT's work spans across the following countries: Cambodia, Indonesia, Lao PDR, Malaysia, Philippines, Thailand, and Viet Nam. The findings from COMMIT's different workstreams will be used to provide technical support for improving complementary feeding through three main platforms, namely strengthening, or developing government regulations on CPCF, building consumer awareness on CPCF, and encouraging industry reformulation of CPCF to meet nutrient composition and labeling requirements.

¹ COMMIT partners include Access to Nutrition Initiative; Alive & Thrive; Helen Keller International; JB Consultancy; School of Food Science, University of Leeds; UNICEF East Asia Pacific Regional Office (EAPRO), WFP Regional Bureau, Bangkok (WFP RBB) and WHO Southeast Asia Regional Office (SEARO) (observer).

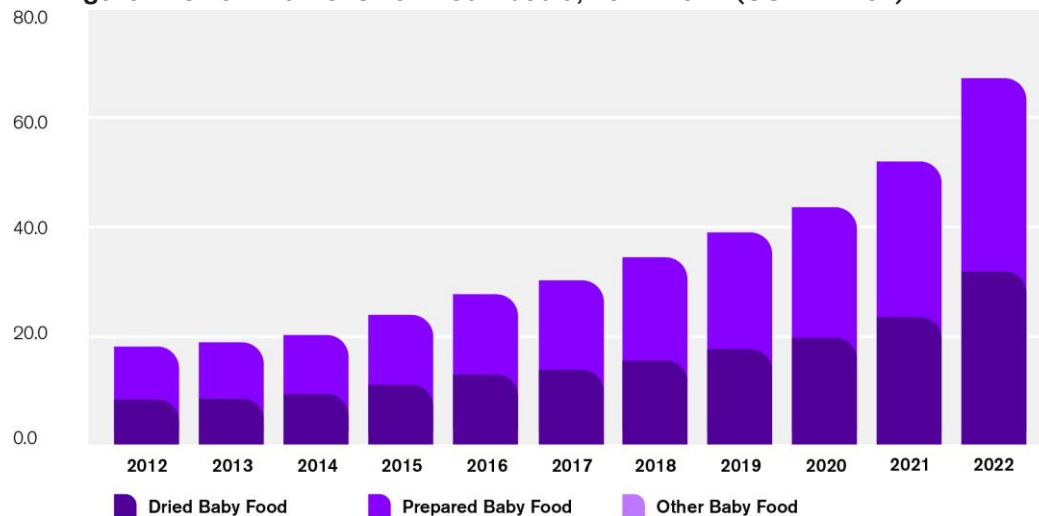


1. Context: Cambodia's complementary foods market

As shown in Figure 1, the market for CPCF is well-established in Cambodia, reaching over USD 65 million sales in 2022 and almost quadrupling in size during 10 years (between 2012 and 2022). In 2022, the majority of CPCF sales corresponded to prepared baby food, i.e., ready-to-eat foods (over USD 35 million), followed by dried food (over USD 30 million) and 'other' categories (see Box 1 for CPCF categories as defined in the Euromonitor International database)*.

According to a labeling study of CPCF sold in Cambodia by Helen Keller International, most CPCF are imported, with France and the United States supplying most products. The largest CPCF company was Nestlé, followed by Kraft Heinz Co. and Danone¹.

Figure 1. CPCF market size in Cambodia, 2012-2022 (USD million) *



Box 1. Euromonitor International baby food category definitions

Baby food: This is the aggregation of milk formula, prepared, dried, and other baby food.

Dried baby food: Products which require the addition of water before consumption, and which are usually sold in packets. Cereals and dehydrated soups are also included. Please note that retail volumes are shown in terms of as sold and are not reconstituted volumes.

Prepared baby food: Baby products sold in jars, cans, or retort flexible pouches which do not require any cooking preparation other than heating. Includes puréed food, yogurts, chilled desserts, soup, desserts, and ice cream marketed for babies.

Other baby food: Any other products marketed for babies are included here; examples may include baby rusks, teething biscuits, baby fruit juices, baby herbal tea, etc.

Note: Euromonitor International's categorization of CPCF does not align with WHO Europe's CPCF categorization as described in its draft nutrient profiling model.

*Source: Euromonitor International 2012-2022. Note this data is modelled and, therefore, there may be inaccuracies due to the limited resources available for data collection.

¹No data of company presence was available in Euromonitor International.



2. Findings

2.1 Products by company

The study used a cross-sectional design to gather data on CPCF nutrient content and labeling practices in Phnom Penh, Cambodia. A total of 245 unique CAPF products were identified, of which 18 were excluded because they did not provide label information in Khmer or English. The majority of CPCF did not provide any label information in Khmer, which may be attributed to a significant proportion of imported products.

A final count of 227 CAPF products were included. As shown in Table 1, the 227 products belonged to 22 companies with 20 based outside of Cambodia. A large percentage (37%) of the products belonged to CPCF companies based in Switzerland, followed by the United States (18%). Of all 227 products, 14 belonged to Cambodian companies - namely Angkor Dairy Products Co Ltd., and Little Bio Cambodia. Over 35% CPCF included in this assessment belonged to Nestlé, followed by Danone (12%) and Kraft Heinz Co. (6%).

Of the 227 products, a total of 211 were assessed against the NPM. The remaining 16 products automatically failed the NPM for CPCF which belonged to Angkor Dairy Products Co Ltd. (n=2), Nestlé (n=11), and Danone (n=3). These products fell under the categories 4.1 (confectionery, sweet spreads, and fruit chews), 5.1 (single or mixed fruit juices, vegetable juices, or other non-formula drinks), or 5.2 (cow's milk and milk alternatives with added sugar or sweetening agent), all of which should not be promoted for children under three years of age (see Table 1). This meant they automatically 'failed' the NPM and, therefore, no nutrient composition and labeling assessments were conducted on these products. Most products were within 'soft-wet spoonable' (40.1%) and the 'finger foods and snacks' (37%) categories, followed by 'dry, powdered, and instant cereal/starchy food' (20%), 'juices and other drinks' (2%), and 'meals with chunky pieces' (0.4%) (see Annex 1).

Table 1. CPCF by parent company name, headquarters, and brand name (grouped by headquarter location in alphabetical order).

Parent company	Headquarters	Brand name	% (n)	Category of products (n)
Bellamy's Organic Pty Ltd.	Australia	Bellamy's Organic	4.0% (9)	2: soft wet spoonable (9)
Every Bite Counts Pty Ltd.	Australia	Baby Bellies	1.8% (4)	4: finger foods and snacks (4)
PZ Cussons Australia Pty Ltd.	Australia	Rafferty's Garden	4.8% (11)	2: soft wet spoonable (9) 3: meals with chunky pieces (1) 4: finger foods and snacks (1)
Angkor Dairy Products Co Ltd.	Cambodia	Angkormilk	3.5% (8)	2: soft wet spoonable (6) X 5: juices and other drinks (2)
Little Bio Cambodia	Cambodia	Little Bio	2.6% (6)	1: dry instant starch (6)
Want Want Holdings Ltd.	China	Hot-Kid	1.3% (3)	4: finger foods and snacks (3)
		Want-Want	3.5% (8)	4: finger foods and snacks (8)
Honilac Nutrition Ltd.	France	Honi Cereals	0.9% (2)	1: dry instant starch (2)
Danone	France	Happy Baby	11.9% (27)	2: soft wet spoonable (11) 4: finger foods and snacks (14) X 3 of those were '4.1'
Kalbe Farma Tbk PT.	Indonesia	Milna	1.8% (4)	1: dry instant starch (4)
Provilac	India	Provilac	1.3% (3)	4: finger foods and snacks (3)
Only Organic	New Zealand	Only Organic	4.4% (10)	2: soft wet spoonable (10)
Flory D.O.O	Serbia	Flory	2.2% (5)	1: dry instant starch (5)
Dana Dairy Group Ltd.	Switzerland	Dana Milk	2.2% (5)	1: dry instant starch (5)
Nestlé	Switzerland	Gerber	32.6% (74)	1: dry instant starch (10) 2: soft wet spoonable (27) 4: finger foods and snacks (34) X 8 of those were '4.1' X 5: juices and other drinks (3)
		Cerelac	1.8% (4)	1: dry instant starch (4)
Healthy Foods Co., Ltd.	Thailand	Apple Monkey	2.6% (6)	4: finger foods and snacks (6)
Namchow (Thailand) Ltd.	Thailand	Namchow	2.6% (6)	4: finger foods and snacks (6)
Natural Health Foods Company Ltd.	Thailand	Baby Natura	4.4% (10)	1: dry instant starch (7) 4: finger foods and snacks (3)
Sainsbury's Supermarkets Ltd.	United Kingdom	Sainsbury's Little Ones	0.4% (1)	1: dry instant starch (1)
Kendal Nutricare Ltd.	United Kingdom	Kendamil	0.9% (2)	1: dry instant starch (2)
Kraft Heinz Co.	United States	Farex	0.9% (2)	2: soft wet spoonable (2)
		Heinz	5.7% (13)	2: soft wet spoonable (12) 4: finger foods and snacks (1)
The Hain Celestial Group, inc.	United States	Earth's Best	1.3% (3)	2: soft wet spoonable (3)
Pepperidge Farm	United States	Goldfish	0.4% (1)	4: finger foods and snacks (1)
Total number of unique CPCF			100.0% (227)	

X- These products fell under the 4.1 (confectionery, sweet spreads and fruit chews), 5.1 (single or mixed fruit juices, vegetable juices, or other non-formula drinks) or 5.2 (cow's milk and milk alternatives with added sugar or sweetening agent) categories which should not be promoted to children < 3 years of age and thus automatically failed the NPM.



2.2 Combined results: nutrient composition and labeling practices

A total of 20 companies produced the 211 CPCF assessed using the NPM for CPCF. As shown in Table 2, none of the companies' assessed CPCF products met both the nutrient composition and labeling requirements of the NPM for CPCF. Thus, no CPCF were found to be suitable for promotion for older infants and young children between six and 36 months of age. None of the products passed all labeling requirements. However, some companies performed better than others against the nutrient composition criteria:

- Almost a third of assessed CPCF products (around 32%, or n=67 out of a total of n=211 products) met **all** nutritional thresholds; and based on the adapted NPM for CPCF, were considered of appropriate nutritional content.
- Most products meeting all relevant nutrient composition requirements (n=67) are in the following CPCF categories: 'fruit purée' (n=38), followed by 'dry instant cereal' (n=16) and 'other snacks' (n=9).
- All products marketed by the following three companies met all applicable nutrient composition thresholds: Every Bite Counts Pty Ltd., Provilac, and Kendal Nutricare Ltd.
- Five companies had 50% or more of their assessed CPCF meet all applicable nutrient composition thresholds.
- Four companies had between 15% and 49% of their products meet the nutrient composition thresholds.
- Nine companies' products did not meet **any** of the applicable nutrient composition thresholds.
- Of those products that did not meet any nutrient composition thresholds (n=144), the majority belonged to the 'other snacks and finger food' category (n=64), followed by the 'dry instant starch' (n=30), 'fruit purée' (n=18), and 'dairy based desserts' (n=13) categories.

Table 2. Nutrient composition and labeling practices assessment, combined nutrient profiling and labeling outcome. (n=211)*

Company	Number of products	% met all relevant nutrient composition requirements	% met all relevant labeling requirements	% met all requirements
Angkor D.O.O	6	0.0%	0.0%	0.0%
Bellamy's Organic Pty Ltd.	9	77.8%	0.0%	0.0%
Dana Dairy Group Ltd..	5	80.0%	0.0%	0.0%
Danone	24	29.2%	0.0%	0.0%
Every Bite Counts Pty Ltd.	4	100.0%	0.0%	0.0%
Flory D.O.O	5	40.0%	0.0%	0.0%
Healthy Foods Co., Ltd.	6	0.0%	0.0%	0.0%
Honilac Nutrition Limited	2	0.0%	0.0%	0.0%
Kalbe Nutrients	4	0.0%	0.0%	0.0%
Kendal Nutricare Ltd.	2	100.0%	0.0%	0.0%
Kraft Heinz Co	15	33.3%	0.0%	0.0%
Little Bio	6	0.0%	0.0%	0.0%
Namchow (Thailand) Co. Ltd	6	0.0%	0.0%	0.0%
Natural Health Foods Company Ltd.	10	60.0%	0.0%	0.0%
Nestlé	67	20.9%	0.0%	0.0%
Only Organic	10	60.0%	0.0%	0.0%
Pepperidge Farm	1	0.0%	0.0%	0.0%
Provilac	3	100.0%	0.0%	0.0%
PZ Cussons Australia Pty Ltd.	11	45.5%	0.0%	0.0%
Sainsbury's Supermarkets Ltd.	1	0.0%	0.0%	0.0%
The Hain Celestial	3	66.67%	0.0%	0.0%
Want Want Holdings Ltd.	11	0.0%	0.0%	0.0%
Total number of products meeting NPM requirements	211	31.8% (67)	0.0% (0)	0.0% (0)

2.3 Nutrient composition results

Table 3 sets out the proportion of each company's CPCF products that met each of the seven nutrient composition thresholds in the NPM. With regards to thresholds applicable to all CPCF product types:

- Most products (~97%) met total fat requirements. Only two companies had products that did not comply with this requirement: local company Angkor Dairy Products Co Ltd. and the Swiss company Nestlé.
- The majority (~72%) met sodium requirements as 12 of the 22 companies had all their products meet this threshold.
- More than half (~56%) met the 'no added sugar/sweeteners' requirements. For the latter, there was a large variation between companies: all products belonging to seven companies met the 'no added sugar/sweeteners' criteria but, for six companies, none of their assessed CPCF met this standard.

For the criteria assessed for specific categories:

- Most companies' relevant CPCF products (84%) met the required protein levels.
- ~76% of relevant products per company met the energy density standards, ranging from 56% to 100% per company.
- Seven out of 10 products (~70%) passed the 'low/no added fruit' requirement.
- For products falling under the 'other snacks and finger foods' category, only 56% met the required standard of having less than 15% energy from total sugar.



Table 3. Proportion of products that met applicable nutrient thresholds per company*

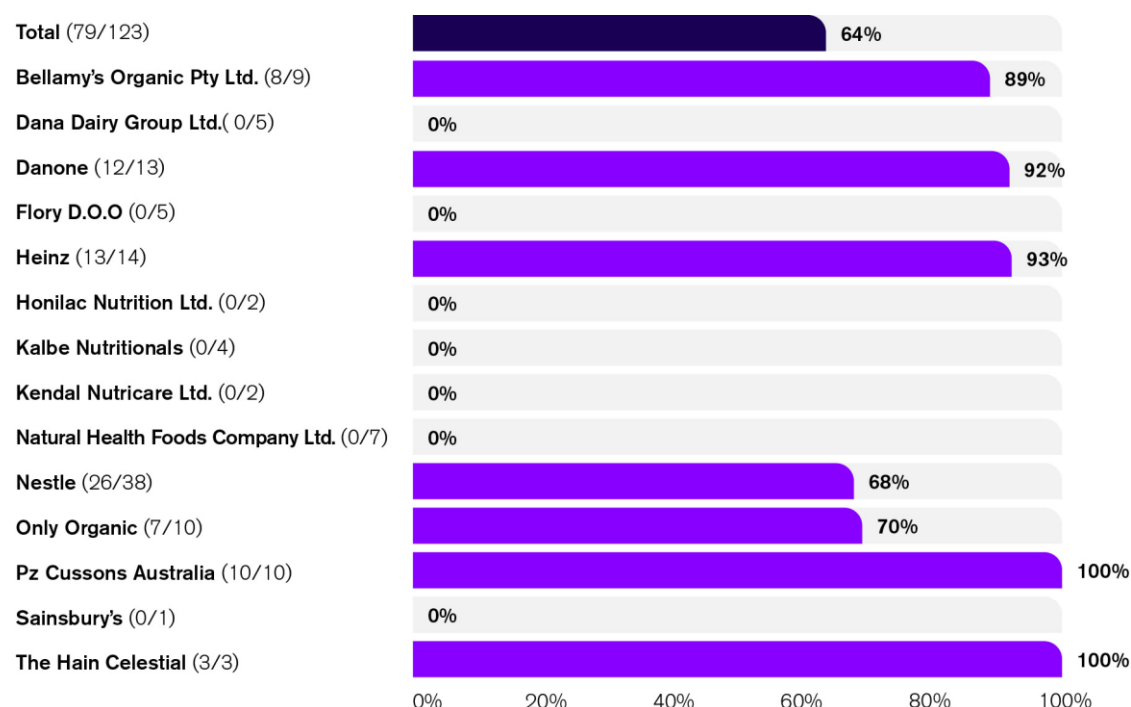
Company	Number of products	Criteria assessed for all categories			Criteria assessed for specific categories			
		% products with no added sugar/ sweetener	% products meeting sodium thresholds	% products meeting total fat thresholds	Products with low/no added fruit % (n)	Products with <15% total energy from total sugar % (n)	Products meeting energy density thresholds % (n)	Products meeting protein thresholds % (n)
Angkor D.O.O	6	16.7%	0.0%	83.3%	66.7% (6)	-	83.3% (6)	-
Bellamy's Organic Pty Ltd.	9	100.0%	100.0%	100.0%	33.3% (3)	-	88.9% (9)	-
Dana Dairy Group Ltd.	5	100.0%	100.0%	100.0%	80.0% (5)	-	-	100.0% (5)
Danone	24	54.2%	70.8%	100.0%	80.0% (5)	45.5% (11)	69.2% (13)	0.0% (3)
Every Bite Counts Pty Ltd.	4	100.0%	100.0%	100.0%	-	100.0% (4)	-	-
Flory D.O.O	5	100.0%	100.0%	100.0%	40.0% (5)	-	-	100.0% (5)
Healthy Foods Co., Ltd.	6	0.0%	33.3%	100.0%	-	50.0% (6)	-	-
Honilac Nutrition Limited	2	0.0%	100.0%	100.0%	50.0% (2)	-	-	100.0% (2)
Kalbe Nutrients	4	0.0%	0.0%	100.0%	100.0% (4)	-	-	100.0% (4)
Kendal Nutricare Ltd.	2	100.0%	100.0%	100.0%	100.0% (2)	-	-	100.0% (2)
Kraft Heinz Co	15	66.7%	93.3%	100.0%	75.0% (8)	100.0% (1)	78.6% (14)	100.0% (3)
Little Bio Cambodia	6	0.0%	100.0%	100.0%	100.0% (6)	-	-	100.0% (6)
Namchow (Thailand) Co. Ltd.	6	0.0%	33.3%	100.0%	-	100.0% (6)	-	-
Natural Health Foods Company Ltd.	10	80.0%	100.0%	100.0%	71.4% (7)	100.0% (3)	-	100.0% (7)
Nestlé	67	52.2%	68.7%	92.5%	55.0% (20)	23.1% (26)	74.1% (27)	77.8% (18)
Only Organic	10	90.0%	90.0%	100.0%	80.0% (5)	-	80.0% (10)	50.0% (4)
Pepperidge Farm	1	0.0%	0.0%	100.0%	-	100.0% (1)	-	-
Provilac	3	100.0%	100.0%	100.0%	-	100.0% (3)	-	-
PZ Cussons Australia Pty Ltd.	11	90.9%	100.0%	100.0%	100.0% (3)	100.0% (1)	55.6% (9)	50.0% (2)
Sainsbury's Supermarkets Ltd.	1	100.0%	100.0%	100.0%	0% (1)	-	-	100.0% (1)
The Hain Celestial	3	66.7%	100.0%	100.0%	-	-	100.0% (3)	-
Want Want Holdings Ltd.	11	9.1%	9.1%	100.0%	-	72.7% (11)	-	-
Total products that meet nutrient composition requirements	211	55.9% (118)	72.0% (152)	97.2% (205)	69.5% (57)	56.2% (41)	75.8% (69)	83.9% (52)
Total products applicable to each assessed requirement		211	211	211	82	73	91	62

* Note where no value is presented, the '-' indicates that the NPM requirement was not applicable to the company's CPCF product type(s).



The NPM also assessed products to determine whether they would require front of pack (FOP) 'high sugar' warning label. A 'high sugar' warning label would be required if the percentage energy from total sugar content exceeds category-specific thresholds. The 'high sugar' warning applied to all categories of CPCF products, except for category 4.3 'snacks/finger foods', to which a total sugar threshold was applied (as seen in Table 3). A total of 123 CPCF product labels declared total sugar content and were thus assessed against this additional threshold. As seen in Figure 2 of the 123 products, 64% will require a 'high sugar' FOP warning, as the energy percentage from total sugar content exceeded the category-specific thresholds. Products belonging to seven companies did not require a 'high sugar' FOP label, while the remaining companies had between 68% and 100% of their products requiring such a warning label based on the high proportion of 'empty' calories contributed by the products' total sugar content.

Figure 2. Percentage of products that required a 'high sugar' FOP label*

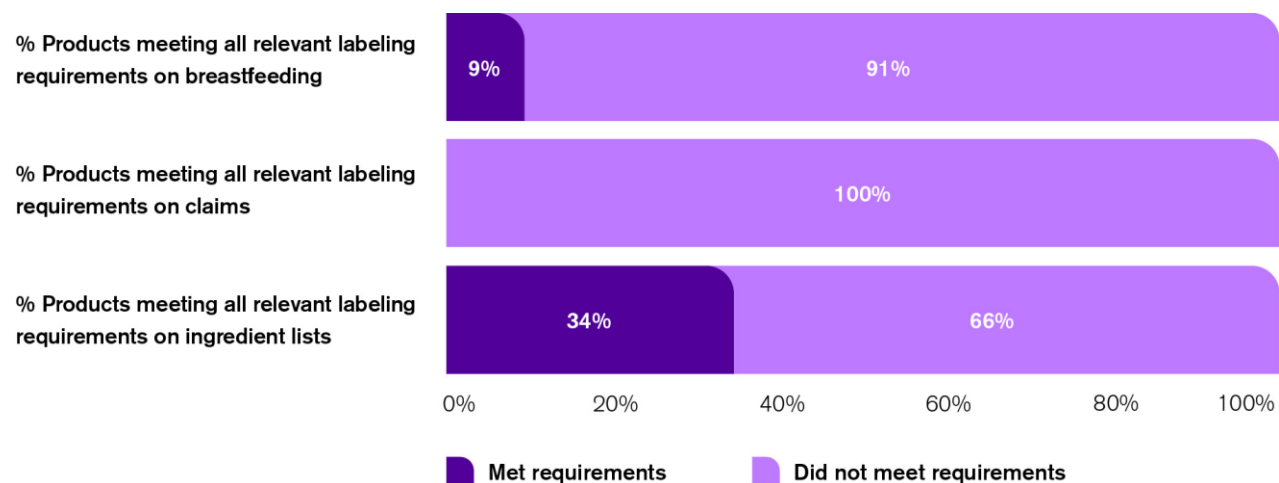


*Note out of 123 applicable products that declared total sugar content on labels, 79 require this warning label and were thus assessed on the need for a 'high sugar' FOP label. A FOP 'high sugar' warning was required if the percentage energy from total sugar content is \geq the threshold for that product category: 1.1: 40%; 2.1/2.2/2.3: 30%; 2.4: 20%; 2.5/2.6/2.7/3.1/3.2: 15%.

2.4 Labeling assessment results

None of the companies' products met all labeling requirements (i.e. protection and promotion of breastfeeding, claims and ingredient list clarity). As seen in Figure 4, the vast majority (91%) did not meet labeling standards on the protection and promotion of breastfeeding; none of them met all labeling requirements on claims; and there were mixed results for companies' products meeting labeling requirements on ingredient lists – with an average of 34% of products meeting this criterion.

Figure 3. Percentage of products meeting all labeling requirements on the protection and promotion of breastfeeding, claims and ingredient lists clarity.



2.4.1 Labeling requirements on the protection and promotion of breastfeeding

The main reason most products did not meet labeling requirements on the protection and promotion of breastfeeding was because only 9% of products included **a message on the importance of continued breastfeeding for up to two years of age or beyond**. Only Honilac Nutrition Ltd. and Flory d.o.o. presented this message on all their products. In addition, mixed results were found for the inclusion of a **minimum recommended age of introduction of at least six months**, with an average of 65% CPCF products including it, while the rest (35%) displayed images or text that suggested suitability for infants under six months of age. Most products (82%) were **not marketed as being suitable for consumption by infants younger than six months**; half of the companies (n=11) met this standard fully, while none of the products belonging to Little Bio Cambodia and Pepperidge Farm met the standard. Almost all products (96%) **did not suggest superiority or equivalence to breastmilk**, except for all of Bellamy's Organic's products (n=9). All 211 assessed CPCF products **did not recommend or promote bottle feeding** (See Annex 2 for specific criteria).

2.4.2 Labeling requirements on claims

None of the companies met all **labeling requirements on claims**. The main reason was that most products contained **non-permitted compositional claims** (96%): only all products by Honilac Nutrition Ltd., Kalbe Nutritionals, and a small percentage (3%) of products belonging to Nestlé did not have such claims. Only 17% of products belonging to eight out of 22 companies did not show **other claims**. Half of the products did not show **nutrient content claims**, the majority (82%) did not present **nutrient function claims**, and almost all (98%) did not present **disease risk reduction claims** (See Annex 3 for specific criteria).

2.4.3 Labeling requirements on product name and ingredient list clarity

Of all products, 34% CPCF met all relevant labeling requirements on product name and ingredient. Most products performed well on reflecting **ingredients in descending order** as per the ingredient list clarity (70%). However, on category-specific criteria, less than half (38%) of applicable products presented the **percentage of fruit** on the ingredient list. With regard to the **percentage of added water** stated on the ingredient list, only one product from Kraft Heinz Co. met this requirement. Of 13 products assessed against stating the **percentage of protein** on the ingredient list, half met this criterion – belonging to Kraft Heinz Co., PT Kalbe Farma Tbk and PZ Cussons Australia (See Annex 4 for specific criteria).

2.4.4 Labeling requirements for blended/puréed products

Six companies' CPCF products were assessed on labeling requirements specific for blended/puréed products, and none of them (n=91) met the specified criteria for this food group of having the **maximum recommended age of consumption of 12 months**. Among the blended/puréed CPCF, 59 have spouts and 95% of those have a '**choking hazard**' warning label. However, only 17% (all belonging to Kraft Heinz Co.) have a statement informing that **children should not be allowed to suck from the container** (see Annex 5 for specific criteria).



3. Summary

- The CPCF market in Cambodia has almost quadrupled in the past 10 years, reaching over USD 65 million sales in 2022. However, the results of this research show that none of the companies' CPCF products passed both nutrient and labeling requirements according to the NPM. Thus, none of the products were considered suitable to be promoted to older infants and young children between six and 36 months of age.
- Collectively, more than half (n=120) of the 227 CPCF products belonged to Nestlé (n=78), Danone (n=27), and Kraft Heinz Co. (n=15).
- Sixteen products belonging to Angkor Dairy Products Co Ltd. (n=2), Nestlé (n=11), and Danone (n=3) automatically failed the NPM. These products fall under categories 4.1, 5.1, or 5.2 and, therefore, should not be promoted to children under three years of age.

Nutrient composition

- Over a third of the companies' assessed CPCF products (n=118) met **all nutrient composition thresholds** and were thus of appropriate nutrient content. All products from Every Bite Counts Pty Ltd. (n=4), Kendal Nutricare Ltd. (n=2), and Provilac (n=3) met the nutrient composition requirements.
- Most of the companies' products met the **fat requirements** (~97%). Only two companies had products that did not comply with this requirement: local company Angkor Dairy Products Co Ltd. and the Swiss company Nestlé. Relatively high adherence was also observed for **sodium** requirements (72%), as 12 of the 22 companies had all their products meet this threshold. Most companies' relevant CPCF products (84%) met the required **protein levels**.
- More than half (~56%) of the products contained added sugars/sweeteners. However, all products from seven companies met this requirement compared to added sugars/sweeteners, with more products (~70%) complying with the **low/no added fruit criterion**. Less compliance was observed for the 'other snacks and finger foods' category, as 56% had **more than 15% of total energy** derived from total sugar – yet all CPCF from five companies met this requirement. Further, 76% of relevant products met the energy density standards, ranging from 56% to 100% per company.
- Of products declaring total sugar level contents, 64% (n=79) required **a high sugar FOP label**; with 51 of the 79 products belonging to the three largest CPCF companies: Nestlé, Danone, and Kraft Heinz Co. However, seven companies did not require a high sugar FOP as all their products had appropriate total sugar levels below the NPM thresholds.

Labeling practices

- None of the companies' products met all labeling requirements, as the vast majority (91%) did not meet **all labeling requirements on breastfeeding**. Only Honilac Nutrition Ltd. complied with **all breastfeeding messages** on all its product labels. The majority of products (>82%) met the specific labeling requirements for breastfeeding. However, only 19 products (9%) included a message on the importance of **continued breastfeeding for up to two years or beyond**. The only two companies that included this message on all their products were Flory d.o.o. and Honilac Nutrition Ltd. While most products included the required messages on the **protection and promotion of breastfeeding**, these messages were most frequently provided in English and not in the national language of Khmer.



- None of the CPCF products met **all labeling** requirements **on claims**. For specific criteria, only two companies, Honilac Nutrition Ltd. and Kalbe Nutritionals, did not include '**non-permitted claims**' for all their products. Only 17% of products did not have '**other claims**' – and all products belonging to PT Kalbe Farma Tbk and Kendal Nutricare met this requirement.
- Only 34% of companies' products met **all labeling** requirements **on ingredient lists** - most products performed well in reflecting **ingredients in descending order**. However, 51 out of 135 products failed to include the **percentage of fruit** and only one product from Kraft Heinz Co. included the **percentage of added water**. Meanwhile, half of the applicable products presented the **percentage of protein** on their labels (seven out of 13).
- For blended/puréed products, none of them indicated a **maximum recommended age of use of 12 months** on their labels. For products with a spout, only Kraft Heinz Co. had the message '**not to suck from the container**', which was present on 83% of their spouted products. On the other hand, almost all spouted products had a **warning that the cap is a choking hazard**.



4. Annexes

Annex 1: Commercial complementary foods per NPM-defined category and subcategory (n=227)

Category	Subcategory	% (n)
Category 1: Dry, powdered, and instant cereal/starchy food		20.3% (46)
Category 1.1	Dry or instant cereals/starch	20.3% (46)
Category 2: Soft-wet spoonable, ready-to-eat foods, typically smooth or semi-puréed packaged in jars or pouches and can be spoon-fed		40.1% (91)
Category 2.1	Dairy-based desserts and cereal products	5.7% (13)
Category 2.2	Fruit purée with or without addition of vegetables, cereals, or milk	24.7% (56)
Category 2.3	Vegetable only purée	1.8 % (4)
Category 2.4	Puréeed vegetables and cereals	1.3% (3)
Category 2.5	Puréeed meal with cheese (but not meat or fish) mentioned in the name	1.3% (3)
Category 2.6	Puréeed meal with meat or fish mentioned as first food in product name	3.1% (7)
Category 2.7	Puréeed meals with meat or fish (but not named first in product name)	2.2% (5)
Category 2.8	Purées with only meat, fish or cheese in the name	0.0% (0)
Category 3: Meals with chunky pieces, often sold in trays or pots for older infants and young children		0.4% (1)
Category 3.1	Meat, fish, or cheese-based meal with chunky pieces	0.4% (1)
Category 3.2	Vegetable-based meal with chunky pieces	0.0% (0)
Category 4: Dry finger foods and snacks		37.0% (84)
Category 4.1	Confectionery, sweet spreads and fruit chews	4.8% (11)
Category 4.2	Fruit (fresh or dry whole fruit or pieces)	0.0% (0)
Category 4.3	Other snacks and finger foods	32.2% (73)
Category 5: Juices and other drinks		2.2% (5)
Category 5.1	Single or mixed fruit juices, vegetable juices, or other non-formula drinks	1.3% (3)
Category 5.2	Cow's milk and milk alternatives with added sugar or sweetening agent	0.9% (2)
Category 6: Other		0.0% (0)
Category 6.1	Other	0.0% (0)
Total unique CPCF		100.0% (227)

Annex 2. Labeling requirements on breastfeeding per company (n=211)

Company	Number of products	% Products meeting all relevant labeling requirements on breastfeeding	% Products with minimum recommended age of introduction of at least 6 months	% Products not marketed as suitable for <6m	% Products with a message on importance of breastfeeding $\geq 2y$	% Products that do not suggest superiority or equivalence to breastmilk	% Products that do not recommend or promote bottle feeding
Angkor D.O.O	6	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Bellamy's Organic Pty Ltd.	9	0.0%	33.3%	33.3%	0.0%	0.0%	100.0%
Dana Dairy Group Ltd.	5	0.0%	80.0%	80.0%	0.0%	100.0%	100.0%
Danone	24	0.0%	41.7%	75.0%	0.0%	100.0%	100.0%
Every Bite Counts Pty Ltd.	4	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Flory D.O.O	5	80.0%	80.0%	80.0%	100.0%	100.0%	100.0%
Healthy Foods Co., Ltd.	6	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Honilac Nutrition Limited	2	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Kalbe Nutrients	4	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Kendal Nutricare Ltd.	2	0.0%	50.0%	50.0%	0.0%	100.0%	100.0%
Kraft Heinz Co	15	0.0%	86.7%	86.7%	0.0%	100.0%	100.0%
Little Bio Cambodia	6	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Namchow (Thailand) Co. Ltd	6	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Natural Health Foods Company Ltd.	10	0.0%	70.0%	70.0%	0.0%	100.0%	100.0%
Nestlé	67	6.0%	52.2%	95.5%	6.0%	98.5%	100.0%
Only Organic	10	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Pepperidge Farm	1	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Provilac	3	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
PZ Cussons Australia Pty Ltd.	11	0.0%	36.4%	36.4%	0.0%	100.0%	100.0%
Sainsbury's Supermarkets Ltd..	1	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
The Hain Celestial	3	0.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Want Want Holdings Ltd.	11	72.7%	100.0%	100.0%	72.7%	100.0%	100.0%
Total products that meet labeling requirements on breastfeeding	211	8.5% (18)	64.9% (137)	82.5% (174)	9.0% (19)	95.7% (202)	100.0% (211)

Annex 3. Labeling requirements on claims per company (n=211)

Company	Number of products	% Products meeting all relevant labeling requirements on claims	% Products without non-permitted compositional claims	% Products with no nutrient content claims	% Products with no nutrient function claims	% Products with no disease risk reduction claims	% Products with no other claims
Angkor D.O.O	6	0.0%	0.0%	33.3%	100.0%	100.0%	66.7%
Bellamy's Organic Pty Ltd.	9	0.0%	0.0%	77.8%	100.0%	100.0%	0.0%
Dana Dairy Group Ltd.	5	0.0%	0.0%	0.0%	100.0%	100.0%	60.0%
Danone	24	0.0%	0.0%	62.5%	75.0%	100.0%	0.0%
Every Bite Counts Pty Ltd.	4	0.0%	0.0%	25.0%	100.0%	100.0%	0.0%
Flory D.O.O	5	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Healthy Foods Co., Ltd.	6	0.0%	0.0%	16.7%	100.0%	100.0%	0.0%
Honilac Nutrition Limited	2	0.0%	100.0%	0.0%	100.0%	100.0%	0.0%
Kalbe Nutrients	4	0.0%	100.0%	0.0%	25.0%	100.0%	100.0%
Kendal Nutricare Ltd.	2	0.0%	0.0%	50.0%	100.0%	100.0%	100.0%
Kraft Heinz Co	15	0.0%	0.0%	93.3%	100.0%	93.3%	13.3%
Little Bio Cambodia	6	0.0%	0.0%	50.0%	0.0%	100.0%	0.0%
Namchow (Thailand) Co. Ltd.	6	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Natural Health Foods Company Ltd.	10	0.0%	0.0%	100.0%	70.0%	100.0%	90.0%
Nestlé	67	0.0%	3.0%	29.9%	68.7%	94.0%	11.9%
Only Organic	10	0.0%	0.0%	90.0%	100.0%	100.0%	40.0%
Pepperidge Farm	1	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Provilac	3	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
PZ Cussons Australia Pty Ltd.	11	0.0%	0.0%	27.3%	100.0%	100.0%	0.0%
Sainsbury's Supermarkets Ltd.	1	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
The Hain Celestial	3	0.0%	0.0%	0.0%	100.0%	100.0%	0.0%
Want Want Holdings Ltd.	11	0.0%	0.0%	100.0%	100.0%	100.0%	0.0%
Total products that meet labelling requirements on claims	211	0.0% (0)	3.8% (8)	51.2% (108)	81.5% (172)	97.6% (206)	17.1% (36)

Annex 4. Product name and ingredient list clarity *

Company	Number of products	% Products meeting all relevant labeling requirements on ingredient lists	% Products where product name reflects ingredients in descending order as per ingredient list	% Products with % of fruit stated on ingredient list ¹	% Products with % of added water stated on ingredient list ²	% Products with % of protein stated on ingredient list ³
Angkor D.O.O	6	0.0%	100.0%	33.3%	0.0%	-
Bellamy's Organic Pty Ltd.	9	33.3%	55.6%	100.0%	0.0%	-
Dana Dairy Group Ltd.	5	80.0%	100.0%	0.0%	-	-
Danone	24	16.7%	79.2%	11.1%	0.0%	0.0%
Every Bite Counts Pty Ltd.	4	100.0%	100.0%	100.0%	-	-
Flory D.O.O	5	40.0%	100.0%	0.0%	-	-
Healthy Foods Co., Ltd.	6	0.0%	100.0%	100.0%	-	-
Honilac Nutrition Limited	2	100.0%	100.0%	100.0%	-	-
Kalbe Nutrients	1	100.0%	25.0%	-	-	-
Kendal Nutricare Ltd.	2	50.0%	50.0%	-	-	-
Kraft Heinz Co	15	20.0%	46.7%	72.7%	9.1%	100.0%
Little Bio Cambodia	6	66.7%	66.7%	100.0%	-	-
Namchow (Thailand) Co. Ltd	6	100.0%	100.0%	100.0%	-	-
Natural Health Foods Company Ltd.	10	90.0%	90.0%	100.0%	-	-
Nestlé	67	17.9%	70.1%	4.2%	0.0%	25.0%
Only Organic	10	0.0%	70.0%	50.0%	0.0%	100.0%
Pepperidge Farm	1	45.5%	100.0%	-	-	-
Provilac	3	66.7%	66.7%	100.0%	-	-
PZ Cussons Australia Pty Ltd.	11	25.0%	54.5%	100.0%	0.0%	100.0%
Sainsbury's Supermarkets Ltd..	1	100.0%	100.0%	100.0%	-	-
The Hain Celestial	3	0.0%	33.3%	0.0%	0.0%	-
Want Want Holdings Ltd.	11	9.1%	18.2%	0.0%	-	-
Total products that meet all labeling requirements on product name and ingredient list clarity	211	33.6% (71)	69.7% (147)	37.8% (51)	1.7% (1)	53.8% (7)

* Note where no value is presented, the '-' indicates that the NPM requirement was not applicable to the company's CPCF product type(s).

¹All products excluding category 2.3 products were assessed against this requirement.

²All products excluding category 1 and category 4 products were assessed against this requirement.

³Only categories 2.6, 2.7 and category 3 products were assessed against this requirement.

Annex 5. Messages on blended/puréed products*

Company	Number of blended/puréed products	% Products with maximum recommended age of use of 12 months ¹	Number of products with spouts	% Products with spout stating not to suck from the container ²	% Products with spout warning that cap is a choking hazard ²
Angkor D.O.O	6	0.0%	-	-	-
Bellamy's Organic Pty Ltd.	9	0.0%	9	0.0%	100.0%
Danone	13	0.0%	8	0.0%	87.5%
Kraft Heinz Co	14	0.0%	12	83.3%	83.3%
Nestlé	27	0.0%	8	0.0%	100.0%
Only Organic	10	0.0%	10	0.0%	100.0%
PZ Cussons Australia Pty Ltd.	9	0.0%	9	0.0%	100.0%
The Hain Celestial	3	0.0%	3	0.0%	100.0%
Total products that meet applicable labelling requirements	91	0.0% (0)	59	16.9% (10)	94.9% (56)

*Note where no value is presented, the '-' indicates that the NPM requirement was not applicable to the company's CPCF product type(s).

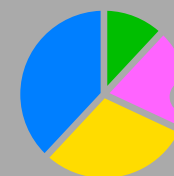
¹ Only category 2 products (n=91) were assessed against this requirement.

² Only category 2 products with spouts (n=59) were assessed against these criteria.

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