

CATEGORY REPORTING ON HEALTHINESS



CATEGORY CONTEXT

Nutrient Profiling Models (NPMs) are tools used to classify food and beverage (F&B) products based on their nutritional content and potential impact on health. In Tanzania, packaged, processed foods are increasingly entering the market and consumers' food baskets. Many of these products are high in fats, salt and sugar, which can negatively impact the diet quality.

This nutrition transition is contributing to rising rates of obesity and diet-related disease, alongside undernutrition and micronutrient deficiencies. Applying nutrient profiling models (NPMs) to assess the nutritional quality of packaged, processed products, monitor progress and inform policies to improve healthy diets can help create healthier food environments and support improved public health outcomes.

FINDINGS

Of the 10 companies assessed, only one company—PepsiCo—publicly discloses the use of an NPM to assess the healthiness of its product portfolio for reformulation purposes. PepsiCo's NPM includes clear thresholds for nutrients to limit (sodium, saturated fats, industrially-produced trans fatty acids (iTFA), and added sugars) as well as nutrients to encourage (fibre, minerals, fruits, vegetables, nuts, and legumes).⁴ However, the NPM does not specify a threshold for defining 'healthier' products and, as such, PepsiCo does not report on the overall healthiness of its portfolio either globally or in Tanzania.⁴

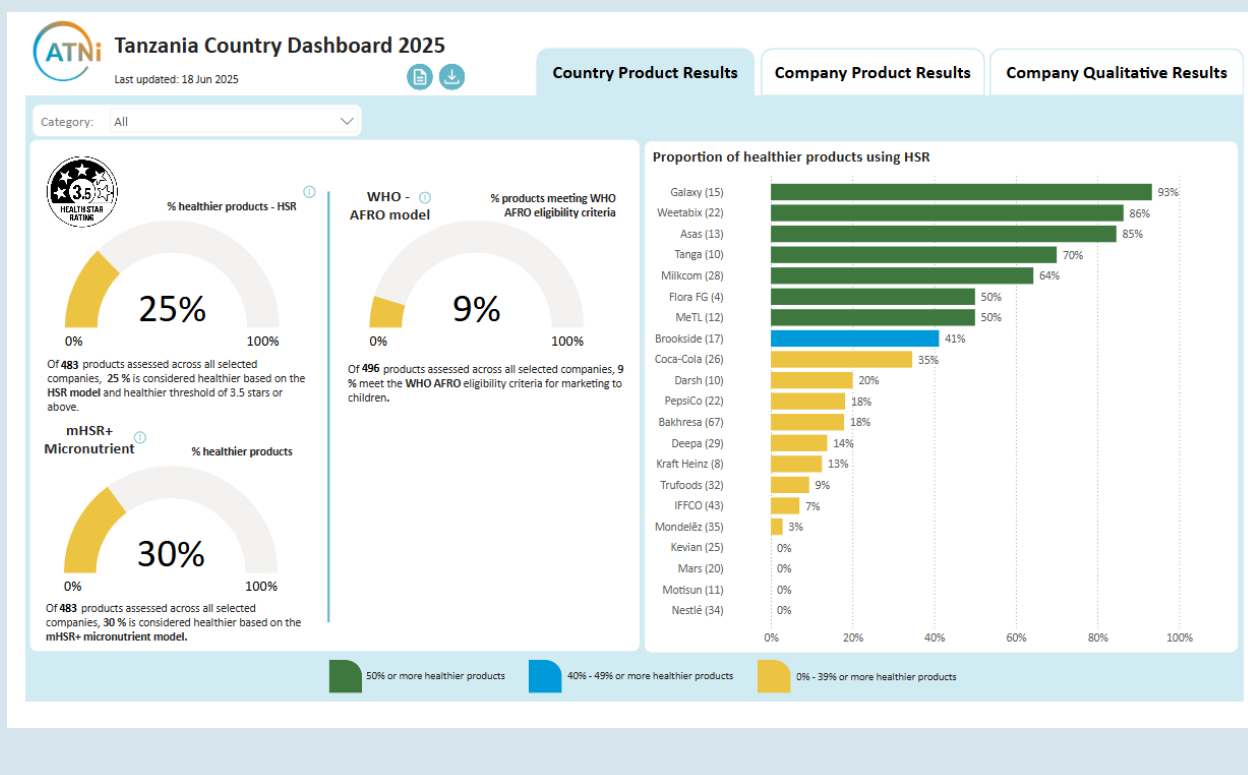
Some Tanzania-headquartered companies shared their nutrient profiling perspectives with ATNi and indicated that NPMs are not widely used by the F&B industry in Tanzania to evaluate and report on portfolio

TABLE 1
POLICY LANDSCAPE

National Policy or Regulation	Summary
National Multisectoral Nutrition Action Plan 2021/22 - 2025/26	Targets improved nutrition for all—especially women, children and vulnerable groups—by addressing undernutrition and non-communicable diseases (NCDs). While the plan refers to 'nutritious' and 'unhealthy' foods in proposed policy measures on marketing, labelling, and taxation, it does not provide a clear definition or criteria for how such foods categories are determined. ¹
Tanzania Food-Based Dietary Guidelines for a Healthy Population: Technical Recommendations, 2023	Provides recommendations on nutrients to increase and limit in the diet, aiming to prevent malnutrition, obesity, and NCDs. The Guidelines also outline the use of the NOVA classification to identify varying levels of food processing and emphasize the importance of reducing the consumption of ultra-processed foods, while encouraging consumption of unprocessed and minimally processed foods. ²
National Strategic Plan for the Prevention and Control of NCDs 2021-2026	Addresses the growing prevalence of NCDs in Tanzania by recognizing the role of excessive intake of saturated fats, sugars, and salt. It emphasizes the promotion of healthy diets as essential for maintaining good health. ³



FIGURE 1
OVERVIEW OF THE PRODUCT PROFILE RESULTS FOR 21 COMPANIES



KEY INDUSTRY RECOMMENDATIONS

To ensure transparency on the impact of companies' product portfolios on healthy diets and public health goals in Tanzania, food and beverage companies are encouraged to:

- Measure and publicly report the percentage of sales in Tanzania derived from products classified as 'healthier' according to the Tanzania Food-Based Dietary Guidelines or an internationally recognized NPM.
- Publish information on how the NPM is applied to the company's portfolio in Tanzania, specifying which product categories are included and how the products are categorized.

POLICY RECOMMENDATIONS

The Tanzanian government has not yet developed a government-endorsed NPM to define and categorize the healthiness of packaged processed foods and beverages. Policymakers are encouraged to use the outcomes of this research to develop a roadmap for industry and policymakers outlining measures to define and report product healthiness and the proportion of sales derived from 'healthy' products.

REFERENCES

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- 3 Ministry of Health, Community Development, Gender, Elderly and Children. National Strategic Plan for Prevention and Control of Non-communicable Diseases 2021-2026 [Internet]. 2021 p. 1-97. Available from: <https://tzdpg.or.tz/wp-content/uploads/2022/04/NCD-ACTION-PLAN-2021-2026.pdf>
- 4 Nutrition | PepsiCo ESG | Products & nutrition [Internet]. PepsiCoUpgrade. [cited 2025 Jun 13]. Available from: <https://www.pepsico.com/our-impact/esg-topics-a-z/nutrition>