

Kapa Oil's Specifications

Regional Headquarter

Kenya

Global Headquarter

N/A

Market Share Range¹

0% - 5%

Type of Ownership

Private (primary owners: Nitah Shah/Shah family)

Categories assessed in Product Profile

Butter and Spreads, Edible Oils, Rice, Pasta and Noodles

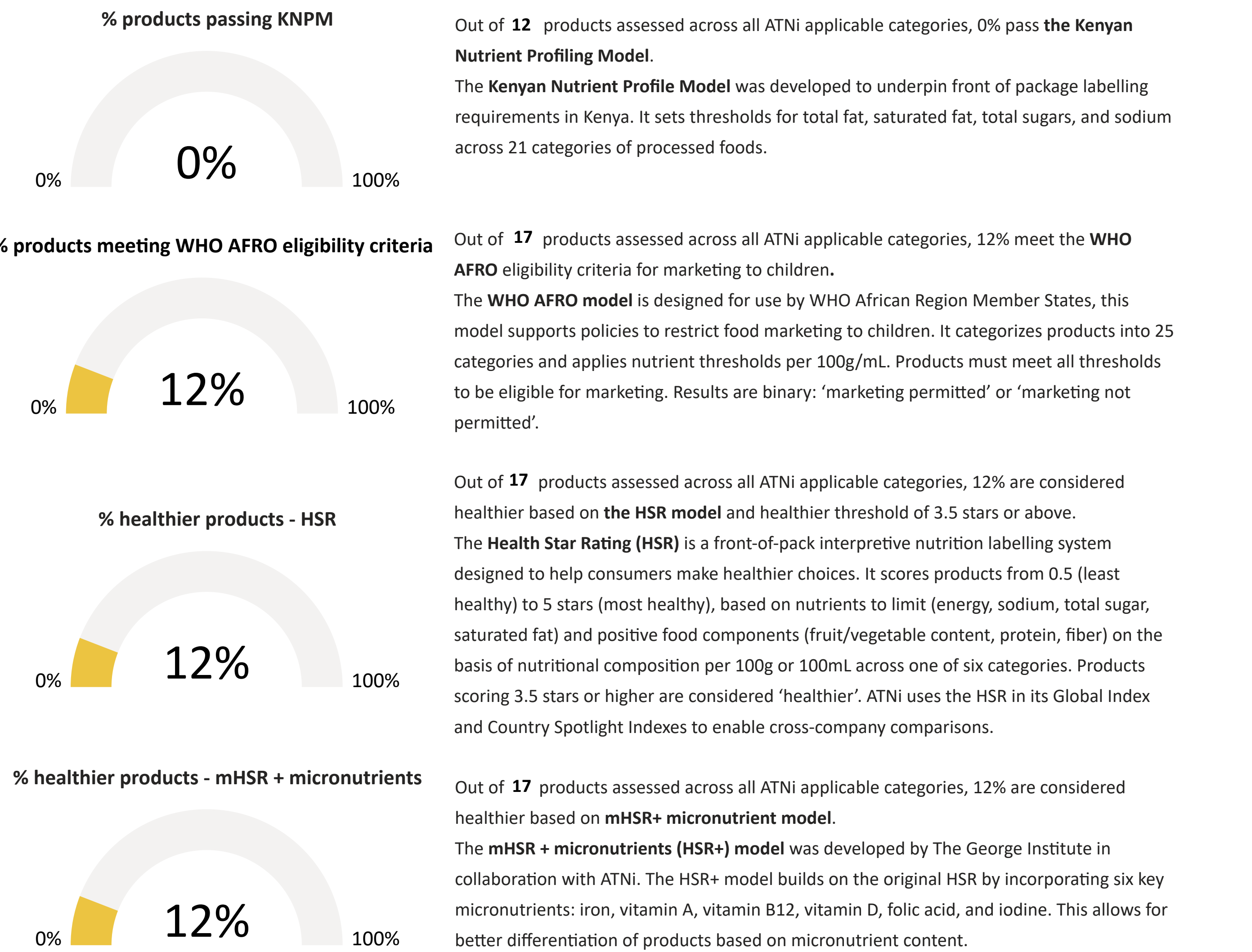
Important - The findings of this Index rely to a large extent on the information shared by companies, in addition to what is found in the public domain. In the case of limited, to no engagement by the companies, this assessment may not represent the full extent of their efforts.

Footnote:

1. Euromonitor International, Staple Foods Industry edition, 2022

Overall Product Profile Results

The results below show the percentage of "healthier" products, or products passing the model's criteria, for the company's overall portfolio, as assessed by different nutrient profiling models.



Kapa Oil

Category A: Nutrition Governance*

Findings

☐ Nutrition strategy

Kapa Oil’s Sustainability Report 2021 states that its mission is “to manufacture healthy and quality products that promote a healthy lifestyle and contribute towards longevity of life for a sustainable future.” Its Sustainability Report 2020 states that the company ensures that all “edible fats and oils are non-hydrogenated, thus making them heart friendly, cholesterol free and beneficial to the health and well-being" and that "edible oil products are fortified with Vitamin A" in line with local regulation. However, no evidence of a formal strategy to further improve the healthiness of its portfolio and its impact on consumer health beyond regulatory requirements was found.

☐ Oversight and accountability

No information was found regarding the governance of the company’s nutrition-related activities, such as Board review and executive accountability.

Recommendations

☐ Nutrition strategy

Kapa Oil is recommended to assess how it can improve the impact of its commercial activities on public health and publish a clear commercial strategy to contribute to healthier and more nutritious diets in Kenya, including how the company aims to measure and improve the healthiness of its products, and improve the affordability of its ‘healthier’ products, for example.

☐ Healthy sales target and reporting

The company is encouraged to develop and publish a specific, measurable, and timebound target to increase sales of products that meet a definition of ‘healthier’ in Kenya, and report on the percentage of its sales derived from such products. Ideally, the company would use a government-endorsed NPM such as the Kenya NPM for this purpose.

☐ Reporting progress

The company is encouraged to report publicly on the implementation of each aspect of its strategy, showing annual progress on meeting set targets (including those outlined in subsequent categories). Reporting should ideally take the form of quantitative metrics, documented in a systematic manner.

☐ Board oversight

To ensure that the nutrition strategy is prioritized and implemented systematically across the company's operations, the company is recommended to have its Board of Directors review progress against the strategy on at least an annual basis.

☐ Executive accountability and remuneration

Kapa Oil is recommended to assign formal responsibility for the implementation and success of the nutrition strategy to the CEO, or another senior-level executive, and ideally linking executive remuneration to at least one of the nutrition strategy’s targets or metrics.

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Kapa Oil

Category B2.1: Macronutrients and Food Components*

Findings

- ☐ **Targets for nutrients of concern**
Kapa Oil provided evidence of nutrient testing for total sugars, saturated fat, industrially produced trans fats (iTFA), and sodium content in its products. However, no information was found in the public domain that the company has put targets in place to reduce levels of these key nutrients of concern.
- ☐ **Targets for positive ingredients**
Ingredients such as minimally processed fruits, vegetables, nuts, legumes and wholegrains are not relevant to the company’s portfolio.

Recommendations

- ☐ **Targets for nutrients of concern**
Kapa Oil is encouraged to identify products or categories that are high in nutrients of concern (sodium, free/total sugars, saturated fats) and publish specific, measurable, and time-bound targets for reducing levels of these nutrients across all relevant product categories.
- ☐ **Elimination of industrially produced trans fats (iTFA)**
The company is advised to publish a policy to eliminate or reduce levels of iTFA in the portfolio in line with the WHO recommendation of <2g iTFA per 100g of fats and oils by a specific year. If already achieved, the company could specify how it prevents the reintroduction of trans fats in its portfolio.
- ☐ **Reporting progress**
Kapa Oil is recommended to publicly report on annual progress against reformulation targets using quantitative metrics.

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Kapa Oil

Category B2.2: Micronutrients and Fortification*

Findings

☐ **Fortified products**

Of the 18 products produced by Kapa Oil that were identified for ATNi’s Product Profile, 17 were found to have micronutrient data available, however only 16 were found to have micronutrients listed as an ingredient and were classified as fortified in this assessment. These included butter and spreads (11 fortified products), and edible oils (5).

☐ **Fortification policy**

Kapa Oil’s edible oil portfolio is subject to Kenyan fortification regulations, which mandate that edible oils be fortified with Vitamin A, and the company was found to voluntarily fortify other products, including butter, spreads and noodles. However, no indication that the company has a policy to only fortify products that meet ‘healthy’ criteria was found in the public domain.

Recommendations

☐ **Disclosure of micronutrient information**

Kapa Oil is recommended to specify in full the micronutrient content of its products on back-of-pack nutrition labels, including fortified staples used as ingredients. The company is also advised to disclose levels of micronutrients in the final product, using standardized measurement units.

☐ **Fortification policy**

Kapa Oil is advised to develop and publish a fortification policy that includes explicit commitments to follow the CODEX CAC/GL 9-1987 and/or the WHO/FAO ‘Guidelines on Food Fortification with Micronutrients’ as per standards set out by the Kenyan government, and to only fortify products that meet the nutrition criteria of an NPM or when required by law.

☐ **Quality and control**

The company is encouraged to publish its quality control or assurance methods to determine whether the levels of micronutrient(s) are sufficient in the final product.

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Findings

- ☐ **Nutrient profiling**
While Kapa Oil indicated to ATNi that the company considers all of its products to be ‘healthy’, it is not clear how the company defines a ‘healthy’ product, and whether it uses a nutrient profiling model (NPM) to define and report on the healthiness of its portfolio.

Recommendations

- ☐ **Reporting on portfolio healthiness**
The company is encouraged to measure and publicly report the percentage of its sales which are derived from products classified as ‘healthier’ according to a government-endorsed NPM.
- ☐ **Transparency of NPM application**
The company should be transparent about how the NPM was applied to its portfolio, specifying which product categories are included and how the products are categorized, for example.

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Findings

☐ Affordable nutrition strategy

Kapa Oil markets its products as ‘affordable’ on its website, and shared evidence with ATNi that it tracks the pricing of its products relative to competitors’ across different supermarkets in Kenya. However, no information was found in the public domain on whether the company has a strategy to address the affordability of products meeting formal nutrition criteria.

Recommendations

☐ Affordable nutrition strategy

Kapa Oil is advised to elaborate in more detail on how it specifically seeks to fulfil its mission to provide consumers with healthy and affordable products. For example, the company could adopt and publish a strategy to ensure it offers ‘healthier’ products, according to a government-endorsed NPM such as the Kenya NPM, that are priced affordably for low-income consumers in Kenya.

☐ Defining ‘affordability’

The company is advised to use a formal classification of ‘low-income consumers’ that is Kenya-specific, based on data published by the Kenya National Bureau of Statistics, for example, to guide the strategy.

☐ Relative affordability

The company is encouraged to build on existing measures to track the affordability of its products by measuring the price differential between ‘healthier’ products relative to products that do not meet formal nutrition criteria and work on improving the differential between them.

☐ Reporting progress

Kapa Oil is advised to report quantitatively on its progress to improve the price differential between ‘healthier’ and ‘less healthy’ products across the whole portfolio.

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Kapa Oil

Category D: Responsible Marketing*

Findings

☐ **Responsible marketing to children**

No information on whether Kapa Oil has committed to market its products responsibly to children in Kenya was found in the public domain.

Recommendations

☐ **Responsible marketing to children**

Kapa Oil is encouraged to adopt and publish a responsible marketing policy to ensure that it does not market ‘less healthy’ products to children in Kenya.

☐ **Product restrictions for marketing to children**

Ideally, the company’s responsible marketing to children policy would include a commitment not market products to children at all, or only those products meeting the criteria of a government-endorsed/internationally recorgnized NPM such as the Kenya NPM or the World Health Organization (WHO) NPM for the Africa Region.

☐ **Age threshold**

A ‘child’ should be defined as those up to the age of 18, as per the Kenya Information and Communications (Broadcasting) Regulations, 2009.

☐ **Marketing policy scope**

Kapa Oil is recommended to explicitly apply its responsible marketing policy to a comprehensive range of media channels and techniques identified in the WHO Guidelines on this topic. These include all digital, broadcast and print media (e.g. TV, radio, and newspapers, paid ads on third-party websites, social media and apps), and techniques such as celebrity endorsements, sponsorships, and toys, premiums, vouchers, and giveaways that appeal to children under 18.

☐ **Audience threshold**

Kapa Oil is encouraged to apply an audience threshold of >25% on measured media to determine whether a channel is considered ‘child-directed’.

☐ **Auditing compliance**

The company could consider commissioning an independent third-party audit of the company’s responsible marketing commitments in Kenya, covering a wide range of media channels and marketing techniques, and publish the results.

☐ **Marketing to general audiences**

Kapa Oil is recommended to explicitly state that it adheres to the ICC Framework for Responsible Food & Beverage Marketing Communications in its responsible marketing policy.

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Findings

☐ **Workforce nutrition program**

While Kapa Oil indicated to ATNi that it provides health consultations to employees, including fasting blood screenings at external hospitals, no information was found in the public domain on whether the company has a formal workforce nutrition program in place encompassing offering healthy food at work, nutrition education, breastfeeding support for its employees, and paid primary or secondary caregiver leave beyond local legal requirements.

Recommendations

☐ **Workforce nutrition program**

Kapa Oil is recommended to develop a comprehensive workforce nutrition program which is available to all employees (including at manufacturing sites) in Kenya, which includes healthy food at work, nutrition education, nutrition-focused health checks, and breastfeeding support. Engaging with the Workforce Nutrition Alliance (WNA) and utilizing its self-assessment scorecards would be a good first step in this regard.

☐ **Healthy food at work**

The company is encouraged to increase employees’ access to healthy and safe foods at work through direct provision, food subsidies, or by increasing the availability of healthy food options. These food options should include nutrition criteria and be revised by an independent nutrition professional.

☐ **Nutrition education**

The company is recommended to increase employees’ knowledge of healthy nutrition by providing education materials selected and revised by an independent nutrition professional.

☐ **Nutrition-focused health checks**

The company is recommended to offer employees periodic, one-to-one meetings with a health or nutrition professional to assess the employee’s nutritional health.

☐ **Breastfeeding support**

The company is encouraged to offer paid maternity leave of at least six months (as recommended by the World Health Organization (WHO)) and paid secondary caregiver leave beyond legal requirements. The company can further support breastfeeding mothers in its workforce by providing breastfeeding facilities in the workplace, that include: 1) private, hygienic, safe rooms to express breastmilk; 2) paid breaks to express breastmilk; 3) refrigerators to store breastmilk; and 4) other flexible working arrangements to support breastfeeding mothers.

☐ **Reporting on implementation**

The company is also encouraged to set and publicly report against outcome-focused targets or key performance indicators (KPIs) to measure progress on implementing the workforce nutrition program.

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Kapa Oil

Category F: Responsible Labelling*

Findings

☐ **Front-of-pack labelling**

Kapa Oil has not yet published information on whether it will support and implement policy measures to improve consumers' awareness on healthy food choices, including the proposed front-of-pack label in Kenya.

☐ **Health and nutrition claims**

No information was found in the public domain on whether Kapa Oil has committed only to place health and nutrition claims on products that are defined as ‘healthier’ according to the formal nutrition criteria of an NPM.

Recommendations

☐ **Front-of-pack labelling**

Kapa Oil is encouraged to support and implement policy measures to improve consumers’ awareness on healthy food choices, including the proposed front-of-pack label.

☐ **Health and nutrition claims**

The company is advised to commit refrain from using nutrition or health claims on products that are not considered ‘healthier’ according to the formal nutrition criteria of an NPM such as the Kenya NPM.

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The Product Profile for EAMA Kenya provides a structured evaluation of the nutritional composition of packaged food and beverage products from major manufacturers. It employs a range of internationally recognized nutrient profiling models to assess product characteristics, including the Australasian Health Star Rating (HSR) and a modified version of HSR including micronutrients (mHSR+ micronutrients), the World Health Organization Regional Office for Africa (WHO-AFRO) model, and the Kenyan Nutrient Profiling Model (KNPM). These models support a consistent and comparative analysis of portfolio healthiness across the market.

Proportion of "healthier" products, or products passing the model's criteria, per NPM

Category	% healthier products: HSR	% healthier products: mHSR+ micronutrient	% products passing KNPM	% products meeting WHO AFRO eligibility criteria
Butter and Spreads	0% (0/11)	0% (0/11)	0% (0/11)	0% (0/11)
Edible Oils	20% (1/5)	20% (1/5)		40% (2/5)
Rice, Pasta And Noodles	100% (1/1)	100% (1/1)	0% (0/1)	0% (0/1)

This table presents an overview of the nutritional quality of products across various food categories, based on four different nutrient profiling models. Each row corresponds to a specific food category, and the percentages reflect the share of products in that category meeting the respective model’s criteria. The figures in parentheses indicate the number of products meeting the criteria over the total assessed. Blank cells indicate that data was not available or not applicable for that category and model.

Mean HSR by category

