

CONCLUSION AND RECOMMENDATIONS

CONCLUSION

This assessment underscores the complex and evolving nature of the F&B industry's role in shaping Tanzania's food environment. While the government has made notable progress through policy commitments and regulatory frameworks to promote healthier diets, the F&B industry's response remains limited in scope and transparency.

The healthiness of packaged F&B products is generally low, with global-headquartered companies appearing to perform worse in Tanzania compared to their global aggregate. Although some companies are taking positive steps—such as highlighting affordability—few demonstrate a sustained commitment to improving the health profile of their portfolios or provide evidence of comprehensive nutrition strategies. This underscores the need for global-headquartered companies to assess whether they are making their healthier products equally available across all regions, including Tanzania.

Efforts to responsibly influence consumer behaviour through labelling and marketing are also insufficiently reported on. No company was found to apply NPMs or nutrient criteria to determine healthiness of products and nor have responsible marketing policies in place which fully align with WHO and UNICEF standards.

On the nutrition governance front, only a handful of companies—primarily global-headquartered companies—have articulated specific nutrition strategies, while none have demonstrated comprehensive implementation in Tanzania. Workforce nutrition remains an underreported area, particularly among local companies, with no published evidence of structured programmes to support employee health and nutrition.

To foster a healthier food environment and improve the nutritional quality of the packaged food supply in Tanzania, stricter regulatory accountability mechanisms, enhanced transparency, and more robust industry engagement are essential. This assessment provides a critical evidence base to inform national policymaking, guide corporate action, and support civil society advocacy. Sustained, cross-sector collaboration will be vital to ensuring that nutritious, affordable, and safe food is accessible to all Tanzanians.

RECOMMENDATIONS

Manufacturers

1 **Assess Product Healthiness, Marketing to Children, and Affordability in line with the in Tanzania's National Multisectoral Nutrition Action Plan II (NMNAP II)**

F&B companies in Tanzania should evaluate their product portfolios using an internationally recognized NPMs and use this to inform other nutrition-related commitments. This includes:

- Assessing which products qualify as 'healthier', and for global-headquartered companies to evaluate whether they are making healthier products equally available across all regions;
- Ensuring that 'less healthy' products are not marketed to children, using WHO Regional NPM standards;
- Measuring the affordability and accessibility of 'healthier' options—especially for low-income groups.

2 Set Clear Targets for Healthier, Affordable Products and Responsible Marketing

Companies should adopt clear policies including measurable targets to:

- Increase sales of healthier and affordable foods and assign CEO accountability for nutrition, or Board reviews.
- Improve availability of fortified products that meet health standards and are affordable across all income groups.
- Fully align marketing practices with WHO and UNICEF standards—defining children as under 18 and restricting or limiting child-directed marketing to only healthy products through all media channels.

3 Disclose Nutrition Policies, Progress, and Quality Controls

Companies must enhance transparency by:

- Publicly reporting on each aspect of their nutrition policies, including sales of healthier products and responsible marketing and labelling commitments, for example.
- Clearly disclosing fortification policies and verifying that fortified products meet health standards through robust quality control.
- Ensuring back-of-pack nutrition labelling includes standardized micronutrient content.

Government and Policymakers

- Through the NMNAP II, the Tanzanian government has demonstrated a strong commitment to reducing overweight and obesity, curbing diet-related NCDs, and to promoting healthier diets. To accelerate progress and enhance the effectiveness of these interventions, increased regional cooperation—particularly through the establishment of East African nutrition standards—is recommended.

- The government is encouraged to implement the key policy actions outlined in NMNAP II, prioritising the development of a nationally accepted NPM, the rollout of mandatory FOP nutrition labelling, of the adoption of regulations to protect children from harmful F&B advertising, and integration of workplace nutrition interventions into national health strategies.
- The government is commended for the proposed Nutrition Promotion Levy on SSBs, to reduce sugar intake and recent tax on unhealthy foods. Prompt implementation of this levy is advised to support public health objectives and to help balance potential tensions between health priorities and economic interests in the sugar sector. Revenue generated by taxes from unhealthy products could be used to support national health programmes.

Investors

- Investors should prioritize investment in companies that demonstrate improvements; transparency in their nutrition-related policies; responsible marketing practices; and workforce nutrition initiatives. They should support investees that align with national and international nutrition standards (such as Codex Alimentarius and WHO/Food and Agriculture Organization (FAO) and back businesses that offer healthier product portfolios and actively contribute to Tanzania's public health goals.
- Investors can leverage tools, such as ATNi's Investor Expectations on Nutrition, Diets, and Health, to evaluate company actions on nutrition and guide them towards progress on nutrition and health.
- Investors should help drive progress by demanding that global-headquartered companies operating in the region to apply the same or better nutrition and health standards in emerging and frontier markets as they do in more mature markets.
- Investors should leverage their influence by integrating nutrition into their own reporting standards.