# Motisun

## Product Profile Results/ Overall Analysis

## Motisun's Specifications

**Regional Headquarters**
Tanzania

**Global Headquarters**
N/A

**Market Share Range** [1]
0% - 5%

**Type of Ownership**
Private (primary owners: Patel family)

**Categories assessed in Product Profile**
Carbonates, Juice, Savoury Snacks

**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.
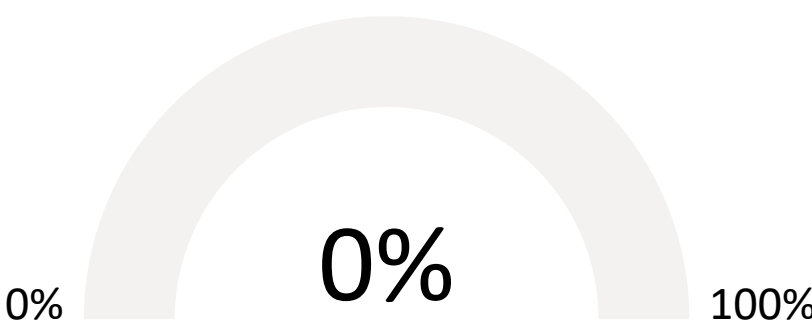
Footnote:
1. Euromonitor International, Staple Foods Industry edition, 2022

## 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.

**% products meeting WHO AFRO eligibility criteria**

0%    **0%**    100%

Out of **11** products assessed across all ATNi applicable categories, 0% meet the **WHO AFRO** eligibility criteria for marketing to children.
The **WHO AFRO model** is designed for use by WHO African Region Member States, this model supports policies to restrict food marketing to children. It categorizes products into 25 categories and applies nutrient thresholds per 100g/mL. Products must meet all thresholds to be eligible for marketing. Results are binary: 'marketing permitted' or 'marketing not permitted'.
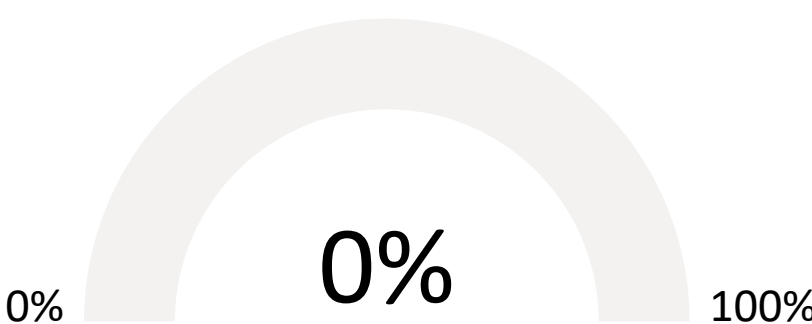
**% healthier products - HSR**
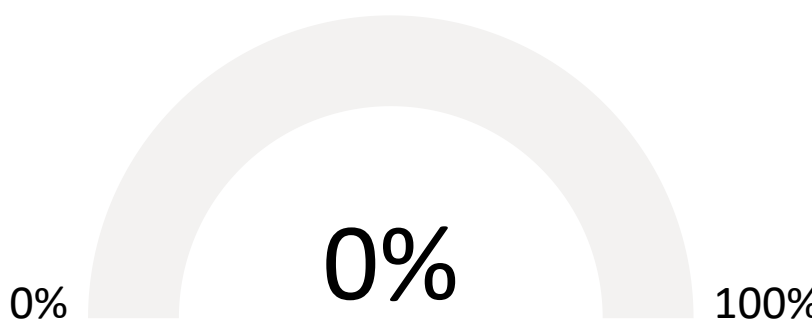
0%    **0%**    100%

Out of **11** products assessed across all ATNi applicable categories, 0% are considered healthier based on **the HSR model** and healthier threshold of 3.5 stars or above.
The **Health Star Rating (HSR)** is a front-of-pack interpretive nutrition labelling system designed to help consumers make healthier choices. It scores products from 0.5 (least healthy) to 5 stars (most healthy), based on nutrients to limit (energy, sodium, total sugar, saturated fat) and positive food components (fruit/vegetable content, protein, fiber) on the basis of nutritional composition per 100g or 100mL across one of six categories. Products scoring 3.5 stars or higher are considered 'healthier'. ATNi uses the HSR in its Global Index and Country Spotlight Indexes to enable cross-company comparisons.

**% healthier products - mHSR + micronutrients**

0%    **0%**    100%

Out of **11** products assessed across all ATNi applicable categories, 0% are considered healthier based on **mHSR+ micronutrient model**.
The **mHSR + micronutrients (HSR+) model** was developed by The George Institute in collaboration with ATNi. The HSR+ model builds on the original HSR by incorporating six key micronutrients: iron, vitamin A, vitamin B12, vitamin D, folic acid, and iodine. This allows for better differentiation of products based on micronutrient content.

# Motisun

Category A: Nutrition Governance*

## Findings

**Nutrition strategy**

No evidence was found in the public domain that Motisun has a strategy to improve the nutritional impact of its products or commercial operations.

**Oversight and accountability**

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

## Recommendations

**Nutrition strategy**

Motisun 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 Tanzania.

**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' according to formal nutrition criteria, in Tanzania, and report on the percentage of its sales derived from such products. Ideally the company would adopt an internationally recognized NPM for this purpose, such as the HSR, Nutri-Score, or WHO Regional Model for Africa.

**Strategy reporting**

The company should consider publicly reporting on the implementation of each aspect of its nutrition 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**

The company is also encouraged to assign formal responsibility for the implementation and success of the nutrition strategy to the CEO, or another senior-level executive, and ideally linking their executive remuneration to at least one of the nutrition strategy's targets or metrics.

* Statements in the report and company result cards which are about the lack of information/evidence in the public domain are carefully worded to avoid implying that the company does not have a specific policy, strategy, or target. Rather, the statements indicate that while these policies, strategies or targets may exist internally, they are not published publicly in a report, on a public website or on an online platform. These could not be reviewed during the research period, nor were they shared with ATNi during that research period.

# Motisun

Category B2.1: Macronutrients and Food Components[*]

## Findings

⊟ **Targets for nutrients of concern**

> No information was found in the public domain that the company has made progress or put targets in place to reduce levels of key nutrients of concern (sodium, free/total sugars, saturated fats, and industrially produced trans fats (iTFAs)).

⊟ **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 nutrient of concern**

> Motisun is encouraged to identify products or categories that are high in nutrients of concern (sodium, free/total sugars and 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 (iTFAs)**

> The company is advised to publish a policy to eliminate or reduce levels of iTFAs 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.

⊟ **Reformulation reporting**

> The company is encouraged to publicly report on annual progress against reformulation targets using quantitative metrics.

[*] Statements in the report and company result cards which are about the lack of information/evidence in the public domain are carefully worded to avoid implying that the company does not have a specific policy, strategy, or target. Rather, the statements indicate that while these policies, strategies or targets may exist internally, they are not published publicly in a report, on a public website or on an online platform. These could not be reviewed during the research period, nor were they shared with ATNi dg that research period.

# Motisun

Category B2.2: Micronutrients and Fortification*

## Findings

☐ **Fortified products**

Of the 14 products produced by Motisun that were identified for ATNi's Product Profile, none were found to have micronutrients listed in ingredient information, indicating that the company either does not currently fortify (or does not disclose that it fortifies) products sold in the Tanzanian market.

☐ **Fortification policy**

No indication that the company has a policy to only voluntarily fortify products if they meet a definition of 'healthier' according to formal nutrition criteria was found in the public domain.

## Recommendations

☐ **Disclosure of micronutrient information**

Motisun is recommended to specify- in full- the micronutrient content (inherent and if fortified) of its products on back-of-pack nutrition labels, including when fortified staples are used as ingredients using standardized measurement units.

☐ **Fortification policy**

Motisun 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 Tanzania 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.

* Statements in the report and company result cards which are about the lack of information/evidence in the public domain are carefully worded to avoid implying that the company does not have a specific policy, strategy, or target. Rather, the statements indicate that while these policies, strategies or targets may exist internally, they are not published publicly in a report, on a public website or on an online platform. These could not be reviewed during the research period, nor were they shared with ATNi during that research period.

# Motisun

## Category B3: Reporting on Healthiness[*]

| Findings | Recommendations |
|---|---|
| **Nutrient profiling**<br><br>No information was found in the public domain indicating that the company uses a nutrient profiling model (NPM) to define and report on the healthiness of its product portfolio. | **Reporting on portfolio healthiness**<br><br>The company is encouraged to measure and publicly report the percentage of its sales which are derived from products classified as 'healthier' according to Tanzania's Food-Based Dietary Guidelines for a Healthy Population or ideally an internationally recognized NPM such as the HSR, Nutri-Score, or WHO Regional Model for Africa.<br><br>**Transparency of NPM application**<br><br>The company should be transparent about how the nutrition criteria or NPM was applied to its portfolio, specifying which product categories are included and how the products are categorized. |

[*] Statements in the report and company result cards which are about the lack of information/evidence in the public domain are carefully worded to avoid implying that the company does not have a specific policy, strategy, or target. Rather, the statements indicate that while these policies, strategies or targets may exist internally, they are not published publicly in a report, on a public website or on an online platform. These could not be reviewed during the research period, nor were they shared with ATNi during that research period.

# Motisun

Category C: Affordable Nutrition[*]

## Findings

**⊟ Affordable nutrition strategy**

No information was found on whether Motisun has a strategy to improve the affordability of its 'healthy' products through its standard commercial operations.

## Recommendations

**⊟ Affordable nutrition strategy**

Motisun is encouraged to adopt and publish a strategy to ensure that it offers products that meet the definition of 'healthier' according to the Food-Based Dietary Guidelines for a Healthy Population or ideally an internationally recognized NPM such as the HSR, Nutri-Score, or WHO Regional Model for Africa, that are priced affordably for low-income consumers in Tanzania.

**⊟ Defining 'affordability'**

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

**⊟ Relative affordability**

The company could consider 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 on progress**

Motisun is advised to report quantitatively on its progress to improve the price differential between 'healthier' and 'less healthy' products across its whole portfolio.

---

[*] Statements in the report and company result cards which are about the lack of information/evidence in the public domain are carefully worded to avoid implying that the company does not have a specific policy, strategy, or target. Rather, the statements indicate that while these policies, strategies or targets may exist internally, they are not published publicly in a report, on a public website or on an online platform. These could not be reviewed during the research period, nor were they shared with ATNi during that research period.

# Motisun

Category D: Responsible Marketing*

## Findings

**Responsible marketing to children**

No information on whether Motisun has committed to market its products responsibly to children in Tanzania was found in the public domain.

## Recommendations

**Responsible marketing to children**

Motisun is encouraged to adopt and publish a responsible marketing policy to ensure that it does not market 'less healthy' products to children in Tanzania.

**Product restrictions for marketing to children**

Ideally, the company's responsible marketing to children policy would include a commitment not to market products to children at all, or only those products meeting the criteria of an internationally recognized NPM such as the HSR, Nutri-Score, or WHO Regional Model for Africa.

**Age threshold**

A 'child' should be defined as those up to the age of 18, as per the Children's Act of 2009.

**Marketing policy scope**

Motisun 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**

Motisun 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 its responsible marketing commitments in Tanzania, covering a wide range of media channels and marketing techniques, and publish the results.

**Marketing to general audiences**

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

# Motisun

Category E: Workforce Nutrition[*]

## Findings

### Workforce nutrition program

No information was found in the public domain indicating that the company offers healthy food at work, nutrition education, nutrition-focused health checks, and/or breastfeeding support for its employees, nor paid primary or secondary caregiver leave beyond legal requirements in Tanzania.

## Recommendations

### Workforce nutrition program

Motisun is recommended to develop a comprehensive workforce nutrition program which is available to all employees (including at manufacturing sites) in Tanzania, 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.

[*] Statements in the report and company result cards which are about the lack of information/evidence in the public domain are carefully worded to avoid implying that the company does not have a specific policy, strategy, or target. Rather, the statements indicate that while these policies, strategies or targets may exist internally, they are not published publicly in a report, on a public website or on an online platform. These could not be reviewed during the research period, nor were they shared with ATNi during that research period.

# Motisun

Category F: Responsible Labelling*

## Findings

⊟ **Health and nutrition claims**

No information was found in the public domain on whether the company 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

⊟ **Health and nutrition claims**

The company is advised to commit to refrain from using nutrition or health claims on products that are not considered 'healthier' according to the Food-Based Dietary Guidelines for a Healthy Population or ideally the formal nutrition criteria of an NPM.

* Statements in the report and company result cards which are about the lack of information/evidence in the public domain are carefully worded to avoid implying that the company does not have a specific policy, strategy, or target. Rather, the statements indicate that while these policies, strategies or targets may exist internally, they are not published publicly in a report, on a public website or on an online platform. These could not be reviewed during the research period, nor were they shared with ATNi during that research period.

# Motisun

## Product Profile Results

The Product Profile for EAMA Tanzania 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), a modified version of HSR including micronutrients (mHSR+ micronutrients), and the World Health Organization Regional Office for Africa (WHO-AFRO) model. 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 meeting WHO AFRO eligibility criteria |
|---|---|---|---|
| Juice | 0% (0/3) | 0% (0/3) | 0% (0/3) |
| Carbonates | 0% (0/7) | 0% (0/7) | 0% (0/7) |
| Savoury Snacks | 0% (0/1) | 0% (0/1) | 0% (0/1) |

This table presents an overview of the nutritional quality of products across various food categories, based on three 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



Highest mean HSR of companies assessed in the category

Lowest mean HSR of companies assessed in the category