

Wilmar's Specifications

Regional Headquarters

Tanzania

Global Headquarters

Singapore

Market Share Range <sup>1</sup>

0% - 5%

Type of Ownership

Publicly listed on the Singapore Stock Exchange and holds a majority stake in Wilmar Tanzania Ltd.

Categories assessed in Product Profile

Not assessed in Product Profile

**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.

Not assessed in Product Profile

### Findings

#### ☐ Nutrition strategy

Wilmar published its global nutrition strategy in its Annual Report 2023, which states that it seeks “to address consumers’ needs, particularly in emerging markets, by offering access to healthy, nutritious, and cost-effective food,” and that this is primarily addressed through product innovation. The company’s strategy also includes responsible marketing and labelling. However, it is unclear to what extent this strategy is applied by Wilmar in Tanzania specifically.

#### ☐ Oversight and accountability

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

### Recommendations

#### ☐ Nutrition strategy

Wilmar is recommended to build on its global nutrition strategy, to assess how it can specifically 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 standards in Tanzania such as the Food-Based Dietary Guidelines for a Healthy Population, and report on the percentage of its sales derived from such products. Ideally the company would adopt an internationally recognized NPM or nutrition standards 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 in Tanzania, 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 and/or senior management at the Tanzania or Africa regional level 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. The company is encouraged to do this both at the global and Tanzania-specific/regional level (for senior management).

\* 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.

Findings	Recommendations
<div> <div> <div></div> <div>Targets for nutrients of concern</div> </div> <p>While product innovation appears to be part of Wilmar’s global nutrition strategy, no information was found in the public domain that Wilmar has made progress or put targets in place to reduce levels of key nutrients of concern (saturated fats and industrially produced trans fats (iTfAs)) in its portfolio in Tanzania. Sodium and free/total sugars are not relevant to the company’s portfolio.</p> </div> <div> <div> <div></div> <div>Targets for positive ingredients</div> </div> <p>Ingredients such as minimally processed fruits, vegetables, nuts, legumes and wholegrains are not relevant to the company’s portfolio.</p> </div>	<div> <div> <div></div> <div>Targets for nutrient of concern</div> </div> <p>Wilmar 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.</p> </div> <div> <div> <div></div> <div>Elimination of industrially produced trans fats (iTfAs)</div> </div> <p>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 &lt;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.</p> </div> <div> <div> <div></div> <div>Reformulation reporting</div> </div> <p>The company is encouraged to publicly report on annual progress against reformulation targets using quantitative metrics.</p> </div>

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Findings	Recommendations
<div> <div> <div></div> <div>Fortified products</div> </div> <p>No products were included in the product profile analysis for Wilmar as product nutrition information was not available</p> </div> <div> <div> <div></div> <div>Fortification policy</div> </div> <p>Wilmar’s edible oil portfolio is subject to Tanzania fortification regulations, which mandate that edible oils be fortified with Vitamin A. However, no indication that the company has a policy to only voluntarily fortify products which meet a definition of ‘healthier’ according to formal nutrition criteria was found in the public domain.</p> </div>	<div> <div> <div></div> <div>Disclosure of micronutrient information</div> </div> <p>Wilmar 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.</p> </div> <div> <div> <div></div> <div>Fortification policy</div> </div> <p>Wilmar 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.</p> </div> <div> <div> <div></div> <div>Quality and control</div> </div> <p>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.</p> </div>

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Findings

- ☐ **Nutrient profiling**  
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.

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 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.
- ☐ **Transparency of NPM application**  
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.

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### Findings

- ☐ **Affordable nutrition strategy**  
 Wilmar’s global Sustainability Report 2023 states that the company aims to contribute “to the accessibility of affordable, healthy and nutritious food, especially in emerging markets” through product (re)formulation, consumer education, smaller pack sizes, and using staple food commodities to maintain low price points. However, it is unclear whether the company’s definition of ‘healthy’ is linked to formal nutrition criteria, and whether the company has a strategy to improve the affordability of its ‘healthy’ products through its standard commercial operations in Tanzania specifically.

### Recommendations

- ☐ **Affordable nutrition strategy**  
 Wilmar 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**  
 Wilmar is advised to report quantitatively on its progress to improve the price differential between ‘healthier’ and ‘less healthy’ products across its whole portfolio.

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### Findings

#### ☐ Responsible marketing to children

While Wilmar’s global Sustainability Report 2023 states that the company “avoid[s] targeting children in [its] sales and marketing,” its global Code of Conduct conversely states “marketing communications primarily addressed to children should be made responsibly where food and beverage products are portrayed” and includes some commitments to refrain from encouraging unhealthy eating habits. It is unclear which and how these global commitments for marketing to children are applied by Wilmar in the Tanzanian market specifically.

### Recommendations

#### ☐ Responsible marketing to children

Wilmar is encouraged to adapt its global responsible marketing commitments 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

Wilmar is recommended to explicitly apply its responsible marketing policy to a comprehensive range of media channels and techniques, including those 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

Wilmar 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

Wilmar 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

Wilmar’s global Annual Report states that “all our employees have access to essential benefits such as healthcare [and] parental leave....” However, it is not clear whether the length of leave offered extends beyond legal requirements in Tanzania. No information was found in the public domain indicating that Wilmar offers healthy food at work, nutrition education, nutrition-focused health checks, and/or breastfeeding support for its employees in Tanzania.

### Recommendations

#### ☐ Workforce nutrition program

Wilmar 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.

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Findings

☐ Health and nutrition claims

While Wilmar’s global nutrition strategy references responsible labelling practices, no information was found in the public domain that Wilmar has a commitment to only place health and nutrition claims on products that meet a definition of ‘healthy’ 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.

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