

CATEGORY PORTFOLIO IMPROVEMENT:

MACRONUTRIENTS AND FOOD COMPONENTS

CATEGORY CONTEXT

Improving the healthiness of F&B companies' product portfolios—and limiting the negative effect of the increased consumption of unhealthy foods and diets—is crucial to addressing public health challenges in Kenya. Rising rates of non-communicable diseases (NCDs), such as hypertension, diabetes, and cardiovascular diseases, are increasingly linked to dietary factors and greater consumption of packaged processed foods, particularly those that are high in fats, sugar and salt.¹

TABLE 1
POLICY LANDSCAPE

National Policy or Regulation	Summary
National Guidelines for Healthy Diets and Physical Activity 2017	Outlines principles for healthy eating across all life stages, including nutrients and foods to consume and avoid. ²
Kenya Nutrient Profiling Model (KNPM)	The KNPM is designed to align with WHO guidelines to classify foods based on nutritional quality. ³ The model is designed to be used for FOP labelling to clearly inform consumers about high levels of nutrients of concern, and could also be used to inform other policies to (re)shape the food environment including fiscal measures, which could stimulate the (re)formulation of products to be healthier. ⁴
Labelling of pre-packaged foods—General requirements (2024)	Specifies labelling requirements for prepackaged foods, including nutrition information. ⁵
Food, Drugs and Chemical Substances Act, Cap 254	Mandates trans-fatty acid labelling in alignment with international standards, including those set by the Codex Alimentarius Commission. ⁶

FINDINGS

Of the 12 companies assessed in the Corporate Profile assessment, only two companies—Flora FG and Nestlé—have published global targets to address levels of some nutrients of concern. Among these, only Flora FG has set targets for all nutrients of concern (salt, sugar, saturated fats, and trans fats) and provided concrete evidence of how these global targets are being translated to the Kenyan market. While Coca-Cola reports on its progress reducing sugar in its global portfolio, the company did not show evidence of having a quantitative target globally or in Kenya.

Overall, while none of the Kenya-headquartered companies demonstrated evidence of reformulation strategies and targets, one has recognized the importance of monitoring the nutritional quality of their portfolios. Kapa Oil shared evidence with ATNi of product testing for nutrient content in 2020.

KEY INDUSTRY RECOMMENDATIONS

To ensure their products contribute to healthy diets in Kenya, food & beverage companies are recommended to:

- **Identify products or categories that are high in applicable nutrients of concern** (sodium, sugar, saturated fats and iTFAs) and publish specific, measurable, and time-bound targets for reducing levels of these nutrients across all relevant product categories sold in Kenya.
- **Publicly report on annual progress against reformulation targets** in the Kenya market using quantitative metrics.

POLICY RECOMMENDATIONS

While some policy measures exist to help guide F&B companies to produce and reformulate healthier products, there is further scope to help drive industry accountability and transparency. Policymakers are encouraged to use the outcomes of this research to help develop a roadmap for industry and policymakers, outlining clear measures to guide and align reformulation efforts to improve the nutritional quality of their products.



REFERENCES

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