

# CATEGORY REPORTING ON HEALTHINESS



## CATEGORY CONTEXT

Nutrient profiling models (NPMs) are tools used to classify F&B products based on their nutritional composition and impact on healthy diets. In Kenya, packaged processed foods are increasingly entering the market and consumers' food baskets. Many of these products are high in fats, salt and sugar, which can negatively impact the diet quality.

This nutrition transition is contributing to rising rates of obesity and diet-related disease, alongside undernutrition and micronutrient deficiencies. Applying NPMs to assess the nutritional quality of packaged processed products, monitor progress and inform policies to improve healthy diets can help create healthier food environments and support improved public health outcomes.

## FINDINGS

Two of the twelve companies assessed (Flora FG and Nestlé) published information about using an NPM to evaluate the healthiness of their product portfolios; however, neither specify whether these models are specifically applied in the Kenyan market.

Nestlé has adopted the government-endorsed Health Star Rating (HSR) NPM, and Flora FG uses its own model to report on portfolio healthiness at the global level. Nestlé has published key methodological details on how the HSR is applied to their product portfolio, but only for select countries and not including Kenya.

Flora FG shared the methodology, products and nutrients of concern, as well as targets and rationale for achieving healthier products within their global portfolio, although these disclosures are not specific to Kenya.

Kenya-headquartered companies have not published information on whether they use an NPM to evaluate the nutritional quality of their products, nor whether they intend to adopt the KNPM for similar purposes when it is made available.

TABLE 1  
POLICY LANDSCAPE

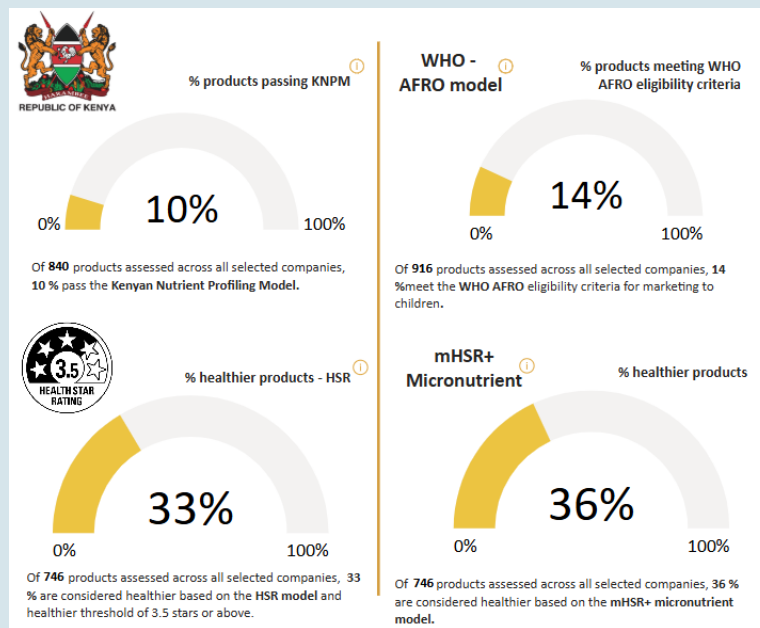
| National Policy or Regulation                                    | Summary   |
|--|---|
| Kenya Nutrient Profiling Model (KNPM)                            | An NPM developed by the Kenyan Ministry of Health in consultation with public health stakeholders to guide the implementation of mandatory FOP labelling for pre-packaged foods, as well as a range of other potential food policy measures <sup>1</sup>  |
| National Guidelines for Healthy Diets and Physical Activity 2017 | Provides guidelines on foods that are part of a healthy diet. The Guidelines recommend consumers limit intake of trans fats, saturated fats, sugars, and salt, while increasing consumption of fruits, vegetables and other staple foods rich in key micronutrients such as iron, vitamin A, iodine, and zinc. <sup>2</sup> |



## BOX 1 PRODUCT PROFILE

[ATNi's Product Profile](#) report assessment also benchmarked the healthiness of 30 companies' portfolios against different NPMs, including the KNPM and HSR, as shown in Figure 1 below and [ATNi's country dashboard](#). F&B companies are encouraged to adopt these government-endorsed NPMs and the relevant reporting guidelines to report on the proportion of products and sales coming from 'healthy' products.

FIGURE 1  
**PROPORTION OF SALES DERIVED FROM 'HEALTHY' PRODUCTS  
IN THE KENYAN MARKET**



## KEY INDUSTRY RECOMMENDATIONS

To ensure transparency on the impact of companies' product portfolios on healthy diets and public health goals in Kenya, food & beverage companies are encouraged to:

- Measure and publicly report the percentage of sales in Kenya derived from products classified as 'healthier' according to the formal nutrition criteria of an NPM, such as the KNPM.
- Publish information on how the NPM is applied to the company's portfolio in Kenya, specifying which product categories are included and how the products are categorized.

## POLICY RECOMMENDATIONS

The Kenyan government has developed the KNPM for FOP labelling purposes and other food environment policies and could also consider asking companies to apply the model to report on the healthiness of their packaged processed foods sold in Kenya. Policymakers are encouraged to use the outcomes of this research to help develop a roadmap for industry and policymakers outlining measures to define and report on product healthiness and proportion of sales from 'healthy' products.

## REFERENCES

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