

# Hain Celestial

Headquarters  
United States

Type of ownership  
Public

Estimated percentage of Hain Celestial's  
global F&B sales from CF ①<sup>1</sup>  
28%

Estimated percentage of Hain Celestial's  
global baby food sales from CF ①<sup>2</sup>  
90%

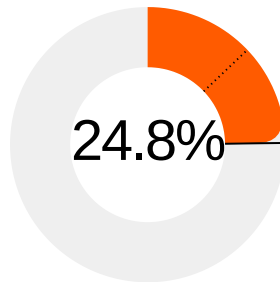
Countries covered in country studies  
China/US

Company also assessed in:



BMS Index 2024

© All rights reserved



CF Marketing  
Score 2024 ①<sup>3</sup>

Average score  
Highest score



Country Studies  
Score ①<sup>4</sup>

49.5% 2 countries



Corporate Profile  
Score

0.1%

## Important:

The research findings regarding companies' performance in this Index are based on information shared by companies or gathered by service providers, in addition to information that is available in the public domain.

The level of detail and comprehensiveness of information shared by companies and gathered through external service providers varied. In the case of limited or no engagement by companies, this Index may not represent the full extent of their efforts. Similarly, in the case of limited data collected by service providers, the findings of this Index may not provide a comprehensive representation of company practices.

ATNI's research and Indexes do not assess compliance with local regulations or laws, but rather assess private sector performance against international standards and guidance.

# CF COUNTRY STUDIES



Country Studies  
Score

49.5% 2 countries





The Country Studies component of the BMS and CF Marketing Indexes 2024 evaluates the extent to which a company's marketing practices align with specific provisions of the WHO Code not against local Code-related regulations). The main marketing channels assessed in the Country Studies for the BMS and CF Marketing Indexes 2024 are online points-of-sale, traditional and online media outlets, and product labels. Hain Celestial sells CF products in two (China and the US) of the five countries selected for the assessment, which together represent almost 70% of Hain Celestial's estimated global CF sales. The Country Studies results for Hain Celestial are summarized below for each country and across each marketing channel.

<https://new-l40rlzsq.accessnutrition.org/app/uploads/2024/03/Assessment-methods-and-scoring.pdf>

# Country Studies overview

Hain Celestial	Country assessments			CF market <sup>5</sup>	
	Total incidences of non-compliance across online, traditional media, and product labels <sup>6</sup>	Number of product labels assessed <sup>7</sup>	Company brands found	CF market share	Proportion of Hain Celestial's global CF sales
CHINA	1	1	Earth's Best, Ella's kitchen	<5%	20%
GERMANY	N/A	N/A	N/A	N/A	N/A
INDONESIA	N/A	N/A	N/A	N/A	N/A
US	13	8	Earth's Best	10%	48%
VIET NAM	N/A	N/A	N/A	N/A	N/A

## Code compliance level

 Complete (0 incidences of Code non-compliance corresponding to a country score of 100%)	 High (>0-10 incidences of Code non-compliance corresponding to a country score of 66%)	 Medium (>10-20 incidences of Code non-compliance corresponding to a country score of 33%)	 Low (> 20 incidences of Code non-compliance corresponding to a country score of 0%)
--	---	--	--

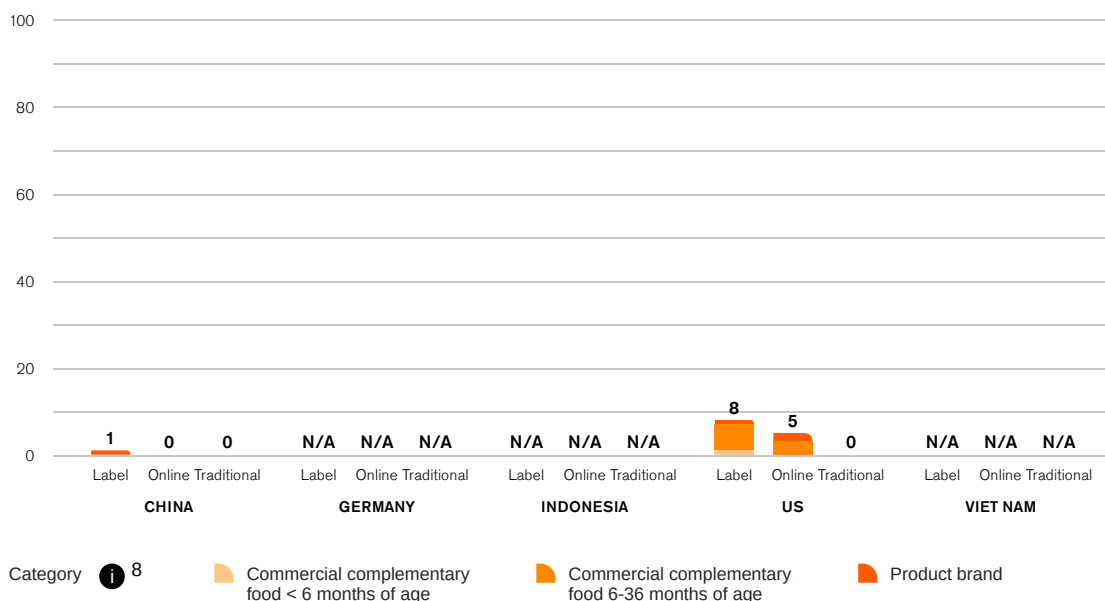
- A total of 14 incidences of non-compliant marketing practices for CF products were found for Hain Celestial. Non-compliant marketing practices were found across online media channels assessed in the two countries and a total of nine CF product labels were assessed from various Hain Celestial brands.
- In China, where Hain Celestial's CF sales represent approximately 20% of the company's global CF sales, the company has a relatively small market share (<5%)

One non-compliance incidence was found, which was one non-compliant product label.

- In the US, where Hain Celestial's CF sales represent almost 50% of the company's global CF sales, the company has around 10% of the market share. A total of 13 non-compliance incidences were identified, which included five advertisements or promotions on online media channels and all eight product labels assessed contained one or more instances of non-compliance.

# Observed incidences of non-compliance with the Code per country

Absolute number of incidences of non-compliance



## Main in-country findings

The highest number of incidences of non-compliance for Hain Celestial were found in the US (13), followed by China (1).

Across all country assessments, the majority of incidences of non-compliant marketing practices observed for Hain Celestial were for inappropriate CF product labels (8). A total of five incidences of non-compliance were identified through the social listening of online platforms. On traditional media, no incidences of non-compliance were found in the six months the channels were monitored.

One commercial complementary food product explicitly intended for infants below six months of age was found in the US in this assessment. According to the WHO, this product should not be available on the market and was counted as a non-compliant label.

### Online findings

- Among the total incidences of non-compliance found online (5), there were no observations identified for non-compliant point-of-sale promotions on online retail channels in the eight weeks the channels were monitored.
- The five incidences of non-compliance were found only found in the US on the company's local social media platform (Facebook), with an average of two incidences of non-compliance with each observation. All the advertisements were missing statements on the importance of exclusive breastfeeding in the first six months of life and continued breastfeeding for up to two years or beyond. In addition, two of the five Hain Celestial's CF products found promoted online did not have a clear recommended age of introduction. Four of the five online advertisements found included a marketing claim.

### Traditional media findings

- There were no non-compliant observations in China, or the US for Hain Celestial's CF products promoted on traditional media in the six-month period the selected channels were monitored.

### CF product label

- The total number of Hain Celestial's CF products assessed were nine, one in China, and eight in the US.
- One CF product in the US was found to be marketed as suitable for infants under six months of age. The Code recommends the introduction of CF products no earlier than six months of age to protect exclusive breastfeeding in this period. As those products should not be available on the market, they were counted as non-compliances and not assessed on any further indicators that evaluate appropriate marketing practices. Therefore, the following results are for CF 6-36 months and those with no clear age indicated.

- For all remaining eight Hain Celestial product labels assessed, at least one incident of Code non-compliance was observed. The average number of incidences of non-compliance per product label assessed was three in the US.

- Across the US markets, all Hain Celestial CF labels assessed contained at least one type of claim and none of the product labels included a statement on the importance of exclusive breastfeeding in the first six months of life and continued breastfeeding for up to two years or beyond.

- Other key observations classified as non-compliant with the Code were identified in the US where three products assessed included an image or text that might suggest use for infants under the age of six months.

- Of all products, two included an image, text, or other representation that may suggest that the product is inherently superior to home-prepared foods. Another

two incidences of non-compliance found in the US, included an endorsement by a professional. In addition, one incidence of non-compliance included an image or text that might undermine breastfeeding, and one incidence of non-compliance implied that complementary foods are equivalent or superior to breastmilk.

- It is worth noting that ATNI did not have the resources to collect products from the different markets and take pictures of its labels. For this assessment ATNI used product label images from an external provider. For the one product in China, images were not clear enough or did not show all parts of the package, in these cases ATNI asked the respective companies to provide images of the labels. Hain Celestial did not provide images of product labels (as requested by ATNI) to help complete the assessments for all products, therefore the assessment of this product was incomplete. Since at least one incidence of non-compliance was identified from the available image, the label was counted as a non-compliant observation.

## Recommendations

- A commercial complementary food explicitly intended for infants under six months of age was found for Hain Celestial in this assessment, which is against WHO recommendations as these products are considered unwanted breast-milk substitutes since they interfere with exclusive breastfeeding in the first six months. Hain Celestial is urged to stop producing and selling commercial CF for infants under six months of age in line with global public health recommendations.

- Given the incidences of non-compliant marketing practices for CF products observed, Hain Celestial is encouraged to consider the gaps identified to improve its CF marketing practices globally such that they fully align with the requirements of the Code.

- The WHA 69.9 supported guidance includes recommendations around which messages should be present on CF labels to support optimal infant and young child feeding, and which are inappropriate and could undermine recommended practices. Hain Celestial should incorporate these recommendations in its policies and practices and apply them to its CF products, as none of the CF products in this assessment fully met these requirements. Examples of aspects that the company can improve across all platforms include restricting the use of all types of claims as defined by WHO Europe's Nutrient and Promotion Profile Model for all forms of CF marketing. Hain Celestial is also encouraged to include statements on exclusive breastfeeding in the first six

months of life and continued breastfeeding for up to two years or beyond.

- Hain Celestial is encouraged to consider the recommendations of the Code and WHA 69.9 supported guidance to appropriately advertise and promote CF products and brands intended for older infants and young children between six months and three years of age on all forms of media platforms globally. The company should also refrain from including endorsements by professionals like pediatricians and nutritionists.

- Hain Celestial is strongly encouraged to take responsibility for monitoring its marketing practices beyond local regulations, according to the principles and the aim of the Code and subsequent relevant resolutions, and to take steps to ensure this includes online media channels.

- Hain Celestial is strongly encouraged to cooperate fully with any future independent third-party assessments by providing clear and comprehensive product label images. Incomplete assessments can lead to inaccurate evaluations and hinder efforts to address incidences of non-compliance effectively.

- ATNI is calling on Hain Celestial to review all incidences of non-compliance identified across all marketing channels, which were shared in detail with the company, and to take corrective action in each of the markets.

# CF CORPORATE PROFILE



Corporate Profile  
Score

0.1%

The Corporate Profile component of the BMS and CF Marketing Indexes 2024 evaluates the extent to which a company's policies align with various provisions of the Code, the effectiveness of its related management systems as well as the company's level of disclosure on commitments relating to CF marketing. Hain Celestial's CF marketing commitments were assessed across nine topics that cover different aspects of the Code yielding an average score that is equivalent to the company's initial overall

Corporate Profile score before a geographic penalty (if applicable) is applied. A company that is found to market CF for infants under six months of age only gets half of the initial overall Corporate Profile score (this is identified by one of the indicators in the first topic on "Guiding Principles of Infant and Young Child Feeding"). As described in the findings on the topic "Guiding

Principles of Infant and Young Child Feeding" below, Hain Celestial was found to market CF products for infants under six months of age, therefore its initial overall Corporate Profile score was halved from 2% to 1%. The final Corporate Profile score







considers how the company's marketing commitments are applied across different markets for CF products intended for older infants and young children between six months and up to three years of age (CF 6-36 months). The next section 'Geographic application of CF commitments by product type' shows how the company's application of commitments for CF 6-36 months was evaluated. The scores and findings on each topic are described in further detail in the section below on 'CF Commitments by Topic'.

## Geographic application by Hain Celestial of CF commitments by product type

The percentage of product sales where commitments are upheld, and the geographic penalty applied to CF products intended for older infants and young children aged six months up to three years. The penalty ranges from 0% up to 90% depending on whether a company fully upholds its CF marketing commitments in all or none of the countries in which it operates, respectively, where national Code regulations are absent or less stringent than the company's policies and standards.

Corporate Profile score before penalty <sup>9</sup>	Product type	Percentage of Hain Celestial's global sales from markets where CF commitments are upheld <sup>10</sup>	Geographic penalty applied	Final Corporate Profile score
1.2%	Commercial complementary foods 6-36 months <sup>11</sup>	0%	90%	0.1%

Commitments are upheld

-  Upheld for all products in this category - without exception - globally
-  Upheld for some products in this category - without exception - globally
-  Upheld for all products in this category - without exception - only in some markets
-  Upheld for some products in this category, and only in some markets
-  Not upheld for this product category in any market
-  No policy found in the public domain nor shared by the company, therefore no information on how commitments are upheld

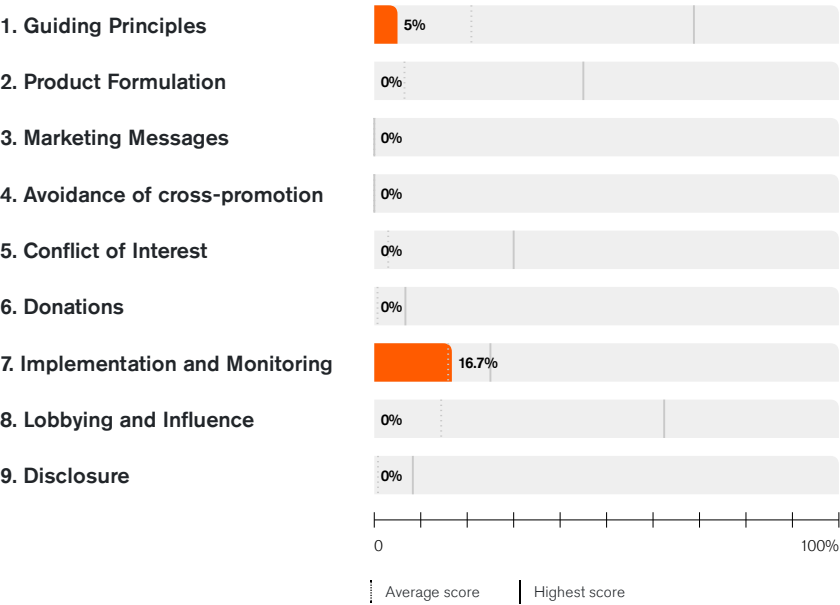
### Commercial Complementary Foods

- No information was found in the public domain nor shared by the company describing how BMS marketing commitments are upheld for each product type and in which markets. Therefore, the

corresponding geographic penalty for each product type (infant formula, follow-up formula, and growing-up milk) is the maximum of 90% and the final Corporate Profile score is 0,12%.



# Topics Overview



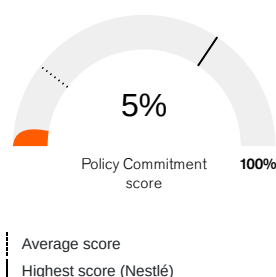
These represent the initial overall scores before applying the penalty.

# CF commitments by topic

Most topics include both policy commitments and management systems except for 'Guiding principles of infant and young child feeding' which only considers policy commitments, 'Implementation and Monitoring' which only considers management systems, and 'Disclosure' which only considers the level of disclosure of identified commitments. 'Lobbying and Policy Influence' is the only topic that includes policy commitments, management systems and disclosure.

## 1. Guiding Principles

This topic consists of policy commitment indicators only.

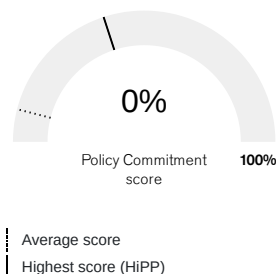


### Policy Commitment

- On the Earth's Best website, which is the only BMS brand of Hain Celestial, the company made a general statement of support for breastfeeding, however, no explicit mention was made of support to exclusive breastfeeding for the first six months and continued breastfeeding up to two years of age or beyond.
- On the Earth's Best website, the company publishes the Infant Feeding Guide, where it suggests the introduction of grains, fruit and vegetables, yogurt, meat and poultry at four months of age. Therefore, the company is found not to support the introduction of appropriate complementary foods from the age of six months.
- ATNI did not find a policy, nor any other documents published by Hain Celestial that cover the marketing of complementary foods and drinks for older infants and young children between six months and three years of age. In addition, the company did not show commitments to avoid marketing CF products for infants under six months of age, therefore it only gets half of the initial overall Corporate Profile score, as described in the section above.
- No other relevant information was found to reflect recognition of the International Code of Marketing of Breast-milk Substitutes and relevant subsequent WHA resolutions, including the guidance on ending the inappropriate promotion of foods for infants and young children supported by WHA resolution 69.9.
- Hain Celestial is urged to adopt WHO guidance relating to complementary feeding and uphold globally recognized public health guidelines, with a key requirement being to no longer produce and sell commercial complementary foods for infants aged under six months.

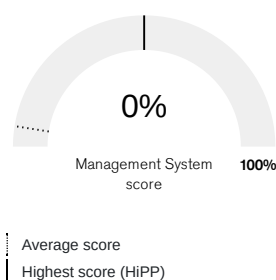
## 2. Product Formulation

This topic consists of policy commitment indicators and management system indicators. Each set of indicators contributes an equal weight of 50% each to the topic score.



### Policy Commitment

- Hain Celestial did not score on this topic since no explicit commitments were found on the formulation of complementary foods for older infants and young children aged 6-36 months. No information was found indicating if the company adheres to any relevant Codex standards and guidelines at a minimum, nor if it follows any national, regional, and global standards for composition, safety, quality, and nutrient levels.
- Hain Celestial is encouraged to explicitly state which specific Codex standards and guidelines and other national, regional, and global standards it follows at a minimum for clear reference, and to ensure that the listed standards and guidelines are regularly revised so that the most updated versions are adhered to.
- ATNI did not conduct a CF product profile assessment as part of the CF Marketing Index 2024. Nonetheless, as part of ATNI's action research, recent assessments have been conducted of the nutritional quality and labeling practices of commercial CF using the 2022 WHO Europe nutrient and promotion profile model (NPPM) for foods for infants and young children. A total of 168 CF products by Hain Celestial were assessed across three countries (India, Ireland, and the UK) and approximately 31% of those products met all nutrient composition requirements of the NPPM. Similar research was also conducted as part of the Consortium for Improving Complementary Foods in Southeast Asia (COMMIT) using a model that was adapted to closely align with the NPPM. Hain Celestial CF products were found and assessed across two of the seven Southeast Asian countries included in this research: Cambodia, the Philippines.
- For more information about these assessments and the findings, check <https://new-l40rlzsq.accesstonutrition.org/nppm-project-page/>.

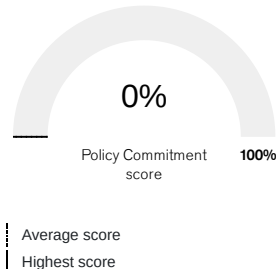


### Management System

- No relevant guidance or procedure manuals were found or shared by Hain Celestial demonstrating the implementation of the commitments assessed on this topic. The company therefore does not score in this aspect.
- To score in this area, Hain Celestial would need to develop comprehensive management systems, procedures, and other guidance for its employees to implement all commitments set out in its policy(ies) relating to responsible CF marketing.

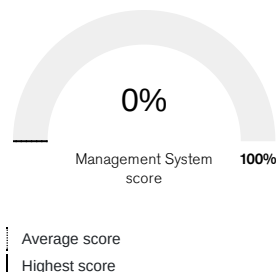
### 3. Marketing Messages

This topic consists of policy commitment indicators and management system indicators. Each set of indicators contributes an equal weight of 50% each to the topic score.



#### Policy Commitment

- On the Hain Celestial's 2021 ESG report the company has a general statement indicating that Hain Celestial is responsible for marketing Earth's Best® and Ella's Kitchen® products and does not directly market to children but to caregivers. However, no explicit commitments were found to ensure that messages on all packaging and marketing/promotional materials of its complementary foods for older infants and young children aged 6-36 months align with the Code requirements of what should and should not be stated as per recommendation 4 of the guidance on ending the inappropriate promotion of foods for infants and young children supported by WHA resolution 69.9. The findings from the country assessments show that Hain Celestial's messages across all forms of marketing assessed did not fully align with the requirements of recommendation 4 of the WHA 69.9 guidance.
- To receive a full score, Hain Celestial is encouraged to adopt these Code requirements in full for all CF marketing materials and clearly outline them in a company policy dedicated to the responsible marketing of complementary foods.

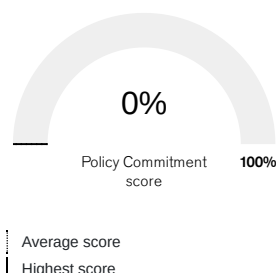


#### Management System

- No relevant guidance or procedure manuals were found or shared by Hain Celestial demonstrating the implementation of the commitments assessed on this topic. The company therefore does not score in this aspect.
- To score in this area, Hain Celestial would need to develop comprehensive management systems, procedures, and other guidance for its employees to implement all commitments set out in its policy(ies) relating to responsible CF marketing.

### 4. Avoidance of cross-promotion

This topic consists of policy commitment indicators and management system indicators. Each set of indicators contributes an equal weight of 50% each to the topic score.

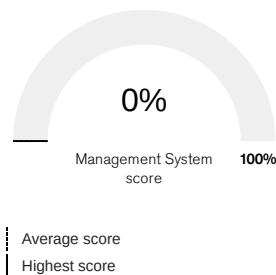


#### Policy Commitment

- Hain Celestial did not score on this topic since no explicit commitments were found indicating that the company takes various measures to avoid promoting its breast-milk substitutes indirectly via the promotion of its complementary foods for older infants and young children aged 6-36 months, also known as cross-promotion.

- Hain Celestial is encouraged to adopt the Code requirements set out in recommendation 5 of the guidance on ending the inappropriate promotion of foods for infants and young children supported by WHA resolution 69.9 that address cross-promotion. The company is urged to clearly outline in a company policy dedicated to the responsible marketing of complementary foods how it will differentiate the packaging and other materials used in the marketing of CF from that used in the marketing of its BMS products, as well as commit to avoiding establishing contact with caregivers, including through baby clubs and social media groups and other platforms of communication.

#### Management System

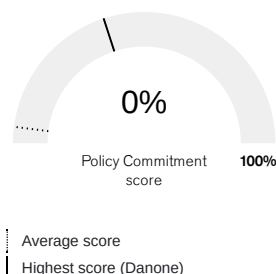


- No relevant guidance or procedure manuals were found or shared by Hain Celestial demonstrating the implementation of the commitments assessed on this topic. The company therefore does not score in this aspect.
- To score in this area, Hain Celestial would need to develop comprehensive management systems, procedures, and other guidance for its employees to implement all commitments set out in its policy(ies) relating to responsible CF marketing.

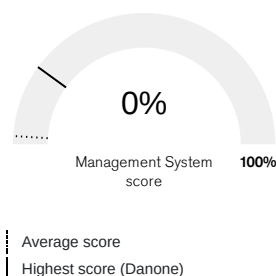
## 5. Conflict of Interest

**This topic consists of policy commitment indicators and management system indicators. Each set of indicators contributes an equal weight of 50% each to the topic score.**

#### Policy Commitment



- Hain Celestial did not score on this topic since no explicit commitments were found to avoid conflicts of interest throughout the healthcare system in line with the Code, specifically recommendation 6 of the guidance on ending the inappropriate promotion of foods for infants and young children supported by WHA resolution 69.9.
- To comply with the Code, Hain Celestial would need to explicitly commit to not using health facilities to host events of any kind and to not giving out gifts or any other offering to caregivers of infants and young children. The company should also commit to not educating caregivers on infant and young child feeding and to only provide scientific and factual information to health workers on the use of complementary foods for older infants and young children aged 6-36 months. Hain Celestial would also need to refrain from providing contributions to health workers and sponsor meetings of health professionals and scientific meetings.
- Hain Celestial is encouraged to adopt recommendation 6 of the guidance supported by WHA resolution 69.9, and clearly outline in a company policy dedicated to the responsible marketing of complementary foods how it will avoid conflicts of interest with healthcare workers and in healthcare facilities in line with these Code requirements.

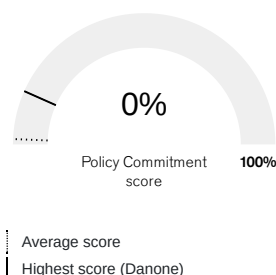


#### Management System

- No relevant guidance or procedure manuals were found or shared by Hain Celestial demonstrating the implementation of the commitments assessed on this topic. The company therefore does not score in this aspect.
- To score in this area, Hain Celestial would need to develop comprehensive management systems, procedures, and other guidance for its employees to implement all commitments set out in its policy(ies) relating to responsible CF marketing.

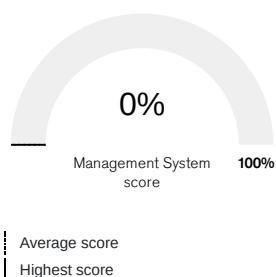
## 6. Donations

**This topic consists of policy commitment indicators and management system indicators. Each set of indicators contributes an equal weight of 50% each to the topic score.**



#### Policy Commitment

- On Ella's Kitchen® 2021 "The Good Stuff We Do" report, the company stated donating CF products through food banks and social welfare institutions and having partnered with food banks. In the same report, it is evident that the company donates CF products in humanitarian and emergency settings. However, it is not mentioned whether this happens unless officially requested by responsible authorities and/or the national humanitarian structure.
- Further, Hain Celestial did not score on this topic since no explicit commitments were found to indicate that:
  - the company does not donate nor provide samples of complementary foods for older infants and young children aged 6-36 months to caregivers and children through health workers or health facilities
  - the company does not donate or distribute any equipment, materials (including educational materials), or services to any part of the health care system
  - the company does not donate CF 6-36 products in humanitarian settings, unless officially requested by a competent government authority of the country affected by the emergency or by the designated emergency response coordinating body acting on behalf of the government
  - the company does not use donations of CF 6-36 products to children who require them in social welfare institutions as a sales inducement, nor distributes them for use outside these institutions
- Hain Celestial is encouraged to clearly outline in a company policy dedicated to the responsible marketing of complementary foods how it will donate complementary foods for older infants and young children aged 6-36 months in various settings, and ensure that it follows recommendation 6 of the guidance supported by WHA resolution 69.9, as well as the requirements outlined in WHA resolutions 47.5 and 63.23 pertaining to donations, and the Operational Guidance for Infant and Young Child Feeding in Emergencies.

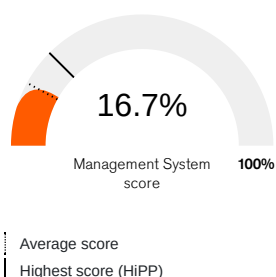


#### Management System

- No relevant guidance or procedure manuals were found or shared by Hain Celestial demonstrating the implementation of the commitments assessed on this topic. The company therefore does not score in this aspect.
- To score in this area, Hain Celestial would need to develop comprehensive management systems, procedures, and other guidance for its employees to implement all commitments set out in its policy(ies) relating to responsible CF marketing.

## 7. Implementation and Monitoring

**This topic consists of management system indicators only.**

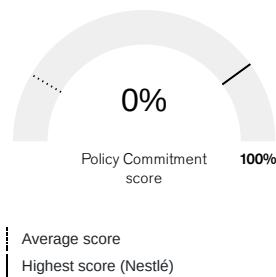


#### Management System

- Hain Celestial did not score on this topic, mainly due to the company's lack of commitments specifically in relation to the marketing of complementary foods for older infants and young children aged 6-36 months.
- Like most companies assessed in the BMS Marketing Index, the company was found to follow globally recognized food safety and quality standards to certify its BMS products, such as ISO and BRC, which was clearly evidenced in Hain Celestial's latest annual report.
- No further relevant documentation was found or shared by Hain Celestial demonstrating any management systems the company has in place to implement any policy it may have in relation to CF marketing. The company therefore does not score in this aspect.
- To score in this area, in addition to developing and having a comprehensive company policy dedicated to the responsible marketing of complementary foods, Hain Celestial is encouraged to clearly define and effectively communicate to all relevant employees and relevant executives their responsibilities for implementing commitments related to the marketing of CF 6-36.

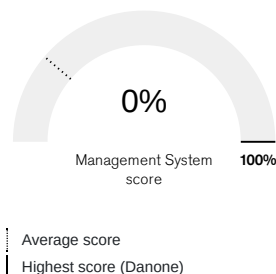
## 8. Lobbying and Influence

**This topic consists of policy commitment indicators, management system indicators, and disclosure indicators. Each set of indicators contributes an equal weight of 33.3% each to the topic score.**



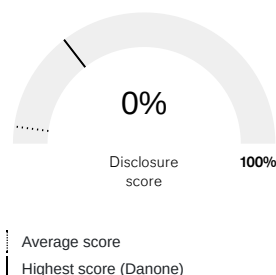
## Policy Commitment

- On Ella's Kitchen® 2022 "the good stuff we do" report, the company states its commitment to actively campaign and lobby, influencing governments and policy makers on issues related to childhood nutrition. However, in the report, it is only mentioned Ella's Kitchen® and may not represent all the company's products.
- To score in this area, Hain Celestial is encouraged to develop a policy setting out under what circumstances and how it will lobby and engage with governments and policymakers on issues relating to CF marketing. The company should also commit to not undermining existing public policy frameworks, the work of WHO or similar agencies, and Government efforts to develop regulations to implement the Code in full. In addition, the company should review the positions of all trade associations and industry policy groups it belongs to and assess the extent to which they align with the company's own policy positions.



## Management System

- No further relevant documentation was found or shared by Hain Celestial demonstrating any management systems the company has in place to implement any policy it may have in relation to CF marketing. The company therefore does not score in this aspect.
- To score in this area, Hain Celestial would need to clearly assign executive responsibilities and oversight to ensure the effective implementation of its policy on engaging with stakeholders on CF marketing and the Code, as well as develop clear systems and control mechanisms such as reporting and internal audits.



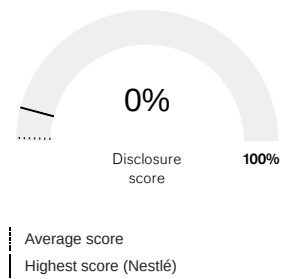
## Disclosure

- No information was found on Hain Celestial's website neither of its interactions, or that of its trade associations, in legislative processes related to the Code and CF marketing, nor of links to relevant external platforms that may include this information. ATNI encourages the company to follow key public policy frameworks in private sector engagement and lobbying such as the Responsible Lobbying framework, WHO framework of engagement with non-state actors and OECD principles for transparency and integrity in lobbying, among others.

# 9. Disclosure

This topic consists of disclosure indicators only.





#### Disclosure

- Hain Celestial did not score on this topic, mainly due to the company's lack of commitments specifically in relation to the marketing of complementary foods for older infants and young children aged 6-36 months.
- In addition to developing and having a comprehensive company policy dedicated to the responsible marketing of complementary foods, Hain Celestial is encouraged to have its commitments available and easily accessible in the public domain.

## Footnotes

1. CF refers to commercial complementary foods. These include baby porridge and cereals, dairy/fruit/vegetable-based baby purées, savory meals, and snack foods, as well as baby teas, juices, and water for infants and young children aged 6-36 months. CF products marketed to infants aged under six months are considered unwanted breast-milk substitutes, as these products interfere with exclusive breastfeeding in the first six months. However, ATNI assesses these products in the CF Marketing Index rather than the BMS Marketing Index, to emphasize that CF products are intended for older infants and young children aged 6-36 months and should not be introduced to infants aged under six months who should be exclusively breastfed.
2. 10% of Hain Celestial's global baby food sales are derived from breast-milk substitutes.
3. The Country Study score and Corporate Profile score each contribute to 50% of Hain Celestial's CF Marketing Index score.
4. This represents the average score of two country assessments: China, and the US.
5. Based on 2021 Euromonitor retail sales estimates.
6. Incidences of non-compliance include non-compliant labels and non-compliant observations from online and traditional media.
7. Where companies engaged, these numbers should represent the number of products confirmed to be marketed in these countries as communicated by the companies to ATNI. It is possible however that the number of products and brands assessed are not representative of each of the assessed markets, due to limitations in data collection and limited company engagement.
8. - Commercial complementary food intended for infants under six months of age (CF < 6). - Commercial complementary food intended for older infants and young children between six months and three years of age (CF 6-36 months). - Product brand relates to observations where no age is specified on a product or no specific product is promoted, but the observation is associated with a CF brand.
9. This is the company's average score on the 9 topics.
10. Euromonitor retail sales estimates (2021 data) were used to calculate the proportion of companies' global product sales covered per product type. It is important to note however that the underlying data used for the calculations may not be fully representative of the company's markets. Euromonitor International intelligence is used under license. Although Euromonitor aims to correct inaccuracies of which it is aware, it does not warrant that the data will be accurate, up-to-date or complete as the accuracy and completeness of the data and other content available in respect of different parts of the content will vary depending on the availability and quality of sources on which each part is based.
11. The Code recommends the introduction of CF products no earlier than six months of age to protect exclusive breastfeeding in this period. Since CF < 6 products should not be available on the market, they were counted as observations of non-compliance and not assessed on any further indicators that evaluate appropriate marketing practices. Therefore, the assessment across the 9 topics solely concerns the responsible marketing of CF 6-36 products.