

# Progress

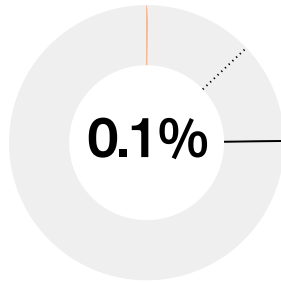
**Headquarters**  
Russia

**Type of ownership**  
Private

**Estimated percentage of Progress's global F&B sales from CF** ①<sup>1</sup>  
100%

**Estimated percentage of Progress's global baby food sales from CF** ①<sup>2</sup>  
100%

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

— Average score  
| Highest score



**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 assessments were carried out in China, Germany, Indonesia, Viet Nam and the U.S.. As Progress does not sell CF products in either of the selected countries, it was not assessed on this component.

# 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. Progress' 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, Progress 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 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 Progress 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>4</sup>	Product type	Percentage of Progress's global sales from markets where CF commitments are upheld <sup>5</sup>	Geographic penalty applied	Final Corporate Profile score
1.1%	Commercial complementary foods 6-36 months <sup>6</sup>	0%	90%	0.1%

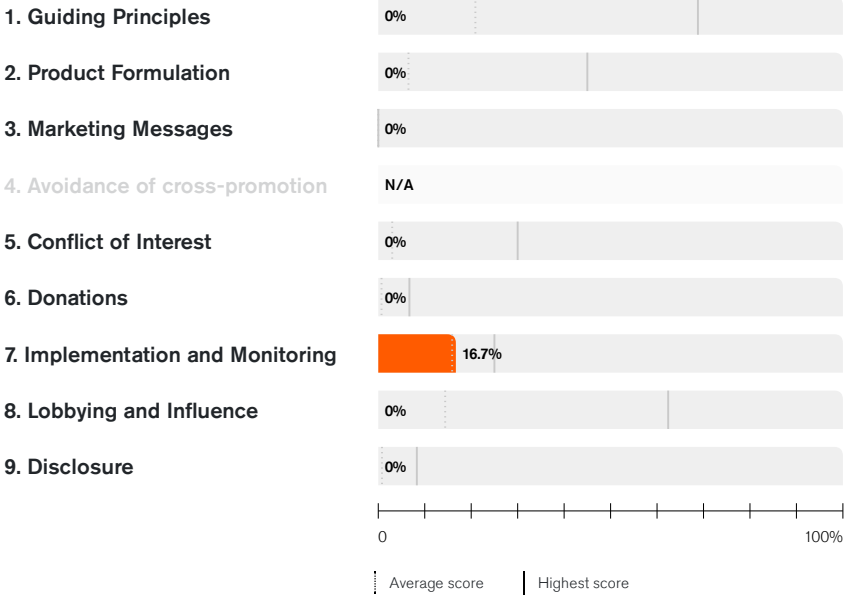
### Commitments are upheld

- 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 if and where (in what markets) marketing commitments are upheld for CF 6-36 products. Therefore, the corresponding geographic penalty is the maximum of 90% and the final Corporate Profile score is 0,1%.
- ATNI calls on Progress to consider the expanded definition of the Code, following the World Health Assembly (WHA) resolution 69.9 recommendations that cover and address the responsible marketing of commercially produced complementary foods intended for older infants and young children aged 6–36 months.

# Topics Overview



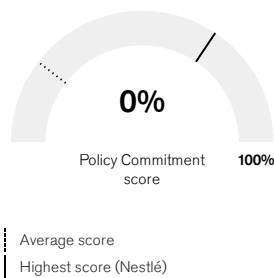
These represent the initial overall scores before applying the penalty.

# 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.

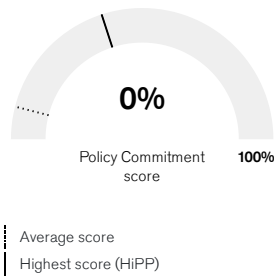


### Policy Commitment

- ATNI did not find a policy, nor any other documents published by Progress 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 was not found to commit to not market 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.
- No information was found on the company's support of exclusive breastfeeding for the first six months and continued breastfeeding up to two years of age or beyond, as well as of the introduction of appropriate complementary foods from the age of six months, as per international public health recommendations.
- Therefore, the company did not score on this topic. Progress is urged to adopt WHO guidance relating to complementary feeding and uphold globally recognized public health guidelines, with a key requirement of no longer producing and selling commercial complementary foods for infants aged under six months.

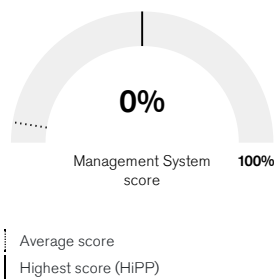
## 2. Product Formulation

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

- Progress did not score on this topic since no explicit commitments were found nor shared by the company 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.
- Progress 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

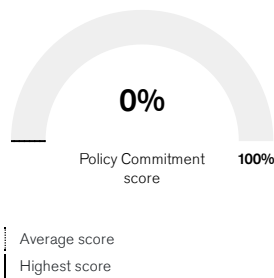


### Management System

- ATNI was unable to identify documentation of any management systems the company has in place to implement any policy it may have in relation to CF marketing.
- To score in this area, Progress 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.

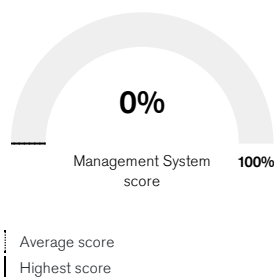
## 3. Marketing Messages

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

- Progress did not score on this topic since 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.
- Progress 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 Progress demonstrating the implementation of the commitments assessed on this topic. The company therefore does not score in this aspect.
- To score in this area, Progress 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

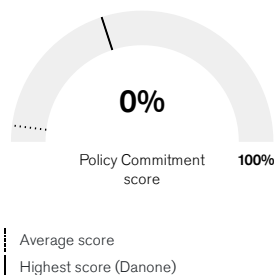
- Progress was not assessed on the BMS Marketing Index 2024, therefore, the topic of cross-promotion does not apply to the company.

### Management System

- Progress was not assessed on the BMS Marketing Index 2024, therefore, the topic of cross-promotion does not apply to the company.

## 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.

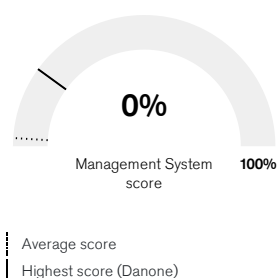


### Policy Commitment

- Progress 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, Progress 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 offerings 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. Progress would also need to refrain from providing contributions to health workers and sponsor meetings of health professionals and scientific meetings.
- Progress 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

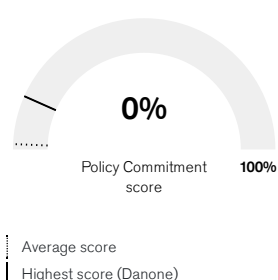


- ATNI was unable to identify documentation of relevant commitments and no relevant management systems were identified either, therefore the company did not score in this aspect. To score in this area, Progress would need to develop comprehensive management systems, procedures and other guidance for 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



- ATNI identified a news item on the company's website, where it was clearly stated that the company donates CF products for social welfare. However, no other evidence was found in the public domain nor shared by the company to reflect the company's official commitment, therefore the evidence was not adequate to substantiate the assessment.

- Progress did not score on this topic since no explicit commitments were found to indicate that:

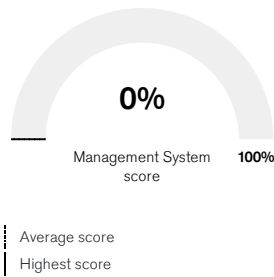
- the company does not donate nor provide samples of complementary foods for older infants and young children aged 6-36 months to caregivers and children through health workers or health facilities

- 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

- Progress 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.

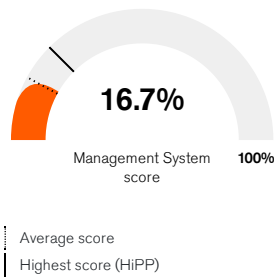


### Management System

- ATNI was unable to identify relevant guidance or procedure manuals were found or shared by Progress demonstrating the implementation of the commitments assessed on this topic. The company therefore does not score in this aspect.
- To score in this area, Progress 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.

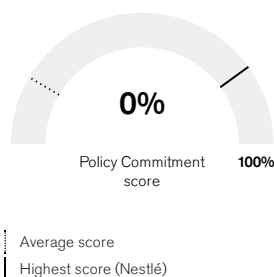


### Management System

- Progress 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.
- The company explicitly states on its website that it follows food safety and quality management systems to certify its products, among them ISO and FSSC22000. Therefore, the company scores on this indicator.
- ATNI was unable to identify other relevant commitments, and no relevant management systems were identified either, therefore the company did 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, Progress 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.



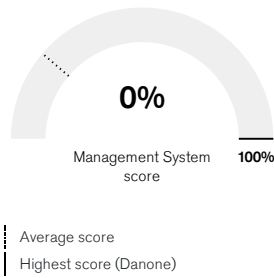
### Policy Commitment

- ATNI did not find any publicly available information with regard to any commitments or objectives the company has in relation to engagement with policymakers on CF marketing. The company therefore did not score on this topic.
- To score in this area, Progress 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.

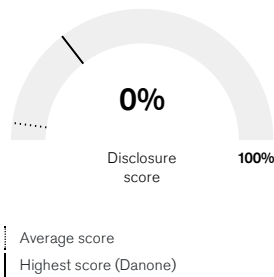
### Management System

- ATNI was unable to identify documentation about any management systems the company has in place to implement any policy it may have in relation to engaging with stakeholders on CF marketing.
- To score in this area, Progress 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 Progress' 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.

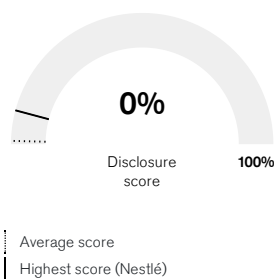


## 9. Disclosure

This topic consists of disclosure indicators only.

### Disclosure

- Progress did not fully 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, Progress 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. All of Progress's global baby food sales are derived from complementary foods.
3. The Corporate Profile score contributes to 100% of Progress's CF Marketing Index score.
4. This is the company's average score on the 9 topics.
5. 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.
6. 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.