

# Beingmate

Headquarters  
China

Type of ownership  
Public

Estimated percentage of Beingmate's  
global F&B sales from CF <sup>1</sup>  
14%

Estimated percentage of Beingmate's  
global baby food sales from CF <sup>2</sup>  
14%

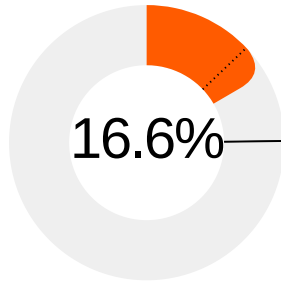
Countries covered in country studies  
China

Company also assessed in:



BMS Index 2024

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

Average score  
Highest score



Country Studies  
Score <sup>4</sup>

33% 1 country



Corporate Profile  
Score

0.2%

### 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

33% 1 country





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 which were all assessed according to the NetCode protocol. Beingmate sells CF products only in China, one of the five countries selected for the assessment, which represents 100% of Beingmate's estimated global CF sales. The Country Studies results for Beingmate are summarized below for China across each marketing channel.

<https://new-140rlzsq.accesstonutrition.org/app/uploads/2024/03/Assessment-methods-and-scoring.pdf>

# Country Studies overview

| Beingmate | 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 Beingmate's global CF sales |
| CHINA     | 12   | 8  | Beingmate, Jingai    | 2%                     | 100%                                      |
| GERMANY   | N/A  | N/A  | N/A                  | N/A                    | N/A                                       |
| INDONESIA | N/A  | N/A  | N/A                  | N/A                    | N/A                                       |
| US        | N/A  | N/A  | N/A                  | N/A                    | N/A                                       |
| VIET NAM  | N/A  | N/A  | N/A                  | N/A                    | N/A                                       |

## Code compliance level

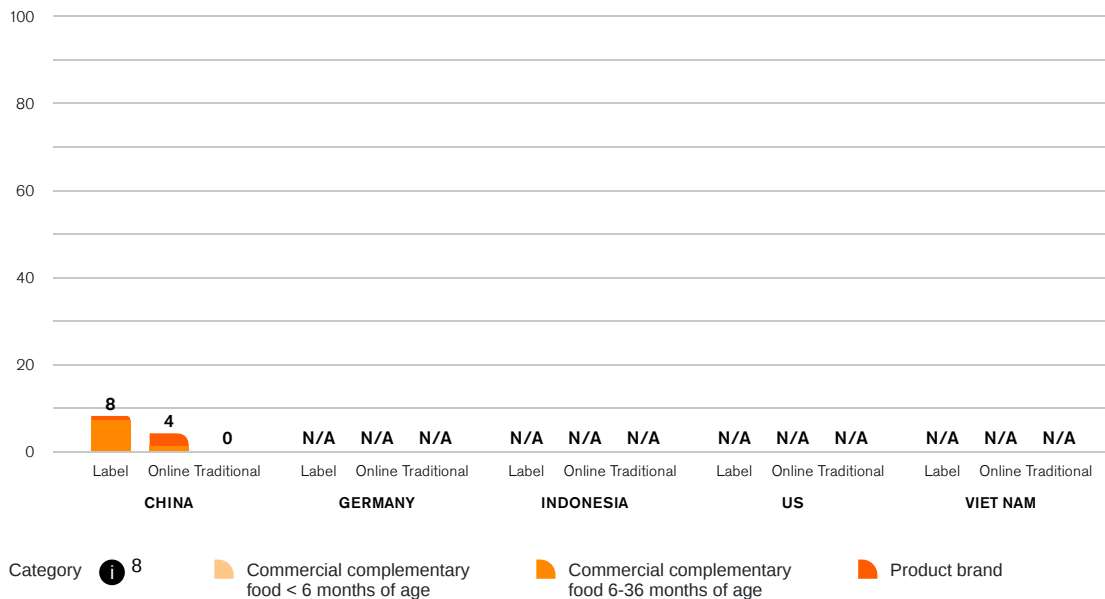
-  Complete  
(0 incidences of Code non-compliance corresponding to a country score of 100%)
-  High  
(>0-10 incidences of Code non-compliance corresponding to a country score of 66%)
-  Medium  
(>10-20 incidences of Code non-compliance corresponding to a country score of 33%)
-  Low  
(> 20 incidences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

• In China, Beingmate CF sales represent 100% of the company's global CF sales and the company has a relatively small market share (<5%). A total of 12 non-compliance incidences were found, which included four

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 total number of non-compliant marketing practices for Beingmate CF products that were found in China was 12.

The majority of incidences of non-compliant marketing practices observed for Beingmate were for inappropriate CF product labels (8). The remaining four incidences of non-compliance were found on online retailer platforms. No incidences of non-compliance were found on traditional media or other online media channels during the time of research.

While no commercial Beingmate complementary food product explicitly intended for infants below six months of age was found in China, four observations, including one product label, had no clear age range specified. The remaining commercial complementary foods found (8) during ATNI's assessment were clearly marketed as suitable for older infants and young children between six months up to three years of age.

### Online findings

- All the incidences of non-compliance found online (4), concerned point-of-sale promotions on online retail channels. Despite ATNI's request for Beingmate to verify any contractual relationship with the retailers monitored, confirmation could not be obtained from the company. Promotions found on online retailer platforms had an average of three incidences of non-compliance per promotion found.

- 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. Further, all of the online advertisements found also included claims, where nutritional claims were found in all advertisements, followed by marketing (3) and health claims (2). Another key incidence of non-compliance was found with one of the online advertisements that had text that might suggest use for infants under the age of six

months, by stating that for some children food can be given in advance but not before four months.

### Traditional media findings

- No non-compliant observations were found in China for Beingmate's CF products promoted on traditional media in the six-month period the selected channels were monitored.

### CF product label

- All the Beingmate CF product labels assessed in China contained at least one incidence of Code non-compliance, with an average of two incidences of non-compliance per product label assessed. All of the products were products intended for 6-36 months, except one product for which there was no clear age indicated.

- All Beingmate CF labels assessed had at least one type of claim (marketing, nutritional and health claim).

None of the CF product labels with clear images 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.

- 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 five products, 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. Beingmate, however, did not provide images of product labels (as requested by ATNI) to help complete the assessments for all products. Therefore, an incomplete assessment remained for a total of five products. As these products were found to have non-compliance, the labels were counted as incidences of non-compliance.

## Recommendations

- Given the incidences of non-compliant marketing practices for CF products observed, Beingmate is recommended to ensure that CF products are appropriately promoted in line with the 2016 WHO Guidance on ending the inappropriate promotion of foods for infants and young children supported by WHA resolution 69.9.
- 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. Beingmate should incorporate these recommendations in its policies and practices and apply them to all its CF products, as none of the CF products in this assessment fully met these requirements. The company should aim to address missing statements on exclusive breastfeeding in the first six months of life and continued breastfeeding for up to two years or beyond.
- Beingmate 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.

- Beingmate is encouraged to engage with its industry associations, retailers and/or regulators to ensure that there are no promotions of BMS products in the retail environment, and see that products are appropriately marketed in line with the Code.
- Beingmate 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 Beingmate 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

0.2%

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.

Beingmate'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, Beingmate was found to market CF products for infants under six months of age, therefore its initial overall Corporate Profile score was halved from 3.5% to 1.8%. 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 Beingmate 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 Beingmate's global sales from markets where CF commitments are upheld <sup>10</sup> | Geographic penalty applied | Final Corporate Profile score |
|---|--|---|----------------------------|-------------------------------|
| 1.8%  | Commercial complementary foods 6-36 months <sup>11</sup> | 0%  | 90%                        | 0.2%                          |

Commitments are upheld

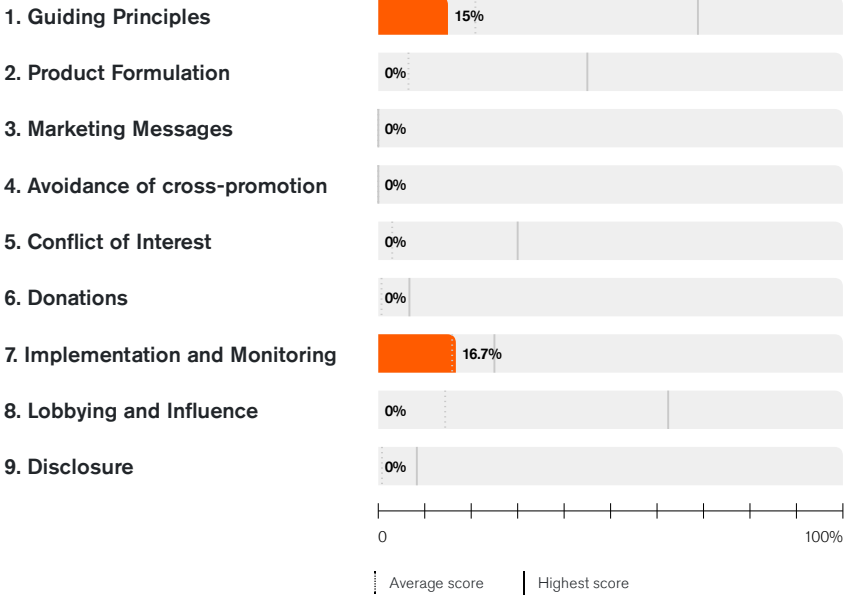
- Upheld for all products in this category - without exception - globally
- Upheld for some products in this category - without exception - globally
- Upheld for all products in this category - without exception - only in some markets
- Upheld for some products in this category, and only in some markets
- 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 0.2%.

- ATNI calls on Beingmate to consider the expanded definition of the Code, following the World Health Assembly 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.

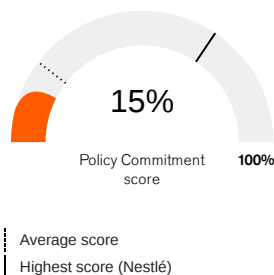


# CF commitments by topic

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.

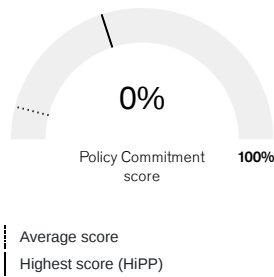


### Policy Commitment

- ATNI did not find a policy, nor any other documents published by Beingmate 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.
- The company did have information on its website supporting breastfeeding, stating that the WHO suggests exclusive breastfeeding for the first six months. However, no information was found on the company's support of continued breastfeeding up to two years of age or beyond, nor the introduction of appropriate complementary foods from the age of six months, as per international public health recommendations.
- 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.
- The company therefore did not score fully on this topic. Beingmate 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.

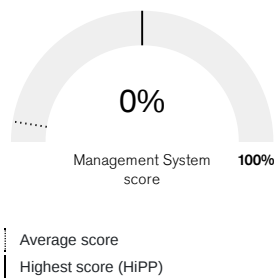
## 2. Product Formulation

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

- Beingmate 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.
- Beingmate 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.

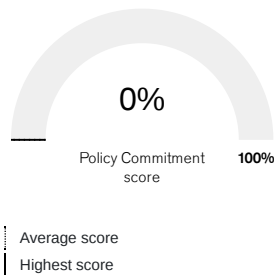


#### Management System

- 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, Beingmate 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.

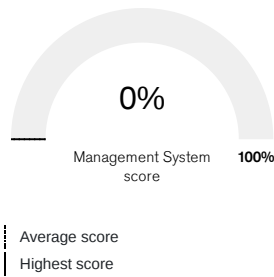
### 3. Marketing Messages

**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

- Beingmate 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. The findings from the country assessments show that Beingmate's messages across all forms of marketing assessed did not fully align with the requirements of recommendation 4 of the WHA 69.9 guidance.
- Beingmate 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.

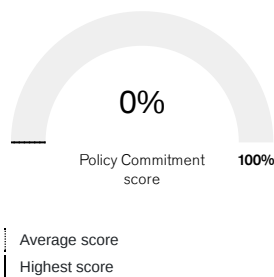


#### Management System

- No relevant guidance or procedure manuals were found or shared by Beingmate demonstrating the implementation of the commitments assessed on this topic. The company therefore does not score in this aspect.
- To score in this area, Beingmate 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.**

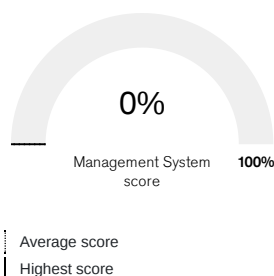


#### Policy Commitment

- Beingmate 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.
- Beingmate 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 which addresses 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 those 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

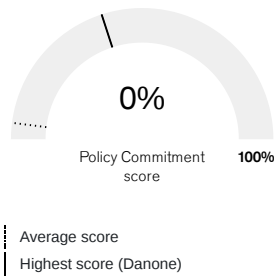
No relevant guidance or procedure manuals were found or shared by Beingmate demonstrating the implementation of the commitments assessed on this topic. The company therefore does not score in this aspect.



- To score in this area, Beingmate 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.

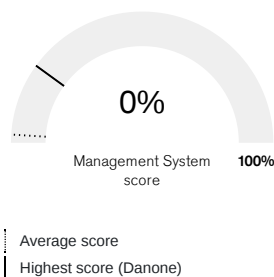
## 5. Conflict of Interest

**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

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

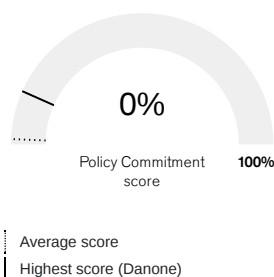


### Management System

- ATNI was unable to identify documentation of relevant commitments or relevant management systems were identified, therefore the company did not score in this aspect. To score in this area, Beingmate 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

- Beingmate 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

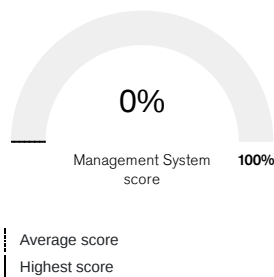
- the company does not donate CF 6-36 products in humanitarian settings, unless officially requested by a competent government authority of the country affected by the emergency or by the designated emergency response coordinating body acting on behalf of the government

- 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

- Beingmate 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 any relevant commitments and no relevant management systems were identified either, therefore the company did not score in this aspect. To score in this area, Beingmate 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

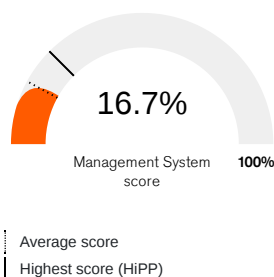
This topic consists of management system indicators only.

#### Management System

- Beingmate 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.

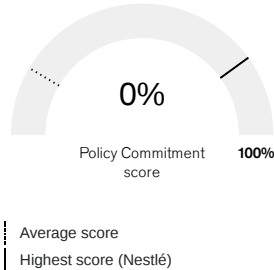
- According to the company's 2013 CSR report, Beingmate uses ISO9001 and HACCP standards for their quality management systems.

- To score in this area, in addition to developing and having a comprehensive company policy dedicated to the responsible marketing of complementary foods, Beingmate 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.



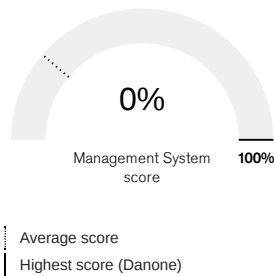
## 8. Lobbying and Influence

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.



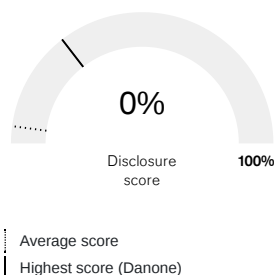
### Policy Commitment

- 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, Beingmate 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, Beingmate 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.

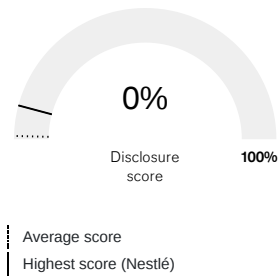


### Disclosure

- No information was found on Beingmate'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

- Beingmate 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, Beingmate 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. 86% of Beingmate'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 Hero's CF Marketing Index score.
4. This represents the score of one country assessment: China.
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.