

Analysis and evaluation – extract

Finding

Analysis and Evaluation

Product Health and Nutrition:

In 2022, Kraft Heinz successfully reduced approximately 47 million pounds of total sugar across its portfolio.⁷ This shows that Kraft Heinz cares about its consumers health and their sugar intake. As Kraft is a food and beverage manufacturer majority of the company's products will be full of free sugars which if the levels are reduced to less than 10% energy it will minimise the risk of tooth decay or dental cavities throughout a consumers life course.⁸ This means that there could be an impact on the dental industry if Dentists have less clients coming in with dental caries due to the high sugar levels it could lower their sales revenue and affect profits in this sector.]

[This might also mean that some government, such as UK, which pay for dentistry work in children as, I found from the NHS website that you do not have to pay for NHS dental services if you're under the age of 18, or under 19 and in full-time education⁹, will pay less in child dental care due to the reduction of sugar in Kraft Heinz products resulting in less cavity/decay in children and allowing governments to use this tax revenue elsewhere to benefit national services.]

1A

1D

1D

⁶ The Kraft Heinz Company: Environmental Social Governance (KraftHeinz, 2024)

⁷ The Kraft Heinz Company: Environmental Social Governance (KraftHeinz, 2024)

⁸ Systematic Review of the Effect on Caries of Sugars Intake: Ten-Year Update - C.J. Moore's, S.A.M. Kelly, P.J. Mounihan, 2022 (sagepub.com) (Sage Journals, 2022)

⁹ Who is entitled to free NHS dental treatment in England? - NHS (www.nhs.uk) (NHS, 2024)

Finding

Sustainability:

Through 2022, after Kraft Heinz partnered with an environmental consultancy group Lorax EPI to help the company better understand how much of its packaging is recyclable, reusable, and compostable they were able to make 87% of its global packaging portfolio recyclable, reusable, or compostable.²² This means that there could be less plastic placed into landfills as customers can reuse or recycle the packaging which will hopefully prevent as much pressure being put on the government to put recycling schemes in place and help them to reduce the cost of space for landfills as in 2022 the revenue of waste management services in the US surpassed 140 billion US dollars.²³ This will allow them to put costs towards a more important cause such as improving the local infrastructure or improving local councils.

1A

1D

5 marks

²¹ "Cracking the Benefits of Free-Range Eggs: Soil Health, Nutrition, and Sustainability Unveiled" – Wynter's Wellness (wynterwellness.com) (Wynter's Wellness, 2023)

²² The Kraft Heinz Company: Environmental Social Governance (KraftHeinz, 2024)

²³ Waste management in the United States - Statistics & Facts | Statista (Alves, 2023)

²⁴ The Kraft Heinz Company: Environmental Social Governance (KraftHeinz, 2024)

²⁵ The Kraft Heinz Company: Environmental Social Governance (KraftHeinz, 2024)

Conclusions and recommendations – extract

Conclusions and Recommendations

Based on the analysis that Kraft Heinz managed to improve the recyclability of its sachets in Europe⁴¹ and its Fresno facility diverted approximately 49 metric tons (8% of its landfill waste stream) of defective or unusable packaging from the landfill towards beneficial uses.⁴², I can conclude that Kraft Heinz is benefitting the environment and marine life as both of these help to reduce the amount of plastic ending up in the sea and overall helping to tackle the ongoing threat of climate change.

1C

Based on the analysis that approximately 47 million pounds of sugar was successfully reduced across Kraft Heinz's portfolio⁴³ and 66% of the eggs and egg products it purchased globally were cage-free or better⁴⁴, I can conclude that Kraft Heinz is looking out for its consumers as both of these have health benefits which could overall help to improve consumer health.

1C

Based on the analysis that 41% of those in Kraft Heinz global management positions were woman⁴⁵ and that Kraft Heinz exceeded the minimum legal requirements by making additions to its parental benefits and expanding its paid parental leave⁴⁶, I can conclude that Kraft Heinz is benefitting its female employees by ensuring that they are not working in a discriminative workforce and that they feel valued and cared for by the company.

1C

⁴¹ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

⁴² [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

⁴³ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

⁴⁴ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

⁴⁵ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

⁴⁶ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

⁴⁷ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

⁴⁸ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

Based on my analysis that in 2022 Kraft Heinz managed to improve the recyclability of its sachets in Europe using 35% of recycled materials.⁵⁶ I recommend that the company aims to create packaging which is made with 50% of recycled materials by 2040 as this will benefit the natural environment by providing a safer place for wildlife to create habitat and source food without getting stuck in plastic waste that was being put into landfills and potentially ending up into the sea.

1R

4 marks

⁵⁴ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

⁵⁵ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

⁵⁶ [The Kraft Heinz Company: Environmental Social Governance](#) (KraftHeinz, 2024)

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1 mark