FrieslandCampina
nourishing by nature

FrieslandCampina Health Star Rating Product Portfolio Assessment 2025



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Everything we do at FrieslandCampina is guided by our purpose, *nourishing by nature*. With our purpose, we strive for better nutrition for the world and a good living for farmers now and for the generations to come. At FrieslandCampina, we want to provide healthy sustainable nutrition to all people, at all ages.

A science-based approach to portfolio nutrition

FrieslandCampina is committed to improving the nutritional quality of our portfolio and enabling consumers to make informed choices. The FrieslandCampina Nutrition Standards (FC NS) – our science-based product category-specific nutrient criteria – are our primary framework to assess the nutritional quality of our portfolio and guide product innovation and reformulation. The FC NS set both minimum levels for nutrients to encourage (such as milk protein and calcium) and maximum thresholds for nutrients to limit (including energy, saturated fat, added sugar, sodium and industrial trans-fat), ensuring our products deliver the inherent nutrition of dairy while aligning with international public health recommendations. In 2025, 72 percent of our total consumer product volumes sold complied with the FrieslandCampina Nutrition Standards.

Transparency through external nutrient profile reporting

While FC NS remains FrieslandCampina's primary internal nutrition standard, FrieslandCampina also monitors and reports the healthiness of our portfolio against the Health Star Rating (HSR) system to support transparency and enable external comparability. HSR is an independent, government-endorsed nutrient profiling model used by external benchmarking bodies such as Access to Nutrition Initiative (ATNi) to assess and compare the nutritional quality of portfolios across food and beverage companies. Developed by government and public health authorities, HSR assesses the nutritional profile of packaged foods and beverages and assigns a score from 0.5 to 5 stars. Similarly to FC NS, HSR considers the contents of both nutrients to limit (such as total energy, saturated fat, sugar and sodium) as well as positive components (such as protein and fibre) in determining the score which is product-category dependent. Products with an HSR score of ≥ 3.5 stars are widely considered as “healthier”.

Expanding portfolio transparency

Since 2019, FrieslandCampina has publicly reported biennially the volume share of consumer products achieving an HSR score of ≥ 3.5 stars across 10 key markets, representing a majority of our consumer dairy volumes. For these 10 markets, the results showed steady progress: the share of products rated HSR ≥ 3.5 stars rose from 51.5 percent in 2019 to 60.3 percent in 2025.

As of 2025, FrieslandCampina has expanded our HSR reporting coverage to the global consumer portfolio in scope of the HSR system to enhance transparency. In 2025 the volume share of consumer products with HSR score of ≥ 3.5 stars was 60.9%. This assessment covers 98.5% of eligible consumer sales volumes in scope of HSR methodology. More details and historical results can be found in Annex 2 and 3.



Annex 1: Health Star Rating (HSR) methodology

HSR assessment

HSR scores for products were calculated using the latest official Health Star Rating methodology published by the Australian government[1]. HSR considers the total energy of a food, saturated fat, sodium and total sugars (nutrients to limit), as well as certain 'positive' components such as dietary fibre and protein.

Products were categorised and scored according to the HSR implementation guide. In most cases, HSR product scores were calculated on the basis of a product's nutrient values per 100g or 100ml as it appears on shelf (i.e. as sold). For concentrated products intended to be rehydrated, diluted or mixed with water before consumption, such as milk powders, HSR was calculated on the basis of the product 'as prepared' in accordance with the preparation instructions on pack.

Products with an HSR score of 3.5 stars or higher were classified as healthier products for portfolio reporting purposes.

Scope of assessment

FrieslandCampina's 2025 global consumer portfolio HSR assessment covers 98.5% of eligible consumer sales volume in scope of the HSR methodology. It excludes product categories for which HSR is not intended or applicable, namely Specialised Nutrition (i.e. infant formula, food for infants, formulated supplementary foods for young children) and products sold outside of retail outlets (e.g. food service and professional products).

Data quality and controls

The 2025 global HSR assessment covers 98.5% of eligible consumer sales volumes. The remaining 1.5% comprises volumes with incomplete data.
Product nutrition data used for the HSR assessment is sourced from FrieslandCampina's product specification systems. This dataset is also used to assess product compliance to our FrieslandCampina Nutrition Standards as part of our annual reporting process and is subject to external auditing.

[1] Health Star Rating system: https://www.healthstarrating.gov.au/



Annex 2: 2025 HSR scores total global consumer portfolio by product category

The table below shows the share of FrieslandCampina global consumer sales volumes in scope of HSR with an HSR score of ≥ 3.5 stars by product category in 2025.

Product category	HSR ≥ 3.5
Milk and milk products (incl. powdered milk, spoonable yoghurt, quark, evaporated milk)	75.4%
Butter, cream & sweetened condensed milk	0.3%
Acidified beverages and drinking yoghurts	68.4%
Cheese	57.2%
Coffee & tea whiteners and other powdered beverages	0%
Desserts	35.9%
Meat alternatives	100%
Total	**60.9%**

Annex 3: Historical HSR reporting results for 10 key markets

Before expanding reporting to the global portfolio in 2025, FrieslandCampina reported HSR scores for 10 key markets that were previously selected by ATNI for the Global Index assessment. These countries are Germany, Hong Kong, Indonesia, The Netherlands, Nigeria, Russia, The Philippines, Thailand, the United Kingdom and Vietnam. Note: In the benchmark results of 2023, Russia is excluded due to the sale of FrieslandCampina's Russian subsidiary, and the product portfolio of Germany changed significantly due to the sale of a significant part of its production facilities in 2023.

10 countries	HSR ≥ 3.5
2019	51.5%
2021	58.4%
2023	57.7%
2025	60.3%

