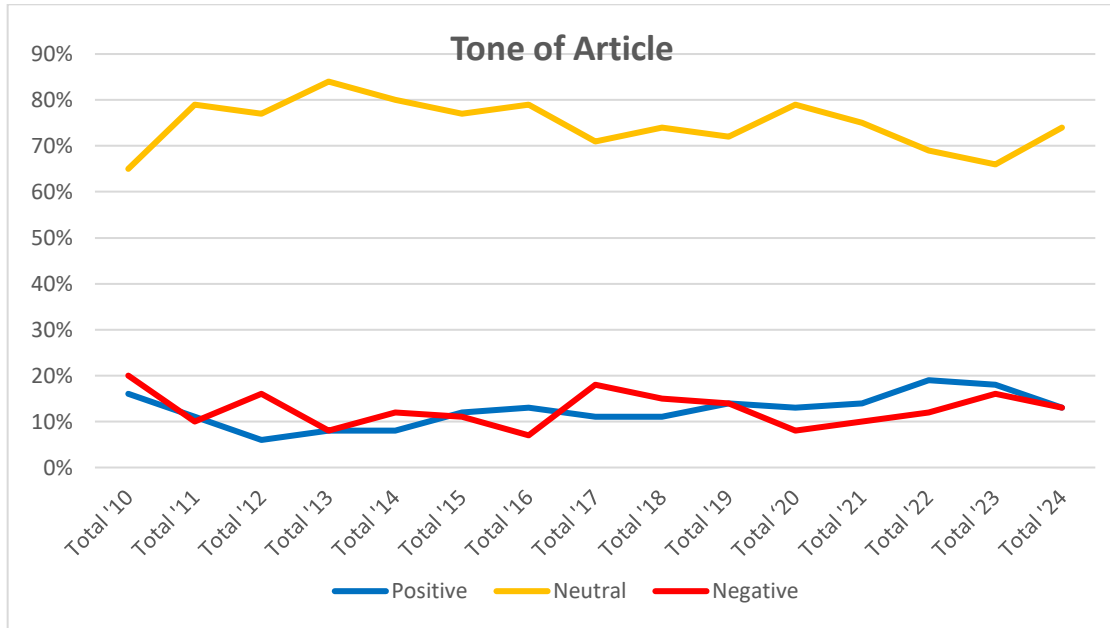


**PPA Media Monitoring Annual Summary
January 2024 – December 2024**

The following document is a summary of the number of positive, neutral and negative articles that featured in the PPA Ltd daily monitoring reports from January 2024 to end December 2024.

The data is compared to historical yearly summaries to help identify any relevant or interesting trends.



Period	Positive		Neutral		Negative		Total
Total '24	265	13%	1530	74%	259	13%	2054
Total '23	328	18%	1207	66%	289	16%	1824
Total '22	314	19%	1126	69%	201	12%	1641
Total '21	155	14%	824	75%	112	10%	1098
Total '20	66	13%	411	79%	40	8%	517
Total '19	101	14%	531	72%	105	14%	737
Total '18	79	11%	562	74%	116	15%	757
Total '17	79	11%	521	71%	129	18%	729
Total '16	124	13%	731	79%	68	7%	923
Total '15	118	12%	746	77%	109	11%	973
Total '14	52	8%	534	80%	79	12%	665
Total '13	53	8%	539	84%	51	8%	643
Total '12	39	6%	466	77%	97	16%	602
Total '11	61	11%	439	79%	54	10%	554
Total '10	124	16%	518	65%	156	20%	798

Over the last couple of years we expanded the number of media outlets and syndicated websites that we are monitoring on a regular basis, and this has led to a significant increase in the total number of stories recorded. However, please note that 2020 was an atypical year due to the Covid-19 pandemic.

Again, in 2024 we saw another large increase to the number of stories compared 2023, with a 13% increase on the total number of stories, with the majority of stories relating to New Product Development ('NPD/Innovation') of new processed potato or snacks launched (n=334); followed by 'Favourite' products, mainly related to discontinued products or nostalgic flavours (n=317); those related to 'Promotion/publicity' of products and brands (n=252); and 'Business/acquisitions' (n=239). Stories on these themes also saw very large increases compared to last year (75%, 61%, 91% and 59% respectively).

A high number of stories on 'Ultra-Processed Foods (UPF) and Junk Foods' (n=173), 'Packaging Waste' (n=123), 'Promotion and Advertising' restrictions of Foods High in Fat, Sugar and Salt (HFSS) (n=120), and 'Sustainability' (n=117) was also identified, along with stories related to 'Positive Nutrition', primarily for nuts (n=103). However, whilst the number of stories relating to 'Packaging Waste' went up by 95%, stories on the other four themes have either shown more modest increases (UPF/Junk Food and Sustainability up by 12% and 8% respectively or have gone down (Positive Nutrition and HFSS promotion and advertising, down by 21% and 26% respectively). We also found a very significant increase on stories related to food safety (136%, n =73), the latter which are mainly related to several product recalls in 2024.

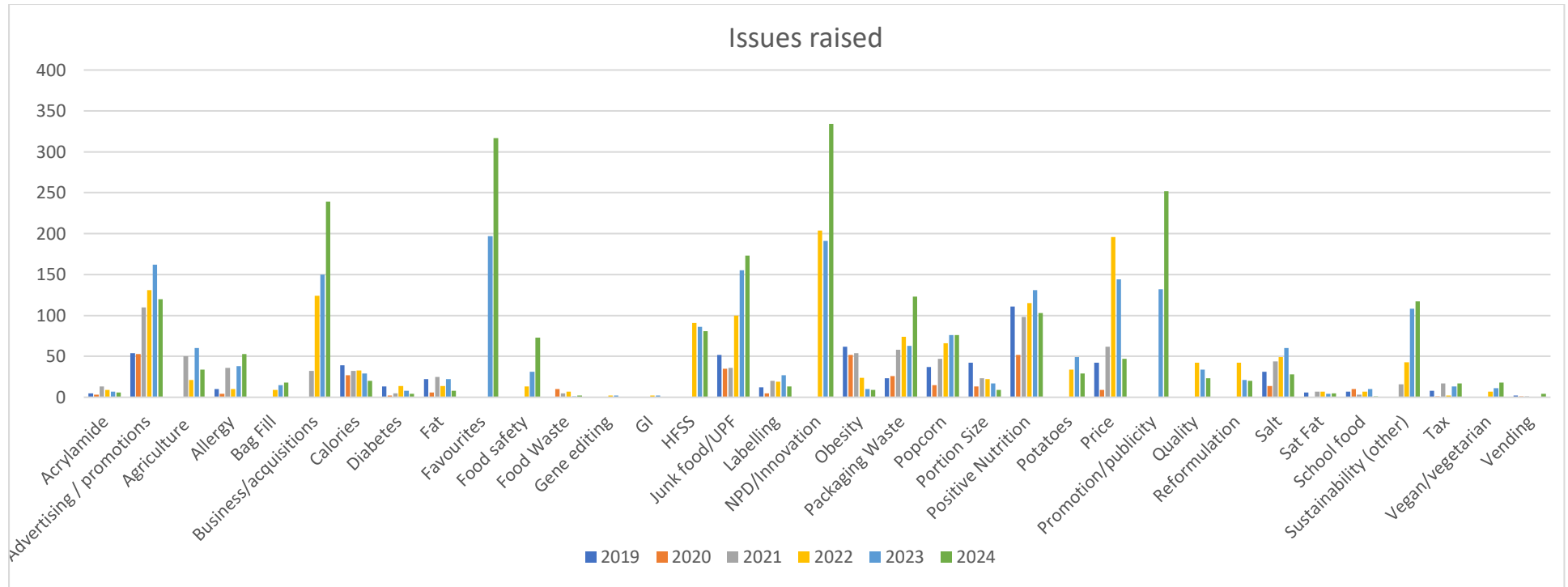
Conversely, we recorded a large drop on the number of stories related to product prices (-67%, n=47), as food inflation continued to slow down; but also fat (-64%, n=8) and salt (-53%, n=28); labelling (-52%, n=13); school food (-90%, n=1) and agriculture (-43%, n=34).

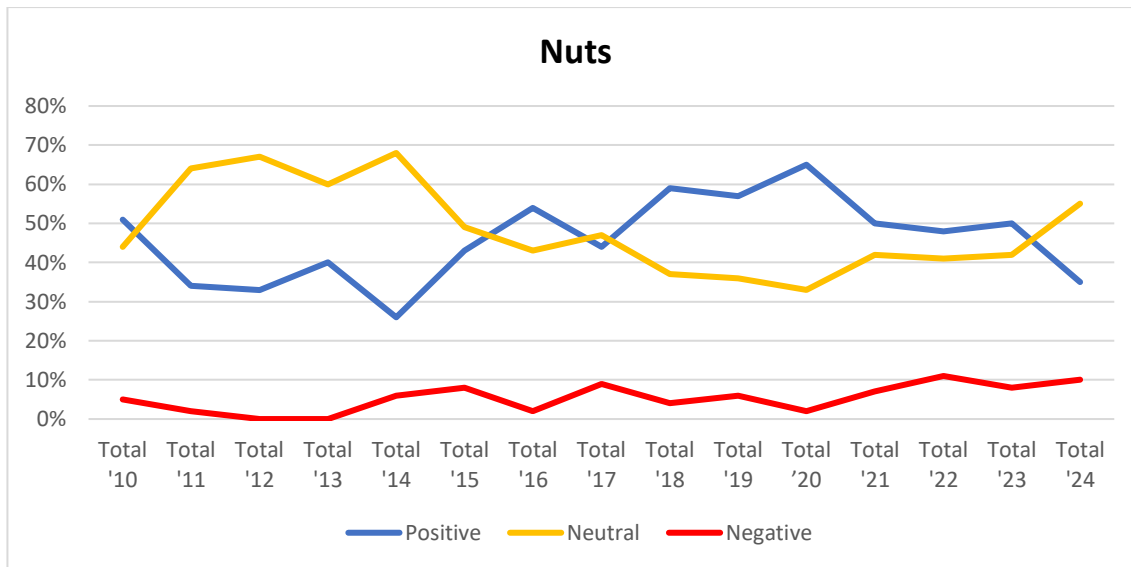
The split between positive, neutral and negative has remained relatively constant for the last 10-12 years, however, after several years of fluctuation, the split between positive and negative stories has evened out (13% each, vs. 74% neutral). A significant increase on the number of neutral stories on NPD/Innovation, 'Favourite' products and 'Promotion/publicity' of products, combined with the levels of business preparedness for implementation of the promotion/advertising restrictions of HFSS foods, and a declining number of stories on food prices and those relating to 'negative' nutrients (e.g. salt, fat) can offer one explanation for this distribution.

Key Issues

This chart compares the issues raised in articles in 2024 with issues raised over the previous 5 years. Items in bold are those identified as high relevance in 2024, or those on which we observed the highest fluctuations in the numbers of articles published versus 2023.

Issue Raised	2019	2020	2021	2022	2023	- Or +	2024
Acrylamide	5	3	13	9	7	-1	6
Advertising / promotions	54	53	110	131	162	-42	120
Agriculture (new 2021)	-	-	50	21	60	-26	34
Allergy	10	4	36	10	38	+15	53
Bag Fill	0	0	0	9	15	+3	18
Business/acquisitions (new 2021)	-	-	32	124	150	+89	239
Calories	39	27	32	33	29	-9	20
Diabetes	13	2	5	14	8	-4	4
Fat	22	6	25	14	22	-14	8
Favourites (new 2023)	-	-	-	-	197	+120	317
Food safety (new 2022)	-	-	-	13	31	+42	73
Food Waste	0	10	5	7	1	+1	2
Gene editing (new 2022)	0	0	0	2	2	-2	0
GI	0	0	0	2	2	-2	0
HFSS* (new 2022)	-	-	-	91	86	-5	81
Junk food/UPF	52	35	36	100	155	+18	173
Labelling	12	5	20	19	27	-14	13
NPD/Innovation (new 2022)	-	-	-	204	191	+143	334
Obesity	62	52	54	24	10	-1	9
Packaging Waste	23	26	58	74	63	+60	123
Popcorn	37	15	47	66	76	=	76
Portion Size	42	13	23	22	17	-8	9
Positive Nutrition	111	52	98	115	131	-28	103
Potatoes (new 2022)	-	-	-	34	49	-20	29
Price	42	9	62	196	144	-97	47
Promotion/publicity (new 2023)	-	-	-	-	132	+120	252
Quality (new 2022)	-	-	-	42	34	-11	23
Reformulation (new 2022)	-	-	-	42	21	-1	20
Salt	31	14	44	49	60	-32	28
Sat Fat	6	0	7	7	4	+1	5
School food	7	10	3	7	10	-9	1
Sustainability (new 2021)	-	-	16	43	108	+9	117
Tax	8	1	17	2	13	+4	17
Vegan/vegetarian	0	0	0	7	11	+7	18
Vending	2	1	1	0	0	+4	4



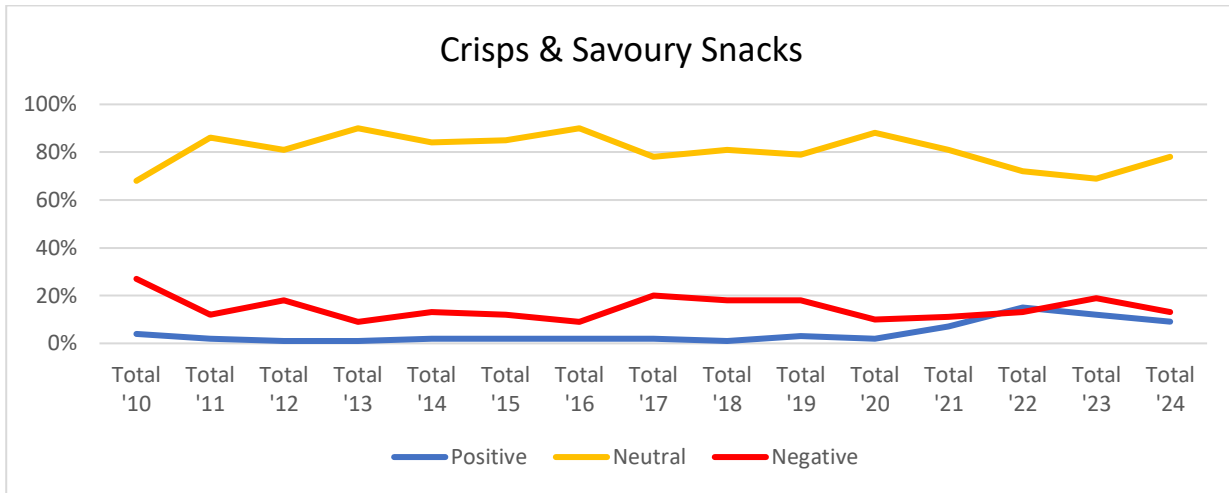


PERIOD	POSITIVE		NEUTRAL		NEGATIVE		TOTAL
Total '24	78	35%	122	55%	22	10%	222
Total '23	118	50%	99	42%	19	8%	236
Total '22	81	48%	70	41%	18	11%	169
Total '21	86	50%	72	42%	12	7%	171
Total '20	54	65%	27	33%	2	2%	83
Total '19	74	57%	47	36%	8	6%	129
Total '18	59	59%	37	37%	4	4%	100
Total '17	72	44%	76	47%	14	9%	162
Total '16	99	54%	79	43%	4	2%	182
Total '15	94	43%	106	49%	17	8%	217
Total '14	40	26%	102	68%	9	6%	151
Total '13	49	40%	74	60%	0	0%	123
Total '12	32	33%	65	67%	0	0%	97
Total '11	55	34%	103	64%	4	2%	162
Total '10	95	51%	83	44%	9	5%	187

There was a drop on the number of stories on nuts in 2024 compared with 2023 (-6%). Not only has there been an 15% decrease in the number of positive articles on nuts, but there was also a 2% increase on the number of negative articles compared with 2023. The vast majority of positive stories on nuts relate to positive nutrition (n=58), including selenium and cancer (for Brazil nuts), weight loss, cholesterol and sleep.

The negative stories were mainly related to food safety (n=12) due to three major incidents including an *E.coli* outbreak linked to organic walnuts and listeria in walnuts, both of which occurred in the USA, and a hydrogen cyanide incident in the UK affecting nuts in syrup. The remaining negative articles were related to several different topics, including UPF/junk food (n=3), allergy (n=2), salt, calories, portion size and price.

In line with the general trend, there was a large increase on the number of neutral stories about nuts too (+13%).

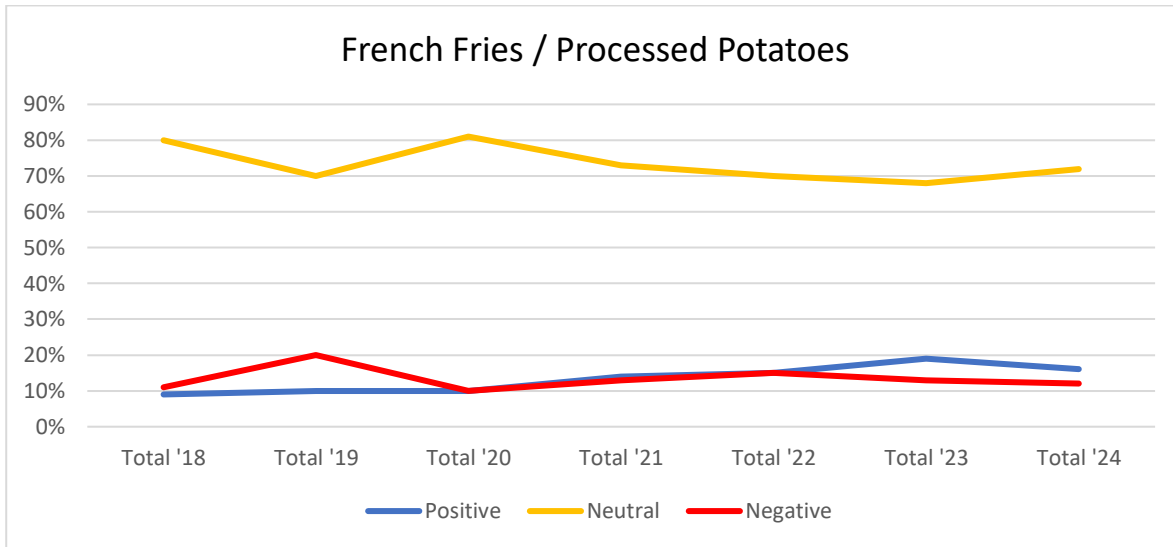


PERIOD	POSITIVE		NEUTRAL		NEGATIVE		TOTAL
Total '24	153	9%	1290	78%	213	13%	1656
Total '23	163	12%	976	69%	263	19%	1402
Total '22	195	15%	927	72%	168	13%	1290
Total '21	65	7%	734	81%	100	11%	904
Total '20	6	2%	334	88%	38	10%	378
Total '19	13	3%	391	79%	87	18%	491
Total '18	6	1%	441	81%	96	18%	543
Total '17	14	2%	465	78%	120	20%	599
Total '16	12	2%	656	90%	64	9%	732
Total '15	17	2%	665	85%	96	12%	778
Total '14	13	2%	445	84%	70	13%	528
Total '13	4	1%	485	90%	51	9%	540
Total '12	7	1%	437	81%	97	18%	541
Total '11	7	2%	356	86%	51	12%	414
Total '10	23	4%	359	68%	143	27%	525

There was an 18% increase in the total number of stories related to crisps & savoury snacks in 2024 compared with 2023, but most of them were neutral (n=1290), indicating a 32% increase on stories related to NPD/Innovation, favourite products and promotion of products/brands. In line with the general trend. In 2024 there was another drop (-3%) in the number of positive stories compared to 2023, but also the number of negative stories on crisps & savoury snacks decreased for the first time since 2020, to 13% (-6%).

The highest number of positive stories were those related to Sustainability (n=75), which include stories about improvements to packaging recyclability and transport, agricultural practices and charitable actions. Stories on Sustainability increased by 12% from 2023. There were also a number of positive stories on Recycling (n=55), NPD/Innovation (n=24), non-HFSS products (n=21), stories related to business investments of member companies (n=19) and others.

The negative stories were mainly related to 'Junk Food/UPF' (n=90), Food Safety (n=28), including product recalls, illegal US products sold in the UK market and incidents involving very spicy crisps, Allergy (n=28), Packaging Waste (n=16) and the HFSS promotion and advertising restrictions (n=16).



PERIOD	POSITIVE		NEUTRAL		NEGATIVE		TOTAL
Total '24	53	16%	232	72%	40	12%	325
Total '23	61	19%	220	68%	42	13%	323
Total '22	51	15%	248	70%	54	15%	353
Total '21	21	14%	109	73%	19	13%	149
Total '20	9	10%	76	81%	9	10%	94
Total '19	19	10%	136	70%	39	20%	194
Total '18	16	9%	145	80%	20	11%	181

PPA only started to collect and report data on French Fries and processed potato products from 2018 onwards, so it is still difficult to pull out trends, but the number of stories related to processed potato products in 2023 have remained relatively unchanged from 2022 (n=353 in 2022 vs. n=325 in 2024).

The vast majority of the articles captured for processed potato products in 2024 were neutral, with most of them related to Business/Acquisitions (n=42, a 75% increase vs. 2023), followed by articles on the HFSS Advertising/Promotion restrictions (n=38) and HFSS products (n=32), 'Favourite' products (n=31) and NPD/Innovation (n=30).

Whilst the number of neutral stories has gone up, the number of both positive and negative stories have gone down in 2024. Positive stories focussed on 'Sustainability' (n=21), which accounted for 42% of all positive stories. Most of these covered businesses' efforts in terms of carbon footprint reduction, net zero, recycling, as well as regenerative agriculture, many of which were also captured under the 'Agriculture' category (n=13). There were also a large number of articles about members' activities on charitable/community causes (n=13).

Most of the negative stories were related to 'Junk food/UPF' (n=14), although these have gone down by 58% compared with 2023. There were also a relatively large number of stories on 'Food Safety' (n=12) which were mostly related to company recalls of non-UK products. The remaining negative stories were scattered across different categories, including 'Allergy' (n=6) (again, linked to the recalls), 'Potatoes' (n=3), reflecting preparation methods, 'Price' (n=2) and HFSS 'Advertising/Marketing' (n=2). Interestingly, stories on 'Price' have gone down by 94% (n=53 in 2023).

Main newspapers/media outlets writing about snacks

Combined, the larger news outlets contributed to 38.3% of all stories picked up in 2024, i.e. The Daily Mirror/Record (8.6%), The Sun/Scottish Sun (6.8%), The Daily Mail (5.6%), The Daily Express/The Scottish Daily Express (4.3%), Metro (2.8%), The Independent/iNews (2.4%), BBC/BBC News (2.1%), The Daily Star (1.7%), The Telegraph (1.6%), The Times (1.0%), The Evening Standard (0.8%) and The Guardian (0.6%).

For the first time over the last 3 years, The Daily Mirror/Record published the highest number of negative articles on products within our membership (17.8%). This was followed by The Daily Mail (14.3%), The Daily Express (8.9%), The Sun/Scottish Sun (7.7%), Wales Online (5.4%), Metro (5.0%), The Independent/iNews (4.6%) and the BBC (4.3%).

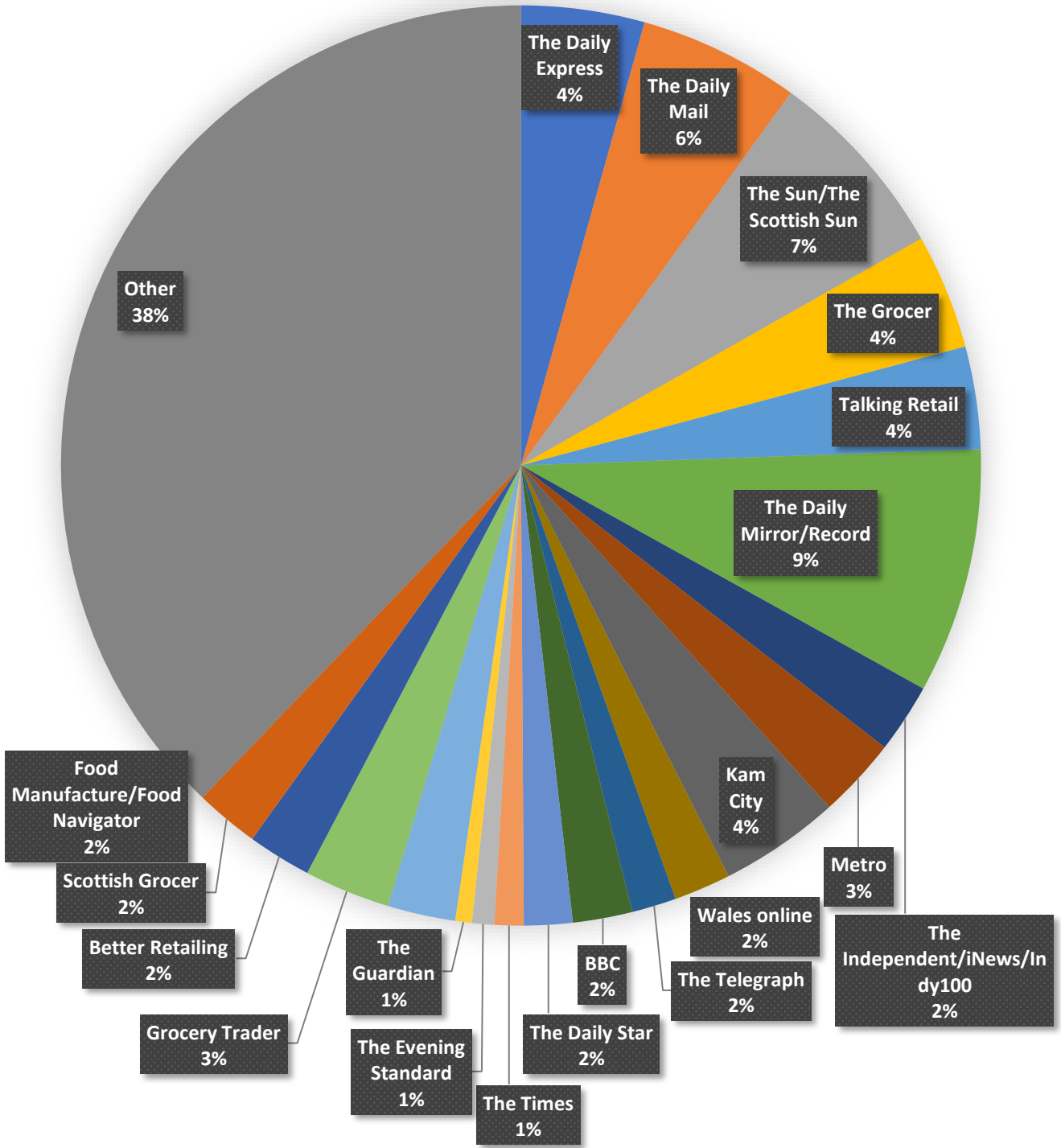
PPA has rebutted or contacted the journalist 4 times in 2024, on negative stories related to trans fats and saturated fats in crisps, salt and the nutritional composition of potatoes. We will continue to attempt to rebut negative stories or at least contact the journalist(s) where we believe that the information being conveyed is incorrect or misleading, and where we have data to enable the rebuttal.

As agreed with members, we have not rebutted articles related to UPF, product recall, brand-specific issues and other stories on sensitive subjects e.g., due to the sensitive nature of the story or the author is a celebrity known to have entrenched views.

MEDIA	Total Articles 2024	% of Total Articles	Negative	% of Negative Article	Topic (s)	Rebuttal / Contact	Latest rebuttal
The Daily Mirror/ The Daily Record	177	8.6%	46	17.8%	Junk food/ UPF, Food Safety, Bag fill, Allergy (recalls), Packaging Waste, Quality, Advertising/Marketing HFSS, Bag fill	1	09/04/24
The Sun/The Scottish Sun	140	6.8%	20	7.7%	Junk Food/UPF, Food Safety, Allergy (recalls), Price, Bag Fill	1	02/10/24
The Daily Mail	116	5.6%	37	14.3%	Junk Food/UPF, Food Safety, Allergy, Advertising/Marketing HFSS, Price, Sat Fat.	1	02/09/24
The Daily Express	89	4.3%	23	8.9%	Junk Food/UPF, Allergy (recalls), Food Safety, Salt, Fat	0	N/A
Metro	58	2.8%	13	5.0%	Food Safety, Packaging Waste, Allergy, Junk Food/UPF	0	N/A
The Independent/ iNews	50	2.4%	12	4.6%	Junk Food/UPF, Food Safety, Diabetes, Allergy	0	N/A

BBC	43	2.1%	11	4.2%	Packaging pollution, Junk Food/UPF, Portion Size	0	N/A
The Daily Star	35	1.7%	6	2.3%	Bag fill, Quality, HFSS Advertising/Marketing	0	N/A
The Telegraph	32	1.6%	6	2.3%	Junk Food/UPF, Packaging Waste, Food Safety	1	15/09/23
The Times	21	1.0%	3	1.2%	Junk Food/UPF, Obesity	0	N/A
The Evening Standard	16	0.8%	3	1.2%	Food Safety/Junk Food/UPF	0	N/A
The Guardian	12	0.6%	2	0.8%	Junk Food/UPF, Salt, Sat Fat	0	N/A
MEDIA	Total Articles 2021	% of Total Articles	Negative	% of Negative Article	Topic (s)	Rebuttal / Contact	Latest rebuttal
Kam City	87	4.2%	0	0.0%	N/A	0	N/A
The Grocer	83	4.0%	1	0.4%	Calorie	0	N/A
Talking Retail	74	3.6%	0	0.0%	N/A	0	N/A
Grocery Trader	62	3.0%	0	0.0%	N/A	0	N/A
Food Manufacture/ Food Navigator	49	2.4%	10	3.9%	Junk Food/UPF, Allergy	0	N/A
Better Retailing	46	2.2%	1	0.4%	Quality	0	N/A
Scottish Grocer	46	2.2%	0	0.0%	N/A	0	N/A
Wales online	41	2.0%	14	5.4%	Junk food/UPF, Allergy (recalls), HFSS Advertising/Marketing	0	N/A
Other	777	37.8%	51	19.7%	Various	1 (Birmingham Live)	05/08/24
Total	2054	100%	259	100%	-	-	-

MAIN SOURCES OF ARTICLES 2024



SOURCES OF NEGATIVE STORIES IN 2024

