Additional file 1: Conceptual framework for categorising the corporate political activity of the food industry (1)

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| Instrumental Strategies | Practices | Mechanisms |
| Coalition management | Constituency recruitment – external - Establish relationships with key opinion leaders and health organisations | Promote public-private interactions with health organisations |
| Support professional organisations, including through funding and / or advertising in their publications |
| Establish informal relationships with key opinion leaders |
| Support the placement of industry-friendly personnel within health organisations |
| Constituency recruitment – external - Seek involvement in the community | Undertake corporate philanthropy |
| Support physical activity initiatives |
| Support events (such as for youth or the arts) and community-level initiatives |
| Constituency recruitment – external - Establish relationships with the media | Establish close relationships with media organisations, journalists and bloggers to facilitate media advocacy |
| Constituency fabrication | Establish fake grassroots organisations (‘astroturfing’) |
| Procure the support of community and business groups to oppose public health measures |
| Constituency fragmentation and destabilisation | Discrediting public health advocates personally and publicly, e.g. through the media, blogs |
| Infiltrate, monitor the operation and advocacy strategies of public health advocates, groups and organisations |
| Creating antagonism between professionals |
| Information management | Production | Fund research, including through academics, ghost writers, own research institutions and front groups |
| Amplification | Cherry pick data that favours the industry, including use of non-peer reviewed or unpublished evidence |
| Participate in and host scientific events |
| Propose industry-sponsored education |
| Suppression | Suppress the dissemination of research that does not fit the industry’s interests |
| Emphasise disagreement among scientists and focus on doubt in science |
| Criticise evidence, and emphasise its complexity and uncertainty |
| Credibility | Fronting: concealing industry links to information/evidence, including through the use of scientists as advisers, consultants or spokespersons |
| Direct involvement and influence in policy | Indirect access | Lobby directly and indirectly (through third parties) to influence legislation and regulation so that it is favourable to the industry |
| Use the “revolving door”, i.e. ex-food industry staff work in government organisations and vice versa |
| Incentives | Fund and provide financial incentives to political parties and policy makers (donations, gifts, entertainment or other financial inducements) |
| Threats | Threaten to withdraw investments if new public health policies are introduced |
| Actor in government decision making | Seek involvement in working groups, technical groups and advisory groups |
| Provide technical support and advice to policy-makers (including consultation) |
| Legal actions | Use legal action (or the threat thereof) against public policies or opponents | Litigate or threaten to litigate against governments, organisations or individuals |
| Influence the development of trade and investment agreements | Influence the development of trade and investment agreements such that clauses favourable to the industry are included (e.g., limited trade restrictions, mechanisms for corporations to sue governments) |

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| Discursive Strategies | Domain | Argument |
| The economy | Stress the number of jobs supported and the money generated for the economy |
| Governance | Demonise the ‘nanny state’ |
| Expected food industry costs | Policy will lead to reduced sales/jobs |
| Cost of compliance will be high |
| Frame the debate on diet- and public health-related issues | Stress the good traits of the food industry |
| Shift the blame away from the food industry and its products, e.g. focus on individual responsibility, role of parents, physical inactivity |
| Promote industry´s preferred solutions: education, balanced diets, information, public private initiatives, self-regulation (reformulation) |

1. Mialon M, Julia C, Hercberg S. The policy dystopia model adapted to the food industry: the example of the Nutri-Score saga in France. World Nutrition. 2018;9(2):109–120.