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Tables and Figures

Table 1: Frames Identified and their Underlying Constructs/Arguments

Frame	Underlying Constructs/Arguments – Generated from open coding
Business framing of reformulation	<p>Business/market drivers of reformulation</p> <ul style="list-style-type: none"> • Reformulation will increase sales/profits <ul style="list-style-type: none"> ○ Reformulation will improve taste/sensory characteristics • Reformulation will increase marketing/advertising/PR opportunities • Competition • Consumer demand • Consumer and public perception <p>Business case against reformulation</p> <ul style="list-style-type: none"> • Reformulation will hurt business, e.g.: <ul style="list-style-type: none"> ○ Risk to sales from negative consumer perceptions ○ Low demand for healthier foods ○ Reformulation is expensive
Health framing of reformulation	<p>Reformulation will promote health</p> <ul style="list-style-type: none"> • Health/nutrition stats of Americans is poor/getting worse • Product is unhealthy/causes negative health impacts • Dietary guidelines for American’s help guide reformulation <p>Public health case against reformulation:</p> <ul style="list-style-type: none"> • Reformulation not effective at improving health, e.g.: <ul style="list-style-type: none"> ○ Number of products expands, unhealthy products not removed ○ Industry can work their way around reformulation ○ Reformulation being done is not enough ○ Reformulation does not mean it’s a healthy product
Political framing of reformulation	<p>Reformulation as a response to policy and its political implications</p> <ul style="list-style-type: none"> • Reformulation is done in response to other policies • Reformulation is ‘part of the solution’ to obesity/NCDs • Need policy for change in food system • Policy loopholes • Evidence use is political <p>Reformulation and its relationship to power dynamics in nutrition policy making</p> <ul style="list-style-type: none"> • Food industry is under threat • Industry lobbying • Policy change is difficult/a compromise • Tension between what is right for health and what is good for business

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Table 2: Framings identified in the Articles

	Articles Containing the Frame (n=278)	Articles with Primary Frame (N=278)	Articles with Secondary Frame (n=278)
Business Framing	234 (84%)	162 (58%)	35 (13%)
Business-Market Drivers of Reformulation	222 (80%)		
Business Case Against Reformulation	93 (33%)		
Health Framing	144 (52%)	62 (22%)	51 (18%)
Health Drivers of reformulation	124 (45%)		
Public health case against reformulation	71 (26%)		
Political framing of reformulation	116 (42%)	54 (20%)	28 (10%)
Politics/Policy	108 (39%)		
Power	47 (17%)		

Figure 1: Primary Frame by Year (Percent). Note: pre-1997 number are not complete due to missing sources in the Nexis database

