



Adding beneficial ingredients

Product formulation and innovation is not just about removing nutrients of public health concern - it is also about adding ingredients considered beneficial for good health - whole grains, fibre, fruits, vegetables and low-fat dairy.

IFBA members are also committed to improving the nutrition of populations at risk of not getting enough vitamins and minerals, particularly in developing and emerging countries. Micronutrient deficiencies in iron, iodine, vitamins A and D and zinc are the most widespread form of undernutrition. Members work in partnership with scientists, local governments and health care professionals to identify the different nutritional “gaps” in diets and to develop micronutrient-fortified foods and beverages at an affordable price.

Our member’s commitments

The following chart illustrates IFBA members’ commitments and achievements to combat undernutrition and to add beneficial ingredients to their products.

Mondelēz International

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PEPSICO

COMPANY

Commitments

Offering more drinks with nutrition and wellness benefits.

Achievements

2022

Launched several beverages fortified with vitamins and minerals:

- *Cappy Immunity Support* is a wellness beverage in Europe powered by fruit multi-blends (orange, carrot and peach) along with vitamins C and B2 and zinc.
- *Minute Maid Honey Infused* ready-to-drink fruit drinks in India contain added dietary fibre to support healthy digestion and are preservative-free.
- *fairlife Core Power Elite*, available in North America, contains 42 g of high-quality protein to help build muscle and replenish, repair and rebuild.
- *Chun Yue* launched as the first-ever functional soda water in China, with added vitamins and minerals. Two zero-sugar, zero-calorie options, fortified with niacin and zinc.

FERRERO

Commitments

Further developed our nutrition strategy, which is focused on four key principles: serving sizes that let consumers manage their daily energy needs within their overall diet; high-quality ingredients that provide essential energy and micronutrients; and food education including information on ingredients and suggestions for balancing meals and snacks; encouraging people to have active lifestyles.

Achievements



Commitments

Provide a diverse portfolio of products, including many nutrient-dense foods like fortified whole grain cereals, low-fat and non-fat yogurts, granola bars and frozen fruits and vegetables that can help consumers meet dietary recommendations and build healthy eating patterns.

Nutrition-Forward Foods, is a global health reporting system introduced in fiscal 2019, that is based on established nutrition criteria grounded in regulations and dietary guidance and nutrient density.

Achievements

FY 2022

- 40% of global volume met the Nutrition-Forward criteria.
- 99% of the cereal portfolio provides at least 8 g of whole grain per labelled serving.
- 56% of the yogurt portfolio provides at least ½ serving of low- or non-fat dairy.
- 80% of the snack bar portfolio provides at least 8 g of whole grain or ½ serving of nuts or seeds
- 48% of the soup portfolio meets U.S. FDA Healthy criteria or provides ½ serving fruits/vegetables per labelled serving.
- 99% of the vegetable portfolio provides at least ½ serving of fruits/vegetables per labelled serving

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Commitments

By 2025

Fortified Products - Launch at least one programme per region to support vulnerable groups through accessible and affordable positive nutrition products.

Achievements

2020

- 99% of specialty grain breads, buns and rolls met Grupo Bimbo's Positive Nutrition parameters.
- Launched the iron fortified *Rendidor* portfolio to address the childhood anemia in Peru
- Latin Centro developed *Acti Denfens* white bread, fortified with iron and zinc

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Commitments

By 2030

Nourish 1.5 billion people with our foods based on the volume of food sold that meets the Kellanova Global Nutrition Criteria (KGNC) which covers nutrient criteria for positive nutrients, such as fibre, protein and micronutrients, as well as criteria for calories, sodium, saturated fat and total sugar.

Kellanova recognizes that micronutrient addition plays a vital role in achieving optimal health for the whole family and has been voluntarily adding vitamins and minerals to our plant-based foods, where permitted for over 80 years.

Achievements

2022

- 58% of foods contain at least a good source of fibre (per Codex)
- 800 million+ people nourished since 2015.



Commitments

We constantly strive to offer a broad range of snacks that not only taste good and help support sustenance, but also offer some functional benefits for consumers. We also offer a broad range of products designed to meet specific dietary needs.

Achievements

2022

Launched:

- *Grenade* - high protein, low sugar snack in the U.K.
- Gluten Free snacks - *OREO* and *Good Thins* Gluten Free in Canada and the U.S.A.; and *Olino's Bakehouse* Seeded Snackers in Australia.
- *Philadelphia* Plant-based in Europe.



Commitments

Use more diverse ingredients such as legumes, whole grains, plant-based proteins, fruits and vegetables, nuts and seeds.

Achievements

2022

Expanded portfolio options through Positive Choices:

- *SunChips Black Bean* made with whole grains and real black beans with 3 g of fibre and 14 g of whole grains and 0.5 g of saturated fat per serving; no artificial flavours or preservatives
- *Quaker Puffed Granola* with at least 36 g whole grains, 1 g of saturated fat and < 100 mg of sodium per serving; no artificial flavours.