



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.

The Coca-Cola Company

Commitments

Produce drinks that are better and more nutritious by providing vitamins, minerals and electrolytes, and more dairy, plant-based and different sweetness level options.

Achievements

2018

- Launched more than 600 products including Sprite Fiber+, a no-sugar drink with dietary fiber in China; Coca-Cola Batch Blends Coffee and Chocolate, a no-sugar beverage combining Coca-Cola taste with chocolate and real coffee from Brazil in Vietnam; and smartwater alkaline, which is ionized to ensure the pH level is 9+, in select U.S. markets.



Commitments

By 2020

Further reinforce Danone's expertise on the understanding of local nutrition practices and public health contexts with 100% of major markets covered, utilizing three studies: Nutriplanet, food habits (including dietary intake and fluid intake assessments) and food styles.

Achievements

2018

- 88% of major markets covered by Nutriplanet.
- 56% of major markets covered on food habits.
- 29% of major markets covered on food styles.
- 25% of products sold are fortified products.

FERRERO

Commitments

To continue to accelerate innovation and market uptake of bio-based products and involving actions concerning sustainable nutrition, circular economy and use of by-products.

Achievements

- Ferrero is actively working on a large number of products exploring ways to include fibre and dehydrated fruit into its products.



Commitments

To improve the health and nutrition of products with the implementation of the General Mills U.S. Health Metric, introduced in 2005 and including increasing beneficial ingredients - including vitamins and minerals - by 10% or more and formulating products to include 8 g of whole grain and at least a half serving of fruit, vegetables, or low- or non-fat dairy.

Achievements

FY05 - FY18

- Whole grain - 300+ new products provide at least 8 g per serving (cereals and snacks).
- Fibre - 300+ new products provide a significant source of dietary fibre per serving (cereals and snacks).
- Vitamins and minerals - 600+ new products provide sources of key vitamins and minerals (yogurt, cereal, snacks, fruit and vegetable products).
- Protein - 165+ new products provide at least 10% of recommended daily value of protein per serving (yogurt and snacks).



Commitments

By 2020

Ensure daily consumption products comply with 100% of the new GB Nutritional Guidelines introduced by the company in 2018. Maximum and minimum thresholds are defined for each nutrient per serving as consumed, according to the technical characteristics of each category, consumption patterns and consumer target (adults vs. children (4-12 years)).

2020 targets based on consumption/product categories:

- “Daily Consumption” (breads & buns, breakfast, flatbread) for adults: must contain fibre min. ≥ 0.5 g; protein min. ≥ 1 g per serving. For children, white bread, buns, bagels, English muffins and rolls must contain a good source of fibre and for specialties, including whole wheat bagels and English muffins - products must contain whole grains ≥ 8 g per serving and a good source of fibre.
- “Occasional Consumption” products for adults: toasted chips must contain fibre min. ≥ 0.5 g; protein min. ≥ 1 g per serving; toasted bread & crumbs, dry baked good and, sweet baked goods - must contain protein min. ≥ 1 g per serving.

Achievements

End 2018

- 60% of products in the Daily Consumption Category in the global product portfolio comply.
- 35% of products in the Occasional Consumption Category in the global product portfolio comply.



Commitments

By 2020

- Include one or more positive nutrients or ingredients in every snack food in the convenient nutrition (bars and other snacks) category.
- Add more beneficial nutrients to cereals, including protein and Omega-3 fatty acids.
- Ensure that 100% of cereals have at least one nutrient that consumers do not get enough of, such as vitamin D, fibre or iron.

Achievements

End 2018

- 72% of target achieved.
- Reformulated cereals in Latin America, adding vitamins A and B12, iron, calcium, folic acid and antioxidants.
- Made fortification changes across many core brands in the U.S.A. to include B vitamins, vitamin D, iron and folic acid. Brands like Kellogg's® Special K also include vitamins A, C, E, magnesium and calcium.

MARS

Commitments

- Working to increase the amount of legumes, whole grains and servings of fruit and vegetables in the portfolio.
- By 2021
Ensure 50% of rice and grains products will deliver at least one serving of whole grains and/or legumes per portion.

Achievements

End 2018

- 37% of the portfolio provides at least one serving of whole grains or legumes in rice products (up from 35% last year).
- Since 2016, 100% of tomato-based cooking sauces deliver at least one serving of vegetables per serving. Building on this, new products are being launched that contain more portions of fruit and vegetables per serving, including DOLMIO™ Veggie Goodness sauce in the U.K. which contains two of your “five a day” per serving.



Commitments

By 2022

Ensure 50% or more of Happy Meals menus across 20 markets* (which represent nearly 85% of McDonald's global sales) will meet McDonald's "Global Happy Meal Nutrition Criteria" of less than or equal to 600 calories; 10% of calories from saturated fat; 650mg sodium and 10% of calories from added sugars.

*20 markets - U.S., Canada, Brazil, Argentina, U.K., France, Germany, Austria, Spain, Netherlands, Italy, Poland, Sweden, Switzerland, Russia, Hong Kong, China, Japan, Taiwan and Australia.

Achievements

Between September 2013 and September 2018

- 6.4 billion+ fruit, vegetable, low-fat dairy and water items served in Happy Meals across the 20 major markets.
- 200 million+ value meal customers chose a fruit, vegetable or side salad option as a substitute for french fries.
- The variety of balanced side options served in Happy Meals across the 20 major markets increased with the introduction of 43 new fruit, vegetable, low-fat dairy and water options, resulting in 161 total options.
- 3.4 billion+ fruit, low-fat dairy and water items have been served in Happy Meals. In 2018 alone, 250 million+ sides of apple slices were served in the U.S.A.



Commitments

Continue to increase whole grain within the portfolio, building on the 2015 achievement of increasing whole grains by 25%.

Achievements

End 2018

- Increased the amount of whole grains in best-selling cracker brands, Club Social and Ritz by 33% and 20% more whole grains since 2017.
- The global portfolio delivers more than 9 billion servings of whole grain around the world.



Commitments

By 2020

- Add at least 750 million portions of vegetables, 300 million portions of nutrient-rich grains, pulses and bran, and more nuts and seeds.
- In addition to whole grain already being the main ingredient in ready-to-eat breakfast cereals for children and teenagers, all Nestlé-branded cereals that carry the Green Banner will be a source of fibre* (all products that carry ≥ 3 g per 100 g on pack nutrition table and made with a minimum of 8 g of whole grain per serving).

Achievements

End 2018

- Added 170 million portions of vegetables (in the culinary category) and 484 million portions of fibre-rich grains, pulses, nuts and seeds (vs. baseline of 2016).
- 96% of children's or teenagers' breakfast cereals sold have more whole grain than any other ingredient.
- Delivered 25 billion servings of whole grains since 2005.



Commitments

By 2025

- Provide access to at least 3 billion servings of nutritious foods and beverages to underserved communities and consumers.
- Increase positive nutrition - like whole grains, fruits, vegetables, dairy, protein and hydration - by expanding the portfolio containing one of more of these ingredients.

Achievements

End 2018

- 3 billion servings - metric counts cumulative servings beginning in 2016 from the affordable nutrition business, Food for Good and programmes supported by the PepsiCo Foundation.
- >26.6% of products classified as the Everyday Nutrition Portfolio as percentage of total PepsiCo net revenue.



Commitments

By 2022

- Provide more than 200 billion servings with at least one of the five key micronutrients – iodine, vitamins A and D, zinc and iron – through dietary diversification (providing products with nutrient-rich ingredients), through the use of iodized salt instead of regular salt and through deliberate enrichment (adding essential micronutrients) of common consumer products such as bouillon cubes.

Achievements

End 2018

- 16% RDA of iron provided in one serving (half a cube of Royco iron-fortified bouillon cubes in Kenya).
- 100 billion servings of vegetables provided every year through Knorr soups.
- Up to 35% of Thai RDI of iodine in each serving of Knorr Jok rice porridges from the natural and spicy ranges in Thailand.