

Fact Sheet of the International Food & Beverage Alliance

Who We Are

The International Food & Beverage Alliance (IFBA) brings together the world's leading food and non-alcoholic beverage companies around a common goal of helping consumers around the world to achieve balanced diets and healthy, active lifestyles. Our work is based on a set of actions recognized by the United Nations, the World Health Organization, governments and civil society as crucial to helping improve global health – product innovation, improved access to nutrition information, responsible marketing practices and the promotion of physical activity.

Our Mission

We believe that finding and implementing solutions to global public health challenges requires a whole-of-society effort and multi-stakeholder collaboration. We are committed to doing our part and leading our industry in these efforts.

Our Commitments

In 2008, IFBA was formed when CEOs from the world's leading food and non-alcoholic beverage companies committed to work together in a number of key areas in support of the 2004 WHO *Global Strategy on Diet, Physical Activity and Health*. In 2014, we adopted a set of enhanced global commitments which will guide our health and wellness strategies over the coming years. The implementation of each of the commitments is based on a strategy grounded in collaboration and public-private partnerships. We committed to:

Product Formulation and Innovation: We innovate and create products that offer healthier options and will continue to improve the formulation of our products with more whole grain and fibre, more calcium, vitamins and minerals, more low-fat dairy, more vegetables and fruit, reduced sodium, less fat, less sugar and fewer calories. Industrially produced trans fats will be phased-out from products globally by the end of 2018. To help consumers' efforts to balance their diets, we will offer more portion-controlled options, including low- or no-calorie options and provide clear portion guidance to help consumers meet their daily nutrient needs.

Consumer Information: We provide clear, fact-based nutrition information on pack and at point of sale, as well as through other channels and will continue to improve consumer information on nutrition. We will implement a common nutrition labelling approach globally, providing information on key nutrients of public health interest on-pack, in line with CODEX; daily reference intake guidance; and calories on front-of-pack.

Responsible Marketing: We market responsibly to children everywhere our products are sold around the world. We only advertise products that meet specific nutrition criteria to children under 12 or do not advertise to this age group. We are establishing common nutrition criteria, on a regional and national basis, as we have done in Brazil, Canada, Colombia, the EU, the GCC, India, Singapore and the U.S.A. Our policy covers virtually all media and marketing techniques such as licensed characters, celebrities or movie tie-ins that are primarily designed to appeal to children under 12.

Promotion of Healthy Lifestyles: We support and promote healthier lifestyles and increased physical activity in communities around the world, and in our workplace wellness programmes designed to promote, maintain and enhance the health and wellbeing of the millions of people we employ.

A commitment to transparency and accountability underpins our actions. We report publicly on our progress.

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IFBA Members

The Coca-Cola Company

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ABIA

Australian Food and Grocery Council



FOODDRINK
EUROPE



FIA FOOD
INDUSTRY
ASIA

GMA



Contact Us

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January 2017

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