

Addressing the Challenge of Non-communicable Diseases

The International Food & Beverage Alliance
Presentation to the
World Health Organization Global Forum
Moscow, 27 April 2011



The International Food & Beverage Alliance: Who We Are



- A Swiss-based NGO formed in 2008
- Sharing a common goal of helping consumers achieve balanced diets and healthy lifestyles
- Operating globally in more than 200 countries



Our Commitment to the WHO 2004 *Global Strategy on Diet, Physical Activity and Health*



13 May 2008

Her Excellency
Dr. Margaret Chan
Director General
World Health Organization
20 Avenue Appia
Geneva, Switzerland

Dear Dr. Chan:

RE: A Global Commitment to Action on the Global Strategy on Diet, Physical Activity and Health

As the CEOs of major international food and non-alcoholic beverage companies, we take this opportunity ahead of the World Health Assembly in May to set our commitment to further action in support of continuing efforts to implement the 2004 WHO Global Strategy on Diet, Physical Activity and Health.

We fully recognise that experts agree that significant increases in non-communicable diseases (such as cardiovascular disease, hypertension and diabetes) are directly linked to the prevalence of obesity resulting from a number of factors including poor diet, lack of physical activity and changes in lifestyle in both developed and developing countries around the world.

The WHO Strategy acknowledges that efforts to help people improve their health require actions by all stakeholders – including the private sector. As companies, we take our responsibility seriously and have already taken concrete steps to:

- Reformulate our existing products and develop innovations that offer healthier options for our consumers;
- Provide our consumers with more and clearer information about the nutritional composition of their foods and beverages;
- Adopt voluntary measures on the marketing and advertising of food and beverages, particularly to children; and
- Promote greater physical activity, sports and healthier lifestyles, including in the workplace.

Commitment 1: Product Composition and Availability

Commitment 2: Nutrition Information to Consumers

Commitment 3: Responsible Marketing to Children

Commitment 4: Promote Physical Activity and Healthy Lifestyles

Commitment 5: Partnerships



INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE

Our Progress in Addressing NCDs



Product Composition and Availability

- Introducing healthier choices and reformulating thousands of products: eliminating trans fat, reducing sodium, sugar and calories
- Improving fibre and grain content
- Fortifying foods and beverages
- Packaging changes to improve consumption habits

Nutrition Facts

Serving Size: 1 cup (30g)		
Amount Per Serving		
Calories	115	Calories from Fat 3
% Daily Value*		
Total Fat	0.3 g	0%
Saturated Fat	0.09 g	0%
Trans Fat	0 g	

Nutrition Information

- Providing easy-to-understand nutrition information, including GDAs, or DV, and key nutrients
- Taking a global approach to fact-based nutrition labelling
- Promoting energy balance



Promoting Physical Activity and Healthy Lifestyles

- Partnering with governments, schools and NGOs to inspire millions of children to exercise more and encourage adults to lead healthier lives
- Funding public health research on nutrition science and education and prevention and control of NCDs
- Workplace wellness programmes to protect the health and wellbeing of the more than 1.2 million people we employ



Our Ongoing Actions on Sodium Reduction

- To make meaningful and measureable changes without sacrificing taste, functionality, quality or food safety
- Prioritize reduction efforts on products based on highest volumes to achieve the greatest reduction across a portfolio
- Continue collaboration with governments and others on voluntary sodium reduction initiatives
- Continue to provide label data on sodium content and nutrition information, helping consumers make informed dietary decisions
- Lead by example



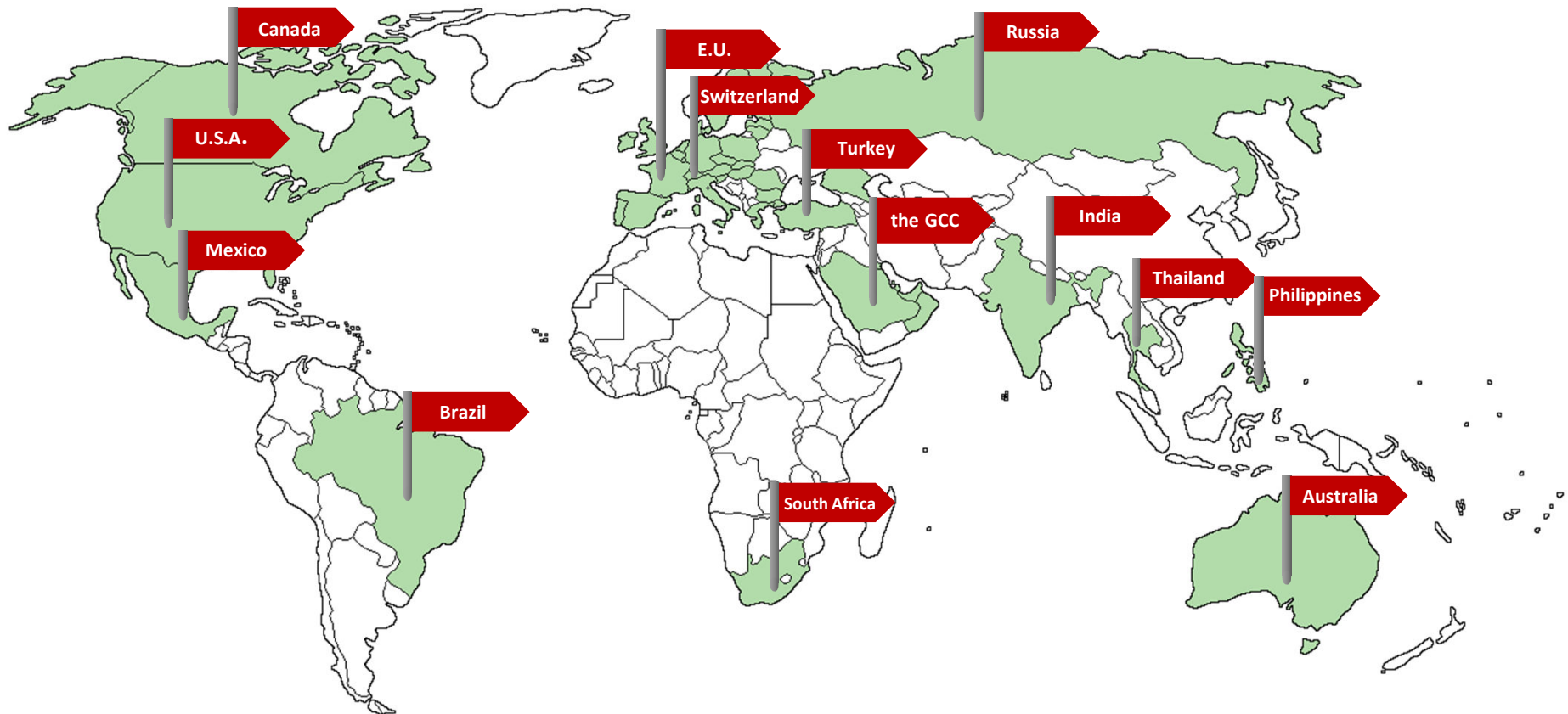
Marketing to Children: A Global Policy



- Restricting marketing (or not marketing) to children under 12 years of age across all countries where we operate
- Changing the nutritional profile of products to healthier choices
- Using third parties to audit our performance
 - Global “Snapshot” of 2010 - 96% compliance in TV and 100% compliance in print and internet



Marketing to Children: Expanding National Pledges



**45 countries representing more than
40% of the global population**

Public-private Partnership

One of the strongest and most cost-effective means to address public health challenges



- PAHO Partners Forum
- WEF Workplace Wellness Alliance
- Collaborations in Australia, Canada, the EU, the UK, Latin America, and U.S. to voluntarily reduce sodium
- “Healthy Weight Commitment” to remove 1.5 trillion calories from the U.S. marketplace by 2015
- Standardized front-of-pack labeling in Mexico and U.S.
- Health Canada’s “Nutrition Facts Education Campaign”



Our Challenges in Addressing NCDs

- Relative lack of consultation from the policy-making process.
- The complexity of improving global nutrition is underestimated
 - The role of consumer behaviour is undervalued
 - The complex roles of supply chains and commodity prices, farmers and retailers
 - Limitations of nutrition science, particularly in low- and middle-income countries
 - The challenges of switching ingredients or developing alternative, e.g. salt reduction



Our Goals for the High-level Meeting

- Recognition of the Role of Private Industry as Part of a Multi-sectoral Solution
- Governments to Adopt an “All-of-government” Approach
- Science-based Policies and Standards
- Governments to Collect, Monitor and Evaluate Data
- A Clear Action Plan for All Stakeholders



Accelerating Progress in Addressing NCDs

- Product Reformulation and Introduction of Healthier Choices
- Workplace Wellness Programmes
- Collaborative Research
- Multi-sector Partnerships e.g. PAHO Partners Forum



Thank You
IFBAlliance.org

