

The International Food & Beverage Alliance Takes Stock of Progress

Geneva, Switzerland, 2 June 2021 – The International Food & Beverage Alliance (IFBA) released its latest progress report today, which details its members' progress on improving global health and nutrition and its work in support of the UN Sustainable Development Goals.

The 2019 Progress Report provides a snapshot of the achievements of IFBA's members - **The Coca-Cola Company, Danone, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Mars, McDonald's, Mondelez International, Nestlé, PepsiCo, and Unilever** - to fulfill IFBA's core commitments adopted in 2008 to improve the nutrition of foods and beverages, improve nutrition information to consumers and market responsibly. The report also highlights examples of public-private collaborations that are working to improve the health and well-being of consumers and communities worldwide.

Transforming food and beverage portfolios. IFBA members are constantly working to improve the nutrition of their products – innovating to meet the changing and diverse needs of consumers and positively influencing the diets of people around the world.

- IFBA members continue to add more products with less salt, sugar and saturated fat and more whole grains, fibre, fruits and vegetables.
- Commonly eaten foods are being fortified with essential micronutrients to help alleviate undernutrition and reduce the risk of malnutrition in certain populations.
- Building on its commitment adopted in 2016 to eliminate industrially produced trans fat, IFBA aligned its global standard with the WHO's recommendation for the elimination of industrially produced trans fat from the global food supply by 2023.

Providing Clear & Comprehensive Nutrition Information. Members have enhanced product labels and online and point-of-sale communications with clear, comprehensive, accessible information on nutrition and consumption guidance – empowering people to make informed decisions about their food and beverage choices.

- 99% of IFBA members' products globally display nutritional information on-pack (an increase from 98% in 2018).
- 94% of IFBA members' products globally display calories front-of-pack (an increase from 91% in 2018).

Responsible Marketing. IFBA companies do not advertise to children under 12 years of age, or if they do, they only promote better-for-you products. This policy applies to every country where members' products are sold.

- Industry partners in 51 countries have joined with IFBA to improve the standards on marketing to children and implemented regional and national marketing pledges based on the core tenets of IFBA's Global Policy.
- Third party monitoring of members' commitments to responsible marketing continue to show consistently high compliance levels.

Promoting Healthy, Sustainable Lifestyles. IFBA members partner with governments and NGOs around the world to provide access to nutritious foods, generate sustainable livelihoods and bring positive change to workplaces and the communities in which members operate.

- Beyond the core work of IFBA, members are leveraging their scale and expertise to help build a sustainable food future – one that delivers food security and safe and nutritious foods for all people, eliminates food loss and waste and encompasses sustainability across economic, social and environmental dimensions at every stage of the food value chain – from production to consumption.

[Read IFBA's 2019 Progress Report Here](#)



About the International Food & Beverage Alliance (IFBA): IFBA is an alliance of twelve international food and non-alcoholic beverage companies – The Coca-Cola Company, Danone, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Mars, McDonald's, Mondelēz International, Nestlé, PepsiCo and Unilever – who share a common goal of helping people around the world eat balanced diets and live healthy lives. IFBA is a non-commercial, non-profit-making organization in special consultative status with the UN's Economic and Social Committee (ECOSOC). For more information about IFBA, please visit www.ifballiance.org

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