

2020

# PROGRESS REPORT

# 2020 was an unprecedented and challenging year.

The COVID-19 pandemic impacted lives and livelihoods around the world with devastating effect. IFBA members mobilized quickly to support local, national and global efforts to help tackle the spread of COVID-19, adopting measures designed to maintain the health and safety of their employees, keep supply chains strong, ensure the availability and safety of products and support communities in need around the world. Charitable giving increased, providing financial and food resources to food banks and food rescue organizations. Manufacturing operations were adapted to develop COVID-19 diagnosis kits, produce hand sanitizers and face masks and build mechanical respirators. This report includes a snapshot of the work and creative ways members applied their technical expertise and financial resources to combat the pandemic crisis.

## Transforming the Global Food System

We are in the Decade of Action. As leading food and beverage manufacturers, we recognize the critical role we play in efforts to achieve the UN Sustainable Development Goals (SDGs) by 2030. Beyond the core work of IFBA, members have mapped their sustainability priorities against the SDGs and are leveraging their scale and expertise across the areas they can have the greatest impact to create a sustainable food system – one that delivers safe and nutritious foods for all people and encompasses sustainability across economic, social and environmental dimensions at every stage of the food system.

Business Declaration on Food Systems Transformation that establishes a set of actions designed to accelerate global transformation to an equitable, net-zero and nature-positive food system that can nourish all people.

Secondly, in support of the 2021 Tokyo Nutrition for Growth Summit, IFBA joined with five other leading business organizations to form the N4G Business Constituency Group, supported by the Access to Nutrition Initiative (ATNI) and the Global Alliance for Improved Nutrition (GAIN) with a goal to identify ways in which business could support efforts to tackle all forms of malnutrition. Highlighting the BCG's commitment to better nutrition globally, the BCG developed five areas of commitments, including the Responsible Business Pledge for Better Nutrition.

We know that transforming our food systems and creating a resilient food system will require systemic change and new forms of collaboration among all stakeholders – governments, civil society and the private sector. As the leading voice of our industry, we are committed to do our part and help drive collective action.

## Making Progress on Our Commitments



**PRODUCT FORMULATION AND INNOVATION**



**NUTRITION INFORMATION**



**RESPONSIBLE MARKETING TO CHILDREN**



**HEALTHY, SUSTAINABLE LIVING**

Even during this tumultuous time, IFBA members continued to make progress on their commitments to improve global health and nutrition. We continue to innovate to improve the nutrition of our foods and beverages and promote healthier choices. Products are being reformulated or developed with less sugar, fat and salt and more whole grains, fibre, fruits and vegetables. We are reducing calories by offering smaller portion sizes to help people control their added sugar intake more easily. To help alleviate undernutrition and reduce the risk of malnutrition, we are fortifying commonly consumed foods and beverages, delivering hundreds of billions of micronutrient-fortified servings of foods and beverages and improved access to nutritious foods.

We are on track to achieve the elimination of industrially produced trans fats in our products worldwide by 2023 and working in collaboration with key stakeholders to share best practices and help guide other manufacturers in our industry to do the same.

We are implementing nutrition labelling and responsible marketing policies globally and promoting and supporting healthy, sustainable living in the workplace and in communities around the world in partnership with governments, UN agencies and civil society.

## Creating Change through Partnership

Over the past two years, we collaborated with others in the business community to ensure that the private sector is part of the solution to a better and more sustainable future for all.

Firstly, in preparation for the UN Food Systems Summit (UNFSS), which was convened in September 2021, IFBA was appointed, by the UNFSS Secretariat, to the Private Sector Guiding Group (PSGG), with a mandate to help lead the food system transformation by implementing a set of actions to be undertaken by the business community during the Decade of Action. PSGG developed the

## Looking Forward

As proud as we are of our achievements and the the successes of our partnerships, particularly in such a challenging time, we know there is much more to be done. We will continue to work with governments, civil society and the private sector to create a healthier, more sustainable global food system and a better world for people and the planet.



**We are committed to helping achieve the 2030 UN Sustainable Development Goals and a better world for people and the planet**

## THE COCA-COLA COMPANY

Funded US\$75 million+ of pandemic focused support to nonprofits globally over the last two years. Its 2021 support funded initiatives totaling US\$20 million+ to help stop the spread of COVID-19, including support for distribution of vaccines, personal protective equipment (PPE) and public awareness campaigns. These projects supported 56 nonprofit partners and are benefiting 30 million people in 59 countries. Pivoted production to make hand sanitizers for hospitals, clinics and nursing homes and plastic tubes for use in COVID-19 testing kits. [Learn more](#)

## DANONE

Donated 12.5 million products to hospitals and food banks, €1.8 million in funds (including €1 million to fund the efforts to deal and fight against the virus) and 1.9 million pieces of protective and hygiene equipment. In Uruguay, collaborated with Instituto Pasteque and Universidad de la República to develop COVID-19 diagnosis kits and to build mechanical respirators. [Learn more](#)

## FERRERO

Developed plans aimed at supporting the health

and livelihoods of workers and farmers in the agricultural supply chains. Ferrero made more than €19,000,000 in combined in-kind and monetary donations to hospitals, medical personnel, schools, nursing homes, food banks and quarantined families and community

closures. Provided US\$40 million worth of food to Feeding America for distribution to its food banks. Launched a “manufacture to donate” initiative, providing US\$5 million worth of food for Feeding America to distribute to its network of 200 food banks. [Learn more](#)

## KELLOGG'S

Donated US\$18 million in food and funds to global COVID-19 hunger relief efforts, aiding the following organizations: The Global FoodBanking Network, supporting food banks across Asia, Europe and Latin America; European Food Banks Federation,

be deployed in the developing world to women, children and refugee populations. [Learn more](#)

## MONDELÉZ INTERNATIONAL

Donated US\$30 million+ in cash and in-kind donations to local food banks, Red

partnership with the International Federation of Red Cross and Red Crescent Societies (IFRC); then on responding to hunger and poverty relief efforts; and more recently on supporting the broad and equitable delivery of COVID-19 vaccines. [Learn more](#)

## PEPSICO

Invested US\$71 million+ in COVID-19 relief globally and worked with 250+ partners to bring food and vital resources to the most affected communities around the world. Provided 145 million+ nutritious meals to at-risk populations. Supplied COVID tests across India and the U.S.A. Distributed PPE to medical professionals; and provided financial support for hospitals in 10 countries. [Learn more](#)

## UNILEVER

Provided €100 million through donations of soap, sanitizer, bleach and food, and €500 million of cash flow relief for small and medium sized suppliers and customers to support livelihoods across the supply chain. Manufactured ventilators in the U.K; and helped to fund a handwashing education programme that aims to reach up to a billion people. [Learn more](#)

# IFBA MEMBERS' RESPONSE TO COVID-19



groups in more than 30 countries. This included more than 700,000 kilos of products, as well as medical supplies such as gloves, masks, hand sanitizer and medical uniforms. [Learn more](#)

## GENERAL MILLS

Donated US\$14 million to non-profits working to alleviate food insecurity, including US\$9 million in innovative food access programmes to ensure children from lower-income households had meals during school

## GRUPO BIMBO

Donated economic resources and products to food banks in Brazil, Canada, Colombia, Ecuador, Mexico, Spain and the U.S.A. In Mexico, donated Mex\$200 million for healthcare services and medical personnel, including a donation to cover the construction of a COVID-19 Temporary Unit. Donated 170,000+ masks designed and manufactured by Grupo Bimbo, to medical personnel.

supporting food banks across Europe; Feeding America, supporting 200 food banks across the U.S.A. and Food Banks Canada, supporting 500 food banks. [Learn more](#)

## MARS

Invested almost US\$40 million in cash and in-kind support to support the people, pets and communities most affected by COVID-19. This included a US\$5 million donation to CARE for critical supplies and expertise that will

Cross affiliates, hospital charities, hospitals, nursing homes and aged care facilities in countries around the world, and globally to the UN/WHO Solidarity Fund, Save the Children, Global Foodbanking Network and CARE. [Learn more](#)

## NESTLÉ

Provided CHF90 million in financial and in-kind donations in more than 50 countries, focused initially on helping caregivers and strengthening healthcare systems through a



## PRODUCT FORMULATION AND INNOVATION

Improve and innovate products with the goal of making available food choices that help people eat healthy, balanced diets

Eliminate industrially produced trans fat from the global food supply by 2023 in line with the WHO's objective



WHO's recommendation is for a maximum ITFA threshold in food products not exceeding 2g of ITFA per 100 g fat or oil

## 2020 Progress Highlights

### THE COCA-COLA COMPANY

**18 of 20**

top brands are low- or no-sugar or have a low- or no-sugar option and

**~36%**

of the global beverage portfolio is low- or no-sugar

Removed

**~125K**

tonnes of added sugar on an annualized basis through 140 product reformulations

**23%** growth

in mini cans in North America offering portion control to consumers



### DANONE

**90%**

of volumes of products sold are in healthy categories (2021 Goal: 90%)<sup>1</sup>

**41%**

of volumes of products sold are fortified (25% in 2019)

**82%**

of volumes sold are without added sugars (82% in 2019)<sup>2</sup>

### FERRERO

**89%**

of marketed volume worldwide are ≤ 130 kcal/ serving (91% in 2019)

**65.5%**

of marketed volume worldwide are ≤ 100 kcal/ serving (66.6% in 2019)<sup>3</sup>

Majority of SKUs in the historical brands have

**≤ 8g** total sugars per serving

### GENERAL MILLS

**43%**

of global volume met the company's Nutrition-Forward Foods criteria (45% in FY2019)<sup>4</sup>

**100%**

of Cereal Partners Worldwide breakfast cereals that carry the Green Banner are made with a minimum of 8 g of whole grain and meet the Codex requirement for being a source of fibre (99.5% in 2019)<sup>5</sup>

**300+**

new products launched in the U.S.A. to meet diverse and evolving consumer needs

1 Packaged water, yogurts, milks and other daily dairy products, daily plant-based products, beverages with 0% sugar, and specialized nutrition products (except the following early life nutrition products: foods for children over 3 years old as well as biscuits and beverages for children under 3 years old). The remaining categories are mainly low sugar beverages and indulgent products.  
2 Relevant categories: Essential Dairy and Plant-Based, Specialized Nutrition (except medical products), and all packaged water and Aquadrinks.  
3 This percentage increase due to the inclusion of products of new acquisitions  
4 Provide at least 8 g of whole grain, a ½ serving of low- or non-fat dairy, or ½ serving of fruits, vegetables or nuts/seeds per labelled serving OR meet the U.S.A. FDA Healthy criteria: 21 Code of Federal Regulations 101.65  
5 Cereal Partners Worldwide is a joint venture between General Mills and Nestlé

## GRUPO BIMBO

93%

of daily consumption products globally complied with the maximum recommended limits of critical nutrients - added sugars, saturated fats, trans fat and sodium (83% in 2019) (2023 Goal: 100%)

100%

of the daily consumption portfolio met the established criteria for protein and

98%

met the criteria for fibre

99%

of the global portfolio of daily consumption products and

91%

of occasional consumption products have eliminated high-fructose corn syrup and partially hydrogenated oils and fats

## KELLOGG'S

30+%

reduction in sodium in cereals since 2007

96%

of cereals are a source of iron and

82%

are a source of fibre

42%

of cereals contain vitamin D (40% in 2019)

## MARS

4

billion+

healthy meals delivered to dinner tables around the world, exceeding the 2021 target (2021 Goal: 4 billion)

84%

of Mars Food products (by sales volume) met WHO recommendations for calories, sodium, added sugar and fats (77.4% in 2019) (2021 Goal: 95%)

31.5%

of Mars Food rice and grains products include one serving of wholegrains or legumes (2021 Goal: 50%)

## MONDELĒZ INTERNATIONAL

9.5

billion+

servings of whole grain provided with its products (+6% vs 2019)

Reduced saturated fat average in snacks portfolio by

2.8%

(vs 2019)

16%

of global snacks net revenue is from portion control options (2025 Goal: 20%)

## NESTLÉ

196

billion+

servings of fortified foods and beverages delivered (185 billion+ in 2019) and 750 million+ portions of vegetables added <sup>6</sup>

88%

of Nestlé Breakfast Cereals contain whole grains as the #1 ingredient

Achieved 2020 commitment to launch foods and beverages that address the daily nutritional needs and gaps of infants, children up to age 12, new mothers and mothers-to-be

## PEPSICO

71%

of foods portfolio volume met the target of 1.1 g of saturated fat per 100 Calories (61% in 2019) (2025 Goal: 75%)

64%

of foods portfolio volume met the target of <1.3 mg of sodium per Calorie (61% in 2019) (2025 Goal: 75%) <sup>7</sup>

48%

of the beverage portfolio volume met the target of ≤100 Calories from added sugars per 12 oz serving (47% in 2019) (2025 Goal: 67%) <sup>8</sup>

## UNILEVER

61%

of portfolio by volume met the company's Highest Nutritional Standards, in line with WHO guidelines (exceeding 2020 target of 60%) (2022 Goal: 70%)

77%

of the portfolio was compliant with the 5 g of salt per day target exceeding the 2020 target of 75% (2022 Goal: 85%)

125 billion

servings of fortified foods and beverages delivered (60 billion as of 2019) (2022 Goal: 200 billion+ servings) <sup>9</sup>

markets, representing 80% of global beverage volume <sup>9</sup> Fortified with at least one of iron, iodine, vitamins A and D and zinc



<sup>6</sup> Fortified with at least one of iron, iodine, vitamin A and zinc

<sup>7</sup> In the top 23 food markets, representing 88% of global foods volume

<sup>8</sup> In the top 26 beverage



## NUTRITION INFORMATION

Provide clear, fact-based nutrition information to enable consumers to make informed choices



## 2020 Progress Highlights

We encourage healthy, balanced diets and help people make the right food choices for themselves and their families by providing clear information on the nutritional value of our products, on packs, online and at point-of-sale.

IFBA adopted a set of “Principles for a global approach to fact-based nutrition labelling” which are in line with national regulations and guidance and where such regulations and guidance do not exist, are in line with Codex Alimentarius. This simple-to-understand labelling approach gives consumers easy access to the amount of calories, sugar, sodium and other nutrients in each serving or portion and how each contributes to daily nutritional needs for a balanced, healthy diet.



We are leading by example with full nutrition labelling on almost all of our products<sup>1</sup>:

**99.7%**  
IFBA members’ products globally display nutritional information on pack<sup>2</sup>

11 companies reporting

**96.8%**  
IFBA members’ products globally display GDAs on pack

7 companies reporting

**95.8%**  
IFBA members’ products globally display calories front-of-pack<sup>3</sup>

9 companies reporting

Front-of-pack nutrition labelling schemes are recognized as an important tool for helping consumers understand the nutritional value of their food and beverage choices at-a-glance and have the potential of encouraging behaviour change and the purchase of healthier foods.

Beyond IFBA’s global commitment on nutrition labelling, which includes the labelling of calories on front-of-pack, members also participate in voluntary

and government-endorsed front-of-pack nutrition labelling schemes in many countries around the world, such as the Health Star Rating System in Australia and New Zealand, Reference Intakes in the EU, Nutri-Score in certain European countries, Keyhole in Scandinavia, Choices in the Czech Republic, Argentina and Nigeria, Healthier Choice in Singapore, and Traffic Lights in the U.K. and Facts Up Front in Canada and the U.S.A..

<sup>1</sup> We do not have a common standard of measurement for reporting on this metric as members report either in volumes sold or net sales. Therefore, the numbers represent a simple estimated average of the percentages reported by members without regard to the measurement used.

<sup>2</sup> Applies to all eligible products where space permits.

<sup>3</sup> Excludes countries where labelling calories FOP is prohibited by regulation and excludes certain products where regulatory exemptions apply.



## RESPONSIBLE MARKETING TO CHILDREN

Extend responsible advertising and marketing initiatives to children globally



## 2020 Progress Highlights

In 2008, IFBA adopted a global policy on marketing to children designed to change how and what we advertise to children - reducing the marketing of foods high in fat, sugar or salt and ensuring that marketing communications are aligned with the promotion of balanced diets and healthy, active lifestyles. The policy applies to all types of media and to all products marketed to children in every country where our products are sold.

The core of the policy is a common commitment to either not advertise foods and beverages to children under 12 at all or advertise only products that meet specific nutrition standards. Over the years, we have significantly expanded our policy to adapt to a changing media environment and consumer expectations.<sup>1</sup>

We have worked to improve the standards of marketing to children among other industry partners – implementing regional and national pledges in 51 countries based on the core tenets of the IFBA global policy.

Our approach has led to strengthened self-regulatory processes globally and positive changes in the nutritional composition of products marketed to children.

<sup>1</sup> In 2021, the policy was further strengthened in a few key areas and came into effect 1 January 2022. [Learn more](#)

## 2020 Compliance Reports

Third-party monitoring of industry-led commitments continued to show consistently high compliance levels.

### EU PLEDGE<sup>2</sup>

Increased membership from 11 food and beverage companies in 2007 to 23, representing **80+%** of food and advertising spend in the EU

Achieved high compliance:

**98.7%** TV (98.9% in 2019)

**98.2%** brand websites (97% in 2019)

**97.9%** brand social media profiles (96.1% in 2019)

**100%** influencer profiles (100% in 2019)<sup>3</sup>

### SWISS PLEDGE<sup>4</sup>

TV advertising in the children's environment reduced by **55+%** since 2012

Achieved high compliance:

**99.2%** TV (99% in 2019)

**100%** print (94% in 2019)

**96.3%** (brand websites (96% in 2019)

**93.1%** social media (90% in 2019)



### CFBAI<sup>5</sup> & CCAI

The U.S.A. Children's Food and Beverage Advertising Initiative and Children's Confection Advertising Initiative

**19** CFBAI participants accounting for **70-80%** of the advertising on children's television

**8** CCAI participants

Achieved "excellent" compliance

Strengthened the CFBAI commitment with a stricter definition of a child-directed audience and expanded media coverage to include YouTube and influencer communications<sup>6</sup>

<sup>2</sup> Ebiquity reviewed members' compliance with the commitment relating to TV advertising - 1,379,723 spots across six sample markets - Bulgaria, France, Germany, Italy, Poland and Spain. EASA (The European Advertising Standards Alliance) reviewed a sample of 198 items, from members' branded websites and social media pages and 96 company-recognized influencer accounts in eight countries - Belgium, France, Germany, Greece, Italy, Romania, Spain and Sweden.

<sup>3</sup> After having been included as a pilot in 2019, monitoring of influencer marketing was included as an integral part of the 2020 monitoring exercise. Advertisers will not use influencers whose primary target is children under the age of 12 to promote products that do not meet EU Pledge Nutrition Criteria

<sup>4</sup> Media Focus, an independent market research company reviewed members' compliance - 13,986 TV spots, 32 children's magazines marketed in Switzerland, 27 domains and 58 social media channels.

<sup>5</sup> CFBAI monitors participants' compliance with their individual pledges, including regular assessment of advertising in covered media. In addition, CFBAI participants must submit annual self-assessment reports.

<sup>6</sup> The 2021 Core Principles came into effect 1 January 2021



## HEALTHY, SUSTAINABLE LIVING

Promote good nutrition and healthy lifestyles in the workplace and in communities around the world



## 2020 Progress Highlights

### THE COCA-COLA COMPANY: ENABLING THE ECONOMIC EMPOWERMENT OF WOMEN

Launched in 2010, The Coca-Cola Company's 5by20® programme is a global initiative to enable the economic empowerment of 5 million women by the end of 2020. The initiative set out to address structural inequalities and economic barriers that women entrepreneurs face by providing business skills training, mentoring networks, financial services and other assets. By the end of 2020, the company, together with its public and private sector partners had created and implemented more than 300 programmes across 100 countries and surpassed its goal – enabling more than 6 million women. Effective partnerships with like-minded organizations and the ability to scale and adapt programming to local challenges were essential factors to achieving the goal. [Learn more](#)

### GRUPO BIMBO: PROMOTING PHYSICAL ACTIVITY

In response to the worldwide pandemic, in 2020, the company's flagship programme, the Global Energy Race, took place virtually in 127 countries, with 300,000 participants and benefitting 23 organizations (21 countries and 118,776 participants in 2019). A donation of 20 slices of bread to local food banks was made for each runner enrolled, amounting

to 6 million slices of bread (1.5 million in 2019) – making it the world record for the largest bread donation in history. [Learn more](#)

### MARS: PARTNERING TO ADDRESS POVERTY IN SMALLHOLDER SUPPLY CHAINS

With a belief that everyone working within the Mars extended supply chains should earn sufficient income to maintain a decent standard of living, Mars is committed to investing in activities that have a tangible impact on the ground. Since 2017, Mars' Shubh Mint programme in India has increased household net incomes from mint by over 185% - this was a result of yield increases of over 55% and production cost decreases of more than 20%. In partnership with the Livelihood Fund for Family Farming, Mars has supported a 30% increase in household incomes for farmers in Madagascar and improved the yields of farmers in the Philippines by more than 50% while also engaging women as leaders in cooperatives. [Learn more](#)

### PEPSICO: PROMOTING EMPLOYEES' WELL-BEING

Healthy Living, PepsiCo's employee well-being programme, is designed to help employees and their families improve their physical, financial and emotional health - offering biometric screening to gauge health metrics; flu shots; telephonic wellness coaching; programmes on stress and resilience, weight management, fitness and nutrition, healthy

pregnancy, tobacco-free, virtual physical therapy and preventive care coverage. In 2020, more than 77,000 employees registered on the digital well-being platform; the stress-management programme attracted more than 26,000 employees; and more than 6,800 employees participated in weight management programmes losing more than 24,500 pounds. PepsiCo well-being programmes are available in 100% of countries with 50 or more employees. [Learn more](#)

### UNILEVER: IMPROVING THE LIVELIHOODS OF SMALLHOLDER FARMERS

In 2015, Unilever partnered with Oxfam and the Ford Foundation on a joint five-year initiative, the Enhancing Livelihoods Fund (ELF), whose main aim was to explore new ways of improving the lives and livelihoods of smallholder farmers in a way that empowers women, improves working conditions and minimizes risk. Six different approaches were tested, ranging from income diversification, training and education and incentivizing crop quality. The initiative covered projects in Comoros, Côte d'Ivoire, Haiti, India, Indonesia, Kenya, Mexico and Turkey. By the end of the project in 2020, a total of 12,500 smallholder farmers were reached of which 51% were women. Almost all the projects achieved a positive average impact on income. [Learn more](#)

## DANONE: PREVENTING OBESITY THROUGH NUTRITION EDUCATION

Promoting healthier habits, particularly in children, by increasing their awareness of the impact of food, drink and activity choices can be key in preventing obesity. More than 5,537,000 people in China, Italy, Morocco, Russia, Spain and the U.K. over the past four years have been reached by one of the consumer education programmes run by Danone on the topic of obesity prevention, of which 600,000 present a documented impact. For example, in the U.K., Danone's "Eat Like a Champ" initiative, succeeded in changing dietary habits with a net shift of 5.8% towards healthier eating in children; and in Italy, the family education project, "Vivismart" led to an increase in the consumption of water by 8% and an increase in sports participation by children from 3.4 times per week to 3.8 times. [Learn more](#)

## FERRERO: PREVENTING CHILDHOOD OBESITY

Ferrero has made a series of commitments to support the promotion of physical activity through the national Ensemble Prévenons l'Obésité Des Enfants (EPODE)-based programmes in selected countries. The European Commission has formally recognised EPODE as a best-practice model because it brings stakeholders together – including local authorities, health professionals, teachers, private partners and local communities – through an integrated approach to

prevent childhood obesity. In 2020, Ferrero financially supported the national French project "Vivons en forme" (VIF) which comprised a series of initiatives to promote the benefits of physical activity, nutrition and personal wellbeing among children and adults.

## GENERAL MILLS: REDUCING CHILDHOOD HUNGER

Recognizing that schools are powerful levers for increasing food and nutrition security among children, General Mills is working with partners in Brazil, Canada, China, India, the U.K. and the U.S.A. to expand access to school meal programmes. In the U.S.A., the company



is working to help close the "school breakfast gap" – the number of children in lower income households who are eligible for, but not participating in, free school breakfast programmes – so that all children have access to a nourishing school breakfast to help begin their school day ready to learn. In 2020, more than a half million children worldwide had access to nourishing school meals daily through charitable initiatives supported by General Mills. [Learn more](#)

## KELLOGG'S: ADDRESSING FOOD ACCESSIBILITY AND FOOD SECURITY

In 2019, Kellogg's launched the global Kellogg's Better Days® commitment to help more than 3 billion people by the end of 2030. The initiative includes commitments to nourish the interconnected issues of health, food security and climate. The Kellogg's Better Days® commitment included commitments to nourish 1 billion people by fostering well-being with its foods and delivering nutrients of need and addressing hidden hunger; feed 375 million people in need through food donations and children through

feeding programmes; and support 1 million farmers and workers globally. In 2020, 116,416,885 people were nourished (684,924,511 from 2015 baseline); 35,670,109 people were fed (199,077,757 from 2015 baseline); and 440,000 farmers were supported from the 2015 baseline. [Learn more](#)

## MONDELÉZ INTERNATIONAL: TRANSFORMING THE LIVES OF CHILDREN

The Mondelēz International Foundation (MIF) partners with leading community organizations to support school-based programmes, aimed at children aged 6-12 and designed to promote healthy lifestyles in at-risk communities around the world through nutrition education, active play, and access to fresh food. In 2020, 100% of MIF's US\$ 50 million commitment was allocated to these programmes. To date, MIF has transformed the



lives of more than 1.5 million children in 18 countries. The programmes are developed and implemented by MIF's partners and progress is tracked against a set of global healthy lifestyle metrics developed in partnership with the Yale School of Public Health. [Learn more](#)

## NESTLÉ: PROMOTING HEALTHY BEHAVIOURS IN CHILDREN

In 2020, Nestlé achieved its objective to support 50 million children through its global initiative, Nestlé for Healthier Kids. The initiative provides nutritional education and behaviour change programmes designed to teach children about healthy eating and empower parents, caregivers and teachers to foster healthy behaviours in children. In 2020, Nestlé expanded its online campaign #cooktogether, to encourage parents to involve their children in food preparation based on research that doing so increased the likelihood children will try more fruits and vegetables. By the end of 2020, the campaign was in 35 markets and had reached at least 350 million parents and caregivers through more than 1.5 billion social media impressions. Nestlé has committed to support 50 million children every year by 2030. [Learn more](#)

# SOURCING INGREDIENTS SUSTAINABLY

In support of the SDGs and apart from IFBA's core commitments, members are committed to sourcing ingredients sustainably. IFBA members have established responsible sourcing programmes that help them trace ingredients to their source, understand how they were produced and the impact they have on the environment.

## THE COCA-COLA COMPANY

- ▶ 56% of 12 global priority ingredient volumes, representing about 80% of the total annual agricultural ingredient purchases, were sustainably sourced (54% in 2019)

(48% in 2019); and 100% sustainable palm oil certified RSPO as segregated (100% in 2019).<sup>1</sup>

- ▶ 51% traceability of total sourced hazelnuts (52% in 2019) (2020 Goal: 100%)

## GENERAL MILLS

- ▶ Achieved 2020 goal to sustainably source ten priority ingredients - cocoa, vanilla, oats, U.S. wheat, U.S. sugar beets, U.S. corn (dry-milled), U.S. Dairy (raw fluid milk), fibre packaging, sugarcane, palm oil
- ▶ 52% of eggs purchased globally were cage-free or free-range (2025 Goal: 100%)

## GRUPO BIMBO

- ▶ 88% traceability at the crusher level for 11% of soyabean oil suppliers sourcing from a potential risk area
- ▶ 96% traceability at the mill level of the top 14 suppliers representing 96% of the total volume of palm oil (96% in 2019)

<sup>1</sup> RSPO is the Roundtable on Sustainable Palm Oil

## DANONE

- ▶ 70% of Danone local entities are transitioning to regenerative agriculture for the main raw materials
- ▶ 12% of volumes directly sourced come from regenerative agriculture (2021 Goal: 15%)

## FERRERO

- ▶ Achieved 2020 goal to source 100% (81% in 2019) of cocoa beans and chocolate products through leading certification bodies and other independently managed standards such as Rainforest Alliance (UTZ), Fairtrade and others. 100% certified cane sugar through Bonsucro and Altromercato



## KELLOGG'S

- ▶ 98% of ten priority ingredients – corn, wheat, rice, potatoes, sugar beets, sugar cane, cocoa, palm oil, fruits and vanilla - were responsibly sourced (90% in 2019) (2020 Goal: 100%)

## MARS

- ▶ 99% of rice sourced from farmers working toward the Sustainable Rice Platform Standard (2020 Goal: 100%)<sup>2</sup>
- ▶ Transformed its palm supply chain to deliver deforestation-free palm oil by simplification of supply chain taking mill count from 1,500 to <100

## MONDELÉZ INTERNATIONAL

- ▶ 68% of cocoa volume for the chocolate brands were sourced through Cocoa Life (63% in 2019) (2025 Goal: 100%)
- ▶ 76% of wheat volume for Europe biscuits were sourced through Harmony Wheat (65% in 2019) (2022 Goal: 100%)
- ▶ 98% of palm oil traceable to the mill and 99% were sourced from suppliers aligned to the Mondelēz Palm Oil Action Plan (97% and 98% respectively in 2019) (2025 Goal: 100%)

## NESTLÉ

- ▶ 73% of priority categories – coffee, cocoa, dairy, palm oil, pulp and paper, soya, sugar, cereal and grains, hazelnuts, meat, poultry

and eggs, fish and seafood, vegetables, spices, coconut – were responsibly sourced, exceeding 2020 goal of 70%

- ▶ Achieved 2020 goal to have 80% of the spend and volume of priority categories to be traceable (76% in 2019)
- ▶ Launched 2050 Net-Zero road map, detailing how Nestlé will reach its Net Zero emissions ambitions. A key pillar of the strategy is to work with farmers to increase the use of regenerative agricultural practices.

## PEPSICO

- ▶ Achieved 2020 goal to have 100% sustainably sourced cane sugar (86% in 2019)
- ▶ 99+% palm oil physically certified by RSPO (82% in 2019) (2020 Goal: 100%)
- ▶ Nearly 87% potatoes, whole corn, oats and oranges were sustainably sourced (nearly 80% in 2019) (2020 Goal: 100%)

## UNILEVER

- ▶ 67% of agricultural raw materials were sustainably sourced (62% in 2019) (2020 Goal: 100%; commitment extended)
- ▶ 92% of 12 priority crop groups – palm oil, paper and board, soy, sugar, tea, dairy, rapeseed, cereals, vegetables, cocoa, herbal infusions and vanilla – representing around two-thirds of total volume of agricultural raw materials, were sustainably sourced (88% in 2019)

<sup>2</sup> Sustainable Rice Platform Standard

# 2020 PROGRESS REPORT

**ifba**  
INTERNATIONAL  
FOOD & BEVERAGE  
ALLIANCE

## About This Report

This report provides an overview of the progress IFBA and its members made in 2020 on their global commitments on product formulation and innovation, nutrition information, responsible marketing and healthy, sustainable living. All IFBA members are implementing actions to support these commitments, but how they do this differs from member to member as each has different business strategies and different methodologies for setting and tracking goals. Accordingly, reporting on a collective basis is challenging and therefore, this report presents a few examples of members' achievements. This report also provides a snapshot of IFBA members' response to COVID-19.