

# 2021 PROGRESS REPORT

Kelly Sikken



# 2021 PROGRESS REPORT

2021 remained a challenging year as the world continued to deal with the impact of the COVID-19 pandemic. Despite the challenges, IFBA members sustained and strengthened their efforts to keep supply chains strong, ensure the availability and safety of products and support communities in need around the world while advancing their commitments to improve global health and nutrition.



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**RESPONSIBLE  
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**HEALTHY,  
SUSTAINABLE  
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**SUSTAINABLE  
SOURCING**

## Making Progress

Since its formation in 2008, IFBA has been championing voluntary food industry action to improve global health and nutrition through a set of global commitments which are aligned with the UN Political Declaration on the Prevention and Control of Non-communicable Diseases and focus on four key areas: product formulation and innovation, the provision of nutritional information to consumers, responsible marketing and the promotion of healthy, sustainable living.

IFBA members have made significant and demonstrable progress in all of these commitment areas over the past 14 years and our work continues. The progress and achievements highlighted in this report represents further steps in our journey.

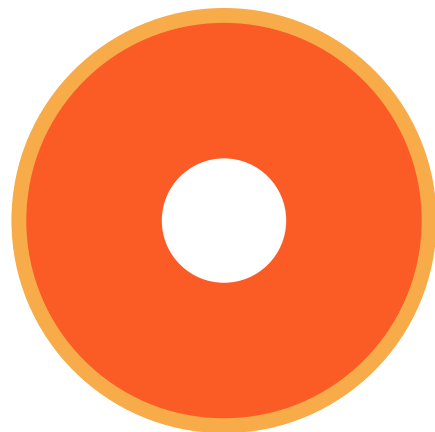
We are continuously exploring ways to improve the nutrition of our foods and beverages through innovation and reformulation – offering products with more whole grains, low-fat dairy, fruits and vegetables and less fat, sugar and salt; and increasing the offer of low- and no-calorie options. We are developing

more portion control options to help people manage their calories and addressing nutritional gaps in diets by delivering positive nutritional benefits and micronutrient-fortified products at an affordable price.

We are on track to achieve our commitment to ensure that all IFBA members' products worldwide meet the WHO standard for phasing out of industrially produced trans fats from the global food supply by 2023.<sup>1</sup>

In addition to improving the nutrition of our products, we are also helping people make informed and positive dietary choices by providing nutritional information about the products we sell; promoting balanced and healthy diets through consumer education initiatives and workplace wellness programmes; and working in partnership with governments, UN agencies and NGOs worldwide to support healthy and sustainable lifestyle programmes.

Our common global responsible marketing policy to children has led to improvements in the nutritional composition of foods that are marketed to children. Overall, these are lower in fat, sugar and salt and provide more



whole grains, non-fat dairy, fruits and vegetables, while many other foods, such as confectionery, potato crisps, soft drinks and ice cream are not marketed to children.

In addition, through this policy and the marketing pledges adopted in more than 50 countries around the world built on IFBA's marketing policy, children's exposure to ads for products high in fat, sugar and salt has been substantially reduced over time with the current levels being very low while their exposure to products compatible with a balanced diet and healthy lifestyle has increased.

We are the leading voice of the food and non-alcoholic beverage industry, and actively participate in consultations with governments, UN-related agencies and the WHO sharing our industry knowledge and technical expertise. In 2021,

we participated with the WHO in a technical consultation on sodium reduction - one of the priorities set for the private sector in the WHO's General Programme of Work, 2019 – 2023. We also contributed to the consultations on the development of the priority actions for the UN Decade of Action on Nutrition 2016-2025 and submitted through the Private Sector Mechanism to the UN Committee on World Food Security an overview of IFBA members' progress on implementing the actions called for in the UN Decade of Action.

## Launching New Commitments

We are pleased to report that IFBA launched two new commitments at the 2021 Tokyo Nutrition for Growth Summit. These commitments build on existing commitments first made to the WHO upon IFBA's founding in 2008.

The first is an enhanced global policy on responsible marketing to children. The policy, like previous versions, establishes a common set of rules for IFBA members, restricting what they can advertise to children across the globe and became effective on 1 January 2022. See our Responsible



Marketing on Children section for details of the enhanced [policy](#).

The second is a new commitment on sodium reduction. IFBA members have been engaged individually in sodium reduction efforts for more than two decades and since 2019 have been working to develop a common approach to sodium reduction. In December 2021, we launched the [IFBA Global Sodium Commitment](#) - the first-ever collective commitment by the food industry to implement globally set standardized targets for sodium reduction in manufactured foods.

<sup>1</sup> IFBA members committed not to exceed 2 g iTFA per 100 g fat/oil which is in line with the WHO's recommendation to national governments.



## Building a Sustainable Food Future

IFBA members are committed to helping shape a sustainable global food system for people and the planet.

We are also committed to helping achieve the 2030 UN Sustainable Development Goals (the SDGs). Our actions on global health and nutrition contribute directly to zero hunger (SDG 2), good health and well-being (SDG 3) and partnerships for the goals (SDG 17) through a series of measures that range from promoting sustainable agriculture to improving food security, driving healthier food and beverage choices to combating food loss and waste, and fortifying our products with essential nutrients, widely recognized as one of the most impactful and cost-effective interventions to combat undernutrition and reduce the risk of malnutrition in certain populations. In addition to the IFBA set of commitments, members have also aligned their respective business strategies with the SDGs and are working on a range of sustainability priorities – sourcing

raw agricultural ingredients in ways that protects the environment and strengthens sustainable farming practices; advancing regenerative agricultural practices; promoting sustainable supply chains and improving the livelihoods of farmers; and championing climate-related goals on greenhouse gas emissions, packaging waste and water stewardship.

### The Way Forward

Our commitments and our actions are built on the fundamental principle that creating effective and sustainable solutions to global health and nutrition challenges requires collective action and the participation of all stakeholders.

For our part, we will continue leading our industry and look forward to working with all stakeholders towards the realization of our ultimate shared goal of improved public health and nutrition.

THE *Coca-Cola* COMPANY

**FERRERO**

 **General Mills**  
Making Food  
People Love

**KELLOGG  
COMPANY**

GRUPO  
**BIMBO**  
NOURISHING A BETTER WORLD

**Mondelēz**  
International  
SNACKING MADE RIGHT

 **PEPSICO**

### The International Food & Beverage Alliance

(IFBA) is a group of international food and non-alcoholic beverage companies – The Coca-Cola Company, Ferrero, General Mills, Grupo Bimbo, Kellogg Company, Mondelēz and PepsiCo – who share a common goal of helping people around the world achieve balanced diets and healthy, active lifestyles.

IFBA is a non-commercial, non-profit making organization, in special consultative status with ECOSOC. In 2021, IFBA members employed more than 1,325,917 people worldwide and had combined net revenues of approximately USD 150 billion.



## Commitment

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



ALIGNS WITH  
U.N. SUSTAINABLE  
DEVELOPMENT  
GOALS

# PRODUCT FORMULATION & INNOVATION

Jocelyn Morales

## Goals

- ▶ Phase-out industrially produced trans fat from the global food supply by 2023 in line with the WHO's objective  
2021 Status: On track
- ▶ Reduce sodium and implement globally set standardized targets for maximum sodium content across 40 food subcategories by 2025 and 2030

## 2021 Progress & Achievements

IFBA members work continuously to improve the nutritional value of their foods and beverages without compromising taste or quality - with more whole grains, nuts, seeds, low-fat dairy, fruits and vegetables and less fat, sugar and salt. We are expanding our portfolios with plant-based protein and animal alternatives that have a lower environmental impact and developing more portion control options to help people manage their calories. We are addressing nutritional gaps by delivering positive nutritional benefits and micronutrient-fortified products at an affordable price.

## 2021 Product Innovations

IFBA members are leveraging their considerable investments in nutrition science and proprietary technologies to develop innovative products that advance nutritional quality and respond to consumers' increasing interest in health and wellness.

THE  
COCA-COLA  
COMPANY

**28%**  
of volume sold was low-  
or no-calorie

**242**  
low- or no-sugar  
products launched and  
96 recipe changes to  
reduce added sugar

**41%**  
of sparkling soft  
drinks brands come in  
smaller packages

### INNOVATIONS

*fairlife Nutrition Plan Shake*, an ultrafiltered milk nutrition shake with 30 g of high-quality protein, 2 g of sugar and 150 calories

*Mojo*, available in Australia, a range of certified-organic kombucha sodas with added prebiotic fibre to support gut health, naturally low in sugar and made with real fruit puree and juice

FERRERO

**86%**  
of marketed volume  
had a serving size of  
130 kcal or fewer and  
64% had a serving size  
of 100 kcal or fewer

Majority of products within the historical brands have  
**per serving**  
7.8 g or fewer total sugars,  
4.7 g and 2.5 g of total and  
saturated fatty acids and  
14.2 mg or fewer of sodium

## INNOVATIONS

*Ferrero Rocher Tablets*, an innovative new premium tablet format, developed over three years for the global travel retail market by a team of more than 50 people, who created more than 300 recipes, before finding the right balance of flavour and texture

## GENERAL MILLS

41%

of global volume met General Mill's Nutrition Forward Foods criteria<sup>1</sup>

99%

of the cereal portfolio provides at least 8 g of whole grains (per labelled serving)

<sup>1</sup> Nutrition Forward Foods criteria: provide at least 8 g of whole grain, a 1/2 serving of low- or non-fat dairy per regional definition, or 1/2 serving of fruits, vegetables or nuts/seeds per labelled serving (22% met this criteria) OR meet the U.S.A. FDA Healthy criteria, 21 Code of Federal Regulations 101.65 (19% met this criteria)

95%

of Cereal Partners Worldwide (CPW) cereal and bars have <450 mg of sodium per 100 g<sup>2</sup>

## INNOVATIONS

*Good Measure*, nutrient-dense products with little impact on blood sugar; *Bold Cultr*, a cheese alternative made using a precision fermentation process; and *Doolies*, smoothies, bites and bars made with fruits and naturally occurring fibre that are good for digestion and help kids avoid constipation

## GRUPO BIMBO

96%

of products for daily consumption complied with the maximum levels established for nutrients to be limited in the daily diet such

<sup>2</sup> Cereal Partners Worldwide is a joint venture of General Mills and Nestlé

as saturated fats, trans fats, sodium and added sugars (2023 Goal: 100%)

88%

of the portfolio of breads, rolls and buns with specialty grains (i.e. products containing at least 15% of whole wheat grain flour or whole grains) are positive nutrition<sup>3</sup>

100%

of all sliced bread in Mexico is free of high-fructose corn syrup, fats and partially-hydrogenated oils, artificial colours and flavouring and 50% is free of artificial preservatives

## INNOVATIONS

*Rendidor*, an affordable product portfolio of white bread, wholewheat bread, hamburger buns and hot dog buns which meets maximum threshold levels for limited-consumption nutrients and are fortified with iron, to help overcome iron deficiency among children in Peru, where anaemia is

<sup>3</sup> Positive nutrition criteria: Products in compliance with levels established for saturated fats, trans fats, sodium, and added sugars and which also provide a good source of any of the following - fibre, whole grains, proteins, vitamins or minerals or omega3

present in approximately 43% of children

*Supan Raices*, the first bread made with ancestral grains - chai and quinoa - from the Ecuadorian hillside in collaboration with the startup Kunachia Corporation, which works closely with Ecuadorian farmers under environmentally-friendly standards

## KELLOGG COMPANY

55%

of foods met Kellogg Global Nutrition Criteria

58%

of foods provide a good source of fibre (as defined by CODEX as ≥ 3 g per 100g)

46%

of foods contain at least one micronutrient (per regional regulations)



## INNOVATIONS

*Special K® High Protein Chocolate Almond Cereal* provides 20 g of plant-based protein and a good source of fibre (U.S.A.)

*Kellogg's Sucrilhos Granola* for kids with up to 40% less sugar (Latin America)

*Special K® Keto-Friendly Snack Bars*, developed for the ketogenic diet with 1 g of sugar, 2 g net carbs and 7 g of protein

## MONDELİZ INTERNATIONAL

**17%**  
of global snacks net revenue is from portion control snacks (2025 Goal: 20%)<sup>4</sup>

**18%**  
of all packs display the Snack Mindfully portion icon (2025 Goal: 100%)

<sup>4</sup> Snacks that are ≤200 calories and are individually wrapped

Products provide

**9+**  
billion  
servings of whole grains

## INNOVATIONS

*Oreo Zero* sandwich cookies, an innovative sugar-free recipe, launched in China. The *Oreo Zero* series has maltitol in the recipe to replace traditional sugars like sucrose and glucose and adds functional ingredients, such as dietary fibre. To help consumers snack mindfully, the series includes a larger portion-controlled package featuring 11 independent small packs, each with three pieces of *Oreo Zero* sandwich cookies per pack

*Cadbury Plant Bar*, launched in France, is the first mainstream carbon neutral snack brand – free from preservatives and additives, low in sugar, saturated fat and salt and offering a source of fibre and plant proteins

## PEPSICO

**53%**  
of the beverage portfolio volume met the target of ≤100 Calories from added sugars per 12 oz serving (2025 Goal: 67%)<sup>5</sup>

<sup>5</sup> In the top 26 beverage markets, which represent 79% of global beverage volume as of 2021

**66%**  
of convenient foods portfolio volume met the target of <1.3 mg of sodium per Calorie (2025 Goal: 75%)<sup>6</sup>

**75%**  
of convenient foods portfolio volume met the target of 1.1 g of saturated fat per 100 Calories – achieving the 2025 goal four years ahead of schedule

<sup>6</sup> In the top 23 convenient foods markets, which represent 86% of global convenient foods volume as of 2021

## INNOVATIONS

*Beyond Meat Jerky*, the first product of PepsiCo and Beyond Meat's Planet Partnership – a marinated and slow roasted 100% plant-based snack with 10 g of protein (13% DV), diverse ingredients including peas and mung beans, without GMOs' soy gluten or cholesterol

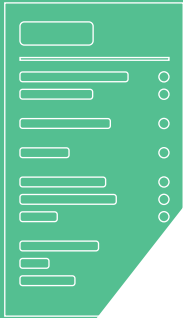
*soulboost™*, a sparkling water beverage with a splash of juice and functional ingredients – low calories (10-20 per can); 200 mg of panax ginseng to help support mental stamina and 200 mg of L-theanine to help support relaxation



Jocelyn Morales

## Commitment

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



# NUTRITION INFORMATION

Dollar Gill

## 2021 Progress & Achievements

We understand people need clear and easy-to-understand information about the nutritional content of foods and beverages to help them make informed and positive dietary choices.

As part of IFBA's commitment to provide consumers with clear, science-based and easily understandable nutrition information, IFBA members adopted a set of guidelines, the "Principles for a global approach to fact-based nutritional labelling," which establishes the minimum standards which all members apply to on-pack labels globally:

- ▶ provide nutrition labelling on the back-of-pack or side panel on all products globally, (in line with national regulations and guidance and where such regulations do not exist, in line with CODEX Alimentarius), displaying the amount per serving or per 100 g/ml of key nutrients – energy, protein, fat, saturated fat, carbohydrates, sugars, fibre and sodium - and how each contributes to the daily nutritional needs for a balanced, healthy diet; and
- ▶ display calories front-of-pack on all relevant products globally (unless prohibited by national laws and regulations)



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DEVELOPMENT  
GOALS



Some members have adopted policies that go beyond these Principles. In addition, IFBA members also participate in voluntary or government-endorsed front-of-pack nutrition labelling (FOPNL) schemes around the world. FOPNL schemes are considered to be a cost-effective public health strategy with the potential to encourage behavior change by helping consumers make healthier choices and improve their eating habits.

Beyond the label, and in addition to improving the nutrition of their products, IFBA members are implementing strategies to motivate new behaviours through a variety of tools and media, including point-of-sale materials, websites, social media apps, help lines or other means.

99%

IFBA members' products globally display nutritional information on pack<sup>1</sup>

94%

IFBA members' products globally display calories front-of-pack<sup>2</sup>

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

<sup>2</sup> Excludes countries where labelling calories front-of-pack is prohibited by regulation and excludes certain products where regulatory exemptions apply.

## Commitment

Extend responsible advertising and marketing initiatives to children globally



# RESPONSIBLE MARKETING TO CHILDREN

Mi Pham

## 2021 Progress & Achievements

### Strengthening the IFBA Global Responsible Marketing Policy

IFBA's Global Responsible Marketing Policy (the IFBA Global Policy) which was first introduced in 2008, has evolved and been strengthened over time to accommodate a changing marketing and media environment. In 2021, we again, updated and strengthened the policy.

For the first time, a set of global common nutrition criteria was introduced which governs what products can be advertised to children under 13 and codifying the prohibition on the marketing of confectionery, potato crisps, soft drinks and ice cream. The new guidelines also embed the qualitative requirements from the International Chamber of Commerce's Framework for Responsible and Beverage Marketing Communications to ensure consumers receive truthful and accurate marketing communications and none that promote or condone excessive consumption, unbalanced diets or unhealthy lifestyles.

Some IFBA members do not market their products to children under 13 at all and others have adopted policies that go beyond the IFBA Global Policy.

The IFBA Global Policy and regional and national responsible marketing pledges are monitored for compliance by third parties and supported with enforcement mechanisms by independent self-regulatory organizations. Members have adopted internal policies and guidelines, training initiatives and marketing plan reviews to ensure the highest level of compliance.



Under the [2021 guidelines](#), which came into effect on 1 January 2022, we expanded the age coverage from 12 years to 13 years and reduced the audience threshold from 35% to 30%, meaning no advertising or marketing will be placed in any media or platform where more than 30% of the audience is under 13.



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DEVELOPMENT  
GOALS**





## Delivering a Positive Impact

We recognize the need for responsible marketing practices, particularly to children. IFBA has a long and successful history of adopting and implementing voluntary industry initiatives aimed at improving the landscape around children's advertising globally. The IFBA Global Policy is implemented through voluntary initiatives at regional and national level in over 50 countries.

Our voluntary actions have led to positive changes in the foods that are marketed to children. Foods are now, overall, lower in fat, sugar and salt and provide more whole grains, non-fat dairy, fruits and vegetables, while many other foods are no longer marketed to children.

In addition to improving the nutritional composition of products marketed to children, our actions have also led to children's exposure to ads for products high in fat, sugar and salt (HFSS) being substantially reduced over time with the current levels of exposure being very low. A 2021 study commissioned by the World Federation of Advertisers to gain an estimation of the extent to which children are exposed to HFSS food and beverage ads online in 12 markets found only 1.45% of online ads served to children are for HFSS products.<sup>1</sup>

These results have been corroborated by a 2021 study commissioned by the European Commission which showed that just 1.7% of ads that children see online in the EU are for food products.<sup>2</sup>

<sup>2</sup> Study on the exposure of children to linear, non-linear and online marketing of foods high in fat, salt or sugar, ECORYS, 2021

<sup>1</sup> The Digital Avatar Project used four avatars (simulated consumer profiles) to track advertising activity across 12 markets - Belgium, Brazil, Czechia, Denmark, Ireland, Japan, Mexico, Netherlands, Nigeria, Philippines, South Africa and Spain. Through the findings, Nielsen estimated the general pervasiveness of 'HFSS' advertising, as well as the probabilistic rate of a child's exposure to 'HFSS' advertising.



## 2021 Compliance Reporting

Third-party monitoring of voluntary pledges in the EU and the U.S.A. confirmed continued high levels of compliance with members' commitment. Any instances of non-compliance were reported to the member concerned for corrective action.

### EU Pledge<sup>1</sup>

23 members representing 80+% of food and beverage advertising in the EU

### 2021 Achievements

- Enhanced the EU Pledge commitment (which came into force 30 June 2022) in a manner substantially similar to IFBA's 2021 Global Policy guidelines
- Updated the EU Pledge nutrition criteria by further restricting which products are eligible to be marketed to children and adding a new plant-based product category

Achieved "high" compliance:

**98.84% TV**  
(98.7% in 2020)

**94.49% brand website**  
(98.2% in 2020)

**96.53% brand social media profiles**  
(97.9% in 2020)

**100% influencer profiles**  
(100% in 2020)

<sup>1</sup> In 2021, EU Pledge members commissioned independent third parties to monitor implementation of the EU Pledge commitments: Ebiquity reviewed members' compliance relating to food and beverage advertising on TV - 1,351,480 spots across six sample markets: Bulgaria, France, Germany, Italy, Poland and Spain; and EASA (the European Advertising Standards Alliance) reviewed members' compliance on brand websites (57), social media pages (144) and company-recognized influencer profiles (97) in eight sample markets - France, Germany, Greece, Italy, the Netherlands, Poland, Spain and Sweden. The EASA monitoring programme was externally reviewed by Professors Liselot Hudders and Dienneke Van de Sompel from Ghent University (Belgium). EU Pledge 2021 Monitoring Report. April 2022

### CFBAI & CCAI<sup>2</sup>

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

19 CFBAI participants representing 70-80% of food and beverage advertising on children's television and 8 CCAI participants, who together with CFBAI confectionery companies produce most of the candy on store shelves in the U.S.A.

### 2021 Achievements

- Majority of advertising on children's television featured nutrient-dense foods that positively contribute to children's diets<sup>3</sup>

Achieved "excellent" compliance

<sup>2</sup> CFBAI monitors and evaluates participants' compliance with their individual pledges, including regular assessment of advertising on TV, websites, digital content and other covered media. In addition, CFBAI participants must submit annual self-assessment reports.

<sup>3</sup> Snapshot of ads analyzed between January - October 2021 that aired on nine children's networks. 2020 CFBAI and CCAI Compliance Report. December 2021.





## Commitment

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



# HEALTHY, SUSTAINABLE LIVING

Jeremy Lapak

## 2021 Progress & Achievements

We believe we have a responsibility to our employees and the communities where we do business to help them lead healthy and productive lives. All IFBA members offer workplace wellness programmes designed to promote, maintain and enhance the health and wellbeing of their employees. IFBA members are also partnering with governments, UN agencies and NGOs globally to provide access to nutritious foods, promote healthy lifestyles and generate sustainable livelihoods. Following are a few examples of these partnerships that are helping to improve the health and wellbeing of people around the world.



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## THE COCA-COLA COMPANY Strengthening Health Systems across Africa

Built on the core belief that collaborative cross-sector partnerships can solve development challenges that single actors alone cannot, Project Last Mile is a pioneering public-private partnership created to strengthen health systems across Africa. As founding members,

The Coca-Cola Company and its bottling network have been sharing their expertise and networks in distribution, marketing, and cold chain management with a coalition of partners, including The Global Fund to Fight AIDS, Tuberculosis and Malaria, the United States Agency for International Development, the President's Emergency Plan for AIDS Relief and the Bill & Melinda Gates Foundation, to build the capacity of

**12 COUNTRIES**

**35.6M LIVES  
REACHED**

**6 GLOBAL  
PUBLIC AND  
PRIVATE  
PARTNERS**

governments to improve the availability of life-saving medicines and the uptake of key health services. Essentially

to enable medicines to be available at the "last mile" to communities in Africa.

When COVID-19 struck, Project Last Mile mobilized across the continent, connecting government agencies with private sector and NGO partners, offering data and strategic, logistical and technical support to organizations and health ministries to support the delivery and uptake of vaccines. Key support involved ensuring the cold chain requirements for the vaccines were adequately addressed before vaccine rollouts. Project Last Mile also assisted health ministries to promote preventative pandemic protocols, such as hand washing and social distancing and drive demand for the vaccine through public awareness campaigns. The

Coca-Cola Foundation has also contributed financially in support of Project Last Mile's mandate with all of its partners. [Learn more](#)

## FERRERO Facilitating Physical Activity as a Simple, Daily Activity for Children All Over the World

Since 2005, "Kinder Joy of moving" has worked with public and private partners worldwide to encourage children to move, play and be active. This scientifically recognized educational method inspires children to move through play, while developing key skills in physical

**28 COUNTRIES**

**2.6M CHILDREN**

**PUBLIC AND PRIVATE PARTNERS, INSTITUTIONS, UNIVERSITIES,**

**121 SPORTS FEDERATIONS, 5 OLYMPIC COMMITTEES**

**150.3M USERS ON SOCIAL CHANNELS**

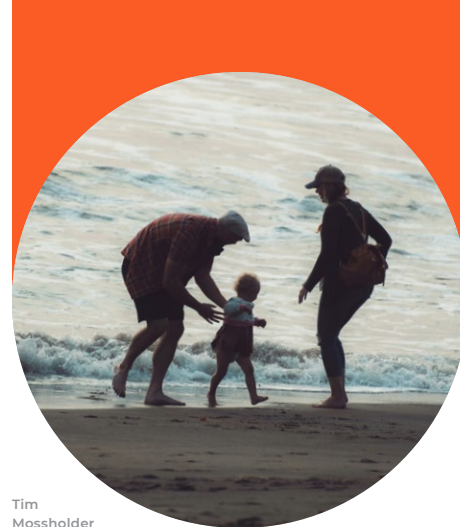
fitness, motor coordination, cognitive function and creativity.

Partnering with ministries of education and universities the Joy of moving method has been included in school programmes in Australia,

Tim  
Mossholder

Brazil, Italy and Saudi Arabia and as an extracurricular activity in the U.K. with the English Football League. In September 2021, the method was included in the school curricula of the Guanajuato region in Mexico, benefiting more than 50,000 children.

With the experience gained during the COVID-19 pandemic, the method launched a new online project – a handbook, entitled "Joy of moving Family, let's play and have some serious fun," containing 40 games inspired by the Joy of moving method and conceived for parents, to help guide them in educating children through play and movement as a fundamental milestone of their growth. Supported by a communication campaign, "Growing up active, growing up great!," the project is featured on the Kinder Joy of moving and Kinder brand social channels and through digital touchpoints, reaching millions of families around the world. [Learn more](#)



## GENERAL MILLS Alleviating Hunger Globally

Grounded in the belief that every individual, family and community should be food secure, General Mills partners with non-profits around the globe, including food banks, school breakfast clubs and other anti-hunger organizations, to improve equitable food access for people in need - alleviating child hunger; addressing racial disparities in food insecurity and growing capacity for surplus food recovery. Key partners

**SUPPORTED  
FOOD BANKS IN  
40+ COUNTRIES**

**1,095,500+  
CHILDREN  
HAVE DAILY  
ACCESS TO  
NOURISHING  
SCHOOL MEALS**

**9B MEALS  
ENABLED**

**41M MEALS  
ENABLED  
THROUGH  
DONATIONS OF  
GENERAL MILLS  
SURPLUS FOOD**

include: the World Food Programme, The Global FoodBanking Network, Feeding America, the European Food Banks Federation, NoKid Hungry and the Food Research & Action Center (FRAC).

[Learn more](#)

## GRUPO BIMBO Strengthening Communities

Launched in 2012, the "Good Neighbor" programme is focused on having a positive impact in the communities where Grupo Bimbo does business. Through dialogue, teamwork, collaboration and active participation in projects that are sustainable and defined by, and for, the wellbeing of all, the company strives to reinforce community ties and create a positive transformation process for all participants. The Good Neighbor programme encompasses five principal features: 1) Value Proposition – establishing close and constant communication with the community; 2) Subsidiarity – identifying needs and implementing programmes that generate positive short, medium and long-term impacts; 3) Common Wellbeing – creating favourable conditions so programmes may be self-sustainable and remain active within the benefitted communities; 4) Continuous Improvement – establishing permanent mechanisms to measure the impact; and 5) Replicable Actions – striving to have programmes replicated in other geographies.



23 COUNTRIES

1,258 PROJECTS  
CONDUCTED  
SINCE 2012

157 PROJECTS  
IN 2021

700K+  
BENEFICIARIES

In 2021, 31% of programmes aligned their actions to foster education; 30% promoted wellbeing and the adoption of a healthy lifestyle; 24%

supplied access to green zones and safe, inclusive and accessible public spaces; and 15% promoted sustainable ecosystem management and dignified employment and social inclusion. [Learn more](#)

## KELLOGG COMPANY Fueling Healthier Lifestyles

The Kellogg Company is committed to supporting healthy lifestyles through a series of positive actions focused on dietary patterns, nutrition education and active lifestyle programmes for people, their families and communities. For example, the company's global employee wellbeing framework, "My Total Health", was launched in 2019 with a goal to support employees to become financially sound, emotionally secure, physically well and socially connected, and includes programmes specifically created for working parents. As part of the

Workforce Nutrition Alliance, Kellogg is supporting a collaborative effort to build a food system that promotes healthy diets and employee wellbeing and working to expand its workforce nutrition programmes by 2025. The Kellogg Company launched their Childhood Wellbeing Promise in 2020 to positively affect all aspects of wellbeing of children and families, focusing on two pillars: helping to improve access to nourishing, affordable, sustainable foods; and motivating kids to embrace wellbeing, including education and physical activity.

In the U.S.A., Kellogg has prioritized innovating foods that meet both the USDA school breakfast and lunch requirements and Smart Snacks

2.6M U.S.A. KIDS REACHED THROUGH MISSION TIGER MIDDLE SCHOOL SPORTS DONATIONS AND FEEDING READING BOOK DONATIONS.

100% OF CORE K-12 FOODS FOR SCHOOL MEALS MEET USDA STANDARDS

16% OF THE K-12 SMART SNACK PORTFOLIO IS SOLD IN OTHER SECTORS OUTSIDE OF SCHOOLS

standards. The company is also actively seeking to place its smart snack foods in sectors outside of schools, such as vending machines and retail outlets.

[Learn more](#)

The Workforce Nutrition Alliance was launched in 2019 by The Consumer Goods Forum and the Global Alliance for Improved Nutrition with a goal to support employers to adopt and expand workforce nutrition programmes to reach 3M+ employees by 2025 and 10M+ by 2030.

## MONDELÉZ INTERNATIONAL Encouraging Lifelong Healthy Habits

The Mondelēz International Foundation (MIF) is partnering with community organizations to help children and their families adopt lifelong healthy habits through the "Healthy Lifestyles" programme, a school-based initiative tailored to children aged 6-12. The programme employs a three-pronged approach widely regarded as crucial for fighting obesity and improving children's health: improving nutrition knowledge, physical activity and access to nutritious foods. Partners track and document progress against a set of global healthy lifestyle metrics developed in partnership with experts from the Yale School of Public Health. Over

the years, the initiative has demonstrated a positive impact – a 34% increase in children knowing what good nutrition is, a 13% increase in children being physically

18 COUNTRIES

1.9M CHILDREN  
IMPACTED  
DIRECTLY

750K PARENTS  
AND ADULT  
COMMUNITY  
MEMBERS  
BENEFITTED

10.6K PRODUCT  
GARDENS  
ESTABLISHED



Zachary Kadolph



Adismara Putri Pradiri

active for at least 30 minutes a day, and a 25% increase in children eating more fruits, vegetables and other fresh foods.

In Brazil and South Africa, MIF has partnered with INMED Partnerships for Children in “Health in Action”, innovative school-based programmes designed with the participation of community and government stakeholders to promote healthy lifestyles among

disadvantaged children, combining participatory education in nutrition and healthy choices, regular break-time fitness activities and access to fresh food via school gardens which are also used as living “learning laboratories” exposing children to different academic disciplines, such as agriculture, food systems nutrition, science, biodiversity and environmental sustainability. [Learn more](#)

## PEPSICO Advancing Food Security

Through “Food for Good,” PepsiCo’s philanthropic global commitment to advance food security, first launched in 2009, the company has reached millions of people. Building on lessons learned from successful programmes all over the world, in 2021, PepsiCo took its commitment to a new level, pledging to invest USD100 million through 2030 for the Zero Hunger Pledge in partnership with its sustainability team; and increase nutritious food access for 50 million people by 2030 as part of its PepsiCo Positive (pep+) journey. Working with more than 60 partners, including Feeding America, the U.S. Department of Agriculture, the Global FoodBanking Network and local non-profits around the world, PepsiCo is working to combat

worldwide hunger by delivering meals, helping food banks strengthen their operations, providing logistical support

**245M MEALS  
DISTRIBUTED  
GLOBALLY  
SINCE 2009**

**60 PARTNERS**

**50+M SCHOOL  
MEALS  
DELIVERED BY  
FFG US SINCE  
2009**

and technical expertise in the nutrition field and supporting long-term food security.

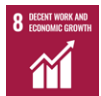
In the U.S.A., Food for Good (FFG US) delivers nutritious meals daily for children in schools, after-school and summer programmes, by hiring from the communities it serves to create economic opportunity and improve workforce readiness. Since 2009, FFG US has delivered more than 50 million meals, partnered with more than 50 local partners and created more than 200 jobs.

The China Foundation for Poverty Alleviation (CFPA), is a charitable NGO, founded in 1989 and registered with the Ministry of Civil Affairs in China. In 2015, PepsiCo launched Nutrition in Action with CFPA to provide meals and educational classes to underserved students in areas of west China. To date, this collaboration has provided more than 1.6 million meals to more than 13,000 rural students in Zhaotong of Yunnan province and Congjiang of Guizhou province. [Learn more](#)



# SUSTAINABLE SOURCING

**B**eyond the core work of IFBA and its commitments to product formulation and innovation, nutrition information, responsible marketing and the promotion of healthy, sustainable living, all IFBA members have adopted responsible and transparent sustainability strategies focused on sourcing key agricultural ingredients in ways that protects the environment, strengthens sustainable farming practices, improves livelihoods of farmers and suppliers and ensures a secure supply of ingredients for their products.



ALIGNS WITH  
U.N. SUSTAINABLE  
DEVELOPMENT  
GOALS



## THE COCA-COLA COMPANY

Introduced Principles for Sustainable Agriculture (PSA) for all suppliers of agriculture-based ingredients and evaluated

**500+**

suppliers across 115+ countries against the new PSA framework<sup>1</sup>

**61%**

of volumes of 12 global priority ingredients – cane sugar, mango, grape, orange, apple, corn, lemon, beet sugar, tea, pulp and paper, coffee and soybean – were sustainably sourced<sup>2</sup>

<sup>1</sup> Successor to the Sustainable Agriculture Guiding Principles (SAGP) introduced in 2013.  
<sup>2</sup> As measured against the SAGP

## FERRERO

**90%**

of entire cocoa volume sourced from farmer groups supported through Ferrero's sustainability programme which is based on independent standards and certifications

**100%**

sourced RSPO-certified sustainable palm oil as segregated for existing brands and 99.6% RSPO-certified across all brands



## GENERAL MILLS

Having achieved the goal to sustainably source ten priority ingredients in 2020, the company has now moved from individual ingredient strategies to strategies that regenerate the planet and create positive outcomes for people

61%

of eggs purchased globally were cage-free or free-range (2025 Goal: 100%)

## GRUPO BIMBO

94%

traceability at the mill level of the 17 suppliers representing 95% of total palm oil volumes and 100% traceability for palm kernel oil

91%

volume traceability of the soybean supply chain with risk origin – 86% from low-risk origin such as Canada and the U.S.A. and 14% from high-risk origin such as Argentina and Brazil

## KELLOGG COMPANY

Having achieved the original 2020 goal to responsibly source 9 priority ingredients – corn, wheat, rice, potato, fruit, sugar beet, cocoa, palm oil and vanilla – in 2021, the company moved to support continuous improvement by implementing the Kellogg Grower Survey (or equivalent industry tool) on at least 80% of annual, global ingredient volumes for corn, rice, wheat, potato, fruit and sugar beet

83%

RSPO physically certified palm oil (2025 Goal: 100%)

92%

of global soy ingredients from origins with low deforestation risk (2030 Goal: 100%)

## MONDELÉZ INTERNATIONAL

75%

of cocoa volume for chocolate brands sourced through Cocoa Life (2025 Goal: 100%)

## SUSTAINABLE SOURCING

91%

of wheat volume for European biscuits sourced through Harmony Wheat (2022 Goal: 100%)

Achieved goal to have

100%

of palm oil volume RSPO certified

## PEPSICO

90+%

of grower-sourced crops sustainably sourced<sup>3</sup>

~50%

of key ingredients sustainably sourced (2030 Goal: 100%)<sup>4</sup>

<sup>3</sup> For grower-sourced crops, sustainable sourcing refers to meeting the independently verified environmental, social and economic principles of PepsiCo's Sustainable Farming Program.

<sup>4</sup> Goal expanded in 2021 to include not only grower-sourced crops (potatoes, whole corn and oats), but also key crops from third parties, such as vegetable oils and grains; combined metric not measured in prior years





# 2021 PROGRESS REPORT

ifba

## About This Report

This report provides a snapshot of the progress and achievements IFBA and its members made in 2021 against their core global commitments: product formulation and innovation, the provision of nutrition information to consumers, responsible marketing and the promotion of healthy, sustainable living in the workplace and across communities. Each member has implemented strategies and actions in support of these commitments. However, strategies differ from member to member given their different business strategies and product portfolios. Accordingly, measuring and reporting progress on a collective basis is challenging. Therefore, this report presents highlights on an individual basis of each member's progress in the commitment areas. Results in the report represent the 2021 calendar year for all members, except Ferrero and General Mills who report on a fiscal year basis, ending 31 August 2021 and 31 May 2021 respectively.

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