



## Newsletter - January 2018

### News and Events

#### 2017: A year in review

Ten years ago our CEOs came together to form the International Food & Beverage Alliance and publicly commit their support for the 2004 WHO *Global Strategy on Diet, Physical Activity and Health*, pledging to take action in areas recognized by the WHO and public health community as crucial to improving global health – product formulation, nutrition information, responsible marketing practices and the promotion of healthy lifestyles. As we celebrate our tenth anniversary in 2018, we take a moment to look back at some of our achievements in 2017. [Read more](#)

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#### GCC Food & Beverage Alliance commits support as Abu Dhabi takes steps to combat childhood obesity



Chris Greaves, Chairman of the GCC Food & Beverage Alliance, presents the contribution of the private sector to help fight childhood obesity.

On 10-11 December 2017, more than 300 private- and public-sector delegates gathered for the first Abu Dhabi Childhood Obesity Forum. Organized by MEED in partnership with the Department of Health - Abu Dhabi, and supported by the Abu Dhabi Task Force on Childhood Obesity, delegates heard from local and international experts sharing their insights on the latest initiatives designed to reverse the growing number of childhood obesity cases. In his keynote speech, Sheikh Abdulla Bin Mohamed Al Hamed, Chairman, Department of Health — Abu Dhabi, said, “The Department of Health, in cooperation with the Abu Dhabi Task Force on Childhood Obesity, which is composed of 12 government entities, has developed a comprehensive plan to reduce obesity. It aims to increase physical activity in children by 15% and reduce the average body mass index by 15% by 2020.” IFBA, represented by Chris Greaves, Chairman of the GCC Food & Beverage Alliance, presented on the initiatives the organization is taking, including product formulation and innovation, labelling transparency, responsible marketing and advertising to children and the promotion of healthy lifestyles and reinforced IFBA’s commitment to helping governments tackle the growing problem of childhood obesity, “We know the private sector has a role to play in driving down the prevalence of obesity and diabetes.” [Read more.](#)

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## Publications

### CFBAI Report Full Compliance with Advertising Commitments in 2016

Leading U.S. food and beverage companies and quick-serve restaurants, including IFBA members, demonstrated excellent compliance with their commitments under the Children’s Food and Beverage Advertising Initiative (CFBAI), to advertise to children only foods that meet uniform nutrition criteria. The 18 participants in CFBAI represent the majority of food advertising on children’s television programming. According to [CFBAI’s Report on Compliance and Progress During 2016](#), their commitment to advertising only healthier foods is making a significant impact on improving the children’s food advertising landscape.

## Best Practices



**Mars: Committed to doing its part to make the world sustainable in a generation**

Committed to addressing the significant environmental and social challenges facing the world and its business, in September 2017, Mars launched an ambitious plan to drive sustainable growth in ways that are good for people, the planet and its business. The Sustainable in a Generation Plan has three critical areas of focus: Healthy Planet, Thriving People and Nourishing Wellbeing. The Healthy Planet ambition aims to reduce environmental impacts in line with what science says is necessary to keep the planet healthy. Mars is working within its value chains and direct operations to tackle climate action, improve water stewardship and promote sustainable land use. With Thriving People, the company will work to significantly improve the lives of one million people in its value chain to enable them to thrive – by increasing income, respecting human rights and unlocking opportunities for women. The aim of Nourishing Wellbeing is to advance science, innovation and marketing in ways that help billions of people and their pets lead healthier, happier lives, with a focus on food safety and security; responsible marketing; and product and ingredient renovation – investing in science and product design to improve the nutrition and portions of its products. [Learn more](#)

## Upcoming events

**142<sup>nd</sup> Session of the Executive Board of the World Health Organization: Geneva, Switzerland**

**22-27 January 2018**

[More info](#)

**World Economic Forum Annual Meeting: Davos-Klosters, Switzerland**

**23-26 January 2018**

[More info](#)



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