

News and Events

IFBA Newsletter – Jan 2020



IFBA Continues Partnership with GAIN and SUN Business Network to Promote Trans Fat Replacements in Pakistan

From 22-23 January, IFBA partnered with Scaling Up Nutrition (SUN) Business Network and the Global Alliance for Improved Nutrition (GAIN) to connect small and mid-size enterprises (SMEs) in Pakistan with the technical assistance to create innovative solutions for improved nutrition. Experts from IFBA joined SMEs in Karachi, Pakistan for a workshop on the Replacement of industrialized Trans-Fatty Acids (iTFA), sharing expertise and knowledge of iTFA replacement solutions with local enterprises to help the whole food industry move towards trans-fat free supply chains.

In May 2019, IFBA member companies committed to reducing iTFA in their products worldwide to no more than 2 g trans-fatty acid per 100 g fat/oil in their products by 2023, in order to contribute to WHO's goal of eliminating iTFAs from the global food supply by that date. IFBA further committed to working in collaboration with stakeholders around the world to share best practices and help other companies through the process of substituting iTFAs. As part of this commitment, IFBA also collaborated with GAIN on a similar workshop in Lagos, Nigeria in October 2019.

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Looking Back on 2019

Throughout 2019, we witnessed a common call by governments, the WHO and the UN to increase engagement with the private sector, through collaboration and public-private partnerships. We have been working, successfully, in collaboration with governments, civil society and industry partners for many years to improve global health and we know, from experience, that collaboration and public-private partnerships with the private sector can improve global health. In 2019, we demonstrated our commitment to delivering tangible health outcomes by leading the way on eliminating industrially produced trans fat, engaging on UN and WHO strategies to improve global health, and preparing for the Tokyo Global Nutrition Summit in 2020. For more information on our work this past year, [click here](#).

This year, we will continue our core work: transforming our food and beverage portfolios and improving the nutrition of our products, providing clear, fact-based nutrition information to consumers to help them make informed dietary choices and improve their healthy eating habits, marketing responsibly and promoting healthy lifestyles. We will continue to lead our industry in efforts to improve global health and are fully committed to increasing our engagement with governments and other stakeholders and are working in collaboration towards the achievement of the 2030 Sustainable Development Goals of zero hunger and good health and well-being for all.

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Best Practice



Photo courtesy of USAID

The Coca-Cola Company Partners with USAID to Provide Clean Water to Madagascar

In 2018, the Coca-Cola Foundation partnered with the United States Agency for International Development (USAID) through their Water and Development Alliance (WADA) global partnership to launch a project to improve access to safe water and sanitation services for hundreds of thousands of people in three of Madagascar's major urban centers.

Madagascar is one of the poorest countries in Africa and is urbanizing more than twice as fast as the rest of the world. Approximately one-third of the total population lives in urban areas, where water supply and sanitation coverage are serious challenges. Many residents carry water from potentially unsafe sources because they live in informal settlements that the city's formal water network does not reach. Now, the Coca-Cola Foundation is supporting a project to fix leaks in the city's aging water supply and economically empower hundreds of women in cities across Madagascar to operate laundry businesses where residents can safely wash their clothes in clean water. The project is implemented by Water & Sanitation for the Urban Poor (WSUP) and is set to improve water and sanitation services for more than 450,000 people and increase economic empowerment opportunities, especially for women.

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Upcoming Events



136th Session of the World Health Organization Executive Board

Geneva, Switzerland
3-8 February, 2020

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INTERNATIONAL SYMPOSIUM
7.-8. FEBRUARY 2020

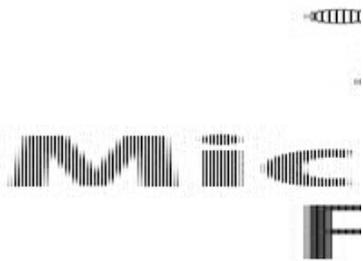
SUSTAINABLE FOOD SYSTEMS – GOING BEYOND FOOD SECURITY

Justus Liebig University Giessen, Germany
Faculty 09 – Agricultural Sciences, Nutritional Sciences,
and Environmental Management

International Symposium: Sustainable food systems - Going beyond food security

Justus Liebig University Giessen, Germany
7-8 February, 2020

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Micronutrient Forum Global Conference 2020: Building new evidence and alliances for improving nutrition

Bangkok, Thailand
23-27 March, 2020

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World Public Health Nutrition Congress



Brisbane, Australia
31 March -2 April, 2020

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