



IFBA companies launch the National Movement for Health and Wellbeing in Brazil

Members of The International Food & Beverage Alliance – Coca-Cola Brazil, Ferrero, General Mills, Grupo Bimbo, Kellogg, Mars, McDonald's, Mondelēz Brazil, Nestle, PepsiCo and Unilever - in collaboration with Ambev have launched a new initiative in support of the government's National Plan for Food and Nutrition Security. Building on efforts already underway by individual companies to promote healthy lifestyles, the initiative is designed to generate a greater collective impact by uniting these efforts in a single initiative based on three main pillars: information, engagement and innovation. [Read more.](#)

IFBA Secretary-General addresses the Graduate Institute Event on “Addressing NCDs: The Commercial Determinants of Health”

In remarks delivered by Secretary-General Rocco Renaldi at a side event during the World Health Assembly, Mr Renaldi emphasized that while examining how economic systems impact health outcomes, we need to recognize that the private sector is not a monolithic entity and awareness of NCDs and their implications for industry differ significantly from industry to industry and from one country to another. Consideration must also be given to the “political determinants of health” in addition to the commercial drivers. [Read more.](#)

NEWS AND EVENTS

IFBA Congratulates Dr Tedros Adhanom Ghebreyesus on his appointment as the next WHO Director-General and commits its continuing support for WHO strategies

The International Food & Beverage Alliance congratulates Dr Tedros Adhanom Ghebreyesus of Ethiopia on his appointment as Director-General of the World Health Organization (WHO) and wishes him a rewarding and successful tenure. We are committed to supporting the strategies of the WHO and have been engaging constructively with the



PepsiCo and EthioPEA

For decades, Ethiopia has faced challenges associated with hunger and malnutrition. While humanitarian efforts over the past several years

together and made a set of [global commitments to WHO](#) to develop products that help people eat healthy, balanced diets; to provide clear, fact-based nutrition information to consumers; to market responsibly to children; and to promote healthy lifestyles in our workplaces and in communities around the world. These commitments form the core of our work and the basis of our dialogues with the WHO, Member States and civil society. We look forward to building on the work already underway and to a continuing and productive engagement with Dr Tedros as we all work towards advancing the goals of public health.

“All roads should lead to universal health care,” says new WHO Director-General

In a press conference following his appointment, [Dr. Tedros Adhanom Ghebreyesus](#) outlined his priorities, promising to pursue health care for all, to strengthen emergency responses and make the WHO more accountable and transparent. [Read the transcript.](#)

World Health Assembly welcomed the plan to implement the recommendations of the WHO Commission on Ending Childhood Obesity; and endorsed an updated set of interventions designed to prevent and control NCDs

The World Health Assembly concluded on 31 May with the adoption of a series of resolutions, including a plan to implement the recommendations of the draft [implementation plan](#) of the WHO Commission on Ending Childhood Obesity; and the adoption of an updated set of policy options and interventions, contained in a revised [Appendix 3 \(see pgs. 8-24\)](#) of the WHO [Global Action Plan on the Prevention and Control of Noncommunicable Diseases, 2013-2020](#), designed to help Member States meet the global targets for the prevention and control of NCDs. IFBA is committed to playing an active role in the prevention and control of childhood obesity and NCDs and looks forward to working with WHO and Member States as they move towards implementing these strategies. Member States also noted [WHO's work](#) in preparation for the third United Nations General Assembly on the prevention and control of

show that malnutrition—especially among young children—continues to be a profound problem in this drought stricken country. In response, the PepsiCo Foundation and World Food Program have partnered to deploy Dimbuch, a new chickpea-based ready-to-use supplementary food product designed to help children between the ages of six months and five years with moderate to acute malnutrition. Developed over a five-year period, in March 2015, the first shipments of Dimbuch went out to Ethiopian families in the Ankober district of Eastern Ethiopia, helping 20,000 children to get the nutrients they need. [Read more.](#)



EAT Stockholm Food Forum :

Stockholm, Sweden, 12-13 June 2017. [More info.](#)

UN DESA, FAO, International Fund for Agricultural Development (IFAD) and World Food Programme (WFP): UN Expert Group Meeting on Progress in Achieving SDG 2 in preparation for the High-level Political Forum on Sustainable

The UN Committee on World Food Security (CFS) Open-Ended Working Group on Nutrition in partnership with UNSCN holds an event on "investments for Healthy Food Systems"

Representatives of IFBA, the Private Sector

Mechanism (PSM) and others attended the May 9th event, in Rome, part of a series of events to “develop common understanding of issues and lay the basis for informed CFS policy convergence work” on nutrition and food systems. The event highlighted the fact that a “multistakeholder approach bringing together all actors within a particular food system is of crucial importance to identify useful investments and maximize their effectiveness for better nutrition;” and that the private sector needs to be a key partner in this endeavor. [Read the Chair’s Summary](#)

The High-level Political Forum on Sustainable Development 2017:

New York City, USA, 10 – 19 July 2017. [More info.](#)

International Agri-Food Network: Agriculture and Food Day to Implement the Sustainable

Development Goals:

New York City, USA, 13 July 2017. [More info.](#)

RECENT PUBLICATIONS

WHO releases “an inclusive, multi-level, fit-for-purpose” nutrition strategy for the next ten years

As the focus on improving nutrition increases with the adoption of the [2030 Agenda for Sustainable Development](#) and the UN General Assembly proclamation that 2016-2015 will be the [UN Decade of Action on Nutrition](#), in the first ever strategic exercise undertaken by WHO, the [WHO Ambition and Action in Nutrition 2016-2025](#) aims to provide an agreed set of priorities and framework to improve collaboration on nutrition within WHO and with its partners. The strategy is rooted in the six global targets for [improving maternal, infant and young child nutrition](#) set in 2012 as well as the global diet-related NCD targets contained in the [WHO Global Action Plan for the Prevention and Control of Noncommunicable Diseases, 2013-2020](#).

Americans are consuming food information from more sources than ever before, yet nutritional literacy is lacking

According to the findings of the International Food Information Council’s (IFIC) 12th [Annual Food and Health Survey](#), the vast majority of consumers—eight in 10 (78 percent)—say that they encounter a lot of

conflicting information makes them doubt the choices they make. The *survey* also suggests that a “health halo” effect could be causing flawed decisions about nutrition because of non-health factors, e.g. the form of the food (fresh, frozen, canned); the place of purchase (convenience store vs. natural food store); the length of the ingredient list; or the price — that drastically alter the perception of what is healthful.



Helping consumers to achieve balanced diets and healthy lifestyles

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