

News and Events

IFBA Newsletter – May 2019



IFBA CEOs meet with WHO Director-General, Commit to Align with WHO Standard for Trans Fat Reduction Worldwide

On 2 May 2019, a group of IFBA CEOs met with the Director-General of the World Health Organization, Dr. Tedros Adhanom Ghebreyesus, to discuss among other things alignment with the WHO's 2018 standard for elimination of industrially-produced trans fats (iTFAs).

In 2018, IFBA members met their own established goal to reduce iTFAs in their products to nutritionally insignificant levels (less than 1 gram of fat per 100 grams of product) across 98.5% of IFBA company products worldwide. After consultation with Dr. Tedros, IFBA has committed to align reductions with WHO's 2018 recommendation for a

maximum iTFA threshold in food products not exceeding 2 grams of iTFA per 100 grams of fat or oil by 2023.

IFBA appreciates Dr. Tedros' commitment to cross-sector collaboration with governments, health authorities, civil society and food and beverage industry associations to share best practices and help guide other companies, particularly Small and Medium Enterprises, through the process of substituting PHOs and reducing iTFAs.

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IFBA Secretary General Addresses the Private Sector Mechanism Special Event on Transforming Food Systems for Improved Nutrition

On 26 April, the Private Sector Mechanism (PSM), member of the United Nations Committee on World Food Security (CFS), hosted a special event, Transforming Food Systems for Improved Nutrition attended by over 75 representatives of the Rome-Based Agencies, Member States, the private sector, civil society, philanthropy, and research groups. The event was part of an ongoing effort to ensure that the PSM Recommendations for CFS Voluntary Guidelines on Food Systems and Nutrition are both implementable and transformative. Over the course of the day, PSM presented [17 policy recommendations](#) for discussion by attendees. IFBA Secretary-General Rocco Renaldi, presented the work and perspective of IFBA on consumer education, nutrition information and responsible marketing.

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Multi-Stakeholder Hearing in Preparation for the United Nations General Assembly High-Level Meeting on Universal Health Care

On 29 April, IFBA attended a multi-stakeholder hearing on universal health care at the United Nations to contribute to the conversation on prevention as an essential tenet of universal health coverage. The President of the General Assembly, alongside the WHO and UHC2030, convened the interactive hearing as part of the preparatory process for the High-Level Meeting which will take place on 23 September 2019 in New York, with the overall theme "Universal Health Coverage: Moving Together to Build a Healthier World."

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UNAIDS and WHO Convene Multi- Stakeholder Consultation on draft UN Global Action Plan for Healthy Lives and Well-Being for All



On 30 April, IFBA took part in a consultation to discuss Phase One of the Global Action Plan for Healthy Lives and Well-Being for All (GAP), which is currently being developed. Attendees included community organizations, global health NGOs and UN agencies committed to advancing collective action and accelerating progress towards achievement of the health-related Sustainable Development Goals (SDGs). The agenda focused on potential areas for non-State actor and UN agency collaboration. Phase One of the GAP addresses communicable diseases and access to healthcare. It is expected that Phase Two will include a review of determinants of health and recommend action on certain key factors and levers, identified as “accelerators”. The full GAP will be presented at the UN High-level Meeting in September 2019.

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McDonald's & the Alliance for a Healthier Generation FIVE-YEAR PROGRESS REPORT ON 2013 COMMITMENTS

KEYBRIDGE
Public Policy Economic Consulting

McDonald's Releases Five-Year Progress Report on Efforts to Promote Fruit, Vegetables, Low-Fat Dairy and Water

On 14 May 2019, McDonald's released the findings from a five-year progress report prepared by public policy economic consulting firm Keybridge on McDonald's progress towards its 2013 commitments to work with the Alliance for a Healthier Generation in a global effort to promote healthier options for youth and their families and increase customers' access to fruits, vegetables, low-fat dairy, and water. McDonald's five commitments related to menu offerings, menu boards, packaging, and marketing to children to be implemented across all of its markets globally by 2020. The

Keybridge [report](#) (and associated [methodology](#)) found that a majority of the markets studied met the 2013 commitments two years ahead of schedule, and the remaining markets are on track to meet their targets by the 2020 deadline.

Global Progress Highlights between September 2013 and September 2018:

- McDonald's has served over 6.4 billion fruit, vegetable, low-fat dairy and water items in *Happy Meals* across the 20 major markets
- Over 200 million value meal customers chose a fruit, vegetable or side salad option as a substitute for french fries
- Across the 20 major markets, the percentage of *Happy Meal* customers served milk, water or juice as their beverage choice increased 12% (from 36% to 48%).
- The variety of balanced side options served in *Happy Meals* across the 20 major markets increased with the introduction of 43 new fruit, vegetable, low-fat dairy and water options, resulting in 161 total options, including, for example, grape tomatoes in Australia, corn cups in Taiwan, and heart-shaped carrots in Austria.

McDonald's USA progress highlights between September 2013 and September 2018:

- The percentage of Happy Meal customers served with milk, water or juice has increased 15% (from 37% to 52%). With this shift, more than half of *Happy Meals* in the U.S. now include milk, water or juice as the beverage choice.
- Over 3.4 billion fruit, low-fat dairy and water items have been served in *Happy Meals* since 2013. In 2018 alone, over 250 million sides of apple slices were served in the U.S.

In 2018, McDonald's [announced](#) five new global goals to be implemented by 2022, that further its efforts with the Alliance for a Healthier Generation.



Upcoming Events



72nd World Health Assembly (WHA72)

Geneva, Switzerland
20th-28th May 2019

[Learn More](#)



Consumer Goods Forum Global Summit 2019

Vancouver, Canada
11th-14th June 2019

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EAT Forum

Stockholm, Sweden
12th-13th June

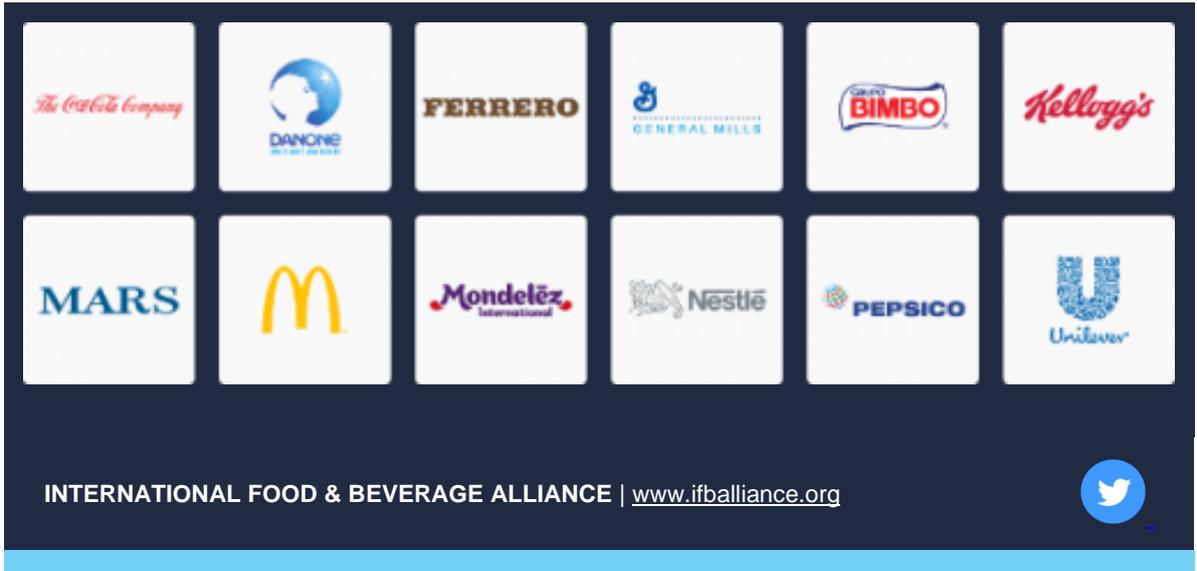
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Building Business Contribution for the 2020 Global Nutrition Summit

The Hague, Netherlands
25th-26th June

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