

## News and Events

### IFBA Newsletter – October 2019

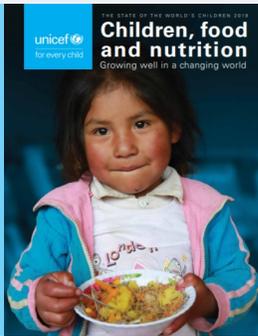


## IFBA Promotes Private Sector Engagement at 46th Meeting of the UN Committee on Food Security

On 14-18 October, IFBA attended the 46th meeting of the Committee on World Food Security as a member of the delegation of the Private Sector Mechanism (PSM). This year's private sector delegation was the largest and most diverse to date, with 211 business leaders in attendance from 35 countries. IFBA spoke for the PSM on three occasions, representing the voice of the food and beverage industry at a PSM-CSM (Civil Society Mechanism) joint event on Food Systems and Nutrition Guidelines; a consultation with WHO and FAO on the mid-term review of the UN Decade of Action on Nutrition; and chairing the bilateral PSM-EU Delegation meeting. Throughout the meeting, WHO and FAO encouraged further cross-sector dialogue and called for more private sector action on the creation of healthy, sustainable diets. (They recently published a set of guiding principles on this topic, [available here](#).) Overall, the event was a great opportunity for IFBA to strengthen the voice of the food and beverage industry in the work of food security and nutrition at the UN and highlight the private sector's commitment to ending hunger, malnutrition and food insecurity

for all.

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## UNICEF Releases Report on the State of the World's Children 2019

New report from UNICEF finds that at least 1 in 3 children under 5 – over 200 million – is either undernourished or overweight, and almost 2 in 3 children between 6 months and 2 years of age are not fed food that supports their rapidly growing bodies and brains. “Despite all the... advances of the last few decades, we have lost sight of this most basic fact: if children eat poorly, they live poorly,” said Henrietta Fore, UNICEF Executive Director. The report recommends countries act now by implementing a suite of interventions like children’s nutrition education programs and the scaling up of infrastructure and health systems.

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## Grupo Bimbo: A "Sustainable Way" to Health and Wellness



Grupo Bimbo’s strategy to health and wellness is predicated on a belief that the food industry must take an active part in joint actions with different sectors to positively impact the health of current and future generations. This comprehensive approach to sustainability is comprised of four pillars: wellness, community, planet and associates.

The wellness pillar is designed to speed up the fulfillment of the company’s commitments made to the World Health Organization in 2004 and to strengthen consumers’ and society’s knowledge on improving diets and adopting healthy lifestyles. The pillar supports actions on: 1) governability which includes a Health and Wellness Model, led by a Health and Wellness Committee with representation from across the business, which aims to manage the company’s strategy of nutrition, health and wellness for all brands and categories within the portfolio and a reporting/auditing function; and 2) five general commitments: to improve the nutritional quality of its products; provide clear and easily accessible nutrition information for consumers; market responsibly; promote healthy lifestyles among consumers and its associates; and establish strategic alliances with governments, the academic community, research institutes and NGOs to develop comprehensive programmes that will have a positive impact on consumers’ well-being.

To learn more about the “Sustainable Way” to Health and Wellness strategy and all four pillars, [click here](#).

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## Upcoming Events



### World Health Summit

Berlin, Germany  
27th-29th October 2019

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### WHO Global Meeting to Accelerate Progress on SDG Target 3.4 on NCDs and Mental Health

Muscat, Oman  
9th-12th December 2019

[Learn More](#)

