

The International Food and Beverage Alliance's
Five Commitments to Action
in support of the World Health Organization's
2004 Global Strategy on Diet, Physical Activity and Health

March 2011

Executive Summary
for the 2009-2010 Progress Report

INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE

Executive Summary

In May 2004, Member States of the World Health Organization (WHO) adopted the *Global Strategy on Diet, Physical Activity and Health*. Since that time, IFBA's member companies have implemented a strategy to help reduce NCDs and childhood obesity by:

- reformulating and introducing new products to improve diets;
- providing easy-to-understand and meaningful nutrition labeling and information;
- changing how and what we advertise to children;
- supporting educational and physical activity programs, which reach millions of people around the world; and
- participating in national and regional efforts with governments, NGOs and professional organizations to promote healthy lifestyles in the workplace and in communities.

In May 2008, CEOs of IFBA member companies made five specific commitments to WHO Director-General Dr. Chan in all of these areas. Our commitments are global and extend to the more than 200 countries in which we operate.

We also pledged to report publically and annually on our progress. This is the second report of the International Food & Beverage Alliance, and covers 2009 and 2010.

HIGHLIGHTS OF PROGRESS IN 2009-2010

We have made significant and substantial progress over the last two years on our commitments to implement specific actions to help reduce NCDs and promote healthy lifestyles. These include:

Continued Product Reformulation and Innovation

In 2009 and 2010, IFBA companies continued the process of improving the nutrition profile of their products. Thousands of products have been reformulated and healthier offerings launched globally, reducing key ingredients of public health concern. Trans fat has been eliminated or significantly reduced in most products; saturated fats have been reduced and levels of essential fats have been increased; calories have been reduced in foods and low- and no-calorie beverages have been launched; sugar content has been reduced with the substitution of zero-calorie or natural sweeteners; and a broad range of foods that are lower in sodium has been launched.

In addition to reducing key ingredients of public health concern, IFBA companies have reformulated foods and beverages with ingredients considered beneficial for good health, such as whole grains, fruits, vegetables, nuts, seeds and low-fat dairy. Products have also been fortified with vitamins and minerals to specifically address deficiencies in key micronutrients in particular markets in the developing world.

On-going Collaboration with WHO, Governments and Industry to Reduce Sodium and Calories, Promote Nutrition Education and Introduce Standardized Front-of-Pack Labelling Systems

- We are members of the Healthy Weight Commitment Foundation, which aims to reduce obesity, particularly childhood obesity in the U.S. by 2015 and remove 1.5 trillion calories from the marketplace by the end of 2015.
- In 2010, we participated in two information exchange forums on sodium reduction strategies jointly convened by WHO and the Food Standards Agency in the UK in June, and WHO and the Government of Canada in October 2010.
- We are working with governments in Australia, Canada, the EU, Latin America, the UK and the U.S. on plans to voluntarily reduce sodium in our products.
- A new voluntary front-of-pack labelling initiative for beverages, “Clear on Calories” was launched in February 2010 in the U.S.
- We are working to create standardized front-of-pack labelling systems on food and beverage products in Mexico and the U.S.¹
- In Canada, we are supporting Health Canada’s innovative “Nutrition Facts Education Campaign,” an educational campaign designed to give Canadians the information they need to make informed food choices to maintain and improve their health.

Introduced a Global Set of Principles on Nutrition Labelling

We strengthened our May 2008 commitment by adopting a set of “Principles for a global approach to fact-based nutrition labelling.” These principles provide that nutrition information be objective, fact- and science-based, emphasize the importance of the overall diet, and encourage physical activity.

Changed the Nutrition Profile of Products Advertised to Children to Healthier Choices

In 2009, IFBA introduced the IFBA *Global Policy on Marketing and Advertising to Children*. Each IFBA member has adopted a global marketing policy to children which covers all of the countries around the world in which it operates. IFBA’s global marketing approach has been shown to effectively limit how and what IFBA companies advertise to children under 12 years. This approach, which is in line with the WHO “Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children”², *reduces* children’s exposure to products high in fat, sugars and salt, and *increases* their exposure to products compatible with a balanced diet and healthy lifestyle. Impact monitoring data continues to demonstrate that there has been a significant shift in the types of foods and beverages which are being marketed to children:

¹ On January 24, 2011, GMA announced the *Nutrition Keys* initiative, a voluntary front-of-pack nutrition labeling system designed to help consumers make informed choices when they shop. The information will be presented in a fact-based, simple and easy-to-use format. The *Nutrition Keys* icon provides nutrition information, including calories and three “nutrients to limit.” Some products will display information about “nutrients to encourage” that are important for a healthy diet.

² WHA63.14, adopted by the World Health Assembly in May 2010.

- In Canada, Advertising Standards Canada in 2009 undertook a comparative study of children’s advertising pre-introduction of the Canadian Children’s Food and Beverage Advertising Initiative and post its inception to better understand how the landscape of advertising to children under 12 has changed. In 2004, only 63% of food and beverage products advertised were “better-for-you” products. By contrast, in 2008, more than 95% of food and beverage products advertising to children under 12 were for better-for-you products.
- In the EU, comparing data from 2005 with 2010, the results showed that companies now only promote better-for-you products or don’t advertise foods to children under 12 years; and overall, children are seeing 60% less advertising for products not meeting companies’ nutritional criteria.
- In January 2011, the Australian Food and Grocery Council (AFCG) released new research on a review of child-directed food and beverage television advertisements placed by pledge and non-pledge signatories during a three-month period in 2010. AFCG reported positive findings that television advertisements for high fat, sugar and salt foods and beverages aimed at children under 12 now only make up a very small portion of all food and beverage advertisements - just 2.4%.
- In the U.S., according to the December 2010 report issued by the Council of Better Business Bureaus on the Children’s Food and Beverage Advertising Initiative for 2009, the nutrition profile of products shown in child-directed advertising continued to improve through product reformulation and innovation. A review of children’s programming in 2010 found that advertised products contribute important nutrient shortfalls (potassium, fibre, calcium, magnesium and vitamin E) or food groups to encourage in children’s diets. For example, more than 75% of child-directed food advertising was for products providing at least 10% of the Daily Value (DV) of one shortfall nutrient, or a half-serving of a food group to encourage.

Continued High Rates of Compliance

The second year of compliance and monitoring reports for IFBA members’ global policy on marketing to children and regional and national pledges in the EU, Canada, and the U.S., showed compliance rates continue to be very high. In Australia, the first interim report for 2009 reported that all signatories complied with each of the core principles of the pledge.

- IFBA’s Global Policy, monitored by Accenture Media Management³
 - 96.0% compliance in TV advertising (approximately 1 million spots reviewed in Chile, China (Beijing region), India, Mexico, Russia, the Kingdom of Saudi Arabia, the Philippines and South Africa)
 - 100% compliance for print advertisements (100 publications reviewed in China, India, Mexico, the Philippines and South Africa)

³ Accenture is a global management consulting, technology services and outsourcing company. Accenture Media Management, part of the Accenture group, is a leading global provider of media auditing services.

- 100% compliance for internet advertisements (59 websites reviewed in India, Mexico, Russia and South Africa)
- The Canadian Advertising Initiative, monitored by Advertising Standards Canada ⁴
 - 1 noncompliant advertisement was uncovered and immediately corrected
- The EU Pledge, monitored by Accenture Media Management and BDRC Continental, and independently verified by Mr. Lucien Bouis ⁵
 - 98.9% compliance rate for TV advertising (586,809 spots reviewed)
 - 100% compliance rate for print advertising (100 publications reviewed)
 - virtually 100% compliance rate for internet advertising with only 1 noncompliant instance uncovered (50 websites reviewed)
 - 92% compliance rate for communications in primary schools (400 schools)
- The U.S. Children's Food and Beverage Advertising Initiative, monitored by the Council of Better Business Bureaus ⁶
 - compliance was "excellent" with only a few minor instances involving non-approved product advertising which were resolved immediately

Expanded the IFBA Global Policy on Marketing to Children

We expanded our global policy on marketing and advertising to children by adding a schools policy. IFBA members have committed, at a minimum, not to engage in any commercial communications to students related to food and beverage products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

Expanded Coverage of National Pledge Programmes across the Six WHO Regions

In addition to the global marketing policies adopted by IFBA members, we and other industry players have come together to encourage local and regional food companies, who are not already part of the IFBA global coalition, to join us in adopting the same standards for responsible marketing to children that we apply globally, on a national and/or regional level. In 2010, we expanded our national pledge programmes by adding another ten countries - with India, Mexico, the six countries of the Cooperation Council for the Arab States of the Gulf, Switzerland, and Turkey joining efforts already established in Australia, Brazil, Canada, the 27

⁴ Advertising Standards Canada is the national, independent advertising industry self-regulatory body. It administers the *Canadian Code of Advertising Standards*,

⁵ BDRC Continental is UK's largest independent full service market research agency. Mr. Bouis is a member of the European Economic and Social Committee and former Director of the Bureau de Verification de la Publicité (BVP, now called ARPP, Autorité de Régulation Professionnelle de la Publicité – the French advertising Self-Regulatory Organisation),

⁶ The Council of Better Business Bureaus, a non-profit organization, is one of the U.S.'s recognized leaders in developing and administering standards for fair and honest business behaviour.

Member States of the EU, Russia, South Africa, Thailand and the U.S.. Currently, pledges cover 44 countries, and we are working to establish more pledges around the world.

Strengthened the Core Principles of Pledge Programmes in Canada, the EU and U.S.

In the EU, the Union of European Beverages Associations (UNESDA) extended its commitment on responsible marketing to children to include digital marketing communications. The core principles of the Canadian and U.S. Children's Food and Beverage Advertising Initiatives were enhanced. The original commitment was that 50% of participants' advertising directed primarily to children under 12 was to be only for better-for-you products. Now, 100% of advertising must be for better-for-you products. Coverage of the pledge was expanded to cover child-directed ads in new and emerging media. In Canada, participants committed to not advertise food or beverage products in elementary schools – pre-kindergarten through Grade 6. In the U.S. pledge the definition of "advertising primarily directed to children under 12" was harmonized so that virtually all participants will be using a threshold no higher than 35% of children 2-11 years of age (down from the original 50%).

Continued to Invest in and Support Programmes Aimed at Promoting Physical Activity and Healthy Lifestyles

Marketing was recognized in the 2004 *Global Strategy* to play a role in promoting healthier food choices and physical activity. IFBA members are using their core competencies, including their creativity and marketing skills to collaborate with public authorities and other stakeholders globally, to help raise consumer awareness of balanced diets and physical activity as an important part of NCD prevention. We have created and supported many programmes to inspire millions of school-aged children to exercise more and encourage adults to make diet and lifestyle changes that will lead to healthier lives. All IFBA companies have workplace wellness programmes. Although diverse in nature, in general these workplace programmes provide information and counselling on nutrition, fitness, mental health, and stress management; on-site fitness centres, gym memberships or access to recreation areas; cafeterias offering healthy menus; and preventive medicine programmes, including health risk assessments.

On-going Support of Public-private Partnerships Globally

Public-private partnerships are a cost-effective means to realize the goals of the WHO *Global Strategy*. We have funded public health research and established partnerships with governments, the scientific community, health care professionals, and public and private institutions around the world focused on initiatives that promote nutrition science and education, healthy lifestyles and strategies for the promotion of health and the prevention and treatment of NCDs.

Extended our Reach

In addition to striving for continuous progress on the five commitments, we are also committed to using our time, resources and expertise to involve other stakeholders in our collective efforts in support of the WHO *Global Strategy*. In 2010, we increased the number of our full and

associate members – Ferrero became a full IFBA member and we welcomed three new associate members - the Food and Consumer Products of Canada (FCPC), Singapore-based Food Industry Asia (FIA), and Brazil-based Associação Brasileira das Indústrias de Alimentação (ABIA) joining associate members Alianza por una Vida Saludable (AVS) in Mexico, European-based Confederation of the Food and Drink Industries (CIAA), U.S.-based Grocery Manufacturers Association (GMA) and The World Federation of Advertisers (WFA). IFBA joined the PAHO Partners Forum.

LOOKING FORWARD

We all recognize that NCDs and childhood obesity are major public health problems that require multi-stakeholder solutions. As a member of the private sector, we firmly believe that the food industry has a role to play as part of the solution, and have committed our time, expertise and resources to do our part. We have engaged in substantial and significant strategies aimed at realizing our commitments to the WHO.

We also believe that public-private collaboration is needed to accomplish the objectives of the WHO. The collective impact of government, industry and civil society is exponentially greater than the efforts of any single stakeholder. We were pleased to see that our work and the potential benefits of partnering with the private sector to address public health challenges were recognized by the U.S. Institute of Medicine and the OECD.⁷

We look forward to continuing our collaboration with WHO, governments and civil society, as we continue to develop and implement strategies to build on our work to date, and strengthen and extend our relations with all stakeholders for the common purpose of advancing the goals of the WHO *Global Strategy*.

The full 2009-2010 Progress Report is available at: <https://www.ifballiance.org/>

⁷ The Institute of Medicine. *Promoting Cardiovascular Health in the Developing World: A Critical Challenge to Achieve Global Health*. (March, 2010). OECD. *Obesity and the Economics of Prevention: Fit not Fat*, (OECD Publishing, 2010), 19-20

IFBA COMMITMENTS

Progress in 2009-2010

	HOW WE'LL GET THERE	PROGRESS IN 2009 – 2010	
Product Composition and Availability	Reformulations and healthier choices	<p>Thousands of products reformulated and healthier offerings launched globally:</p> <ul style="list-style-type: none"> • Trans fat eliminated/reduced in most products • Saturated fats reduced and essential fats increased • Calories reduced in foods and low – and no-calorie beverages launched • Sugar reduced with the substitution of zero-calorie or natural sweeteners • Sodium reduced • Whole grain content of food raised • Ingredients beneficial for good health added – fibre, fruits, vegetables, nuts, seeds, low-dairy 	
	Develop products to address nutritional deficiencies in developing countries	Launched specific products for the developing world, fortified with key micronutrients – iron, zinc, iodine and vitamins	
	Packaging changes to improve consumption habits	Continued to introduce portion-controlled packaging (e.g. child-sized, single-serve or portion control packs) and portion recommendations	
	Collaborate with WHO, governments, and other stakeholders on strategies to reduce excess intake levels of key ingredients of public health concern		Participated in two forums on sodium reduction strategies with the WHO, FSA in the UK, and the Government of Canada
			Worked with governments in Australia, Canada, the EU, Latin America, the UK and USA on plans to voluntarily reduce sodium
		Launched a new voluntary beverage front-of-pack labelling initiative -	

		<p>“Clear on Calories” in the U.S.</p>
<p>Nutrition information to Consumers</p>	<p>Provide easily-understandable nutrition information to all consumers</p>	<p>Joined the Healthy Weight Commitment Foundation program to reduce obesity in the U.S. and remove 1.5 trillion calories by end of 2015</p> <p>Continued to improve labelling on packaging to provide nutrition information on pack, including GDAs, or DV, ingredients and key ingredients of public health concern</p> <p>Introduced a global set of principles on nutrition labelling</p> <p>Participated in regional and national initiatives towards standardized labelling systems</p>
<p>Marketing and Advertising to Children</p>	<p>Change how and what we advertise to children under 12 years in TV, print and online – <i>reduce</i> exposure to products high in fat, sugar and salt and <i>increase</i> exposure to products compatible with a balanced diet and healthy lifestyle</p>	<p>Supported Health Canada’s “Nutrition Facts Education Campaign”</p> <p>Changed the nutritional profile of products advertised to children to healthier choices:</p> <ul style="list-style-type: none"> • <u>EU</u>: comparative study of 2005 and 2010 shows companies only advertise better-for-you products or don’t advertise to children at all, and overall children are seeing 60% fewer ads for products not meeting nutritional criteria. • <u>Canada</u>: comparative study of the landscape of advertising pre- and post-inception of the Canadian pledge shows more than 95% of products advertised in 2008 were for better-for-you products compared to only 63% in 2004. • <u>Australia</u>: just 2.4% of child-directed ads from pledge and non-pledge signatories are for foods which do not meet

<p>Marketing and Advertising to Children cont'd</p>		<p>nutritional guidelines.</p> <ul style="list-style-type: none"> • <u>U.S.</u>: the nutritional profile of foods in child-directed ads continued to improve through reformulation and innovation.
		<p>Added a schools policy to IFBA's Global Policy on Marketing to Children</p>
	<p>Expand and strengthen responsible advertising and marketing to children self-regulatory processes globally</p>	<p>Strengthened core principles of the Canadian and U.S.: pledge:</p> <ul style="list-style-type: none"> • 100% of advertising must be for better-for-you products • Commitments expanded to cover child-directed ads in new and emerging media (including video and computer games, DVDs, and mobile media. • Added limits on product placement, and use of licensed characters, celebrities and movie tie-ins • Restricted advertising in elementary schools – pre-kindergarten through Grade 6 (Canada) <i>(note: included in the U.S. pledge original core principles)</i> • Harmonized the definition of “advertising primarily directed to children under 12” so that virtually all will use an audience threshold of no higher than 35% (U.S.)
		<p>Introduced new guidelines extending the UNESDA pledge in the EU to the digital sphere</p>
		<p>Launched pledges in 10 more countries, bringing the total coverage to 44 countries across the six WHO regions</p>

	<p>Monitor compliance and report on IFBA members' global policies and on regional and national pledges</p>	<p>Achieved a high rate of compliance. Third-party monitoring of IFBA's Global Policy and regional and national pledges showed:</p> <ul style="list-style-type: none"> • <u>Global Snapshot</u>: 96.00% in TV and 100% compliance in TV, print and online • <u>EU</u>: 98.9% to 100% compliance in TV, print and online • <u>Canada and US</u>: compliance excellent
<p>Promotion of Physical Activity and Healthy Lifestyles</p>	<p>Raise awareness on balanced diets and promote greater physical activity and healthier lifestyles</p>	<p>Created and supported programmes to inspire millions of school-aged children to exercise more and encourage adults to make diet and lifestyle changes</p>
<p>Partnerships</p>	<p>Commit time, expertise and resources to public-private partnerships that support the WHO's <i>Global Strategy</i></p>	<p>Extended workplace wellness programmes</p> <p>New and on-going partnerships continued with governments, the scientific community, health care professionals and public and private institutions globally. For example:</p> <ul style="list-style-type: none"> • Funded public health research. • Supported initiatives to promote nutrition science and education and strategies for the promotion of health and the prevention of disease. • Raised awareness of NCDs. • Supported initiatives focused on eradicating malnutrition. • Supported programmes to improve health and nutrition of school-aged children in developing countries.

About The International Food and Beverage Alliance

IFBA is a group of food and non-alcoholic beverage companies – The Coca-Cola Company, Ferrero, Grupo Bimbo, General Mills, Kellogg's, Kraft Foods Inc., Mars, Inc., Nestlé S.A., PepsiCo, Inc. and Unilever - with a presence in over 200 countries worldwide, who share a common goal of helping consumers in all nations to achieve balanced diets and healthy lifestyles.

In 2004, the WHO adopted the *Global Strategy on Diet, Physical Activity and Health*. Since that time, food and beverage companies have made substantial individual progress in addressing health and wellness concerns. In 2008, IFBA was formed in order to provide further impetus to the global food and beverage industry to work together in a number of key areas, recognized by the WHO and others as crucial to implementing the 2004 *Global Strategy*.

IFBA is committed to collaboration with the WHO, public authorities, international organizations, civil society and other stakeholders with the goal of enhancing its collective impact in addressing health and well-being challenges in countries and nations around the world. For more information, visit <https://ifballiance.org>

© The International Food & Beverage Alliance 2011