

INTERNATIONAL  
**FOOD & BEVERAGE**  
ALLIANCE

31 March 2011

Her Excellency  
Dr. Margaret Chan  
Director-General  
World Health Organization  
10 Avenue Appia  
Geneva, Switzerland

Dear Dr. Chan,

We are honored to provide you with the Second Progress Report of the International Food & Beverage Alliance's (IFBA) Five Commitments to Action under the WHO 2004 *Global Strategy on Diet, Physical Activity and Health*.

This report documents the work that our member companies – The Coca-Cola Company, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Kraft Foods, Mars, Nestlé, PepsiCo, and Unilever – have done to fulfill our commitments to five key actions over five years to support the 2004 *Global Strategy on Diet, Physical Activity, and Health* (the WHO *Global Strategy*):

1. Product Composition and Availability – Continue to reformulate products and develop new products that support the goals of improving diets;
2. Nutrition Information to Consumers – Provide easily-understandable nutrition information to all consumers;
3. Marketing and Advertising to Children – Extend responsible advertising and marketing to children initiatives globally;
4. Promotion of Physical Activity and Healthy Lifestyles – Raise awareness on balanced diets and increased levels of physical activity; and
5. Partnerships – Actively support public private partnerships that support the WHO's *Global Strategy*.

We all recognize that non-communicable diseases 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 initiatives aimed at advancing the goals of the WHO *Global Strategy*.

While there is much more to do, the important work we started together in 2008 gathered momentum during 2009-2010.

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Globally, our members reformulated thousands of products. Companies eliminated trans fats or significantly reduced them in most products. Porridge, milk, orange juice, cheese and cereals are among foods that are being fortified with calcium, vitamins and minerals to address micronutrient deficiencies and to help malnourished people live healthier lives.

In beverages, cereals, snack foods and desserts, sugar content has been significantly lowered especially after the development of new zero calorie and natural sweeteners, and the fibre and whole grain content has been raised significantly in billions of servings of cereals, biscuits, snacks and other foods in every region of the world. The sodium content in thousands of products, including soups, sauces, breads, cereals and cheese snacks has been substantially reduced and further reductions are in process.

We are collaborating with governments and industry on a variety of projects. For example, in the U.S., our members have joined with the Healthy Weight Commitment Foundation, in an initiative to remove 1.5 trillion calories from the marketplace by 2015, and this effort is subject to independent evaluation.

IFBA companies have taken comprehensive steps to strictly limit what they advertise to children in the more than 200 countries in which they operate, and backed these measures with third-party audits that confirm the effectiveness of these approaches. In the second year of monitoring, we have seen 100% compliance in print and online advertising and 96% compliance in television advertising based on studies in Chile, China (Beijing region), India, Mexico, Russia, the Kingdom of Saudi Arabia, the Philippines and South Africa. Our members have now expanded our global marketing policy to include marketing communications in primary schools which will also be subject to strict limits.

In addition to our global marketing policies, we and other industry players have come together to encourage local and regional food companies to adopt responsible marketing standards. Our national pledge programmes have now expanded to 44 countries whose populations account for close to 40% of the global population.

In the coming years, we look forward to strengthening our collaboration with WHO, governments and civil society, as we continue to develop and implement strategies to build on our work to date for the common purpose of advancing the goals of the WHO *Global Strategy*.

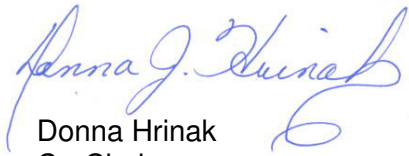
We all recognize our responsibility to help make a positive contribution in a world of economic, environmental and social challenges. Through our businesses and brands we hope to help create a better future for all people around the globe.

We are the first to recognize that more must be done, that long-term success requires a robust and durable commitment to act, and that our members and industries have a responsibility to do this work and have a clear stake in getting it right.

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We congratulate you on the significant progress the WHO has made in identifying actions to improve the diet, physical activity and health of all people. We stand committed to do our part.

Yours sincerely,



Donna Hrinak  
Co-Chair



Janet Voûte  
Co-Chair

# 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

2009-2010 Progress Report

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# Progress Report 2009-2010

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### 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>

## 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.<sup>1</sup>
- 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”<sup>2</sup>, *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:

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<sup>1</sup> 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.

<sup>2</sup> 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 Management<sup>3</sup>
  - 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)
  - 100% compliance for internet advertisements (59 websites reviewed in India, Mexico, Russia and South Africa)

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<sup>3</sup> 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.

- The Canadian Advertising Initiative, monitored by Advertising Standards Canada<sup>4</sup>
  - 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<sup>5</sup>
  - 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<sup>6</sup>
  - 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 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.

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

<sup>5</sup> 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),

<sup>6</sup> 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.

## **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.<sup>7</sup>

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*.

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<sup>7</sup> 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

## I. Introduction

Building on strategies begun in 2004 in response to the World Health Organization (WHO) *Global Strategy*, CEOs of major multinational food and non-alcoholic beverage companies wrote as a group to Dr. Margaret Chan, Director-General of the WHO, in May 2008 and committed to five key actions over the next five years to support the 2004 *Global Strategy on Diet, Physical Activity, and Health* (the WHO *Global Strategy*):

1. **PRODUCT COMPOSITION AND AVAILABILITY** – Continue to reformulate products and develop new products that support the goals of improving diets;
2. **NUTRITION INFORMATION TO CONSUMERS** - Provide easily-understandable nutrition information to all consumers;
3. **MARKETING AND ADVERTISING TO CHILDREN** - Extend responsible advertising and marketing to children initiatives globally;
4. **PROMOTION OF PHYSICAL ACTIVITY AND HEALTHY LIFESTYLES** - Raise awareness on balanced diets and increased levels of physical activity; and
5. **PARTNERSHIPS** - Actively support public-private partnerships that support the WHO's *Global Strategy*.

Our member companies established the International Food & Beverage Alliance (IFBA) and in November 2009, IFBA was constituted as an NGO, with a registered office in Geneva, Switzerland. IFBA membership is open to any food and/or non-alcoholic beverage company that agrees to actively implement the five commitments globally.

Along with our commitment to partnerships and providing consumers with healthier choices and better nutrition information and education, strictly limiting marketing to children, forming partnerships across workplaces and regions to promote exercise and healthy lifestyles, we have taken steps to expand our organization, its effectiveness, and reach.

On 1 January 2010, The Coca-Cola Company, General Mills, Grupo Bimbo, Kellogg's, Kraft Foods, Mars, Nestlé, PepsiCo and Unilever welcomed Ferrero as our tenth full member.

In the fall of 2010, we were also joined by three new associate members: Associação Brasileira das Indústrias de Alimentação (ABIA), Food and Consumer Products of Canada (FCPC) and the Food Industry Asia (FIA), joining the Mexican-based Alianza por una Vida Saludable (AVS), European-based Confederation of the Food and Drink Industries (CIAA), U.S.-based Grocery Manufacturers Association (GMA), and the World Federation of Advertisers (WFA).

In 2010, IFBA also joined the PAHO Partners Forum. The Partners Forum is a catalyst for multi-sector partnerships committed to advancing efforts to promote health and prevent chronic diseases.

In addition to striving for continuous progress on the five commitments our CEOs made in 2008, 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*.

IFBA members' commitments are global commitments and apply to the more than 200 countries in which we operate. This, our second progress report, covering 2009-2010, presents a summary and highlights of the actions for each of the five commitments we have undertaken globally and regionally. The Appendices provide illustrative examples of initiatives and programmes. Additional examples can be found on our website at: <https://www.ifballiance.org>

## 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"> <li>• Trans fat eliminated/reduced in most products</li> <li>• Saturated fats reduced and essential fats increased</li> <li>• Calories reduced in foods and low – and no-calorie beverages launched</li> <li>• Sugar reduced with the substitution of zero-calorie or natural sweeteners</li> <li>• Sodium reduced</li> <li>• Whole grain content of food raised</li> <li>• Ingredients beneficial for good health added – fibre, fruits, vegetables, nuts, seeds, low-dairy</li> </ul>
	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

		<p>Worked with governments in Australia, Canada, the EU, Latin America, the UK and USA on plans to voluntarily reduce sodium</p>
		<p>Launched a new voluntary beverage front-of-pack labelling initiative - “Clear on Calories” in the U.S.</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><b>Nutrition information to Consumers</b></p>	<p>Provide easily-understandable nutrition information to all consumers</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>Participating with governments in nutrition education campaigns</p>	<p>Supported Health Canada’s “Nutrition Facts Education Campaign”</p>
<p><b>Marketing and Advertising to Children</b></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>Changed the nutritional profile of products advertised to children to healthier choices:</p> <ul style="list-style-type: none"> <li>• <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.</li> <li>• <u>Canada</u>: comparative study of the landscape of advertising pre- and post-inception of the Canadian pledge shows more than 95% of products</li> </ul>

<p><b>Marketing and Advertising to Children cont'd</b></p>		<p>advertised in 2008 were for better-for-you products compared to only 63% in 2004.</p> <ul style="list-style-type: none"> <li>• <u>Australia</u>: just 2.4% of child-directed ads from pledge and non-pledge signatories are for foods which do not meet nutritional guidelines.</li> <li>• <u>U.S.</u>: the nutritional profile of foods in child-directed ads continued to improve through reformulation and innovation.</li> </ul>
		<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"> <li>• 100% of advertising must be for better-for-you products</li> <li>• Commitments expanded to cover child-directed ads in new and emerging media (including video and computer games, DVDs, and mobile media.</li> <li>• Added limits on product placement, and use of licensed characters, celebrities and movie tie-ins</li> <li>• Restricted advertising in elementary schools – pre-kindergarten through Grade 6 (Canada) <i>(note: included in the U.S. pledge original core principles)</i></li> <li>• 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.)</li> </ul>
		<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"> <li>• <u>Global Snapshot</u>: 96.00% in TV and 100% compliance in TV, print and online</li> <li>• <u>EU</u>: 98.9% to 100% compliance in TV, print and online</li> <li>• <u>Canada and US</u>: compliance excellent</li> </ul>
<p><b>Promotion of Physical Activity and Healthy Lifestyles</b></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>Extended workplace wellness programmes</p>
<p><b>Partnerships</b></p>	<p>Commit time, expertise and resources to public-private partnerships that support the WHO's <i>Global Strategy</i></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"> <li>• Funded public health research.</li> <li>• Supported initiatives to promote nutrition science and education and strategies for the promotion of health and the prevention of disease.</li> <li>• Raised awareness of NCDs.</li> <li>• Supported initiatives focused on eradicating malnutrition.</li> <li>• Supported programmes to improve health and nutrition of school-aged children in developing countries.</li> </ul>

## II. Progress on the Five Commitments

### **COMMITMENT 1: *PRODUCT COMPOSITION AND AVAILABILITY***

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*Continue to reformulate products and develop new products that support the goal of improving diets.*

Over many years, IFBA members have demonstrated their commitment to improving the nutrition profiles of their products globally by investing in innovation and reformulation. While each company's development and reformulation approaches may differ according to its product portfolio, efforts are based on a comprehensive approach taking into consideration all nutrients and ingredients needed to deliver the desired nutrition profile of local diets.

#### **A. Reformulations and Healthier Food Choices**

In 2009 and 2010, IFBA companies continued the process of improving the nutrition profile of their products by reformulating and innovating healthier products with reduced ingredients of public health concern, namely salt, trans fatty acids, sugar and saturated fats. Thousands of products have been reformulated and healthier offerings have been launched. 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 lower in sodium has been reformulated or launched.

In addition to reducing key ingredients of public health concern, IFBA member companies are also committed to improving the nutritional value of their products by adding those ingredients considered beneficial for good health, such as vitamins and minerals, whole grains, fruits, vegetables and calcium.

Diets higher in fibre help reduce the risk of a number of health issues (digestive health including regularity, weight management, diabetes, heart disease and cancer). However, many consumers are not meeting the recommended adequate intake levels of fibre in their diets. To address this need, IFBA members have introduced a variety of food and beverage products with added fibre. For example:

- **GENERAL MILLS** is delivering 1 billion whole grain servings annually in its *Pillsbury Chakki Fresh Atta* in India.
- In 2009, **KELLOGG'S** announced plans to add fibre to many of its ready-to-eat cereals in Canada. Today, the company has more ready-to-eat cereals that are a source of fibre, including *All-Bran\**, Kellogg's *Two Scoops Raisin Bran\**, *Mini-Wheats\** and *Special K\* Satisfaction\** cereals. Similarly, in the U.S., Kellogg's has focused on fibre by renovating its ready-to-eat cereal portfolio and today has more cereals that are a source of fibre (3g) and contain at least a half serving of whole grains (8g).
- **KRAFT FOODS** launched the first whole grain biscuit in China, developed in accordance with the Chinese Nutritional Society guidelines, providing 10% of daily dietary fibre in one serving. The company is significantly increasing the whole grain content in its leading North American *Nabisco* cracker brands, more than doubling the amount of whole grain over the next 3 years (2010-2013).
- **MARS** has created a new line of healthy snacking products, *goodnessKnows™*, offering two to three grams of fibre, three grams of protein, and 200 milligrams of flavanols in each serving, while containing only 150 calories and 20 to 35 milligrams of sodium.
- **NESTLÉ** estimates that its breakfast cereals (including *Shredded Wheat*, *Shreddies*, *Cheerios* and *Oats & More*) have added more than 3 billion servings of whole grain to the diets of consumers around the world since 2003, including 2 billion servings in the diets of Europeans, 859 million servings to Latin Americans and more than 222 million servings to Asian and Australasians.
- In 2009, **PEPSICO** delivered 1.4 billion servings of whole grain through *Gamesa-Quaker* snacks, oats and cereals in Mexico, and in 2010, in China, the company developed a range of wholesome *Quaker* congees with whole grains, and nutritious Chinese ingredients, such as red dates, wolfberry and white fungus.

*(See Appendix I for examples of products reformulated or launched in 2009 and 2010, and planned reformulations and innovations)*

## **B. Micronutrient Fortification**

Micronutrients are an important component of a balanced healthy diet, and extremely important to maintain normal health. However, in some developing countries large portions of the population suffer from deficiencies in key micronutrients, such as iron, zinc, iodine, and vitamins. The fortification of foods and beverages provides an affordable, convenient and effective mechanism to improve the nutrition of large segments of a population. IFBA members are innovating foods and beverages fortified with micronutrients to specifically address the particular needs of individual markets. For example,

- Margarine is an excellent carrier of fat-soluble micronutrients – **UNILEVER** adds vitamins A and D, and other relevant micronutrients depending on the needs of a particular country, in its *Blue Band* and *Rama* margarine brands.
- **NESTLÉ** invests 12 CHF million a year directly into research and development for dehydrated and liquid milk-based products, which are naturally rich in many nutrients, and a good carrier of micronutrient fortification. At the end of 2006, Nestlé’s affordable milk range – including brands such as *Nido*, *Klim*, *Nespray* and *Ideal* – was available in ten countries and by the end of 2009, the range was available in more than 60 countries with more launches planned. In 2009, Nestlé’s micronutrient fortified products amounted to approximately 46 billion servings fortified with iron, 94 billion servings fortified with iodine, 30 billion servings fortified with vitamin A and 13 billion servings fortified with zinc (Infant Formula excluded). In Mexico, **GRUPO BIMBO** launched 16 new products, including popular brands *Chocorroles*, *Napi*, *Pan*, *Pinguinos*, *Rollo de Fresa*, *Sandwich Thins*, *Submarinos* and *Tortillas con granos enteros*, fortified with a combination of 4-11 micronutrients, whole grains and added milk.
- **KRAFT FOODS** fortifies its powdered beverage fruit drink, *Tang*, in various markets based on local needs. *Tang* is fortified with vitamin C around the world and additional specific nutrients in key markets: including iron in Southeast Asia, B-12 and folic acid in China, iodine in Middle Eastern markets, and vitamins A and E in Argentina and Uruguay. **THE COCA-COLA COMPANY** continues to increase the number of fortified products it offers, including products with vitamins, minerals and other beneficial ingredients including *NutriJuice*, which is fortified with four vitamins and minerals and focused on providing iron to children with iron deficiencies in the Philippines.

*(See Appendix II for more examples of products fortified with micronutrients)*

IFBA member companies are also making important contributions to tackling the problem of providing sustainable nutrition to the world’s underserved populations through micronutrient fortification, their support of research programmes and initiatives focused on eradicating malnutrition.

*(See Appendix III for examples of programmes supported by IFBA members focused on helping to eradicate hunger, poverty and malnutrition)*

### **C. Changes in Packaging to Improve Consumption Habits**

Portion-controlled packaging and portion recommendations play an important role in helping to encourage eating in moderation. Globally, IFBA members continue to introduce child-sized packaging, single-serve packs, and portion control packs - in some instances substituting calorie-sized packs for conventional weight-based packs.

*(See Appendix IV for examples of changes made by IFBA companies in packaging to improve consumption habits).*

## **D. Collaborative Efforts with Governments, Industry, and WHO**

### ***(i) INITIATIVES ON CALORIE REDUCTION***

**U.S.:** The Healthy Weight Commitment Foundation (HWCF), founded in October 2009, is a coalition of food and beverage manufacturers, retailers, sporting goods and insurance companies, trade associations and NGOs and professional sports organizations, engaged in a national, multi-year effort to help reduce obesity, especially childhood obesity in the U.S., by 2015. HWCF promotes ways to help people achieve a healthy weight through energy balance - calories in and calories out-focusing on three critical areas: the marketplace, the workplace and schools. In May 2010, HWCF manufacturers, including IFBA members, The Coca-Cola Company, General Mills, Kellogg Company, Kraft Foods, Mars, Nestlé, PepsiCo and Unilever, joined First Lady Michelle Obama and the Partnership for a Healthier America in announcing its pledge to reduce calories in the marketplace by 1.5 trillion by the end of 2015, and sustain that level. Manufacturers will pursue their calorie reduction goal by developing and introducing lower-calorie options, or reducing portion sizes of single-serve products, to help consumers achieve and maintain a healthy diet. Progress will be reported annually to the Partnership and independently evaluated by the Robert Wood Johnson Foundation. A similar initiative, modelled on the HWCF, is currently being developed by the Australian Food and Grocery Council.

### ***(ii) INITIATIVES ON SODIUM REDUCTION***

IFBA members have also taken part in industry initiatives in various countries, working with governments and others to voluntarily reduce sodium in their products.

**AUSTRALIA:** The Australian Food and Grocery Council in collaboration with government, the National Heart Foundation and many of the country's leading food and grocery manufacturing companies, including IFBA members, under an initiative called the "Food and Health Dialogue" have agreed that breakfast cereals exceeding 400mg of sodium per 100g will reduce this content by 15% over four years. To date, industry has made significant progress in salt reduction, with more than 70% of Australia's ready-to-eat cereals below the salt target for the category. Under the initiative, bread manufacturers have also agreed to reduce sodium across bread products to 400mg per 100g by the end of 2013.

**CANADA:** FCPC, the Ministry of Health and the food industry, (including IFBA members) have collaborated on a voluntary sodium reduction strategy which seeks to reduce sodium consumption to 2300 mg per day by 2016.

**LATIN AMERICA:** A number of IFBA members, including The Coca-Cola Company, General Mills, Grupo Bimbo, Kraft Foods, and PepsiCo (soon to be joined by Nestlé), are part of a working group of public, private and NGO sector participants with PAHO and its Partners Forum to address issues of healthy lifestyles and diet, including efforts to reduce sodium consumption through consumer education and research, as well as reformulation.

**UK:** Since 2003, the Food Standards Agency (FSA) has been working with all sectors of the food industry, including all IFBA members, on an initiative to help reduce the population average salt intake to 6g per day. Voluntary salt reduction targets were established in 2006 with a target date of 2010. Substantial progress was made, and in May 2009, FSA published new voluntary salt reduction targets for 2012. IFBA members are on track to achieve the salt targets by 2012 and in some cases have products that already meet the targets.

**U.S.:** The New York City Health Department and Centers for Disease Control are coordinating a national effort, launched in 2010, to reduce the amount of salt in packaged and restaurant food by 20% over five years. The National Salt Reduction Initiative is a public-private partnership of cities, states and health organizations working with food manufacturers, including IFBA members, Kraft Foods, Mars and Unilever.

**WHO:** 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.

## **COMMITMENT 2: NUTRITION INFORMATION TO CONSUMERS**

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*Provide easily understandable nutrition information to all consumers*

Providing accurate, easily-accessible nutrition information to help consumers make informed food choices is a key element of our commitment to the 2004 *Global Strategy*. In 2009 and 2010, we continued to strengthen our work in this area, individually and collectively.

### **A. IFBA’s Principles for a Global Approach to Fact-based Nutrition Labelling**

In November 2010, IFBA members strengthened their 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. Nutrition information will be provided on the key nutrients of public health interest – calories, total fat/saturated fats, sodium/salt, and total sugars per 100 g/ml and/or per serving. Where feasible and relevant, energy value per serving will be provided on front-of-pack, and additional nutrients will be listed. Information on nutrients for which a nutrition or health claim is made will also be provided.

*(See Appendix V for the full IFBA policy)*

### **B. IFBA Member Company Actions**

Individually, each IFBA member company continues to improve the labelling on its packaging to provide easy-to-understand nutrition information, including guideline daily amounts (GDAs) or Daily Value (DV), ingredients, and key nutrients. IFBA companies are also branding their better-for-you options on the front of their packaging, providing consumers with an assessment of the product to help identify which products are appropriate for their individual health and wellbeing. Around the world, IFBA members are increasing the use of consumer

information tools, employing new media, including websites and social media sites, on-line newsletters, help lines, in-store leaflets, and brochures to provide nutrition information to consumers.

*(See Appendix VI for examples of IFBA members' nutrition labeling systems and enhanced consumer information.)*

## **C. Regional and National Initiatives towards Standardized Labelling Systems**

**EUROPE:** In 2006, CIAA committed to implement a voluntary nutrition-labelling scheme for the entire food and drink industry, across all EU Member States. The scheme is based on internationally accepted and scientifically derived GDAs and aims to encourage consumers to adopt a balanced diet as part of an overall healthy lifestyle. By the end of 2009, all IFBA members with operations in Europe had GDA labels on their products. The CIAA nutrition labeling GDA scheme provides consumers with nutrition information on a per portion basis.

**MEXICO:** Sixteen food and non-alcoholic beverage companies, including IFBA members, The Coca-Cola Company, Grupo Bimbo, Kellogg's, Mars, Nestlé and PepsiCo, signed a new voluntary front-of-pack nutrition labelling initiative, "Checa y elige, claves de nutrición" ("Check and Choose: Keys to Nutrition") that calls for energy (calories), saturated fats, sugars, and sodium to be labelled front-of-pack along with GDAs; positive nutrient characteristics can be included elsewhere on the pack. The initiative, announced on 16 November 2010, took effect on 1 January 2011 and will be phased in over three years. The roll-out of the new labelling scheme will be accompanied by a public education campaign called "One Format, One Message."

**U.S.:** A new voluntary beverage labelling initiative was launched in February 2010 by the American Beverage Association (including IFBA members, The Coca-Cola Company, PepsiCo and Nestlé Waters North America) in support of First Lady Michelle Obama's call for innovative industry initiatives that contribute to her healthy families program. "Clear on Calories" hopes to tackle childhood obesity with actions such as making information on the calories in their products even more clear and consumer-friendly by putting the information on the front of all packages, vending machines and fountain machines. The plan provides a standard disclosure system for the calorie content for single serve bottles (20 ounces or less) or per serving for larger bottles. Implementation began in 2010 and completion is scheduled for 2012.

## **D. Nutrition Education Campaigns**

IFBA members support and participate in government-sponsored education campaigns designed to help consumers better understand nutrition information. For example:

**CANADA:** In October 2010, Health Canada and FCPC launched the Nutrition Facts Education Campaign. This multi-media campaign is an innovative collaboration to help Canadians better understand and use the information on the Nutrition Facts table on packaged foods, and in



particular, the %DV. The development of %DV messages gives Canadians the information they need to make informed food choices for themselves and their families. As part of the campaign, consumers will find information on packaged foods, in TV and print ads and online media that will drive them to Health Canada's Web site for more educational information. This campaign is supported by IFBA members, The Coca-Cola Company, Ferrero, General Mills, Kellogg's, Kraft Foods, Nestlé, PepsiCo and Unilever.<sup>8</sup>

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<sup>8</sup> The Government of Canada has been actively engaged in increasing nutrition labeling awareness since the voluntary system was adopted in 1988. While widespread awareness of the Nutrition Facts table had been achieved, research indicated the need for in-depth education to increase consumers' use and understanding of the Nutrition Facts table.

### **COMMITMENT 3:** ***Marketing and Advertising to Children***

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*Extend responsible advertising  
and marketing to children  
initiatives globally*

Our global approach to marketing and advertising to children has been shown to effectively limit how and what IFBA companies advertise to children under 12 years. This voluntary industry-led self-regulatory approach, which is in line with the WHO “Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children” adopted by the 63rd World Health Assembly in May 2010, *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.

This approach is designed to complement regional and national regulatory approaches to create a system which promotes marketing that is truthful and responsible. It can be tailored to address, cost-effectively, the needs and conditions of individual Member States, and is backed by transparent, third-party monitoring and reporting systems.

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. In addition to these global marketing policies, we and other industry players have come together to encourage local and regional food companies to join us in adopting the same standards for responsible marketing to children that we apply globally, on a national and/or regional level.

#### **A. Enhanced Pledges**

In 2010, we enhanced our global policy on marketing and advertising to children by adding a schools policy, and expanded our national pledge programmes by adding another ten countries. The core principles of the UNESDA, Canadian and U.S. pledge programmes were strengthened.

***(i) IFBA GLOBAL POLICY ON MARKETING AND ADVERTISING TO CHILDREN***

In April 2009, we introduced the IFBA *Global Policy on Marketing and Advertising to Children*, which is currently in effect in all countries and all WHO Member States in which our companies operate. This policy states that IFBA members will only advertise to children under 12 years of age those products which meet specific nutrition criteria, based on accepted international and/or national scientific standards, or will not advertise products to children at all. In June 2010, this policy was expanded to include marketing communications in primary schools. IFBA members have committed, at a minimum, not to engage in any commercial communications related to food and beverage products to students in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes.

***(ii) THE CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE (CAI)  
(CANADA)***

CAI participating companies are committed to using their creativity and marketing activities to promote and support healthier dietary choices and healthy lifestyles to children under 12 years of age. They are also committed to shifting their advertising and marketing emphasis to foods and beverages that are consistent with the principles of sound nutrition guidance, including those that are lower in total calories, fats, salt and added sugars and higher in nutrients that are significant to public health. These commitments are realized through five core principles, originally developed in 2007. In January 2010, CAI coverage was expanded to include:

- 100% of television, radio, print and internet advertising directed primarily to children under 12 years of age must be for better-for-you products (up from the original 50% commitment).
- Additional media, including video and computer games rated “Early Childhood” or “EC” that are inherently primarily directed to children under 12, and other games that are age-graded on the label and packaging as being primarily directed to children under 12; DVDs of “G” rated movies and other DVDs in which content is primarily directed to children under 12, and other DVDs; and Mobile media such as cell phones, PDAs and through word-of-mouth, where advertising on those media is primarily directed to children under 12.<sup>9</sup>
- Limits on product placement – participants will not pay for or actively seek to place food and beverage products in the program/editorial content of any medium primarily directed to children under 12.
- Limits on the use of licensed characters, celebrities and movie tie-ins – although use is already restricted in children’s broadcast advertising, participants have committed to

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<sup>9</sup> The commitment regarding word of mouth advertising refers to advertising where a participant provides incentives (financial or otherwise), product samples or other support to individuals or groups who are not employees to promote consumption of branded food or beverage products or to promote discussion of such products, and this advertising is primarily directed to children under 12 years of age. *The Canadian Children’s Food and Beverage Advertising Initiative: 2009 Compliance Report*. 3.

ensure their use in advertising that appears in other media primarily directed to children under 12 complies with the CAI criteria for healthy dietary products.

- A commitment to not advertise food or beverage products in elementary schools – pre-kindergarten through Grade 6.

***(iii) THE CHILDREN'S FOOD AND BEVERAGE ADVERTISING INITIATIVE (CFBAI) (U.S.)***

Initially launched in 2006 with ten participants, the CFBAI is aimed at shifting the mix of advertising messaging directed to children under 12 to encourage healthier dietary choices and healthy lifestyles. The Initiative now has 17 participants, which represent a substantial majority of the food advertising that is primarily directed to children under 12. An extensive review in 2009 resulted in several significant programme enhancements, which became effective on 1 January 2010. Additional changes were made in September 2010, which became effective 1 January 2011. In summary, these changes:

- Increased the advertising commitment requirements to require participants to devote 100% of children's advertising to better-for-you products (up from an original 50%).
- Expanded the limitations on the use of licensed characters in media to include celebrities and movie tie-ins.
- Restricted product placement and the use of products in child-directed editorial or program content and in interactive games.
- Expanded the ad venues and types of marketing to include new and emerging media, company-owned websites or micro-sites primarily directed to children under 12, video and computer games rated "Early Childhood", other video games that are age-graded on the label as being primarily child-directed, DVDs of movies that are rated "G," and mobile media including cell phones, PDAs, and through word of mouth.<sup>10</sup>
- Harmonized the definition of "advertising primarily directed to children under 12" so that virtually all participants will be using an audience threshold of no higher than 35% children 2-11 years (down from 50%).

***(iv) THE UNION OF EUROPEAN BEVERAGES ASSOCIATIONS (UNESDA)***

In February 2010, the Union of European Beverages Associations (UNESDA) introduced new guidelines extending to the digital sphere the commitments made by the industry in 2006 to not directly target children under the age of 12 years in its advertising on TV, radio, in print or online and to not offer products for sale in primary schools across the EU. UNESDA members have committed not to use digital marketing communications, meaning electronic commerce, to advertise and/or market products to children.

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<sup>10</sup> The commitment on word of mouth refers to advertising where a participant provides incentives (financial or otherwise), product samples or other support to promote consumption of branded food or beverage products or to promote discussion of such products. *Children's Food and Beverage Advertising Initiative Program and Core Principles Statement, Third Edition, 2010.*

## B. Expanded National Pledges

In addition to IFBA members' global marketing policies, we and other industry players encourage local and regional food companies around the world to join us in adopting responsible marketing to children policies through national pledge programmes. This past year, new pledges were launched in ten more countries - 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 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.

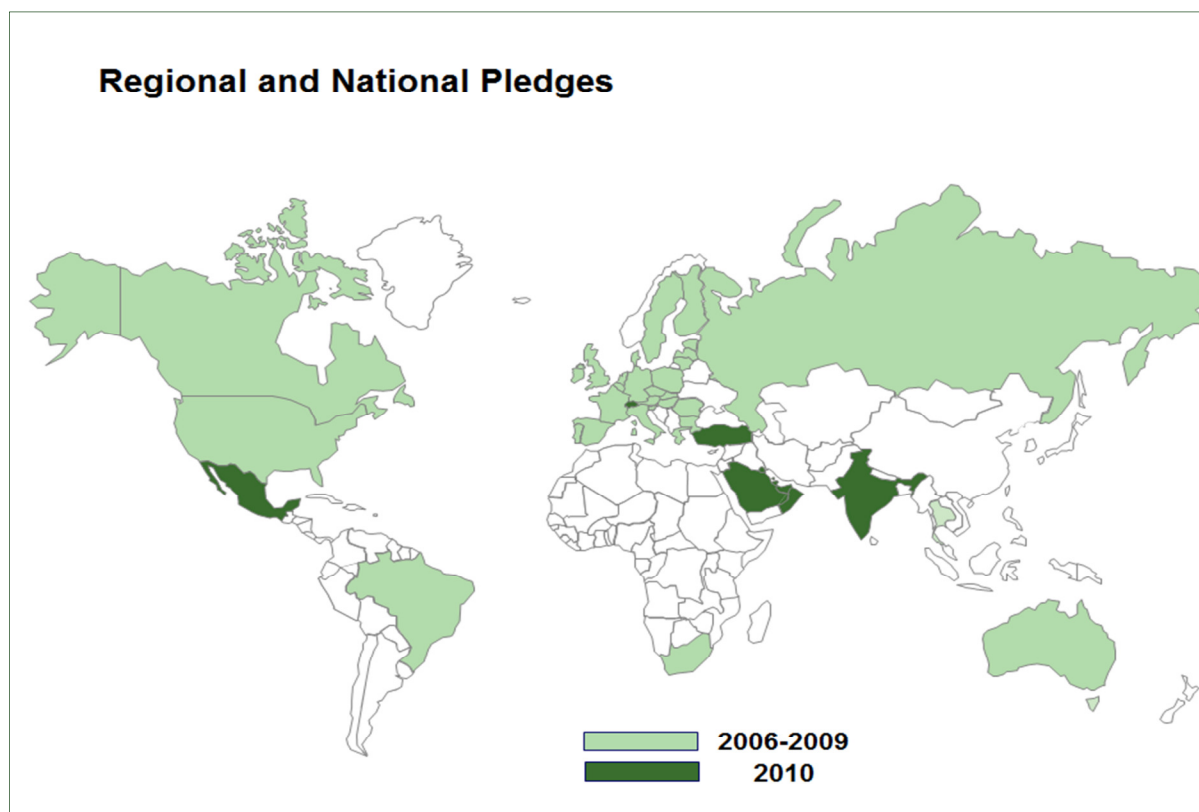


Fig. 1: Regional and National Pledges on Marketing to Children, 2006-2010

*(See Appendix VII for a list of marketing pledges implemented as of 31 December 2010)*

## C. Compliance and Impact Monitoring Reports

We are committed to measuring compliance and the impact of our global and local marketing policies to children. The steps we have taken are generating real change in the marketplace. Compliance and impact monitoring data from around the world continue to show a very high rate of compliance, and demonstrate that our actions are having a significant impact on the types of food and beverages marketed to children. Our use of nutrition standards to govern what may be

advertised to children has improved the nutrient profile of the foods we advertise, and children are seeing ads with healthier food options with fewer calories and less sugar, fat and salt.

### **(i) GLOBAL COMPLIANCE REPORT OF IFBA MEMBERS' GLOBAL POLICY**

In 2009, we engaged Accenture Media Management (Accenture) to monitor IFBA members' compliance with our global marketing and advertising policy in television, print and internet advertising. We repeated this exercise in 2010. The monitoring exercise was conducted as a random sampling of companies' advertisements aired during the period 1 April to 30 June 2010. Accenture chose the period to be monitored after the advertising had already been purchased by the companies. In order to provide a globally representative sample and comparison with 2009 results, eight markets (five of which had been analyzed in 2009) were chosen for television advertising - China (Beijing region), India, Mexico, Russia, Kingdom of Saudi Arabia, the Philippines and South Africa. Four markets were chosen for print advertising – China (Beijing region), India, the Philippines and South Africa, and internet advertising was reviewed in five markets – China (Beijing region), India, Mexico, Russia and South Africa.

929,855 television advertising spots were analyzed, 37,382 instances of non-compliance were identified,<sup>11</sup> representing an overall compliance rate of 96.0%. (Fig. 2)

<b>Market</b>	<b>Compliance Rate</b>
<b>Total</b>	<b>96.0%</b>
Chile	99.8%
China	96.1%
India	93.7%
Kingdom of Saudi Arabia	99.8%
Mexico	99.9%
Philippines	99.7%
South Africa	99.5%
Russia	99.2%

Fig. 2: IFBA Global Policy: Compliance Rates on Television Advertising

The compliance rate for print and internet advertising was 100%.

<sup>11</sup> Of these, a high proportion was the result of a statistical anomaly, resulting from small audience sizes. These spots were aired during general viewing times and not on children's programmes, but nonetheless produced profiles of more than 50% of the audience being under 12 years of age. Accenture observed that in most cases, these TV advertising spots had ratings below 1 Gross Rating Point for children, meaning less than 1% of the under-12 years of age viewing population. (GRPs measure the size of an audience reached by a specific media vehicle or schedule. A rating below 1 GPR means that the spot had a very small audience.)

Between 2009 and 2010, the overall compliance monitoring results are comparable between 94% and 100% for television, and 100% for print and internet advertising.

(See Appendix XI for the Accenture Monitoring Report 2010)

**(ii) REGIONAL AND NATIONAL REPORTS**

**AUSTRALIA:** In March 2010, the Australian Food and Grocery Council (AFCG) released its first Interim Report for 2009 on the Australian Responsible Children’s Marketing Initiative (RCMI). The report indicated that all signatories complied with each of the core principles of the initiative. Of the 16 signatories, six reported that they did not undertake any activities targeting children under 12 in 2009, and the remaining signatories reported that all marketing communication activities met RCMI principles. AFCG also reported that “*The RCMI has had a positive impact on company activities in terms of ensuring a healthy food environment for children...*”

The full report is available at:

[https://www.ifballiance.org/sites/default/files/rcmi\\_summary\\_report\\_mar2010%5B1%5D.pdf](https://www.ifballiance.org/sites/default/files/rcmi_summary_report_mar2010%5B1%5D.pdf)

In January 2011, AFCG released new research on a review of child-directed food and beverage television advertisements which ran during a three-month period, from March to May 2010, in five of Australia’s major capital cities. The review covered advertisements placed by pledge signatories and non-pledge signatories. 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% (Fig. 3).

The full report is available at:

<http://www.afgc.org.au/industry-codes/advertising-kids/rcmi-reports-2009.html>

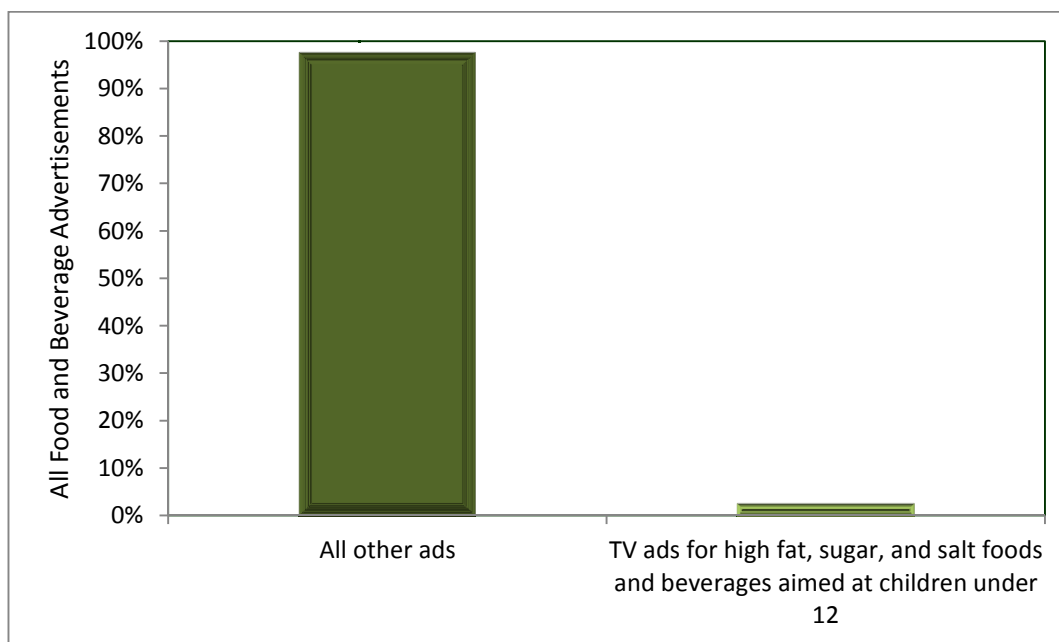


Fig. 3: Australia - Food and Beverage Television Advertisements for Children (March – May 2010)

**CANADA:** In August 2010, Advertising Standards Canada (ASC) released its annual compliance report covering 2009 on the Canadian Advertising Initiative (CAI). The report confirms continuing compliance by companies in meeting their program commitments. Only one compliance issue was uncovered, which was immediately corrected by the participant. The report also highlighted changes in children’s advertising, from the launch of CAI in 2007 to the end of 2009:

- the reformulation of many products to improve their nutritional value;
- food and beverage advertising represented *less* than one-fifth of all child-directed advertising on Canadian channels that broadcast programming specifically directed to children under 12 years old; and
- child-directed advertising that depicts a child consuming food must show an amount of food consistent with the serving size stated on the product’s Nutrition Facts Panel.

In 2009, ASC undertook a comparative study of children’s advertising pre-CAI and post its inception to better understand how the landscape of advertising to children under 12 has changed. The findings revealed that 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 advertised directly to children under 12 were better-for-you products. The full report is available at:

<https://www.ifballiance.org/sites/default/files/2009ComplianceReport.pdf>

**EU:** In September 2010, Accenture released the results of the second monitoring exercise under the EU Pledge, covering 2009. Accenture’s analysis of more than 580,000 TV spots in six EU countries – Greece, Hungary, the Netherlands, Poland, Portugal and Spain - found a compliance rate of 98.9%. In the same markets, an analysis of online advertising across nearly 50 websites identified as targeting children under 12 years old, found only one instance of non-compliance. Monitoring of print advertising in children’s magazines in France, Spain, Portugal and the UK found 100% compliance.

BDRG Continental (BDRG) was retained to monitor compliance with participants’ commitment on product-related communications in primary schools. BDRG surveyed a representative sample of 400 schools in Belgium, Italy, Slovakia, and the UK and the results showed that food advertisers were 92% compliant with their commitment.

The full report is available at:

<https://www.ifballiance.org/sites/default/files/EU%20Pledge.pdf>

Accenture also measured the extent to which children’s viewing of TV advertisements for products marketed by participants/signatories had changed since 2005. Comparing data from 2005 with 2010, Accenture found that companies representing 70% of EU food advertising spend now only promote “better-for-you” products or have voluntarily stopped advertising foods to children under 12 years old. Overall, the audit shows that children are seeing 60% less advertising for products not meeting companies’ nutritional criteria (*Fig. 4*), and 36% less advertising for all food products in all TV programmes on all channels at all times, (*Fig. 5*).



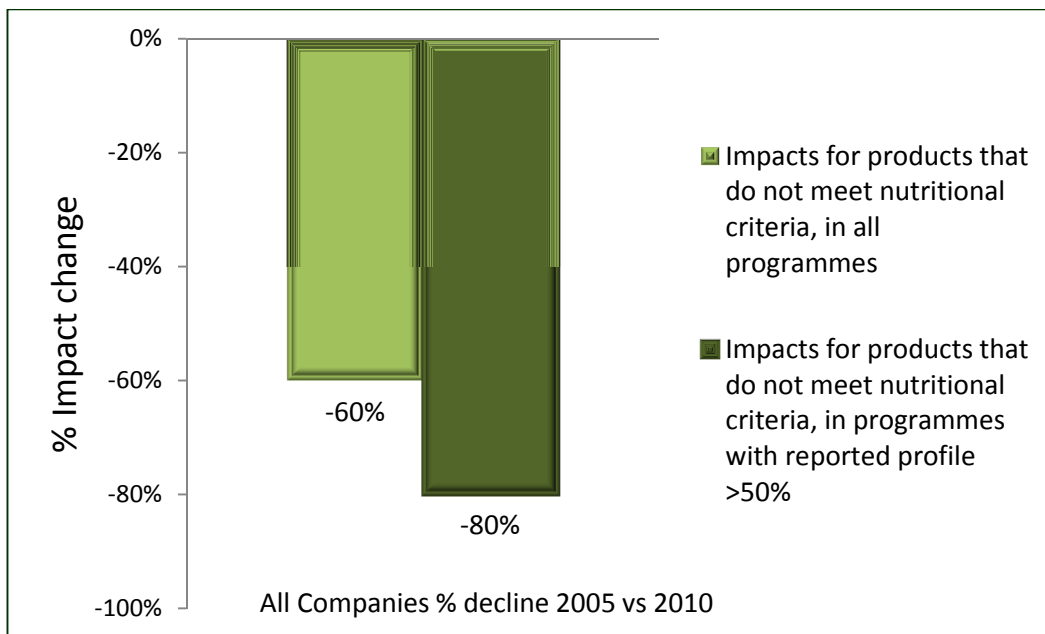


Fig. 4: EU – Children’s Exposure to Products that do not Meet Nutritional Criteria. (2005 vs. 2010)

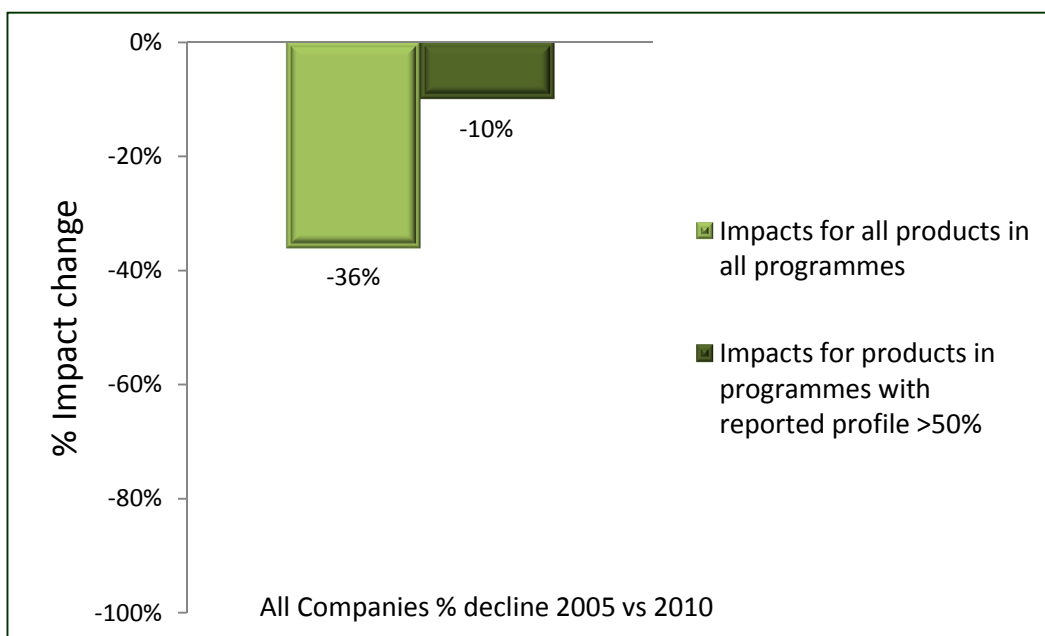


Fig.5: EU- Children’s Exposure to All Products (2005 vs. 2010)

**U.S.:** In December 2010, the Council of Better Business Bureaus (CBBB) issued its 2009 CFBAI compliance and implementation report. The report noted that pledge compliance in 2009 was “excellent”. There were only a few minor instances where non-CFBAI approved products appeared in advertising to children and these problems were detected and resolved immediately.

CBBB concluded that through product reformulation and innovation, the nutrition profile of products advertised to children continued to improve.

A review of TV advertising directed to children on 38 hours of children's programming in 2010 found that advertised products contribute important nutrient shortfalls or food groups to encourage in children's diets:

- 75% of the ads were for products that provided at least 10% of the DV of one nutrient that is a shortfall in children's diets (potassium, fibre, calcium, magnesium and vitamin E) or a half-serving of a food group to encourage;
- 32% of the ads included at least a half-serving of vegetables or fruit such as apples or applesauce;
- 33% of ads included milk or yogurt;
- 27% of ads were for products or meals that provided at least 8 grams of whole grains/50% whole grains.

The report also found that 52% of participants' cereal presented in ads for children contain no more than 10 grams of sugar and all of the cereals contain less than 130 calories per serving and provide many essential vitamins and minerals and many contain a half-serving of whole grains and are a good source of Vitamin D.

The full report is available at:

<http://www.bbb.org/us/storage/0/Shared%20Documents/BBBwithlinks.pdf>

**“Most importantly, because of the use of meaningful nutrition criteria, during 2009 the nutritional profile of foods shown in child-directed advertising continued to improve through reformulation and innovation. While certainly there is still room for improvement, the foods the participants advertise to children today are lower in calories, fats, sugars and sodium and contain more positive nutrients than just a few short years ago.”<sup>7</sup>**

**Stephen A. Cox, President & CEO, THE COUNCIL OF BETTER BUSINESS BUREAUS**

**COMMITMENT 4:**  
***Promotion of 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. Globally, IFBA members are using their core competencies, including marketing skills, to develop and/or sponsor many education and intervention programmes in the marketplace, in schools, and in the workplace aimed at raising awareness and improving the understanding of the importance of good nutrition, balanced diets, physical activity and healthy lifestyles. Many IFBA members also collaborate with governments, professional organizations and NGOs in a variety of healthy lifestyle projects, including those focused on education for teachers and students, parents and health care professionals.

The health and well-being of employees remains an important priority for IFBA member companies. All IFBA members have introduced a variety of employee workplace wellness programs on nutrition, good health and physical activity.

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*Raise awareness on balanced diets and increased levels of physical activity*

*(See Appendix VIX for examples of initiatives undertaken in 2009 and 2010 by IFBA members to promote healthy lifestyles in communities, schools and in the workplace.)*

## **COMMITMENT 5:** *Partnerships*

We recognize that public-private collaboration is needed to accomplish the objectives of the WHO, and we have committed our time, expertise and resources to do our part.

Working in partnership with governments, the scientific community, health care professionals and public and private institutions, IFBA members participate in the world's leading conferences on public health, fund public health research and support a wide range of initiatives that promote nutrition science and education, physical activity and healthy lifestyles, and strategies for the promotion of health and the prevention and treatment of disease.

*(See Appendix XI for examples of partnerships with the scientific and medical communities and health care professionals, and Appendix XI for examples of public-private partnerships.)*

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*Actively support public-private partnerships that support the WHO's Global Strategy.*

## Conclusion

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 advancing the goals of the WHO *Global Strategy*.

We are pleased to see that these efforts have been recognized. The Institute of Medicine, in its report, *“Promoting Cardiovascular Health in the Developing World: A Critical Challenge to Achieve Global Health”* released in March 2010, acknowledged IFBA’s actions to implement the WHO *Global Strategy*, and recognized our work on marketing to children as an *“important step forward.”* The IOM also recognized the potential benefits of partnering with the private sector to address public health challenges. The September 2010 report published by OECD, *“Obesity and the Economics of Prevention: Fit not Fat”* also recognized that the private sector has made *“a potentially important contribution to tackling unhealthy diets and sedentary lifestyles, often in cooperation with governments and international organizations”* and that *this cooperation “between governments and the food industry is the single most critical link in the adoption of a multi-stakeholder approach.”*<sup>12</sup>

We believe that public-private collaboration is needed in order to accomplish the objectives of the WHO. We agree with the OECD that, *“an active collaboration between the public and private sector will enhance the impact of any prevention strategies...”*<sup>13</sup> The collective impact of government, industry and civil society is exponentially greater than the efforts of any single stakeholder.

We look forward to strengthening 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*.

We all recognize our responsibility to make a positive contribution in a world faced with economic, environmental and social challenges. Through our businesses and brands we hope to create a better future for all people around the globe. We are committed to ensuring our activities preserve the long-term sustainability of the environment and the communities we serve.<sup>14</sup>

<sup>12</sup> OECD. *Obesity and the Economics of Prevention: Fit not Fat*, (OECD Publishing, 2010), 19-20, 237

<sup>13</sup> Ibid, 19-20

<sup>14</sup> **To see the ways in which we are acting on this commitment, please see IFBA member companies’ sustainability statements at the end of the report.**

## Appendix I: Examples of Reformulations and Innovations (2009 and 2010)

### The Coca-Cola Company

Coca-Cola offers more than 3,300 beverages around the world, three times the number it offered a decade ago and more than ten times the number it offered 20 years ago. In 2009, the company launched more than 600 new products globally, including portion-controlled options for regular calorie beverages and more than 180 low- and no-calorie beverages, nearly one-third of all new product launches.

- **Sugars and Calories** - The portfolio of low- and no-calorie beverages and regular beverages in smaller portion sizes continues to expand with more than 800 low- and no-calorie beverages, representing nearly 25% of the global portfolio. 19 of the top 20 brands have a low- or no-calorie alternative or are low- or no-calorie. Since 1999, average calories per serving have decreased by 10% globally. One-third of incremental volume growth over the last 15 years has been in low- and no-calorie beverages. The company partnered with Cargill to help develop rebiana, a natural, zero-calorie sweetener from the stevia plant. This sweetener has been incorporated into a number of products including Sprite Green and vitaminwater zero. Rebiana provides consumers with variety and choice for their sweetened beverages.
- **Beneficial Ingredients - Spain:** Minute Maid Antiox contains antioxidants from fruits.

### Ferrero

- **Fats** – Global: Ferrero products do not contain hydrogenated fats and therefore, there are no trans fatty acids produced in the manufacturing process. Europe: *One Kinder Fine Bakery* product (cereal, yogurt and fruit) reduced in fat and saturated fat; *One Kinder Summer Snack* (cereal, milk and chocolate) reduced in saturated fat.
- **Sugars and calories** – Europe: three confectionary sugarless products (with sweetener and reduced drop size); one praline product with reduced portion size and energy intake.

### General Mills

General Mills created a health metric in 2005 to track gains in the nutrition profiles of its products. To date, the company has nutritionally improved products representing 60% of U.S. sales, and has stepped up similar efforts around the world. The effort includes a pledge to cut the sodium in ten product categories – representing more than 600 products – by 20% by 2015. Already significant progress has been made.

- **Sodium** – U.S.: more than 120 products have undergone sodium reductions ranging from 2-33% (e.g. *Progresso Soup* -10% on 60 flavours); China: 5-8% sodium reduction in three (3) *Wonton* products and in five (5) *Dumpling* products; Europe: -33% sodium in *Old El Paso Mexican Meal Kits*, and -38% in tortillas and -40% in leading salsa product; Australia: 60% sodium reduction across the entire *Old El Paso Healthier Taco Shell* line and 29-62% reduction in *Old El Paso Seasonings*
- **Fats** – U.S.: 48 products had reductions in total fat ranging from 11-100%, including *Old El Paso Taco Shells* and *Dinner Kits*, *Pillsbury Ready-to-Bake Chocolate Chip Cookies*; 22 products reformulated to reduce trans fat including all flavours of *Betty*

*Crocker* Super moist cake mix; Argentina: all *La Saltena* products reformulated to 0 trans per portion; India: reformulated B&FS bakery mixes and frozen wraps to eliminate trans fat; Europe: -13% total fat and -11% saturated fat in *Jus-Rol Puff Pastry*; Australia: 80% reduction in saturated fat reached in *Old El Paso* Taco Shell line with the changeover from palm to sunflower oil

- **Sugars and Calories** – U.S.: 17 products have reduced sugar ranging from 3-42% (e.g. -13% in *Trix* yogurt); calories were reduced in 37 products, including 37% in *Yoplait Fiber One* yogurt and 11-30% reductions in four flavours of *Muir Glen* soup; Argentina: *Nature Valley* chewy bars reformulated to reduce calories and increase fibre; India: launched reduced sugar cake premix with artificial sweetener in B&FS bakery mixes; Europe: -10% calories in *Jus-Rol Puff Pastry*; launched *Haagen Dazs* ice cream smoothies with 30% less calories, 55% less fat 55% less saturated fat and 50% less sodium than vanilla ice cream
- **Beneficial Ingredients** - U.S.: The company increased whole grain in eight *Big G* cereals (e.g. +11% - 55% in *Chex* and +30% in *Kix*), and increased fibre in 14 products including *Big G Cocoa Puffs* (+100%) and *Cascadian Farm Honey Nut O's* (+50%), and all *Yo-Plus* yogurts were reformulated to contain at least 10% DV fibre; Europe: *Nature Valley* bars made with wholegrain oats and provide a source of fibre; *Old El Paso* whole wheat tortillas provide a high fibre alternative to traditional corn or flour tortillas.
- **Planned Reformulations and Innovations** – Sodium will be reduced 20% across 40% of product portfolio by 2015.

### Grupo Bimbo

In 2009 and 2010, Grupo Bimbo reformulated 60% of its products and introduced 40% new products (a total of 5,149 SKUs) to provide nutritionally enhanced products with reduced sodium, sugar, fats, trans-fatty acids and added beneficial ingredients such as vitamin/mineral fortification.

- **Sodium** – established a global strategy in 2009 to reduce the salt content in its global bread and buns portfolio, in brands including *Oroweat*, *Mrs. Bairds*, *Arnold*, *Bimbo*; Mexico and U.S.: achieved a 20-30% reduction of salt in the bread portfolio to date, including a reduction in one of its most important products *White Bread Bimbo* (from more than 300mg RACC to 188mg)
- **Fats** – eliminating trans fats from all product categories since 2006, including bread, cookies, pastries, chocolates, salted snacks and candy, achieving 98% elimination. At end 2010 100% of the products will be free of trans fats.
- **Planned Reformulations and Innovations** – Committed to achieve a 40% reduction in sodium across bread portfolio by 2015.

### Kellogg's

- **Sodium** - Asia: -17% in *CornFlakes* and *Corn Frosties* in Korea, and -12% in *Special K* in South-East Asia and Greater China; Canada: work has been underway for some time to gradually reduce sodium in cereals, including Kellogg's *All-Bran*, and in October 2010 the company launched a reformulated *All-Bran* cereal with 190mg/serving of sodium (reduced from 310mg); Mexico: the whole portfolio of ready-to-eat cereals was reformulated in 2010 to be <200mg of sodium; Europe: active salt reduction programme in place since 1999 which to date has led to the removal of 50% (on salt weighted average) of salt from products.
- **Fats** – Europe: in 2007 all hydrogenated vegetable fats removed from products.

- **Sugars and calories** – Europe: work is currently underway to reduce the sugar content of products; in August 2010, the company announced significant enhancements to its *Coco Pops* cereals including a 15% reduction in sugar to be rolled out through 2011, and the addition of vitamin D and the launch of *Coco Pops Choc N' Roll* cereal.
- **Beneficial Ingredients** - Canada and U.S.: Kellogg's adds fiber to many ready-to-eat cereals.
- **Planned Reformulations and Innovations** – continue reducing salt in breakfast cereals leading brands; Asia: a sodium reduction programme is in place across all markets targeting <200mg NA per serving by end 2012.

## Kraft Foods

Since 2005, Kraft Foods has reformulated or launched more than 5,000 better-for-you products globally to meet the needs of consumers (approximately 30% of total portfolio). Illustrative examples since 2009 include:

- **Sodium** – EU: continuing with sodium reduction efforts on *Dairylea* line of products; Since 2002, have reduced amount of sodium by 30%. Brazil: in 2010, launched *Mini Philadelphia* single serve cheese snacks - each mini-tub contains 40% less sodium, than local *requeijão* and was endorsed by ABRAN (Brazilian Association of Nutrology).
- **Fats** – Australia: launched *Philadelphia* cooking cream, a dairy-based cooking product that has 60% less fat than regular cooking cream; throughout Latin America, significantly reduced or eliminated trans fat from its sweet biscuit products.
- **Sugars and calories** – North America: reformulated *Capri Sun* beverages, eliminating over 100 billion calories annually, launched *Jell-O Mousse Temptations*, a new product with only 60 calories, and expanded line of *100 Calorie* products, introducing new *100-Calorie Cheese Bites*. Latin America: *Tang* powdered beverage mix is reduced in sugar and *Royal* gelatin and pudding desserts have been reduced in sugar by 45% in Central America and Dominican Republic.
- **Beneficial Ingredients** - Argentina: launched *Cerealitas* biscuits line providing 5-6g of whole grains/cereals per serving; Brazil: launched *Belvita* breakfast biscuits with 25% whole grains. Europe: increased its biscuit offerings with whole grain/whole cereals by 50% since 2009; China: launched 1<sup>st</sup> whole grain biscuits in the country, *Pacific* provide 10% of daily dietary fiber in one serving;
- **Planned Reformulations and Innovations** – Starting in 2010, sodium will be reduced in North American products – the largest portfolio – by an average of 10% over the next two years; and continue to reduce sodium across its biscuit and cheese lines in Latin America and EU.

## Mars

- **Sodium** –We're already making progress on these commitments. Europe: sodium reduced in sauces by 44% and by 56% in *EXPRESS RICE®* products. *DOLMIO®* pasta sauces have been entirely revamped to contain only a small set of wholesome, natural ingredients that can be easily found in a kitchen cupboard, and its salt reductions are helping meet consumers' and stakeholders' demands for decreased sodium intake.
- **Fats** - removed 15% of saturated fats from *MARS®, SNICKERS®, MILKY WAY®, TOPIC®* and *FLYTE®* bars in major markets, resulting in 40% to 45% less saturated fat than the average chocolate bar. Further reductions in absolute saturated fats have been set and achieved in *TWIX®, SNICKERS®, MILKY WAY®, MARS®* and *BALISTO®*. Mars has removed all trans fats from chocolate bars globally. All



reformulated Mars products currently in European markets have at least 30% less saturated fat than the average products within the category.

- **Sugar and calories** - developed sugar-free gum options that have received positive statements or endorsements from the European Food Safety Authority, FDI World Dental Federation and local dental associations in some markets. *Wrigley's ORBIT®* and *EXTRA®* sugar-free chewing gums were the first gums available in the U.S. to receive the American Dental Association (ADA) Seal of Acceptance. The endorsement is based on the findings of the ADA Council of Scientific Affairs that the physical action of chewing *ORBIT®* or *EXTRA®* sugar-free gum for 20 minutes after eating stimulates saliva flow, which helps to prevent cavities by reducing plaque acids and strengthening teeth. The European Food Safety Authority approved six oral health claims submitted by *Wrigley* for the benefits of sugar-free chewing gum in reducing the risk of tooth decay. In addition, 33 countries use a FDI World Dental Federation logo and supportive statement on packs and/or in promotions, and about 17 countries have their local dental association endorsement.
- **Beneficial Ingredients** - developed white rice products using parboiling techniques and quality rice varieties, resulting in a lower blood glucose response. Whole Grain: Mars launched the first whole grain white rice that offers the same nutritional benefits as brown rice in the U.S. New Products: *M&Ms® Pretzel Chocolate Candies* as a lower-calorie alternative to *M&Ms®* (150 calories vs. 250 calories per serving), which also have less sugar and fat; *GENERATION MAX™* snack foods, the only products to meet the nutritional guidelines for children established by the Alliance for a Healthier Generation in the U.S. Europe New Products: developed *Galaxy Bubbles*, a chocolate product with the same “footprint” as the standard solid milk chocolate *Galaxy* bar, but with a 20% reduction in calories per bar. Available in 100g, 46g and 31g portions to offer the consumer choice.
- **Planned Reformulations and Innovations** - U.S.: Mars publicly announced a commitment to reduce sodium levels in *UNCLE BEN'S®* products by 25% over 5 years through the National Salt Reduction Initiative. Europe: announced a commitment to reduce sodium levels in Mars Food products by 45% over the next 7 years. Global: development of “lighter” chocolate bars, with fewer calories and less fat per portion is in progress with potential for launch within the next five years.

## Nestlé

Nestlé invests in the continuous development and improvement profile of its products in all categories (2 billion CHF in R&D in 2009 and 742 million CHF in the new Nutrition, Health and Wellness businesses through the Nestlé Growth Fund) and in the strengthening of its recipe database management system for finer nutrition analysis and tracking. In 2009, 87% of all products within its assessment scope (representing 66% of total food and beverages sales) were analyzed against the Nestlé Nutritional Profiling System and 71% met or exceeded the required standards and attained the Nestlé Nutritional Foundation status.

Nestlé's personalized weight management business, *Jenny Craig*, which was already present in the U.S., Canada, Australia, New Zealand and Puerto Rico was rolled out in 2010 in the UK, France and Quebec.

- **Sodium, Fats, Sugars and Calories** - in 2009, 7,525 products were renovated or reformulated by reducing public health-sensitive components such as trans fatty acids, salt, sugar and saturated fats (3,374) or increasing those considered to be positive for health, such as whole grains, vegetables and calcium (3,878). In Australia, *MILO*

Cereals has halved saturated fat, reduced sugar by 12% and doubled whole grain and fibre. All *MIL0* Cereals are “Heart Foundation Tick” approved.

- **Sodium** - by the end of 2010, 898 tonnes of salt had been removed from Nestlé breakfast cereals – e.g. -29% for *Fitness* in Chile and Mexico. Other examples of salt reduction include: France: *Herta Bon Paris ham* - 25%, India: Noodles - 34%, Chile: Soups, bouillons -50%, Netherlands: *Maggi* soups – 25%, bouillons -33%, Switzerland: *Maggi* soups -25%. In 2010, Nestlé Prepared Foods Company, in the U.S. announced a plan to decrease sodium content in its products by a further 10% from reductions made earlier this decade. The initiative will carry through 2015 and includes *STOUFFER'S®*, *LEAN CUISINE®*, *BUITONI®*, *HOT POCKETS®* and *LEAN POCKETS®* brands
- **Sugars** - end 2009, Cereal Partners Worldwide, a global joint venture of Nestlé and General Mills, announced a commitment to reduce sugar in breakfast cereals advertised to children by an average of 20%.
- **Planned Reformulations and Innovations** – Salt: a reduction of 25% (starting 2005). Priority products are defined in the “Sodium (Salt) Policy.”

## PepsiCo

- **Sodium** – Since 2006, PepsiCo has made progress in reducing average sodium content in key global food brand offerings. For example: UK: -25 to 55% in many of *Walkers* crisps and snacks, including *Quavers*, *Wotsits*, and *French Fries*, and -10% in *Smith's* Snackfood Company; US: -25% in *Frito-Lay* across its potato chip portfolio, including *Lay's*, *Ruffles*, *Lay's Kettle* and *Wavy Lay's*; Mexico: *Epura*.(100% natural water; sodium free; zero calories), *H2Oh!*(zero calories; no sugar added; low sodium), *Ruffles Sal* and *Sabritas Sal* (savory chips, 10% lower sodium); Turkey: -10% in *Lays* flavored products in 2010, -25% in *Ruffles Cheese & Onion flavor*; -20% in *Çerezza Sinema* product; Australia: The *Smith's* Snackfood Company has reformulated 32 products in its range since May 2007 towards its goals of -25% over five years; Poland: -25% (2010 vs. 2009) on *Cheetos Spirale*.
- **Fats** – Since 2006, PepsiCo has been reducing saturated fats per serving, in its key global food brands, in key countries. For example, Russia: in 2009, *Frito-Lay* changed the recipe for its best-selling *Hrusteam* crisp breads replacing palm oil with a blend of oils with lower levels of saturated fats resulting in 25% less saturated fats and 39% less sodium; UK: by switching to Sunseed™, a high oleic sunflower oil, *Walkers* has significantly reduced the level of saturates in *Walkers* crisps by 70-80% with similar progress with other snacks; US: in 2006 *Frito-Lay* replaced cottonseed oil with sunflower oil, reducing the saturated fat content in *Lay's* and *Ruffle's Potato Chips* by more than 50%; Mexico: products formulated with trans fat free and low total fat foods, including 100% trans fat free *Gamesa-Quaker* portfolio; Turkey: 40% reduction in saturated fats in *Lay's* portfolio; Thailand: reduced saturated fats in *Lay's* products by using rice bran oil; India: reduced saturated fat per serving by 40% (compared to 2006 levels) by substituting rice bran oil in all key products; Poland: -80% saturated fat in *Cheetos* brand (2010 vs. 2009) and -70% saturated fat in *Lays Baked* vs. *Lays Regular*; Brazil: *Cheetos* relaunched in 2010 with high oleic sunflower oil resulting in 25% less saturated fat and 25% less sodium; launched new product *Ruffles Fit*, made with sunflower oil and 70% less saturated fat and 25% less sodium than the traditional version.
- **Sugars and calories** – U.S., launched *Gatorade G2*, a low-calorie sports beverage with half the sugar and only 20 calories per 8-ounce serving but still with the same

electrolytes to deliver functional hydration benefits; New Zealand: *Roll-Ups* (fruit bars) formulated with 48% less sugar; Quakers chewy muesli bars and nut bars formulated with 25% less sugar; China: launched *Cao Ben Le* (Chinese traditional medicine-based drinks) and *Lipton* tea which have significantly less sugar than carbonated soft drinks. *SoBe Lifewater* (a vitamin-enhanced water with a high level of antioxidants) and *Tropicana's Trop50* both use the zero-calorie, all-natural sweetener *PureVia*.

- **Beneficial Ingredients** - New Zealand: reformulated *Grai Waves* to provide one-half of the daily whole grain target per serving.
- **Planned Reformulations and Innovations** - In 2010, PepsiCo announced global goals and commitments that address diverse and complex nutrition needs around the world. It committed to provide more food and beverage choices made with wholesome ingredients that contribute to healthier eating and drinking, and to:
  - Increase the amount of whole grains, fruits, vegetables, nuts, seeds and low-fat dairy in its global product portfolio;
  - Reduce the average amount of sodium per serving in key global food brands, in key countries, by 25% by 2015 (with a 2006 baseline);
  - Reduce the average amount of saturated fat per serving in key global food brands, in key countries, by 15% by 2020 (with a 2006 baseline); and
  - Reduce the average amount of added sugar per serving in key global beverage brands, in key countries by 25% by 2020 (with a 2006 baseline).

## Unilever

Using globally recognized dietary guidelines, Unilever works continually to improve the taste and nutritional quality of its products.

- **Sodium** – Salt levels across the portfolio globally have already been significantly reduced, with reductions of up to 25%, to meet an interim target of 6 grams of salt per day by the end of 2010; The Netherlands: *Cup a Soup* was relaunched in 2009 with on average 18% less salt, and *Becel* bread was introduced with 40% less salt than regular wholegrain bread; Brazil: the *Knorr Vitalie* soups range is the first to offer consumers soups with 0% fat and 20% less salt than the traditional line and *Knorr Stock Pot* was launched with 0% fat and 25% less salt compared to the traditional version; Argentina: -24% in *Hellmann's Ketchup*; Canada: -25% in *Knorr Sidekicks*. In October 2009, the company launched a salt calculator to estimate current salt intake and greatest dietary contributors to salt intake.
- **Fats** – committed to further improving the fat composition of its products by reducing saturated fat as much as possible and increasing levels of essential fats. U.S.: removed partially hydrogenated vegetable oil from soft spread tub brands -- *Country Crock*, *I Can't Believe it's Not Butter*, *Brummel & Brown* -- eliminating the artificial trans fat; removed partially hydrogenated vegetable oils *Promise* soft spread tubs; South-Africa: all *Flora* margarine and *Rama Original* and *Spread for Bread* tubs already contain less than 33% saturated fat as a percentage of total fat.
- **Sugars and calories** – U.S.: reduced sugar across several brands, including top-selling *Wish-Bone* salad dressings (up to 55%), *Lipton Ready-to-Drink Teas* (up to 30%), and *Ragu* pasta sauces (up to 22%); Brazil: soy-based drink brand *AdeS* was reformulated to contain 36% less added sugar; Europe: *Mini Milk* ice creams contain only 30 kcal per serving; Netherlands: *Blue Band* wrapper light was introduced with 30% fewer calories than the original; Belgium: *Solo* wrapper light was introduced with 30% fewer calories than the original; U.S.: offering consumers great tasting products with a variety of calorie options based on their lifestyle, including *Breyers Smooth &*

*Dreamy, Hellmann's Light and Canola Mayonnaise, Lipton Calorie-free Ready-to-Drink Teas and Light & Fat-free Wish-Bone salad dressings.*

- **Planned Reformulations and Innovations** - By 2020 Unilever will double the proportion of its portfolio that meets the highest nutritional standards, helping hundreds of millions of people achieve a healthier diet.
  - **Sodium** - Pursuing 6g dietary intake (2010) with ambition to go further to 5g (2015)
  - **Fats** - By 2012, leading spreads will contain less than 33% saturated fat as a proportion of total fat. A daily portion will provide at least 15% of the essential fatty acids recommended by international dietary guidelines, and all remaining trans fat originating from partially hydrogenated vegetable oil will be removed from all products.
  - **Sugars and calories** - By 2014 100% of children's ice creams will contain 110 calories or fewer per portion (60% will meet this target by 2012). By 2020, an additional 25% of sugar will be removed in already reduced sugar levels in ready-to-drink teas.

## Appendix II: Examples of Products Fortified with Micronutrients

<i>Africa</i>
<ul style="list-style-type: none"> <li>• <u>Ghana, Malawi, and Nigeria</u>: <b>Unilever</b> supplies iodine-fortified Annapurna salt.</li> <li>• <u>Botswana, Côte D'Ivoire, Ghana, Lesotho, Namibia, South Africa, Swaziland and Maghreb region of North Africa</u>: <b>Nestlé</b> launched affordable milk range, including brands <i>Nido, Klim, Nespray</i> and <i>Ideal</i>, fortified with relevant micronutrients in each market.</li> <li>• <u>Central West Africa</u>: <b>Nestlé</b> sells 19 billion <i>Maggi</i> cubes using iodized salt annually.</li> </ul>
<i>The Americas</i>
<p><u>Latin America</u>:</p> <ul style="list-style-type: none"> <li>• <b>Kellogg's</b> launch of <i>All Bran Yogufibras</i> (first "solid" product in market to include <i>Lactobacillus</i>).</li> <li>• <i>Maizena</i> instant porridges from <b>Unilever</b> are fortified with iron, zinc, vitamin A and B vitamins and its <i>AdeS</i> soy based beverages fortified with vitamins A, C, E, iron, zinc and calcium.</li> <li>• <u>Chile, Colombia and the Caribbean</u>: <b>Nestlé</b> launched affordable milk range, including brands <i>Nido, Klim, Nespray</i> and <i>Ideal</i>, fortified with relevant micronutrients in each market.</li> </ul> <p><u>North America</u>:</p> <ul style="list-style-type: none"> <li>• <u>U.S.</u>: <b>The Coca-Cola Company's</b> <i>Minute Maid Kids</i> orange juice is fortified with essential nutrients for children including vitamins A, C, D, E and calcium.</li> <li>• <b>General Mills</b> has been a leader in product fortification, in the 1940s providing dairies with vitamin D to help eliminate rickets, and in the early 1960s launching <i>Total</i>, the first cereal to contain 100% of the minimum daily adult requirement for eight vitamins as recommended by the U.S. government.</li> </ul>
<i>Eastern Mediterranean</i>
<ul style="list-style-type: none"> <li>• <u>Pakistan</u>: <b>Nestlé</b> launched affordable milk range, including brands <i>Nido, Klim, Nespray</i> and <i>Ideal</i>, fortified with relevant micronutrients.</li> </ul>
<i>Europe</i>
<ul style="list-style-type: none"> <li>• <u>Turkey</u>: <b>Nestlé</b> launched iron and iodine fortified <i>Maggi</i> seasoning.</li> </ul>
<i>South-East Asia</i>
<ul style="list-style-type: none"> <li>• <u>Bangladesh</u>: <b>Nestlé</b> launched affordable milk range, including brands <i>Nido, Klim, Nespray</i> and <i>Ideal</i>, fortified with relevant micronutrients.</li> <li>• <u>India</u>: <b>General Mills</b> fortified <i>Pillsbury Chakki Fresh Atta</i> with iron and folic acid; <b>Nestlé</b> launched a <i>Maggi</i> PPP Noodles and Seasoning fortified with iron, vitamin A</li> </ul>

and iodine and *Maggi* PPP fortified with iron and iodine; **Unilever's** *Amaze/Kissan NutriSmart* powder drink and snack is fortified with iron, iodine, zinc, calcium, vitamins A, B2, B6, B12, folic acid, C and omega-3 & 6 fatty acids, and its *Brooke Bond* tea is fortified with vitamins B2, B6, B12, folic acid, and its *Annapurna* salt is iodine-fortified.

- Indonesia: **Kraft Foods'** *Tiger Biskuat*, developed with Indonesian nutritionists to address the micronutrient deficiencies in the population, delivers nine (9) vitamins and six (6) minerals and sells for 500 rupees/4¢ for a full serving of five (5) biscuits; and was expanded in other Southeast Asia markets.
- Malaysia: : **Nestlé** launched iron and iodine fortified *Maggi* Noodles
- Thailand: **PepsiCo** uses iodized salt in all snack products to support the government's policy to address the country's iodine deficiency problem.

### Western Pacific

- Australia: **PepsiCo** launched *Grain Waves* whole grain chips.
- China: **The Coca-Cola Company** fortifies *Minute Maid Pulpy Super Milky* with whey protein and fruit bits.
- Pacific Islands: **Nestlé** launched affordable milk range, including brands *Nido*, *Klim*, *Nespray* and *Ideal*, fortified with relevant micronutrients.
- Philippines: **Kraft Foods** offered newer variations of *Eden Cheese*, a local cheese fortified with iodine and iron to help prevent anemia and stunting, approved by government; **Unilever's** *Best Foods* SIGLAKAS instant hot school meals fortified with iron and calcium; **Nestlé** launched powdered milk to help address local micronutrient deficiencies through iron, zinc, vitamin A and C fortification; *NutriJuice* from **The Coca-Cola Company** is fortified with four (4) vitamins and minerals focused on providing iron to children.
- Singapore: **Nestlé** launched affordable milk range, including brands *Nido*, *Klim*, *Nespray* and *Ideal*, fortified with relevant micronutrients.
- Vietnam: **Nestlé** launched a *Maggi* rice topping fortified with iodine and iron.

### Appendix III: Examples of Programmes Supported by IFBA Members Focused on Helping to Eradicate Malnutrition

General Mills
<p>Through <u>Partners in Food Solutions</u> (PFS), General Mills is tapping the business and food industry expertise of more than 300 company volunteers (who have given more than 20,000 hours of their time) to alleviate hunger and boost economic development in four African countries. Employees, along with those at other U.S.-based food companies and non-profits, currently are providing expertise in areas such as research and development, nutrition, engineering, marketing and finance to 14 small and mid-sized food processors through 40 projects in Kenya, Malawi, Tanzania and Zambia. As the companies prosper, they hire more employees and source more raw materials, boosting the local economy. During the next five years, PFS intends to play a catalytic role in enhancing food security and the food supply chain across Africa by harnessing the untapped expertise of leading global food companies. The effort includes helping to save thousands of children's lives through <u>Project Peanut Butter</u>, a non-profit organization that produces and distributes Ready-to-Use Therapeutic Food in the form of a high-nutrient peanut butter paste. General Mills employees are helping Project Peanut Butter reduce its production costs, improve food safety and develop a formula to treat HIV patients.</p>
Kraft Foods
<p>Sustainable agriculture is a critical factor in solving multiple problems—including hunger, poverty and environmental degradation. Approximately 70% of people who don't get enough to eat work in agriculture. To address this need, Kraft Foods supports agricultural sustainability programs (e.g. <u>Rainforest Alliance</u>, <u>Fairtrade</u>, <u>Bill &amp; Melinda Gates Foundation</u>). In 2009, it joined other members of the <u>World Economic Forum</u>, including some IFBA members, in an initiative called the "<i>New Vision for Agriculture</i>", to expand the public-private collaboration that is crucial to accelerate growth in sustainable agriculture and to provide nutritional foods. In partnership with <u>Save the Children</u>, Kraft Foods is supporting a community-based program that provides meal distribution and nutrition education, reaching more than 180,000 children and families at risk of malnutrition and hunger in <u>Indonesia</u> and the <u>Philippines</u>. In 2009, the Foundation committed to provide \$3 million to Save the Children's meal distribution and nutrition education programs in <u>Indonesia</u> and the <u>Philippines</u>.</p>
Kraft Foods and Unilever
<p>Founding partners in the <u>UN World Food Programme's</u> "<i>Project Laser Beam</i>", a five-year (2009–2014), multimillion dollar public-private partnership that seeks to speed the eradication of child hunger and malnutrition by addressing underlying social and economic causes. The pilot projects will focus initially on <u>Bangladesh</u> and <u>Indonesia</u>.</p>

<b>Mars</b>
<p>Statistics show that over 30% of South Africans do not have access to sufficient and nutritious food, with children constituting one-third of this percentage. Poor mental and physical development, illness and stress are only some of the effects malnutrition has on children. In response, Mars has donated over five million cups of fortified soup since 2007 through the Mobile Soup Kitchen project with <u>Shoprite</u> grocery stores in <u>South Africa</u>. The Mobile Soup Kitchen trucks each feed up to 500 people daily, making scheduled stops at schools, orphanages, HIV/AIDS homes and old age facilities.</p>
<b>Nestlé</b>
<p>Nestlé deals directly with nearly 600,000 farmers worldwide and affects the lives of millions more by helping to create better living conditions, for example, by establishing milk districts in more than 30 countries, and training farmers in animal husbandry and feed techniques. Nestlé's commitment is demonstrated by ensuring that the farmers who supply its raw materials produce in a manner which does not damage the environment by organising the <u>Sustainable Agriculture Initiative</u> (SAI) and participating in various sustainability certification schemes such as <u>Fairtrade</u>, <u>UTZ Certified Organic</u> and <u>Rainforest Alliance</u>. As the majority of both poverty and nutritional deficiencies can be found in rural areas, affordable, nutritious food in such locations has a particularly important contribution to make to rural development. To provide low-income consumers with greater access to affordable food products, Nestlé offers Popularly Positioned Products (PPPs) at an affordable cost and appropriate serving size through a range of locally adapted distribution methods, such as <i>Maggi</i> seasoning fortified with iron, vitamin A and iodine, or affordable milk range – including brands such as <i>NIDO</i>, <i>Klim</i> and <i>Ideal</i>.</p>
<b>PepsiCo</b>
<p>In the <u>U.S.</u>, PepsiCo improves access to nutrition in urban communities through PepsiCo Hope. In 2009, in partnership with <u>Central Dallas Ministries</u>, PepsiCo Hope piloted a mobile feeding program in Dallas, Texas, delivering more than 50,000 nutritious breakfasts and snacks to underserved children. Also in 2009, the PepsiCo Foundation contributed more than \$3 million to key academic and community organizations, including <u>Tufts University Friedman School of Nutrition</u>, <u>Children in Balance</u> and the <u>National Council of LaRaza</u>, <u>Cuidemos Nuestra Salud</u>, working to address nutritional challenges in the United States. Supporting international efforts to address chronic hunger in underserved communities, the <u>PepsiCo Foundation</u> donated approximately \$4 million in grants during 2009 to organizations including the <u>World Food Programme</u> and <u>Save the Children</u>. In the same year, the company committed \$5 million for a three-year program to attack new-born and child mortality and malnutrition through community head educators in rural <u>India</u> and <u>Bangladesh</u>.</p>
<b>Unilever</b>
<p>Unilever started an extensive international research programme to better understand the role of nutrition in physical and mental development of children and to help determine the benefits of key nutrients for children's growth and development. For example, research in <u>Indonesia</u> showed improvements on verbal learning and memory in well-nourished school-aged children</p>



through micronutrients and DHA. Another study in India showed Indian children grew more and performed better on the cognitive tests than expected after consumption of a protein-energy snack fortified with omega-3 and micronutrients for one year. Maize-flour fortified with the right type of iron resulted in a 91% reduction of iron deficiency. Since 2006, the company has supported an endowed chair on “Micronutrients and International Health” at Wageningen University in The Netherlands to help build international nutrition capacity in the field of micronutrient deficiencies in the developing world. In 2009, Unilever supported the launch of the Amsterdam Initiative against Malnutrition (AIM) - a public-private partnership involving the Government of the Netherlands, Wageningen University, Unilever, DSM, AkzoNobel, and the Global Alliance for Improved Nutrition (GAIN). Its goal is to eliminate malnutrition for 100 million people in Africa by 2015 through improving food fortification.

## Appendix IV: Examples of Packaging Changes to Improve Consumption Habits

<b>The Coca-Cola Company</b>
The Coca-Cola Company offers smaller portions for many of its full-calorie beverages, including the 90-calorie Mini cans of <i>Coca-Cola</i> and <i>Sprite</i> in the <u>U.S.</u>
<b>Ferrero</b>
Introduced child-size packaging with two fruit and tea beverages and one iced-tea beverage.
<b>General Mills</b>
Mindful of the importance of serving size as consumers grapple with the balance of calories in and calories out, General Mills markets hundreds of products that have 100 calories or fewer per serving. In the U.S., <i>Fiber One</i> chewy bars – at 90 calories and 20% of the DV of fibre – are a convenient, single-serving snack, and the new <i>Green Giant</i> “Just for One” Cauliflower and Cheese Sauce provides portion control and convenience.  In <u>Europe</u> , <i>Nature Valley</i> snack bars are all sold in single-serve portion packs with nutrition information provided per pack.
<b>Grupo Bimbo</b>
Introduced child-sized packaging or reduced the size of existing packaging for use by children. In <u>Latin America</u> , the company markets 236 products in child-sized packaging and has committed to ensure that all products introduced for children will be in this size. The company also continues to reduce product portions and has developed mini-portions with less than 100 calories.
<b>Kellogg’s</b>
Introduced portion-controlled packaging in <u>India</u> – <i>K-pak</i> of key brands including children’s cereals.
<b>Kraft Foods</b>
Launched <i>Belvita</i> biscuits in convenient 100-calorie packs in select markets across <u>Europe</u> . In <u>Brazil</u> , launched <i>Mini Philadelphia</i> in a single serve portion size.

**Mars**

Mars is discouraging consumption of king-size chocolate bars in a single sitting by dividing them into two separate servings and packaging them in a re-sealable “memory” wrap. The *SNICKERS*® King Size has been remade as the *SNICKERS*® Duo to discourage eating both bars in one sitting; the two bars combined are smaller than one original King Size bar. Mars also reduced the bar weights of *Mars*, *Snickers* and *Twix* mini products by 15-18% across Europe, and introduced smaller 30g tablets of *Seeds of Change* chocolate (70% smaller than the regular bar weight), to offer the consumer more choice.

**Nestlé**

Proper portion sizing and portion recommendations are important public health priorities on which work has been underway for several years and is continuing. Nestlé’s nutritional profiling system is based on appropriate portion sizes for the intended consumer, and criteria thresholds have been established on each product’s role in a balanced diet. A large proportion of Nestlé’s brands and product ranges already focus precisely on the notion of consuming the appropriate portion: *Lean Cuisine*, *Stouffers*, *Hot Pockets* and *Lean Pockets*, *Davigel* food service solutions, and all single-serve products in its beverage, soup, toddlers’ meals, breakfast cereals, ice cream and confectionary categories make good vehicles for portion guidance. Smaller options in widely distributed chocolate ranges such as *KitKat*, *Nestlé Noir* and *Perugina* also help consumers to better manage their “discretionary calories.”

**PepsiCo**

Launched 100-calorie *Cerezza* popcorn, sweet corn and peanut products in Turkey in 2010 and in Australia *Grain Waves* portion control pack (28g). In India where more than 65% of all purchases are for small packs, PepsiCo offers portion control packs across its product portfolio and pack-sized calories instead of conventional weight-based packs, and in the beverages segment, it launched a portion control option, *My Can*. In Mexico, *STILA* is available in 100 calorie packs with real fruit, 8g of oats per serving and ½ serving of whole grains. In Brazil, the *eQlibri* line of light crackers specifically marketed to women, made of potatoes and wheat with 60% less saturated fat than other crackers, comes in snack-size packs.

## Appendix V: IFBA's "Principles for a global approach to fact-based nutrition labelling"

In May 2008, the member companies of the International Food and Beverage Alliance (IFBA) outlined five global commitments that the companies would implement over the next five years as part of their on-going commitment to support the WHO's *Global Strategy on Diet, Physical Activity and Health*.

### **Commitment n. 2, on Nutrition Information to Consumers, read as follows:**

*The provision of nutrition information to consumers forms the cornerstone of any policy framework to address poor dietary intakes. At a global level – or where there are no legislative requirements already in place - we will ensure that, as a minimum, our products provide nutrition information on-pack per portion for the key nutrients of public health interest. Where execution on-pack may not be possible (due to limited space or type of packaging) we will ensure that this information is provided to consumers in other forms (e.g., websites, in-store leaflets, consumer call/care lines, etc.).*

The above is a global framework commitment, intended to provide a common point of reference, while allowing member companies to take into account the specific constraints and requirements of each market where they operate. All member companies are required to meet the minimum standards set forth in this global commitment. At the same time, they may and often do, go beyond what's outlined herein, if permitted locally by their regulatory frameworks, consumer demand and understanding, and product portfolios. All labelling initiatives referred to in the Specific Principles set out below, must be in compliance with local legislation.

In addition to meeting the requirements of this global commitment, IFBA member companies' policies and initiatives on nutrition information to consumers should follow these Principles for fact-based nutrition labelling set out below:

### **General Principles**

1. Nutrition information, as part of a product package or presented through advertising, brochures or other media, should emphasize the importance of the overall diet, recognizing that all foods and beverages can be part of a sensible, balanced diet, and, whenever relevant and feasible, also encourage regular physical activity.
2. The provision of nutrition information should be objective, fact- and science- based.
3. Nutrition information should be presented in a legible, clear and visible format.
4. Nutrition information provided should be understandable to consumers and enable them to make informed dietary decisions about the foods and beverages they choose.

### **Specific Principles**

5. Nutrition information should be provided on the key nutrients of public health interest. At a minimum, this should mean indicating on the back/side of pack a food product's content

of energy (as calories, kilocalories or kilojoules), total fat/saturated fat, sodium/salt and total sugars, per 100g/ml and/or per serving.

6. In addition, the energy value (Cal; Kcal; Kj) per serving should be provided on front of pack, where feasible and appropriate.
- 7 Information on a food or beverage product's content of additional nutrients should be provided wherever relevant and feasible.
- 8 Nutrients for which a nutrition or health claim is made should always be included in the nutrition information provided.
9. Wherever it is not feasible to provide nutrition information on pack, e.g. because of lack of space or unusually shaped packages, a reference to a consumer call/care line or website, where further information can be obtained, should be provided.

IFBA member companies have made significant progress in implementing their commitment on Nutrition Information to Consumers on a global scale since May 2008.

IFBA member companies are also committed to promoting these principles for fact- based nutrition labelling to members of the food industry wherever they operate.<sup>15</sup>

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<sup>15</sup> Exempted from the above-mentioned Specific Principles (unless required by national regulations) are:

- Food and beverages in packaging or containers the largest printable surface of which has an area of less than 100cm<sup>2</sup> (xx square inches);
- Foods and beverages of any description in a quantity of less than 5g/5ml;
- Food items with a seasonal, luxury, gifting or fancy design, shape or packaging including assortments;
- Indelibly marked glass bottles;
- Unprocessed products that comprise a single ingredient;
- Plain, unsweetened waters intended for human consumption, including those where the only added ingredients are carbon dioxide, and/or flavourings
- Herbs, spices or mixtures thereof;
- Salt and salt substitutes;
- Whole or milled coffee beans, whole or milled decaffeinated coffee beans, coffee extracts (incl. soluble/instant coffee) and chicory extracts;
- Herbal and tea infusion, which do not contain added ingredients;
- Fermented vinegars and substitutes for vinegars;
- Food supplements;
- Foodstuff for particular nutritional uses, such as infant formula or infant food.

## Appendix VI: Examples of Nutrition Information Provided to Consumers

### The Coca-Cola Company

In late 2009, The Coca-Cola Company decided to extend its nutrition labelling policy by committing to front-of-pack energy labelling globally on most of its packaging by the end of 2011.

### Ferrero

In 2009, the company adopted the nutrition labelling recommendations of the CIAA and has changed the nutritional labels of its *Kinder* and *Nutella* products marketed in EU countries in line with these recommendations which feature an “energy logo” on front-of-pack, indicating the energy value per portion in absolute terms and in percentages with respect to daily requirements. Back-of-pack feature values per portion of energy, proteins, carbohydrates (including sugars), fats (including saturated fats), fiber and sodium and %GDA per serving of energy, sugar, fat, saturated fat and sodium.

### General Mills

General Mills places a high value on efforts to educate consumers in practical places where they get information about their daily dietary needs. The company, in fact, was the first firm to partner with the United States Department of Agriculture when the food pyramid concept was first introduced in 1992 and was the first to add MyPyramid information to cereal packaging in 2005. More recently, it has embraced technology to educate and inform consumers via websites such as EatBetterAmericay.com and LiveGlutenFreely.com.

Today, it provides fibre source, calories flag and Cero trans-fat flag in Argentina, Brazil, Mexico and Venezuela; nutrient information (energy, protein, fat, carbohydrate and sodium) is provided on products for bugles, fruit rolls and milk rolls in Mainland China; in Europe, GDA-based nutrition information is provided for majority of product portfolio; in India, on *Pillsbury Chakki Frest Atta and Atta with Multigrains*, in addition to nutritional information, back-of-pack provides RDA% for protein, vitamins, iron and calcium; in Australia, a front-of-pack logo for Healthier Taco Shells and Taco Kits is used with the Australian Heart Foundation “tick” of approval on the Healthy Fiesta Kit.

General Mills launched a web site in South Africa to provide further information to consumers on products. In Europe, websites provide nutrition information related to the company’s product ranges and a new nutrition leaflet was developed for use in EU *Haagens Dazs* shops which provides nutrition information per scoop for the most popular ice-creams; In Argentina, enhanced nutrition information has been added to *La Saltena* website. In Australia, the *Betty Crocker* website was launched in 2010 providing consumers with detailed information on the nutritional content of all *Betty Crocker* products, allowing consumers to compare information/nutritionals on each product (mix and cooked product).

In the U.S., the company is working with retailers and other manufacturers to devise fact-based

nutrition information on calories and nutrients that should be either limited or encouraged in a diet. For several years, the company has included this kind of front-of-pack “Nutrition Highlights” on its cereals. It also recently revised its “Go With the Whole Grain Complete Resource”, a comprehensive educational toolkit on whole grain, providing practical resources to help consumers learn about and choose more whole grains, and based on “Dietary Guidelines for Americans.” General Mills is also providing consumer information tools targeted specifically for Latino and Hispanic Americans – “The Road to a Healthy Heart & Healthy Family/El Camino Hacia un Corazón y una Familia Saludable” is a complete resource in Spanish designed to help Hispanic patients set positive goals for heart health. Through a relationship with Doctora Aliza, General Mills provides health-related content (e.g. on diabetes) and sets criteria for good-for-you recipes on Vidaysalud.com, a WebMD-like website for Latino/Hispanic Americans.

### Grupo Bimbo

Grupo Bimbo implemented a global strategy starting in 2009 whereby the information labels on the all product packaging will include information about calorie content per portion.

### Kellogg's

Kellogg's continues to use GDAs on its packaging throughout the Latin America market (launched in Chile in 2009 and Mexico in 2010) accompanied by packaging communications and portion control education. GDAs front-of-pack was launched in Thailand, Singapore, Malaysia, Philippines, and Indonesia at the end of 2010, with plans to roll these out across all packaging in 2011. Kellogg's *Get the Facts\** is an at-a-glance guide for products sold in Canada that highlights key nutrients front-of-pack. The fact-based, front-of-pack labelling system takes nutrition information from the Nutrition Facts table on the side panel and moves it to the front of the pack, showing the amount of each nutrient (calories, total fat, sodium and sugar) in one serving of the cereal and %DV for all nutrients listed, except sugar, to show how a serving of cereal contributes to a 2,000-calorie diet. It also shows nutrients that Kellogg's cereals provide that are important for good health, such as fibre, iron and thiamine. (DVs have been set by Health Canada and are based on a 2,000 calorie diet and on recommendations for a healthy diet). In Australia, salt equivalents are provided on side panel under the Nutrition Information Panel and %DI labelling continues on front-of-pack. In Japan, the company started a blog on the health benefits of fibre and how to get more fibre in the diet.

### Kraft Foods

Since 2007, the company has provided nutrition labelling and information on all its products in all markets worldwide. Specifically, including information on packs on 8 key nutrients—energy (calories), protein, carbohydrates, sugars, total fat, saturated fat, fiber and sodium—where space permits. Where space is limited (such as on very small packages), calories, protein, carbohydrates and total fat are listed per CODEX recommendations. Information is displayed by portion and/or 100g/100ml (based on local regulations), and in most cases includes %DV, %DI, %GDA or local equivalent. The company is committed to front-of-pack labelling that delivers meaningful information at a glance and meets local needs and regulations. In Australia and Europe, products provide energy front-of-pack information based on %DI (Australia) or GDAs (Europe).

## Mars

In 2010, Mars continued to roll-out its commitment to provide objective nutritional information on all product labels in the form of GDA, in addition to the nutrition table. GDA labelling enables consumers to understand how each product contributes to their daily needs for different nutrients. The main goal of Mars' commitment is to facilitate informed consumer choice. Mars has committed to providing GDA labelling on all chocolate and food products globally by the end of 2011.

Mars Chocolate's Healthy Living website (which in 2011 is being made available in Spanish and Portuguese) and other educational websites, such as the German "Clever Naschen," Belgian "Questions Friandises" and soon-to-launch "Planet Mars" site in Africa, India and the Middle East will provide educational platforms that encompass its other business segments, and offer tips and interactive tools for learning about, and embracing, healthy lifestyles.

## Nestlé

By the end of 2009, the Nestlé Nutritional Compass® appeared on product packaging representing 98% of total sales volume globally. Launched in 2005, the labelling panel, is aimed at providing consumers with relevant, easy-to-understand nutrition information helping them make informed decisions about the food they eat. The panel has four elements: 1) a standardised nutrient content table giving amounts per serving, per 100g and as a percentage of GDA; 2) a "Good to know" panel that further explains ingredients or issues of public interest (such as fat, sugar, fibre or salt content); 3) a "Good to remember" panel with tips for healthy enjoyment of the product and its place within the daily diet; and 4) a "Good to talk" panel with contact details and links to consumer services, websites and other support materials.

## PepsiCo

Committed to display calorie count and key nutrients on food and beverage packaging by 2012. In the U.S., total calorie counts will be displayed on front-of-pack on all beverages up to 20-ounces, and for larger containers, calories per 12-ounce serving will be displayed front-of-pack on non-juice products, and calories per 8-ounce serving on front-of-pack for juices and juice products. In the EU, all products feature calorie values per portion front-of-pack; GDAs are displayed front-of-pack for foods and snacks and calorie GDA (at a minimum) is displayed front-of-pack with other GDAs on front- or back-of-pack for beverages. In Australia, 2010 saw a transition from energy %DI front-of-pack to a minimum standard of energy plus 4 nutrients (fat, saturated fat, sugars, sodium) per serving front-of pack (similar transition in New Zealand). In Brazil, a GDA labeling system is used and *Cheetos* and *Ruffles* front-of-pack indicate ideal portion of consumption. In India, products carry nutrition information on the "Big 4" nutrients (energy, protein, carbohydrate and fat) *Frito-Lay* transformed its product profile by employing a "Snack Smart" symbol on its products making it easier for consumers to identify snacks that are healthier.

In Brazil, launched *KeroCoco* in 2010 with a digital application that helps consumers calculate the daily need for correct hydration.



## Unilever

Unilever implemented full nutritional labelling in Europe and the U.S. beginning in 2009, with plans to extend this to all products globally by 2015, providing energy per portion on the front-of-pack plus the eight (8) key nutrients and % GDA or % DV for five (5) nutrients (energy, sugars, fat, saturated fat, and sodium/salt) on back-of-pack.

## Appendix VII: Marketing Pledges Implemented as of December 2010<sup>16</sup>

Year	Country	Pledge Programme
2006	EU	Union of European Beverages Association (UNESDA) <sup>17</sup>
	Australia	Australian Beverage Industry <sup>18</sup>
	U.S.	The Children's Food and Beverage Advertising Initiative (17 companies) <sup>19</sup>
2007	Canada	Canadian Children's Food and Beverage Advertising Initiative (18 companies) <sup>20</sup>
	EU	The EU Pledge (covering 27 Member States) (11 companies) <sup>21</sup>
2008	Thailand	Thailand Children's Food and Beverage Advertising Initiative (7 companies) <sup>22</sup>
	Australia	The Responsible Children's Advertising Initiative of the Australian Food and Beverage Industry (16 companies) <sup>23</sup>
2009	South Africa	South Africa Pledge on Marketing to Children (24 companies) <sup>24</sup>
	Brazil	Brazil Commitment on Food and Beverage Advertising to Children (24 companies) <sup>25</sup>
	Russia	Russian Pledge "On limitation of advertising to children" (9 companies) <sup>26</sup>
2010	India	India Pledge: "We will change our food marketing to children (7 companies) <sup>27</sup>
	Mexico	The Mexican Marketing to Children Pledge (14 companies) <sup>28</sup>
	Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE	The GCC Marketing to Children Pledge (7 companies) <sup>29</sup>
	Turkey	The Turkey Pledge on Marketing to Children (6 companies) <sup>30</sup>
	Switzerland	The Swiss Pledge on Marketing to Children (6 companies) <sup>31</sup>

<sup>16</sup> These are national and/or regional pledges launched in addition to IFBA's *Global Policy on Marketing and Advertising to Children* and to IFBA member companies' global marketing policies which apply to all of the countries globally in which they operate.

<sup>17</sup> <http://www.unesda.org/>

<sup>18</sup> <http://www.beveragehealth.org.au/scripts/cgiip.exe/WService=ASP0017/ccms.r?PageId=10108>

<sup>19</sup> <http://www.bbb.org/us/children-food-beverage-advertising-initiative/>

<sup>20</sup> <http://www.adstandards.com/en/ChildrensInitiative/default.htm>

<sup>21</sup> <http://eu-pledge.eu/>

<sup>22</sup> <https://www.ifballiance.org/sites/default/files/Thai%20Pledge%20Fact%20sheet%20Eng%202021-05-08.pdf>

<sup>23</sup> <http://www.afgc.org.au/industry-codes/advertising-kids.html>

<sup>24</sup> [http://www.cgcsa.co.za/index.php?option=com\\_content&view=article&id=48:the-south-african-pledge-on-marketing-to-children&catid=1:latest-news&Itemid=50](http://www.cgcsa.co.za/index.php?option=com_content&view=article&id=48:the-south-african-pledge-on-marketing-to-children&catid=1:latest-news&Itemid=50)

<sup>25</sup> <https://www.ifballiance.org/sites/default/files/Combined%20Pledge.pdf>

<sup>26</sup> <https://www.ifballiance.org/sites/default/files/Russia%20Pledge.pdf>

<sup>27</sup> <https://www.ifballiance.org/sites/default/files/India%20Pledge.pdf>

<sup>28</sup> <https://www.ifballiance.org/sites/default/files/Mexican%20Marketing%20to%20Children%20Pledge.pdf>

<sup>29</sup> <https://www.ifballiance.org/sites/default/files/IFBA%20GCC%20-%20Marketing%20to%20Children%20Pledge%20-final%20-%20signed.pdf>

<sup>30</sup> <https://www.ifballiance.org/sites/default/files/turkeypledgeboth.pdf>

<sup>31</sup> <https://www.ifballiance.org/sites/default/files/Selbstverpflichtung-Swiss%20Pledge.pdf>

## Appendix IX: Promoting Physical Activity and Healthy Lifestyles in Communities, Schools and the Workplace

### A. Examples of Initiatives in Communities and Schools

<i>Global</i>
<p><b>The Coca-Cola Company</b></p> <ul style="list-style-type: none"> <li>The Coca-Cola Company supports nutrition education and physical activity initiatives in 100 countries, and is committed to having a physical activity program in every country where it operates by 2015. The long-lived Coca-Cola Cup youth football initiative has reached more than 1 million students since its inception. Through the Coca-Cola Cup, teens 13 to 15 years old get acquainted with new people from around the world while participating in a first-class sporting event.</li> </ul>
<p><b>Nestlé</b></p> <ul style="list-style-type: none"> <li>Nestlé launched the Healthy Kids Global Programme in April 2009. Working in partnership with more than 100 organizations, including Ministries of Health, Education, and Agriculture, nutrition institutes, and dietetic associations, and academia, this Nestlé-sponsored education programme is a global programme focused on improving the basic knowledge of nutrition and physical activity levels in school children. With a goal of having Healthy Kids partnerships in place in all countries/regions where the company has direct operations by the end of 2011, currently more than 50 programmes have been launched globally.</li> </ul>
<p><b>Unilever</b></p> <ul style="list-style-type: none"> <li>In 2009, Unilever and the <u>World Heart Federation</u> launched “Heart Age”, an online tool that calculates an individual’s heart age in comparison to their chronological age. Supported by a 12-week online Heart Health Plan providing tailored advice to help guide and motivate people to make positive diet and lifestyle changes to reduce their heart age. More than 1.5 million people have taken the Heart Age test since its launch, and the goal is to have 100 million people to take the test by 2020.</li> </ul>
<i>Africa</i>
<p><b>Unilever</b></p> <ul style="list-style-type: none"> <li>In <u>South-Africa</u>, working with the <u>Department of Basic Education</u> and other partners to develop and implement a curriculum-aligned schools programme for primary and secondary teachers and learners on hygiene, health and nutrition; supporting expert discussions and nutrition education for health care professionals, e.g. partnered with the <u>Association for Dietetics in Southern Africa</u> to convene the South Africa Expert Meeting on Health Significance of Fat Quality in the Diet; Flora is the main sponsor of the annual “Comrades Marathon” in South Africa.</li> </ul>

## The Americas

### The Coca-Cola Company

- Latin America: Many of the company's programs focus on inspiring young people to learn and incorporate healthy choices, including exercise, into their lives. Coca-Cola Mexico, in partnership with the Public Education Secretary and CONADE, fosters the well-being of 1.5 million Mexican students through "Zafo no jugar" ("Unite to Play"), a program that encourages physical activity in 4,000 elementary schools throughout Mexico. Currently, the program operates in more than 732 schools in 14 Mexican states.
- U.S.: sponsors of the "National Physical Activity Plan", a collection of organizations and individuals dedicated to developing a plan that will empower all Americans to be physically active every day with the ultimate goal of increasing physical activity nationwide.

### Ferrero

- Mexico: "Kinder Generación en movimiento" (Moving Generation) promotes physical activity and healthy lifestyles among adults and children aged 3-15 years. Over the course of eight weekends and in three cities (Mexico City, Guadalajara and Monterrey), nutritionists conducted more than 1,500 free nutritional examinations on children, distributed approximately 4,000 feeding plans and gave parents advice on healthy foods and diet options. With the lack of safe and available parks in Mexico's large cities, parents were also given guidance on physical activities that can be done at home.

### General Mills

- The company has been a leader in promoting fitness for generations. Working with U.S. President Dwight Eisenhower, in 1958 it launched the Wheaties Sports Federation to help schoolchildren become more fit. Today, efforts – many tied to the work of the 57-year-old General Mills Foundation -- continue to be robust.
- Argentina: Nature Valley sponsored gymnastics and dance activities in parks and city squares during September/October 2010.
- Mexico: nutrition classes for student, parents and community members that include healthy cooking classes.
- Venezuela: sponsor sport equipment in soccer and basketball, marathons and PGT golf
- U.S.: Since 2002, the General Mills Foundation has helped more than 4.8 million children lead healthy lives through nearly \$20 million in youth nutrition and fitness grants to non-profit organizations. The recently launched "One Million PALA Challenge" is helping one million students earn President's Active Lifestyle Awards in an initiative that will be promoted through "Family Fitness Nights" at 8,000 schools. And the Champions for Healthy Kids program -- in partnership with the American Dietetic Association and President's Council on Physical Fitness, Sports and Nutrition -- provides \$500,000 to 50 organizations to help thousands of children learn how to stay fit and eat well. At PS 140 in New York City, for example, teens are serving as role models and leading elementary-age youth in monthly wellness workshops that focus on sports such as karate and basketball.

### Grupo Bimbo

- Since 2007, all advertising and packaging has promoted “30 minutes of physical activity daily.” The number of TV spots increased from 18,000 in 2007 to 25,000 in 2010.
- Argentina, Brazil, Colombia, Peru and Uruguay: actively promotes and sponsors physical activity events for children and adults including marathons, runs and walks (e.g. “Carrera Viveros Coyoacán”, “Carrera en favor de los Niños con Cáncer”, “Carrera del Día del Niño en el Hipódromo”, “Half Marathon ESPN”, “Carrera 10 Milles”, “Carrera AsDeporte”, “Carrera Torre Mayor”, “Triatlón Pacífico”, “Triatlón Ixtapa”).
- Mexico: sponsors “Futbolito Bimbo”, a soccer program involving more than 46,000 boys and girls, aged 9 to 11 years, with nutrition education clinics for children, parents and teachers.
- U.S.: promotes sports events including 5km and 10km runs and marathons (e.g. “Freihofer’s Run for Women”, “Community Walk and Kid’s Run”, “Philadelphia Distance Run”, “Back on My Feet”, and” Zumbatomic Marinela” a dance contest for children to promote health and exercise) coupled with nutrition education programs that promote not only energy balance and healthy habits, but also respect, companionship, teamwork, discipline and family integration.

### Kellogg’s

- Canada: sponsored the 3<sup>rd</sup> “International Congress on Physical Activity and Public Health” where delegates developed a charter which will be used to provide global leaders with key guidelines for implementing new and innovative physical activity policies and programs; continuing sponsorship since 2005 of the “Active Healthy Kids Canada” initiative and the annual “Report Card on Physical Activity for Children and Youth” – a report designed to offer insight into how well the country provides physical activity opportunities for young people.
- Mexico: Kellogg’s Health and Nutrition Institute funds research; provides weekly nutrition tips via the country’s 2<sup>nd</sup> most important national radio show “Fernanda Familiar”; operates a 1-800 hotline for nutrition information; and conducts symposiums, clinics and talks in schools, universities, companies, and at “Mom’s Breakfasts”; and sponsors 5 km and 10 km races.
- Guatemala: sponsors 5km and 10km races.

### Kraft Foods

- Brazil: Launched in partnership with INMED, a school-based malnutrition program called “Health in Action.” Funded for three-years, the program will reach over 150,000 children with a specialized curriculum focusing on gardening, nutrition and health education, basic hygiene and sanitation instruction. The program will also train school food workers in food safety and nutritious cooking; teach mothers of school children the basics of nutrition and gardening; implement low-cost, low-tech water purification; and screen and treat children for intestinal parasites and anemia.
- Mexico: 42% of children under the age of five suffer from a nutrition-related health problem. To address this, Kraft Foods partnered with Save the Children in Mexico and created “Alimentarnos Para Vivir Mejor” (Eating to Live Better), to combat health and hunger issues. To date, this program has served 18,000 children in Mexico City and seven states.
- U.S.: In 2010, expanded award-winning “Salsa, Sabor y Salud,” the first healthy lifestyles program designed for Latino families in the U.S., to make healthier food choices and increase their physical activity; to date, it has reached nearly 32,000 Latinos across the U.S. and with the expansion of the program to sites, the company plans to reach another 13,000 people.

### Nestlé

- Brazil, Ecuador, Mexico and Venezuela: supports well-established “Nutrir” programme.
- Peru: supports “Crece Bien.”

### PepsiCo

- Mexico: Official sponsor of the “National Tuzo Champs Cup” in which 38,000 students from 1,500 schools across Mexico participated in more than 5,000 soccer matches; sponsored the “Fraternity Race” with more than 25,000 university students, teachers, researchers and workers from the Autonomous University of Nuevo Leon participating in physical activities; and in partnership with the Sports and Physical Culture National Commission of Mexico (CONADE) to promote physical activity, designed materials and distributed more than 15,000 posters with physical activity routines.

### Unilever

- Latin America: Family Goodness developed 'Clara in Foodland', the Prix Jeunesse award-winning unbranded animated series, broadcast on the Kids TV Network, which details the adventures of Clara, a highly inquisitive seven-year-old girl as she explores 'Foodland', a delicious and unusual universe where Clara and her friends have adventures and learn about nutrition and essential fats for growth. Clara in Foodland proves that complex, nutritional messages can be communicated in an entertaining, engaging and meaningful way.

**AVS and the Mexican food industry**

- Mexico: 2009 was the second year of the “Elige Estar Bien Contigo Mexico” (“Choose wellbeing, Choose being well with Mexico”) campaign. The campaign was a collaboration of AVS between the Mexican food industry and Mexico’s largest TV network, Televisa, designed to jointly promote the adoption of a healthy lifestyle through messaging focused on energy balance.

*Eastern Mediterranean*

**Nestlé**

- Lebanon: supports the “Healthy Kids” pilot programme with the American University of Beirut.
- Morocco: supports "Fondation Zakoura Education" programme on nutrition education.
- Pakistan: supports the “healthy Kids” pilot programme together with the CARE Foundation.

**Unilever**

- Israel: in partnership with the Israeli Ministries of Health and Education and various paediatric and pedagogical associations, “A-Perfect Fit” implemented in 1,000 primary schools, promotes a healthy breakfast and healthy lifestyle with the objective of fostering healthy eating habits for life.

*Europe*

**The Coca-Cola Company**

- Germany: In 2007, Coca-Cola Germany and the German Olympic Sports Confederation (DOSB) implemented "Mission Olympic," a long-term program to promote healthy and active lifestyles in German communities whereby German cities were invited to present local projects and initiatives that enable and motivate their citizens to become more physically active, with a special award for the best initiatives for "Sports and Activity at Schools."
- Italy: Sponsor of the "Fuoriclasse Cup", which promotes active living among young people. To date, it has reached approximately 3 million students in more than 12,000 Italian schools.

### Ferrero

- 18 countries across Europe: “Kinder + Sport” project promotes and supports healthy lifestyles among children with the goal of helping kids make sports and physical activity an integral part of their lifestyles. In collaboration with national and international sports federations (including the International School Sports Federation), Olympic Committees and sports centres, the “Kinder + Sport” project organizes sports events, sponsors individual athletes and national teams and supplies sports equipment in schools and sports clubs to help kids “move” and practice sports. In 2009 and 2010, 8 million kids got involved each year, 2 million kids “physically moved” each year with field activities; 7,000 pieces of sport equipment were installed in schools each year, 400 events were sponsored each year, sponsored 21 National Sports Federations and three Olympic Committees (CONI in Italy, DOSB in Germany and MOB in Hungary).
- Czech Republic: in partnership with the Czech Athletic Association, this programme is directed towards physical education teachers in primary schools with an education pack for teaching children and providing grassroots sports accessories equipment.

### General Mills

- UK: *Nature Valley*, which focuses on the blessings of nature and encourages consumers to spend time outdoors, provides online information on more than 2,000 walks across the U.K. From a philanthropy perspective, youngsters in greater London receive fitness opportunities such as skateboarding, five-a-side football and touch rugby through The Point, the UK’s first hybrid mobile youth centre.

### Kellogg’s

- UK: Kellogg’s has been supporting swimming projects for more than 25 years and recently committed to another three year partnership worth £3 million with British Swimming and the Amateur Swimming Association (ASA). ‘Swim Active’ is a scheme to get 50,000 reluctant swimmers in the water over the course of the next three years. The ‘Kellogg’s Swimtastic Awards’ celebrates success in the pool through a series of awards and certificates. The Kellogg’s ‘Swimtastic Awards’ aimed at amateur swimmers recognises people of all ages and abilities who have achieved through the Kellogg’s ASA Awards Scheme.
- Sweden: launched a partnership with the Swedish Swimming Association (SSF), aimed at encouraging fourth grade students to swim. In 2009, the first year for this nationwide swimming competition called “Bästa Fyran”, 256 schools participated including over 300 mixed teams. Organised by local swimming clubs and culminating in 18 regional finals, of which the largest, the Stockholm final, had 800 children compete in a stadium full of cheering classmates. Information about, and pictures from, the competition is provided via a website and a short leaflet is produced for pupils focusing on the importance of exercise, the joy of swimming and some tips on leading a healthy lifestyle.



### **Kraft Foods**

- UK: Created the award-winning “Health4Schools” programme, an initiative to engage school children in the Gloucestershire area on healthy lifestyles, by promoting healthy diet, cooking, gardening and active play. A similar programme was launched in Birmingham.
- Russia/Baltic region: Building upon the UK’s “Health4Schools,” Kraft Foods partnered with Charities Aid Foundation to teach school-aged children in Russia how to make smart food choices, cook healthy foods and become more physically active. Programme reaches 10,000 children in nearly 100 schools. Have launched similar programs in Ukraine and Lithuania in 2010.

### **Mars**

- Belgium: The “Smart Choice Vening” programme supports schools for children under 12 years of age and older in the promotion of responsible snacking in vending and encourages day-to-day healthy lifestyles. In 2010, Mars engaged over 800 Belgian schools, distributing 2,500 vending machine stickers containing healthy lifestyles tips, 1,500 Smart Choice brochures, 2,000 vending machine stickers explaining GDA labeling, 500 brochures on local healthy lifestyle and nutrition websites, and 2,000 stickers explaining reformulation for saturated fat.

### **Nestlé**

- Supports well-established programmes including: EPODE (France), THAO (Spain), “Good Nutrition” (Russia), “Apetece-me” (Portugal), “Keep fit” (Poland), “Nutrikid” (Switzerland, Hungary and Italy)
- Turkey: New “Healthy Kids” programme, “Beslenebilirim” launched in 2009/2010.
- UK: partner in “Change4Life.”

### **Unilever**

- UK: partners with “Change4Life”, providing support including co-branding of the 2009 *Flora* London Marathon, supporting “Play4Life” through activities in 100 leading retail stores, aligning Unilever's Fit Business Workplace Health Programme with “Change4Life”.
- Europe: The Dove Self-Esteem Fund reached 1.3 million people in 2009 with education programmes, bringing the total to 4.8 million. For example, in the Benelux more than 30,000 pupils followed the Dove workshop for self-esteem at school or through youth clubs.
- The Netherlands: 42,000 children participated in the KNVB “Calvé Street Soccer Tournament” in 2009; sponsor of the “JOGG” (Jongeren op Gezond Gewicht or Youth at Healthy Weight) in November 2010 - an initiative to make healthy eating and physical activity convenient and attractive, based on the successful French EPODE (Ensemble Prévenons l’Obésité des Enfants) programme.

*South-East Asia*

**General Mills**

- India: Multi-year community project with five villages near Nashik, reaching hundreds of families. Through employee volunteer efforts and General Mills Foundation funding, improving nutrition, health practices and education.

**Kellogg's**

- India: the "Wake Up to Breakfast" campaign in partnership with Kerala University to educate people about the importance of breakfast, following a study funded by Kellogg's, which showed a high incidence of breakfast skipping and/or high calorie/high fat breakfasts.

**Nestlé**

- Thailand: supports "Healthy Thai Kids".

**PepsiCo**

- India: in partnership with NGOs, Swashrit and Hriday, promoting good nutrition and active lifestyle through school-based edutainment program, "Get Active" which has to date reached more than 3 million children in 10 cities across India.

**Unilever**

- India: expanded sales of Pureit, a UK, award-winning innovative water purifier providing a more sustainable and affordable alternative for safe drinking water than boiled or bottled water, to all 28 states of India, reaching more than 15 million people in 3 million households.
- Thailand: through the "Thai School Bus Project" developed by Unilever Foodsolutions and the School of Bangkok Metropolitan Administration (BMA), training programmes have been set-up for teachers and culinary staff in primary schools to help them serve successful lunch menus improving the health of children.

*Western Pacific*

**The Coca-Cola Company**

- China: supports "Happy Playtime," a program launched in 2004. Today "Happy Playtime" is in 22 cities and is expected to reach more than 1.7 million students in approximately 2,000 schools.

**Ferrero**

- China: supports the “Sunny Sport Winter Running” in partnership with the National Education Ministry, which was launched in 2010 with 3,000 children participating and 1 million in touch with the project from 3,300 schools.

**General Mills**

- Australia: Supports The Smith Family, an education-focused organization that reaches more than 126,000 disadvantaged children and their families in 95 communities. The group’s “Changing the Gears” program provides bikes to students, promotes physical fitness and healthy eating. Also, the General Mills *Old El Paso* team arranged an event in September 2009 to achieve the Guinness World Record for the largest salsa dance ever, encouraging the public to attend and join in the salsa style dancing.

**Kellogg’s**

- Australia: *Nutrigrain* is a teen-targeted cereal that promotes physical activity in its advertising.

**Nestlé**

- Australia: supports "Get the Australian Institute of Sports into your classroom".

**PepsiCo**

- China: organized a mountain-climbing activity on the Baiyun Mountain in Guangdong, with more than 4,000 participants spreading the message of keeping fit through exercise.

## B. Workplace Wellness Initiatives

### The Coca-Cola Company

In the U.S., the company's *Live Positively* programme is focused on education, environment and motivation, and includes initiatives focused on energy balance between nutrition and exercise, stress and medical conditions. The company offers a fitness centre, fitness centre reimbursements, step and stair programs, on-line coaching and condition management and incentives which reduce employee's medical premium costs, and physicians and nurses on site at HQ campuses. Similar *Live Positively* programs run outside of the U.S. with a focus on fitness and nutrition. For example, in India, the company provides a medical practitioner at all facilities, monthly communications and on-site fitness centres with yoga classes and BMI monitoring.

### Ferrero

All of the company's production centres have a health service with preventative advice and all employees are invited to attend workshops on nutrition. In Mexico, Ferrero's program, "Contigo en Equilibrio" provides its employees and their families with free medical and nutritional advice, with the objective of promoting physical and emotional healthy lifestyles. Participants are assessed and provided with individual nutritional advice in the form of a diet regime and improvements goals. The programme is supported with informational materials on nutrition and physical activity and workshops on "emotional balance" and stress management.

### General Mills

The company's "Total You" workplace wellness programmes goes beyond state-of-the-art fitness centres to provide employees with tools and strategies to develop and maintain an overall healthy lifestyle through: education, motivation and physical activity; healthy eating programmes in the cafeteria; and personal training and fitness classes in the on-site fitness centre. The company has been recognized by the American Heart Association as a Start! Fit-Friendly Company.

### Grupo Bimbo

Grupo Bimbo's "Healthy Company Program" encourages all associates and their families to adopt a healthy lifestyle inside and outside the company, through health insurance incentives for nutritional counselling or gym memberships, on-site fitness centres or recreation areas, courses, talks, and publications on weight loss and nutrition, and a "Healthy Cafeteria" program offering healthy menus in all cafeterias and dining rooms.

## Kellogg's

Kellogg's "Workplace Wellness Programme" encourages healthy behaviours among its employees by fostering a culture of health. The wellness strategy includes a variety of programmes that help employees and their spouses/domestic partners achieve healthier lifestyles through: biometric screenings, health-risk assessments, exercise and weight-loss challenges, flu shots, on-site fitness centres, ergonomic evaluations, nutrition initiatives, disease management and lifestyle management coaching, a dedicated health education portal, and incentive awards. The company has been recognized as a Great Place to Work and a Fit-Friendly Company.

## Kraft Foods

The company offers several wellness resources including fitness, lifestyle and nutrition information, through: the "Lifestyle Improvement" programmes which offer stress management, weight management and smoking cessation; fitness and/or sports facilities at most locations as well as incentives for membership reimbursement; cafeterias that provide better for you options and nutrition information; health newsletters/intranet sites that offer health tips and work life/flex time programmes. For example, in France, the employee well-being programme, "My Healthy Web" received an award from the Minister of Health.

## Mars

An internal programme was created in Germany to improve associates' knowledge on health and nutrition issues. "Clever Naschen" days were implemented with external nutrition experts in May and December 2010 at the Viersen location. Across Central Europe, in addition to private health care services and health promotion, Mars offers associates access to family health events, sports activities, professional online health risk assessments, free healthy snacks for office and factory employees (fruits and vegetables available 24 hours a day), on-site fitness centres and innovative workstations on demand. In the U.S., the company received the 2009 "Best Employers for Healthy Lifestyles award from the National Business Group on Health.

## Nestlé

Nestlé was an early signatory of the "Call to Action" on workplace wellness in March 2008. Over 95% of surveyed Nestlé markets around the world either have workplace wellness programmes in place or under development, including the "Wellness4Me" programme at Nestlé's headquarters in Vevey. These are diverse in nature, but in general, they provide nutrition information (in 65%–80% of sites), fitness centres (about 50%) and free water (90%). Nearly all sites (96%) have preventive medicine programmes. Nutrition is everyone's business at Nestlé. In 2007, a training programme for employees was introduced, the Nutritional Quotient (NQ) programme, and rolled it out globally in 2008. To date, more than 121,360 employees around the world have undergone NQ training to date, which makes it the biggest ever workplace nutrition education initiative in the industry.

## PepsiCo

PepsiCo's workplace wellness programme, "HealthRoads" helps participants develop and sustain healthy behaviors and make informed health care decisions through fitness and nutrition programmes, including those relating to potential health risks; worksite wellness initiatives; and online tools, resources and incentives. The programme is currently available in 36 countries with plans to roll-out to more, including Mexico, the EU, and the Middle East in 2012. In 2009, the company received the Platinum Award for "Best Employers for Healthy Lifestyles" from the National Business Group on Health in the U.S. PepsiCo's workplace initiatives in Turkey include projects to raise awareness for healthy lifestyle such as "5 questions 5 answers Health Competition", "Pharmacy Projects", "Maternity Room", and "Health Seminars" focused on "Balanced Diet", "Physical activity", "Office Health", "Flu Injections", "Dental Health", "Plastics Surgery and Women Health", and "Breast Cancer". PepsiCo's workplace initiative in India, "Formula 3 (Fun, Food, Fitness)" is designed to enhance employee awareness and involvement in good nutrition, and active lifestyles. The programme reaches nearly 4,000 employees across 33 locations, and its success has helped the company extend this module to other companies. In Brazil, "De Bem com a Vida" PepsiCo's internal programme promoting healthy lifestyles among employees offers programmes to encourage employees to have a healthy diet and a better physical and mental performance in order to prevent chronic degenerative diseases. Under its "Live Life Well" banner, PepsiCo in Belgium has rolled out a comprehensive new programme structured around the pillars of health & wellness, life and balance and sports and fitness. The programme includes elements such as an Employee Assistance Programme, workshops on nutrition, healthy lifestyles and stress management, as well as chair massages, health risk assessment services and sports classes.

## Unilever

Unilever's award-winning "Lamplighter" employee programme aims to improve the nutrition, fitness and mental resilience of employees. Implemented in 30 countries (including Australia, India, Malaysia, Mexico, Pakistan, Poland and the UK), reaching 35,000 people, with a plan to extend the reach to a further eight countries in 2011 and eventually extend it to all countries where the company operates.

**Appendix X:  
Examples of Partnerships with the Scientific and Medical Communities  
and Health Care Professionals**

Partners	Programme	Region/Country
<p><b>The Coca-Cola Company</b></p> <p><i>... with International Federation of Red Cross Red Crescent Societies, American Academy of Family Physicians and National Heart, Lung and Blood Institute of the U.S. National Institute of Health.</i></p>	<p>Providing support and sponsorships.</p>	<p>U.S.A.</p>
<p><i>... with American College of Sports Medicine</i></p>	<p>Founding partner of "Exercise Is Medicine™," a program in the U.S. designed to encourage the medical community to advise patients on the importance of physical activity.</p> <p>Working together to launch EIM™ as a global initiative.</p>	<p>U.S.A. and Global</p>
<p><b>General Mills</b></p> <p><i>...through the Bell Institute of Health and Nutrition (BIHN)</i></p>	<p>BIHN, established in 1998, is the health professional's website-based resource for nutrition education. Staffed by doctorate-and master-level scientists and registered dietitians, working with leading scientists from universities around the globe it has a mission to influence the development of quality products that nourish lives and contribute to healthy living. It offers free consumer nutrition education materials; educating health professionals about whole grain, fibre, and probiotic yogurt nutrition. In 2010, there were 2.1 million downloads of nutrition education resources from BIHN's website.</p>	<p>U.S.A</p>

<p><i>...with the American Academy of Family Physicians and the American Society for Nutrition</i></p>	<p>Providing education and research grants, including support for the development of webinar continuing medical education (CME) series “Putting Nutrition Science to Work in Family Medicine”.</p>	<p>U.S.A.</p>
<p><i>...with the American Gastroenterological Association (AGA)</i></p>	<p>Providing support for a CME webinar program on “Nutritional Management of Celiac Disease.” A founding member of AGA’s Digestive Health partner program, BIHN has provided a three-year \$225,000 research scholar award to help understand the role of gut microflora and health.</p>	<p>U.S.A.</p>
<p><i>...with Dietitians in Gluten Intolerance Disease Group, a sub-unit of the American Dietetic Association’s Medical Nutrition Dietetic Practice Group.</i></p>	<p>Providing sponsorship.</p>	<p>U.S.A.</p>
<p><i>...with the Morehouse School of Medicine, Atlanta</i></p>	<p>Working together to develop a curriculum that provides cooking demonstrations, workshops and other activities to promote healthy eating habits in African-American communities.</p>	<p>U.S.A.</p>
<p><i>...with the Global Food Systems Leadership</i></p>	<p>Multi-year sponsor of this public-private partnership devoted to building an international network of food system leaders to share best practices in food safety.</p>	<p>Global</p>



<p><b>Grupo Bimbo</b></p> <p><i>... established Bimbo Pan-American Award in Nutrition and Food Science</i></p>	<p>In 2004 to fund cutting-edge health and nutrition research across the Americas, focused on improving the quality of processed foods and the nutritional status of the population.</p>	<p>Across the Americas</p>
<p><i>...with Project INTA/CORFO/IDEAL</i></p>	<p>Partner for Generation of Functional Inputs probiotic strains based on polyphenols and berries for the development of healthy foods; and with INTA for the launch of its Ideal breads made with 100% whole wheat flour (INTA certifies products for nutritional composition and microbiological quality).</p>	<p>Chile</p>
<p><i>... with major institutes, universities and research centres, such as CIQA, CINVESTAV, Instituto Biotechnology and UNAM Faculty of Chemistry, INIFAP, University of Colima, IPN and CIAD</i></p>	<p>To develop projects and new technologies that benefit the industry and the country.</p>	<p>Mexico</p>
<p><i>... with the Grain Foods Foundation</i></p>	<p>A coalition of bakers, millers, and allied suppliers, working in collaboration with a multidisciplinary scientific advisory board composed of nationally recognized nutrition and healthcare professionals, to promote public understanding of the beneficial role grain-based foods play in people's diets.</p>	<p>U.S.A.</p>

<p><b>Kellogg's</b></p> <p><i>...with the Canadian Association of Cardiac Rehabilitation (CACR)</i></p>	<p>Sponsor and partner for the past 12 years. CACR is a multi-disciplinary association of healthcare professionals dedicated to providing leadership in clinical practice, research and advocacy in cardiac disease prevention and rehabilitation for the enhancement and maintenance of cardiovascular health of Canadians.</p>	<p>Canada</p>
<p><i>...with the Canadian Nutrition Society (CNS)</i></p>	<p>Supports CNS, the country's leading organization integrating disciplines and professions to help promote nutrition science and education, and advocate best practices and policies for the promotion of health and the prevention and treatment of disease.</p>	<p>Canada</p>
<p><i>...with the Dietitians of Canada's Annual Conference</i></p>	<p>Hosts the annual "Kellogg Nutrition Symposium", a half-day scientific program, providing research and information on timely nutrition and health topics for health care professionals presented in conjunction with the Annual Conference.</p>	<p>Canada</p>
<p><i>...with the Belgian Dietetics Association</i></p>	<p>Sponsor of a yearly award for the best dissertation in dietetics, with the objective of supporting the dieticians profession, particularly given their key role in promoting healthy lifestyles, and encouraging scientific research in the areas of nutrition and health.</p>	<p>Belgium</p>
<p><i>... with the Dietitians Association of Australia</i></p>	<p>Started a health care professional website which provides up-to-date nutrition information and free, easily downloadable patient information on healthy diets.</p>	<p>Australia</p>

	<i>and</i>	
	Partnership to educate health care professionals on the importance of fibre in the diet.	
<p><b>Kraft Foods</b></p> <p><i>... with Baylor University, University of Toronto, Tufts University, and the Technical University of Munich</i></p>	Sponsors research efforts in nutrition, health and wellbeing.	Global
<p><i>...participates in Diogenes, EATWELL, EuroPrevall, and HEALTHGRAIN</i></p>	Participates in a number of research framework programmes sponsored by the European Commission.	Europe
<p><b>Mars Food</b></p> <p><i>... with the National Institute of Child Health and Human Development at the U.S. National Institutes of Health</i></p>	<p>Mars PetCare has been sponsoring work on human interactions with companion pets for more than three decades.</p> <p>Partnered in 2008, via <i>WALTHAM®</i>, in the most ambitious project ever undertaken to understand and measure the therapeutic benefits of pet ownership in terms of better physical and mental health. This partnership is investigating the clinical potential of human-animal interactions, or HAI, for improving a range of conditions, including obesity, autism, depression and supportive care for cancer patients.</p>	U.S.A.

<p><i>... with the YMCA</i></p>	<p>WALTHAM® and the “Power of Pets” project, a community-focused initiative applying Mars’ research into the physical, psychological and social benefits of pets to developing new ways for pets and their owners to help each other live healthier, happier lives. Running in five U.S. cities, the project brings pet-friendly health and physical activity education and programming to communities. The collaboration marries Mars Petcare’s passion for serving pets and pet owners with the YMCA’s longstanding dedication to the holistic health and wellness of the communities it serves.</p>	<p>U.S.A.</p>
<p><i>...with the Turkish-German Health Foundation (TDG e.V.)</i></p>	<p>Studies have shown that the Turkish community in Germany is a high-risk group for obesity. The education initiative, “Akillica tatli yemenin sirlari,” set-up by Mars in 2009 in cooperation with TDG e.V. was extended in 2010 to provide a wider range of tailor-made consumer information to the Turkish community, for example, the activation of a health and nutrition messaging strategy via Turkish media channels and a dedicated website, the running of health and nutrition workshops for mothers in cooperation with the insurance fund AOK Hessen and TDG e.V. under the patronage of the Minister of Integration of the state of Hessen. The goal is to actively support parents in making wise-snacking decisions for their children and to improve family life towards an active lifestyle.</p>	<p>Germany</p>

<p><i>...with the European College of Sport Science (ECSS)</i></p>	<p>Continued sponsorship of the Young Investigator Awards during the ECSS Annual Congress in 2010. Support for ECSS is provided to generate and disseminate scientific knowledge on the motivate, attitudes, values and health aspects of persons engaged in sport and physical activity; to foster scientific networking; and to help advise European institutions on research in the field of sport science, including topics such as obesity, doping, injury prevention, etc.</p>	<p>Europe</p>
<p><i>...Co-founder of the French Nutrition Institute</i></p>	<p>Mars Chocolat France is a member of the new Foundation “Food and Health”, a collaboration between the French Institute of Nutrition and ANIA, the local food and drink association.</p>	<p>France</p>
<p><b>Nestlé</b></p> <p><i>... with the Nestlé Nutrition Council (NNC)</i></p>	<p>Founded more than 30 years ago, NNC is an independent advisory panel composed of world-renowned nutrition scientists who review current and developing nutrition issues, such as diabetes, childhood obesity, cancer, and nutrition and the brain, and advise the company of their impact on its policies and strategy. At the NNC's annual International Nutrition Symposia, leading experts debate current issues in human health and physiology, and identify future research directions. In 2009, the symposium explored the theme of Health Economics, with selected scientists and key opinion leaders discussing the effects of existing health and nutrition policies and government programmes, and in 2010, the theme was Epigenetics.</p>	<p>Global</p>

<p>... with the Nestlé Foundation for the Study of Problems of Nutrition in the World</p>	<p>Established in 1966 by a donation by the Nestlé Company on the occasion of its centenary. The Foundation is independent and self-constituting and is managed by a Council consisting of at least five internationally well-known scientists as Council Members. The Foundation is and has been financially and operationally independent of the Nestlé Company since its inception. The Foundation initiates and supports research in human nutrition with public health relevance in low-income and lower middle-income countries according to the World Bank classification, providing grants up to USD 50,000. The results of the research projects should ideally provide a basis for implementation and action, which will lead to sustainable effects in the studied populations as generally applicable to the population at large. They should also enable institution strengthening and capacity building in a sustainable manner in the host country and further cooperation and collaboration between Institutions in developed and developing countries.</p>	<p>Global</p>
<p>... with The Nestlé Nutrition Institute (NNI)</p>	<p>Contributed to continuing nutrition education of scientific and medical professionals for more than 60 years with 4,000 medical delegates providing doctors, nurses and dietician's information, products and services to help their patients. It is the world's largest private publisher of nutritional information. The website, which has more than 65,000 registered members, provides access to an online medical and scientific library, educational tools, online workshops and forums.</p>	<p>Global</p>

<p><b>PepsiCo</b></p> <p><i>...with Apollo Hospitals</i></p>	<p>The “Make India Heart Healthy Mission” - “Good Morning Heart” is an interactive heart health test and the first in a series of unique activities. The test provides information on the state of the individual’s heart, and customized advice on how to maintain or improve their heart health score. By 2009, a total of 163,720 tests had been taken by individuals through this website.</p>	<p>India</p>
<p><b>Unilever</b></p> <p><i>...with International Union of Nutritional Sciences (IUNS)</i></p>	<p>A three-year partnership agreement signed in 2009 for the purpose of disseminating scientific information about food and nutrition amongst professionals and the general public in order to promote and advance nutritional improvement, to collaborate with the food industry in the translation of nutritional recommendations into food guidelines, to promote optimal nutrition for children around the world, and to establish mechanisms to enhance and align nutrition leadership programs aimed at assisting the development of future leaders in the area of human nutrition and health. At the International Expert Meeting, 40 of the world’s leading experts in diet, nutrition and health, from over 25 countries representing all continents, discussed the topic of “Health Significance of Fat Quality of the Diet”, and produced a Call to Action with recommendations to help people make healthier choices with respect to their fat intake.</p>	<p>Global</p>
<p><i>... co-founder of the French Nutrition Institute</i></p>	<p>Participant in different working groups and projects and supporting the annual congresses of the French Nutrition Society (SFN) and French Dieticians Association.</p>	<p>France</p>

## Appendix XI: Examples of Public-private Partnerships

Partners	Programme	Region/Country
<p><b>The Coca-Cola Company</b></p> <p><i>... with America's State Parks, American Academy of Family Physicians, American Academy of Pediatrics, American Cancer Society, American College of Cardiology, American College of Sports Medicine, American Dietetic Association, American Medical Association, Boys &amp; Girls Clubs of America, California Governor's Council on Physical Fitness and Sport, National Black Nurses Association, and Preventative Cardiovascular Nurses Association</i></p>	<p>Supports projects, through sponsorship and volunteerism, most relevant to community needs.</p>	<p>U.S.A.</p>
<p><b>Ferrero</b></p> <p><i>...with UNICEF</i></p>	<p><i>Kinder</i> partnered in the "Learn, Play &amp; Give" initiative to promote UNICEF and the protection of childhood. To raise awareness, <i>Kinder</i> funded a UK web page, TV spots and promoted the campaign on product packaging.</p>	<p>U.K.</p>
<p><b>General Mills</b></p> <p><i>...through its Partners in Food Solutions, the United States Agency for International Development, and non-profit, Technoserve</i></p>	<p>Working to help small- and mid-sized food processors strengthen their operations, helping to alleviate hunger and fuel economic growth in Africa. Working with 14 processors and organizations, the effort involves 40 projects that source from nearly 60,000 smallholder farmers.</p>	<p>Africa</p>



<p><i>...with the ILSI Foundation</i></p>	<p>Working together since 2003 on “Get Healthy Together” or “Juntos y Saludables”, a multi-year, multi-million dollar research program with children and families in WIC (the federal health and nutrition program for women, infants and children) clinics and Headstart.</p>	<p>U.S.A.</p>
<p><i>... and key regulatory bodies including the EU Commission, AFFSA in France and the FSA/Department of Health in the UK</i></p>	<p>Locally, the company works with organizations and charities to improve the locality/environment in which it operates, e.g. by volunteering for Earth Week, cleaning beaches and funding local charities.</p>	<p>Europe</p>
<p><i>...with NGO, BAIR – Bharatiya Agro Industries Foundation</i></p>	<p>Working together to improve the overall health of housewives in five impoverished villages.</p>	<p>India</p>
<p><i>... with the National Heart Foundation (NHF).</i></p>	<p>Two <i>Old El Paso</i> Healthy Fiesta products carry the “tick” endorsement of NHF and the company participates in NHF studies and activities.</p>	<p>Australia</p>
<p><b>Grupo Bimbo</b> <i>... with Sociedad Argentina de Nutricion (SAN)</i></p>	<p>All product lines carry the logo and endorsement of SAN.</p>	<p>Argentina</p>
<p><i>...with Project INTA/CORFO/IDEAL</i></p>	<p>Partner for Generation of Functional Inputs probiotic strains based on polyphenols and berries for the development of healthy foods; and with INTA for the launch of its Ideal breads made with 100% whole wheat flour (INTA certifies products for nutritional composition and microbiological quality).</p>	<p>Chile</p>

<p><i>... with Secretaría de Salud (Health Ministry) and the Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán (Salvador Zubirán National Institute of Medical Sciences and Nutrition)</i></p>	<p>Developed a DVD entitled “Learn to live with your diabetes” to contribute to the improvement of the quality of life of people with diabetes</p>	<p>Mexico</p>
<p><i>... with Fundacion NEMI</i></p>	<p>Sponsoring free conferences “Salud en Onda” (“Health Wave”) in public and private high schools in Mexico, to promote the importance of a balanced diet and physical activity in achieving a healthy lifestyle. During 2009, 300 conferences were given to 40,000 teens.</p>	<p>Mexico</p>
<p><i>... with the Whole Grains Council</i></p>	<p>Working to increase awareness and consumption of whole grains through education and positive messaging, and promote further research into the established and healthy realm of whole grain foods. More than 300 products carry the “Whole Grain” packaging symbol to help consumers identify quickly and easily whole grain options.</p>	<p>U.S.A.</p>
<p><i>...with the American Heart Association and American and American Diabetes Association</i></p>	<p>Sponsorship of marathons, and the “Ride to Cure Diabetes.”</p>	<p>U.S.A.</p>
<p><b>Kellogg’s</b></p>	<p>Promoting the benefits of breakfast clubs. Working together, breakfast club services have been developed at over 450 schools and community settings in</p>	<p>U.K., Sweden, Belgium</p>

<p><i>...with ContinYou, Swedish Red Cross, and Institute Don Bosco</i></p>	<p>England, Wales, Scotland and Northern Ireland, serving 1 million breakfasts each year. A National Breakfast Club Register has been created to promote best practices and share resources. Recognition for the work in this area is awarded at 'The Breakfast Club Awards' hosted annually. Breakfast clubs have been launched in Sweden in partnership with the Swedish Red Cross which runs the clubs and in Belgium where Kellogg's partners with the Institute Don Bosco in Brussels, an educational facility with many young adults from difficult family backgrounds. Since this programme was set up just over a year ago, the size of the club has grown almost four-fold – with the number of students in the club rising from 110 in 2009, to over 400 today.</p>	
<p><i>...with the local food industry group (TFT) and NGO, Lean Thai Network</i></p>	<p>Establishing a partnership on front-of-pack labelling and a healthy lifestyle communications programme</p>	<p>Thailand</p>
<p><i>...with the Nutrition Society of Australia, with Flinders University and Sydney University on nutrition science, with CSIRO, the National Heart Foundation, and the Gut Foundation.</i></p>	<p>Sponsors activities, programmes and symposiums.</p>	<p>Australia</p>
<p><b>Kraft Foods</b> <i>...with United Nations Volunteer Program</i></p>	<p>Since 2001, Kraft Foods has sent more than 160 in-house food technologists, scientists, engineers and other experts on 56 "missions" with the United Nations Volunteer Program. The employees share their expertise with non-profits and small businesses focused on sustainable agriculture, food production and community development.</p>	<p>Global (focus on developing markets)</p>

<p><i>...with Feeding America</i></p>	<p>Long-standing partnership with the hunger-relief organization. In 2009, pledged \$4.5 million over three years to bring more food, and better nutrition to children and families who need it most via the company's Mobile Pantry program. The fleet of 25 trucks bring fresh produce, protein and dairy products into communities where access to food is challenging, delivering up to 50 million meals over three years.</p>	<p>U.S.A.</p>
<p><i>...with China Youth Development Foundation (CYDF)</i></p>	<p>Helping to improve the nutrition of food served to students. In 2009-2010, provided funding and support to build 100 kitchens in rural schools in five provinces. Also provided nutrition food to be prepared in those kitchens and training for kitchen staff. Project will benefit 50,000 children and teachers.</p>	<p>China</p>
<p><i>...with the Stephanie Alexander Kitchen Foundation</i></p>	<p>Encouraging children to grow food in school kitchen gardens and teaches them how to cook with seasonal ingredients from a garden.</p>	<p>Australia</p>
<p><b>Mars Food</b>  <i>... with Feeding America</i></p>	<p>UNCLE BEN'S® has donated \$1 million to provide low-income children in a dozen communities across North America with a place to eat free, nutritious meals and snacks. UNCLE BEN'S® Kids Cafes are a model support system for meeting the nutritional needs of the 12 million American children who are deemed "food insecure," many of whom are under 5 years old.</p>	<p>U.S.A.</p>

<p><i>... with School Nutrition Association and the School Garden Partnerships</i></p>	<p>Promoting healthy eating in schools through <i>The Seeds of Change</i> business.</p>	<p>U.S.A.</p>
<p><i>...with the Bielice Olympic Youth Run</i></p>	<p>Since 1994, supporter of the annual run which engages thousands of children and adults in a day of physical activity. Attention is focused on educating and promoting disabled youth to choose a healthy lifestyle and being as active as their abilities allow.</p>	<p>Poland</p>
<p><b>Nestlé</b></p> <p><i>... with the International Federation of the Red Cross/Red Crescent Societies (IFRC)</i></p>	<p>Working on various projects since 2007. In November 2010, extended the partnership agreement for a further three years with the commitment of 2.25 million CHF. The partnership will work on water and sanitation, food security and emergency relief, and explore cooperation between Nestlé markets and national Red Cross/Red Crescent Societies. 1.5 million CHF of the partnership's funds will be dedicated to further developing the school water; sanitation and hygiene work in Côte d'Ivoire, expanding it to 55 schools, with 65 water points and sanitation facilities for 53,000 beneficiaries.</p>	<p>Cote D'Ivoire</p>
<p><i>... with the European Commission Platform for Diet, Physical Activity and Health</i></p>	<p>Nestlé (and other IFBA members) are members of the The European Commission Platform for Diet, Physical Activity and Health (the EU Platform) through one of its founding participants and IFBA associate member, CIAA. The EU Platform brings together the agricultural sector, food manufacturers, retailers, caterers, advertisers, NGOs, healthcare professionals and public</p>	<p>Europe</p>

	<p>authorities to commit to a range of activities including food labelling, advertising and marketing, reformulating products, modifying portion sizes and promoting healthy lifestyles. Nestlé has made a number of commitments to the Platform, both as a company and as a member of CIAA - accounting for over 40% of the commitments made in this process - and WFA (the World Federation of advertisers).</p>	
<p><b>PepsiCo</b></p> <p><i>...and the Brazilian Foods Industry and Ministry of Health</i></p>	<p>Signed a cooperation agreement to reduce sugar, sodium, saturated and trans fats in food and beverage products. The first phase (completed in November 2010) focused on trans fat elimination, and the next phase will be related to the sodium reduction. Other IFBA members are also involved in this initiative.</p>	<p>Brazil</p>
<p><i>...with the government of India, researchers, the Oxford Health Alliance, and Save the Children</i></p>	<p>Partnering with the government and leading researchers to develop affordable and nutritional products for adolescent girls and families at the base of the pyramid. The PepsiCo Foundation is supporting a research project of the Oxford Health Alliance in Kerala that aims to reduce chronic diseases by targeting the three main risk factors: diet, physical activity and tobacco use. Another project with the Save the Children, aims to deliver integrated health and nutrition benefits to more than 100,000 children in Rajasthan.</p>	<p>India</p>
<p><i>... with the China Cholesterol Education Program CCEP</i></p>	<p>Sponsored and supported the World Congress of Cardiology in Beijing.</p>	<p>China</p>

<p><b>Unilever</b></p> <p><i>...and the UN World Food Programme (WFP)</i></p>	<p>In 2009, Unilever extended its partnership with WFP for a further year, to improve the health and nutrition of school children in developing countries. The partnership contributed 2.6 million € to WFP through events such as the “World Food Day” and “Walk the World” as well as eleven (11) cause-related campaigns by brands such as <i>Rama</i> and <i>Blue Band</i>. As a result, WFP delivered nearly 17 million meals to 80,000 school children in seven countries.</p>	<p>Columbia, Ghana, Indonesia, Kenya, Pakistan, Philippines, Sri Lanka</p>
<p><i>... and the Heart and Stroke Foundation of South Africa</i></p>	<p>Raises awareness of cardiovascular disease and the importance of a healthy diet and lifestyle in reducing CVD risk factors through its Flora "Test the Nation" campaign. In 2010, approximately 22,000 people across the country had their cholesterol levels tested and the plan is to reach approximately 1 million more people by 2015.</p>	<p>South Africa</p>
<p><i>...and the Brazilian Ministry of Health</i></p>	<p>Supported governmental institutional campaigns of the Brazilian Ministry of Health since 2007 through on-pack labelling and other brand communications, reaching more than 100 million consumers on important health topics (<i>Maizena</i>: breastfeeding education, <i>Becel</i>: men's health prevention campaign, <i>AdeS</i>: world osteoporosis event).</p>	<p>Brazil</p>

## SUSTAINABILITY STATEMENTS:

### The Coca-Cola Company

The Coca-Cola Company believes that sustainability is core to our business continuity and how we create long-term value. Every day, the actions taken by our Company and our bottling partners touch billions of lives. Whether we are purchasing ingredients from our suppliers, creating our beverages, serving customers and consumers, or supporting the communities where we operate, we strive to be a force for lasting, positive change.

Live Positively - our sustainability framework - is how we think holistically and globally about sustainability efforts throughout the Coca-Cola system. It is a modern expression of our Company's heritage of caring about our people and our planet. Live Positively includes goals, metrics and principles for our work in developing beverage benefits; supporting active healthy living programs; building sustainable communities; improving environmental programs for our operations; and creating a safe, inclusive work environment for our associates. For more information, please visit: [www.sustainability.thecoca-colacompany.com](http://www.sustainability.thecoca-colacompany.com)

### Ferrero

Ferrero's constant attention towards consumers' needs is the foundation of our company philosophy. A philosophy grounded in an enduring set of values informing our relationships with consumers, local communities, our employees and their families, and our partners, and inspired by maximum transparency and excellence in quality. [Our loyalty towards consumers and the trust they put in our products with their everyday purchases are at the core of the long-lasting relationship that we enjoy with them.] Our goal is to create unique products. We focus our research and development strategy and investments on the creation of high quality products, carefully developed in terms of their nutritional value and portioning, so that they can be integrated into a balanced diet. A fundamental element of our success is the accurate selection of highest quality raw materials, sourced in full respect of a strict ethical code concerning their origin, harvesting and manufacturing. The protection of human health and the respect for the environment are at the core of our operational practices. We manage our facilities through the use of sustainable resources, such as water, energy, raw and other materials, including the use of renewable resources. We strive for a reduction of our environmental impact in all its forms, in particular by reducing emissions, eliminating wastes and correctly managing waste products.

In 2005, we established "*Social Enterprises*," an initiative aimed at enhancing the living conditions and development of populations in some of the poorest areas of the world. With projects currently operational in Cameroon, South Africa and India, the mission of the "*Social Enterprises*" is to: create jobs and help local people develop their skills, make products that are compatible with the needs of local populations, and share part of the added value produced to support local projects on health and education for children and young people. For more information, please visit:

<http://www.ferrero.com/social-responsibility/report/2008-2009/>



## General Mills

Our goal is to be among the most socially responsible food companies in the world. General Mills is committed to protect and conserve the natural resource base our business depends upon by continuously improving our environmental performance. We build consumer loyalty, societal trust and shareholder value by integrating sustainability into our strategies, our operations and our products. We work to *Nourish Communities* around the world by volunteering and giving to worthwhile causes, and *Nourish the Future* by helping to preserve and protect the environment for generations to come.

Our commitment to responsible sourcing extends throughout our Supply Chain. We are signatories to the United Nations Global Compact (UNGC) and are guided by the International Labour Organization's (ILO) 1998 Declaration on Fundamental Principles at Work. Through our Supplier Code of Conduct and contracts we gain the commitment of each of our suppliers to uphold the same UNGC principles and ILO Declaration on Fundamental Principles and Rights at Work. We support our work with our suppliers through education, and have been leveraging our auditing process to educate suppliers regarding responsible sourcing. Through these audits we have learned that where compliance gaps exist, they are more often due to a lack of awareness than a disregard for the policies and procedures we have established. Consequently, we will now be piloting a programme to provide responsible sourcing education as part of our supplier on-boarding process. By doing so, we believe we can contribute to raising the standards throughout the industry. For more information, please visit: [http://www.generalmills.com/~media/Files/csr\\_2010.ashx](http://www.generalmills.com/~media/Files/csr_2010.ashx)

## Grupo Bimbo

Since our founding, we have been committed to striving to maintain adherence to best practices through local initiatives and programmes that will ensure the common good and will generate long-term social, economic and environmental benefits. Since our founding, we have committed to striving to maintain adherence to best practices through local initiatives and programmes that will ensure the common good and will generate long-term social, economic and environmental benefits. We believe that every company must have a pertinent and responsible development plan that is progressive and measurable in relation to its stakeholders in order to achieve sustained and lasting economic development. We believe that strategic lines of action in all operations should focus on the individual and respect for his dignity. Our Social Responsibility Strategy is incorporated throughout our operations, supported by the highest ethical and human values in all the countries we operate, and is based on four programmes – “Committed to Your Health,” “Committed to the Environment,” “Committed to Our Associates,” and “Committed to Our Society.”

We have supported the development of our suppliers through programs like “Empresario a Empresario” that provide diploma courses for small- and mid-sized businesses on import substitution initiatives which give priority to domestic suppliers. In a program developed jointly with Nacional Financiera (NAFIN) in Mexico, we provide our suppliers with access to financing with decreased third-party intervention costs, helped them improve their cash management skills and strengthened their bank relationships to build credit history. There are currently 2,240 affiliate suppliers and financing has been granted for more than \$9,200 million pesos. For more information, please visit:

<http://www.grupobimbo.com/admin/content/uploaded/BIMBORSINGLESWEB.pdf>

## Kellogg's

Kellogg Company has a robust, century-long tradition of corporate responsibility, dating back to our founder, W.K. Kellogg. We strive to deliver sustainable, dependable performance while doing the right thing for the environment and society. It's what our stakeholders expect from us and what we expect from ourselves. As a food company, Kellogg takes very seriously our responsibility to help ensure a sustainable food supply and encourage sustainable agricultural practices. As part of these efforts, the company is participating in several collaborative efforts to promote sustainable practices in production agriculture, including *Field to Market*, a collaboration of growers, agribusinesses, food companies and conservation organizations. For more details on our sustainable agriculture efforts, please visit our Corporate Responsibility Report:

[www.kelloggcompany.com/CR](http://www.kelloggcompany.com/CR).

Kellogg was one of three founding partners of the Global Food Banking Network (GFN), a non-profit founded in 2006 to create, supply and strengthen food banks and food bank networks globally. Today, GFN works in 18 countries. We have focused our support in South Africa, where 40% of the population is food insecure. In this nation, hunger is not a matter of supply; it is a problem of access and distribution. In 2009, Kellogg donated \$250,000 to GFN. A portion of this funding was used to launch South Africa's first food banks in four communities.

Employees from our Johannesburg office were instrumental in these efforts, providing time and resources to help launch the food banks as well. FoodBank South Africa continues to work with GFN to establish a nationwide network of community food banks, with a goal to create 20 food banks by the end of 2011.

## Kraft Foods

There are many ways Kraft Foods can make a positive difference. And we're actively pursuing them - from increasing sustainable agriculture to reducing product packaging to providing affordable nutrition. The environmental, societal and economic challenges that face our planet require collaboration and cooperation. So we're working with peer companies, governments, nongovernmental organizations, farmers, suppliers, consumers and others to find innovative solutions. By doing our part and acting with care today, we're helping to build a better world for tomorrow.

For Kraft Foods, sustainability starts at the farm. Sustainable agriculture promotes the long-term viability of crops, the preservation of fertile soil, the economic well-being of farmers and farming communities, and the health of ecosystems. We're working with partners around the world to increase our support of sustainable farming – including *Cadbury Cocoa Partnership*, *Rainforest Alliance*, *Fair Trade*, and the *Bill & Melinda Gates Foundation's Cocoa Livelihood Program* and *African Cashew Initiative*. For example, more than 15 Kraft Foods brands carry the Fair Trade or Rainforest Alliance marks. In 2009, we were the largest buyer of Rainforest Alliance certified cocoa and coffee, helping 300,000 farmers and their families tend 60,000 hectares in 12 countries in Africa, Central America, South America and Southeast Asia. For more information, please visit Responsibility Report:

[www.kraftfoodscompany.com](http://www.kraftfoodscompany.com).

## Mars

At Mars, our Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – guide us in the daily choices we make and the manner in which we do business. We understand that our company’s social, environmental and economic values and practices impact where we do business and how we operate, particularly given the scope and scale of global environmental challenges. Contributing positively to our environment and local communities is critical to the way we do business – including our products, brands and operations.

We believe in contributing positively to the communities in which we operate. Illustrated by our Mutuality principles, our aim is to return a fair benefit to our local and national communities, increasing their prosperity and quality of life as we benefit from partnership with them. On this basis, we try to act as a good corporate citizen in the communities in which we live and work at all times. For example, in August 2007, we introduced a sustainable tea, Malawi Garden. The leaves for Malawi Garden tea come from the Kawalazi tea plantation, located in the Nkhatabay district along the lakeshore valley of Northern Malawi. The Republic of Malawi is one of the world’s most impoverished and indebted nations. 80% of the labor force work in agriculture and tea is the second largest export crop. Operated by the Kawalazi Estate Company, the plantation employs approximately 2,600 people, making it the largest employer in northern Malawi. When consumers choose Malawi Garden tea, they are supporting not only the wages of these 2,600 workers but also a number of community development projects aimed at improving their lives – water supply improvement, building of local schools and a forestry program. In addition, Mars directly supports sustainable development projects for the community – expanding the annual distribution of seedlings to address the critical problem of deforestation, improving the plantation’s medical clinics and equipping them with the ability to test patients for diseases such as cholera, hepatitis and typhoid, and providing voluntary HIV/AIDS testing and blood grouping. For more information, please visit:

<http://www.mars.com/global/the-five-principles.aspx>

## Nestlé

Nestlé believes that as a basis for responsible operations and business success over the long term, it must manage its operations in a manner to comply with the highest standards of business practice, sustainability, and to create long-term value for society and shareholders. “Creating Shared Value” is a fundamental part of Nestlé’s way of doing business – it goes beyond sustainability and focuses on specific areas of the Company’s core business activities – namely water and environmental sustainability, nutrition, *and* rural development – to create value across the entire business value chain. We serve consumers and the public by offering them tasty, nutritious products that contribute to their health and wellbeing, which indeed include water, and seek to improve the economic and social conditions for farmers who supply us raw ingredients, for communities where our factories are located, for suppliers who work with us and for our trade partners.

The wellbeing of the communities from which we draw our agricultural raw materials and local labour is vital to our success as a business and to our shareholder value. Through rural development, providing local employment and encouraging sustainable production practices, as well as purchasing directly from small-scale suppliers and intermediaries, we not only seek to protect the supply and quality of our raw materials, but also to have a positive and long-term impact on the local economy and standards of living of rural people. Our rural development

principle is to manufacture, wherever possible, in countries and settings from which we source commodities. Today, about half of our 449 manufacturing plants are in the developing world, primarily in rural areas and directly provide local employment to over 200,000 people. In 2009, we supported 165,553 direct suppliers through technical assistance and knowledge transfer, and provided microfinance loans totalling CHF 48 million. We ensure our suppliers operate responsibly through the Nestlé Supplier Code. In 2009, we enhanced our approach to supplier development and farmer training and developed more Sustainable Agriculture Nestlé (SAIN) initiatives. Nestlé works directly with approximately 540,000 farmers to help them increase their productivity, protect the environment and climb out of poverty. About 3.4 million people in developing countries earn their livelihoods from our supply chain, so we can have a positive long-term impact on economic and environmental development and standards of living, sometimes helping entire regions to increase agricultural productivity and economic performance. For more information, please visit:

[http://www.nestle.com/Common/NestleDocuments/Documents/Reports/CSV%20reports/Global%20report%202009/Global\\_report\\_2009\\_GB.pdf](http://www.nestle.com/Common/NestleDocuments/Documents/Reports/CSV%20reports/Global%20report%202009/Global_report_2009_GB.pdf)

### PepsiCo

At PepsiCo we believe that what is good for society and what is good for business can and should be the same thing. We believe in “Performance with Purpose” and we act on this daily, delivering sustainable growth while investing in a healthier future. This is our promise and our mission. By acting on this mission we work to contribute to a sustainable environment, foster a culture of diversity and inclusion, create economic opportunities in the communities where we operate, and develop products and influence policies that can improve our consumers’ health and well-being. We have committed to integrate our policies and actions on human health, agriculture and the environment, and adapt current health and environmental impact assessment approaches to new business plans. For PepsiCo, these issues are critical for the long-term sustainability of our business and for the communities we serve. We are now strengthening our relationships with internal and external stakeholders to create a coherent and transparent strategy for achieving this goal.

We invest in knowledge and innovation in farming practices that can improve both social and human capital of the local economies. We are working across our agricultural supply chain to ensure practices are efficient and sustainable. We work with farmers who will develop long-term economic plans for efficient, responsible farm production. We support local farmers by providing funding, technical support and training and sharing best practices including water savings techniques, waste reuse, soil protection and chemical use. Through these practices, PepsiCo is raising farm productivity, which increases farmers’ incomes and improves the quality of life in many communities. For example, we have brought improved technology to basmati rice farmers providing a better yield and bringing more land under basmati rice cultivation. In Mexico, with the goal of creating small, sustainable agribusinesses, our snacks business, Sabritas, participates in a program that contributes to the overall development of low-income farming families in corn-producing communities. In partnership with the Mexican Foundation for Rural Development (FUNDAR), Sabritas contributes technical and business training for farmers, transfers relevant technology to the communities and initiates farming contracts. For more information, please visit:

[http://www.pepsico.com/Download/PepsiCo\\_2009\\_Sustainability\\_Report\\_Overview.pdf](http://www.pepsico.com/Download/PepsiCo_2009_Sustainability_Report_Overview.pdf)

## Unilever

Unilever's foods, home and personal care products are on sale in over 170 countries and are used by around 2 billion consumers on any given day. Around half our raw materials come from agriculture and forestry. Unilever works with hundreds of thousands of smallholder farmers, small-scale distributors and micro-entrepreneurs, many of whom are in the developing world. We have a longstanding Sustainable Agriculture Program and use our Sustainable Agriculture Code to help farmers improve their practices and productivity. For example, 38,000 smallholders in Kenya producing tea have attained Rainforest Alliance certification, a demonstration of their achievement of improved social, economic and environmental practices such as better use of agrochemicals, energy and water.

In November 2010 we launched the Unilever Sustainable Living Plan, a Plan which commits us to enhance the livelihoods of thousands of people in our supply chain by linking 500,000 smallholder farmers into our supply network by 2020. We will also source 100% of our agricultural raw materials sustainably by 2020. For more information, please visit: <http://www.unilever.com/sustainability/introduction/index.aspx>



*High performance. Delivered.*

2010 Compliance Monitoring Report  
For the International Food & Beverage Alliance

On Global Advertising in Television, Print and Internet

March 2011

• Consulting • Technology • Outsourcing

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## Introduction

Accenture Media Management has been commissioned by the International Food & Beverage Alliance (IFBA) to produce this report on behalf of its members: The Coca-Cola Company, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Kraft Foods, Mars, Nestlé, PepsiCo and Unilever.

IFBA is a group of leading food and non-alcoholic beverage companies 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 May 2008, they committed to five actions in support of the World Health Organization's 2004 *Global Strategy on Diet, Physical Activity and Health*, including a commitment to extend their existing policies on responsible advertising and marketing to children, globally.<sup>1</sup> In practice, this means changing the way they advertise to children so as to emphasize better-for-you choices and promote physical activity. IFBA members also committed to third-party monitoring of the implementation of this commitment globally.

In September 2010, IFBA engaged us to monitor its members' compliance in television, print and internet advertising with their stated global marketing and advertising to children policy:

IFBA members have committed to only advertise products to children under 12 years of age that meet specific nutritional criteria based on accepted national and international evidence and/or applicable national and international dietary guidelines; or to not advertise products to children under 12 years at all. For the purpose of this initiative, "advertising to children under 12 years" means advertising to media audiences with a majority of children under 12 years.

In 2009 we conducted a similar monitoring exercise. This report presents both the 2010 results and a comparison of the results with 2009.

For more information, please contact: James Boulton at [James.Boulton@accenture.com](mailto:James.Boulton@accenture.com)

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<sup>1</sup> For more information, please see <https://www.ifballiance.org/>



## Overall Methodology

We independently monitored eight markets for television advertising, five markets for print advertising and four markets for internet advertising. We conducted the monitoring exercise as a random sample of the companies' advertisements. The exercise covered the period 1 April – 30 June 2010 and was carried out in the second half of 2010.

All the media research data analyzed in order to produce this report was gained from sources independent of the advertisers and their associated media agencies. Accenture chose the period to be monitored after the advertising had already been purchased by the companies.<sup>2</sup>

To monitor compliance with television advertising we:

- Examined all advertising spots<sup>3</sup> for products marketed by IFBA members aired in the selected markets;
- Reviewed those spots for products not meeting criteria for advertising to children against product lists supplied by IFBA members;
- All spots were included for companies that do not advertise any of their products to children under 12;
- Analysed audience composition at the time of broadcast in order to identify those spots aired when the majority of the audience was composed of children under 12 years of age<sup>4</sup>;
- Counted these spots as non-compliant with the IFBA policy.

For print advertising, we isolated all print publications targeting children under 12 years of age in the selected markets, and reviewed each of these to determine if any of these contained any advertising by IFBA members.

There is no reliable demographic audience data for many websites. Therefore, we developed a sample list of child-targeted websites for the selected markets, and performed a manual check during a three-week period on each website to assess compliance.

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<sup>2</sup> Grupo Bimbo's activities are not covered in this report since the IFBA commitment did not apply until August 2010, after the monitored period. In the case of Ferrero, only Mexico was monitored as the IFBA commitments will not become fully applicable to Ferrero in other markets until the end of 2011. For PepsiCo, the monitoring covered beverages only as the commitment on snacks did not apply until January 2011.

<sup>3</sup> Spot means each individual advertising activity, i.e. the airtime used by the advertiser.

<sup>4</sup> In India and Saudi Arabia the age threshold data analysed by Accenture was under 14 years of age instead of 12 years. This is because the data available to media agencies in those countries is under 14 years.

## Summary of Key Results

### A. 2010 Compliance Rates

#### **Television: overall compliance rate is 96.0%**

This result is based on the review of nearly one million food and non-alcoholic beverage advertising spots (929,855) promoting products by IFBA members broadcast in Chile, China (Beijing region), India, Mexico, Russia, the Kingdom of Saudi Arabia, the Philippines and South Africa during the monitoring period. Instances of non-compliance represent all spots for products not meeting IFBA members' nutritional criteria aired at a time when the reported audience share of children under the age of 12 exceeded 50%.

37,382 instances of non-compliance were identified. Of these, a high proportion were spots aired during general viewing times and not on children's programmes which produced profiles of more than 50% of the audience being under 12 years of age. These are statistical anomalies due to small audience sizes. In most cases, these spots had ratings below 1 Gross Rating Point (GRP) for children, meaning less than 1% of the under-12 years of age viewing population.<sup>5</sup> Nonetheless, these spots were considered to be non-compliant.

#### **Print: overall compliance rate is 100%**

For the purposes of this verification, five sample markets were chosen: China, India, Mexico, the Philippines and South Africa. Over 100 publications were analyzed for advertisements targeting children under 12 years of age. We did not find any advertisements among these publications that promoted products of IFBA members in the countries analyzed.

#### **Internet: overall compliance rate is 100%**

For the purposes of this verification, four sample markets were chosen: India, Mexico, Russia and South Africa. We did not find any non-compliant advertisements for products advertised by IFBA members on any of the websites reviewed.

---

<sup>5</sup> Gross Rating Points (GRPs) measure the size of an audience reached by a specific media vehicle or schedule. The small audience size means that the reported audience share data is statistically not reliable. Audience data can be skewed if even very few viewers that are part of the measurement panel misreport their viewing (e.g. reporting a child under 12 years of age watching instead of an adult in a given household).

## **B. Comparison with 2009 Results**

In 2009, the compliance monitoring exercise was conducted in Argentina, Canada, China (Shanghai region), India, Indonesia, Mexico, New Zealand, Russia, South Africa, Thailand, Ukraine and the U.S.A. In 2010, in addition to the new markets we monitored, we repeated compliance monitoring in four of these markets to get a comparison – India, Mexico, Russia and South Africa.

The overall compliance monitoring results are comparable year-on-year – between 94% and 100% for television and 100% for print and internet advertising. Overall variances are marginal. (See Fig. 2 on page 9).

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## Television Compliance Monitoring 2010

### Methodology

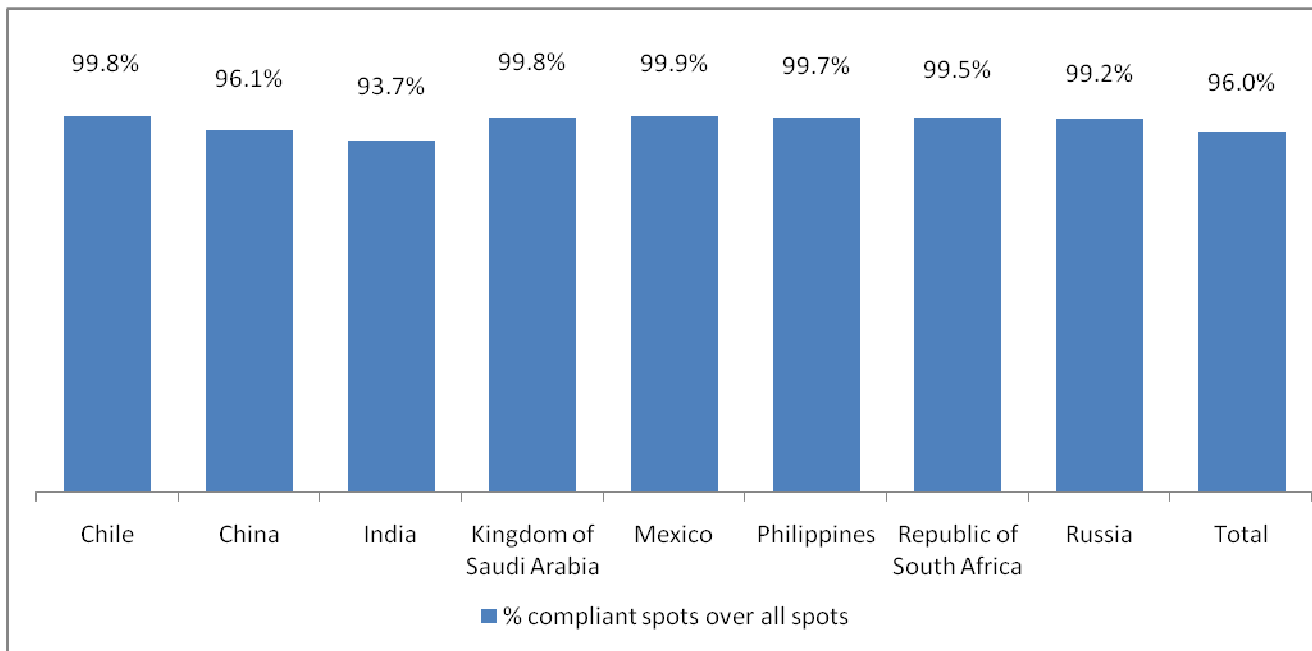
- For the purposes of this verification, eight sample markets were chosen: Chile, China (Beijing Region), India, Kingdom of Saudi Arabia, Mexico, Philippines, Republic of South Africa and Russia. *(See Appendix 1 for a list of the monitored television channels)*
- All spots by IFBA member companies aired in the eight markets from 1 April to 30 June were collected. Total sample size: 929,855 spots.
- Spots for products that do not meet IFBA companies' nutritional criteria, where applicable (some member companies do not advertise any products to children under 12 years of age), were identified on the basis of product lists supplied by companies.
- Audience composition at the time each spot was aired was analysed on the basis of national ratings data. This allowed us to identify advertisements aired in and between programmes with an audience in which the majority were children under 12 years of age.<sup>6</sup>
- All spots for products that IFBA member companies have committed not to advertise to children under 12 years of age, aired at times when the audience was composed of a majority of children under 12 years of age, were deemed non-compliant.

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<sup>6</sup> In India and Saudi Arabia the age threshold data analysed by Accenture was under 14 years of age instead of 12 years. *(See footnote 4)*

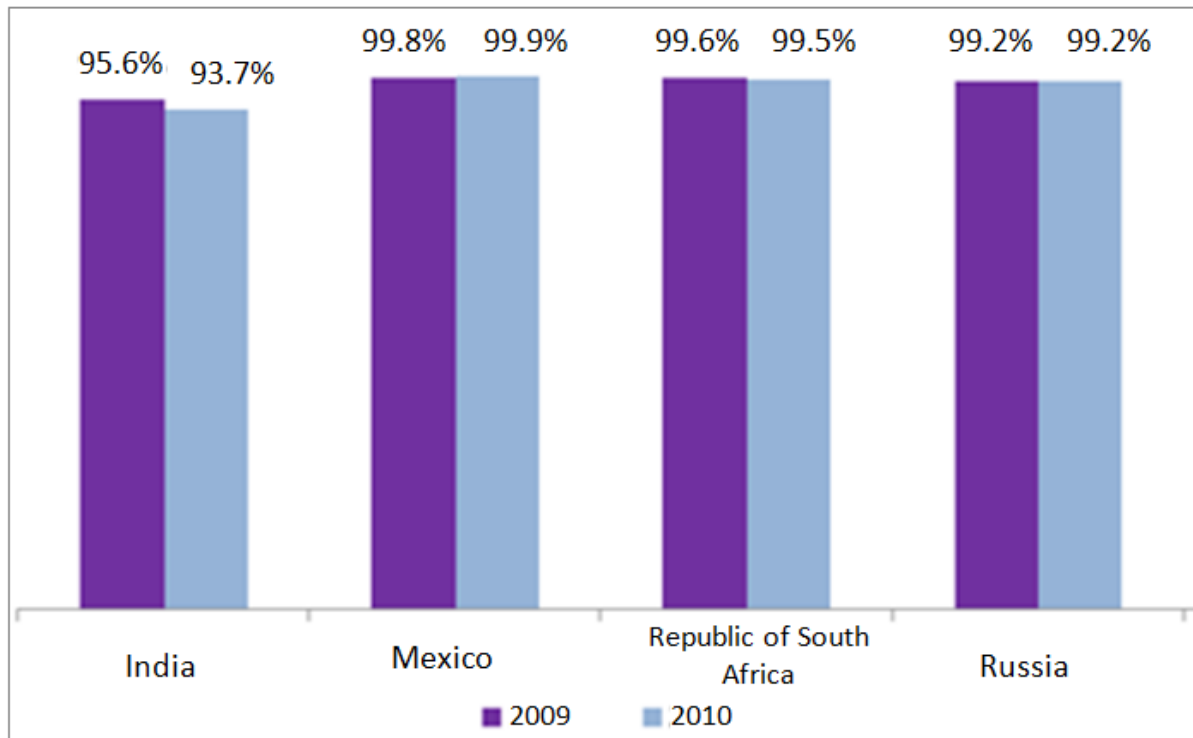
**Results**

**Fig. 1: Television Overall Compliance Results (All spots included) (2010)**



Measuring Change: Trends in IFBA Member Companies' Television Advertising

Fig. 2: 2009 vs. 2010 Compliance Results (All Spots)



When looking at all spots, we can see that overall compliance rates are broadly stable in the markets monitored in both years, with India showing a slight decline. However, when spots with an under-12 years of age audience with less than 1 GRP are excluded, the 2010 compliance rate in India is actually higher in 2010 than in 2009. For all other countries compliance rates remain stable.

## Print Compliance Monitoring

### Methodology

- For the purposes of this verification, five sample markets were chosen: China, India, Mexico, the Philippines and South Africa.
- As age-specific readership data for children's print titles is not available, Accenture prepared a list of children's titles in four of the five monitored markets on the basis of national genre classifications used in the media industry. *(See Appendix 2 for a list of the monitored print titles)*
- In Mexico, Accenture gathered the full lists of all printed publications where IFBA members published commercial communications in the period 1 April – 30 June and analysed whether any of these publications were aimed at children under 12 years of age.
- There was no data available for children's titles in the following markets: Chile, Russia and the Kingdom of Saudi Arabia.
- Using advertising data from national monitoring agencies (databases of all advertisements placed in print titles), Accenture reviewed these publications for advertisements for products that IFBA member companies have committed not to advertise to children under 12 years of age.
- Any advertisement for such products in any of these titles was deemed non-compliant.

### Results

**Print Advertising: All monitored markets (China, India, Mexico, the Philippines and South Africa) were 100% Compliant.**

## Internet Compliance Monitoring

### Methodology

- For the purposes of this verification, four sample markets were chosen: India, Mexico, Russia and South Africa.
- A list of younger children's websites in each of the four monitored markets was compiled by Accenture's local offices to represent a sample of child-oriented websites. *(See Appendix 3 for a list of the monitored websites)*
- The websites were accessed over a period of three weeks to check for advertising content relating to the non-compliant products from IFBA members.
- Any advertisement for such products in any of these websites was deemed non-compliant.

### Results

**Internet Advertising: All monitored markets (India, Mexico, Russia and South Africa) were 100% Compliant.**



## Appendix 1: Television Channels Monitored

### Chile

Red Television Ch4  
 Univ Catolica Ch13  
 Television Nac Ch7  
 Mega Ch9  
 Chilevision Ch11  
 Telecanal Ch2  
 UCV Television Ch5

### China

Beijing Satellite  
 Beijing TV Entertainment Channel  
 Beijing TV Science and Education Channel  
 Beijing TV Film and TV Series Channel  
 Beijing TV Sports Channel  
 Beijing TV Life Channel  
 Beijing Kaku Cartoon Satellite Channel  
 Beijing TV Finance and Economics Channel  
 Beijing TV Children's Channel  
 Beijing TV Public Service Channel

### India

9X M  
 24 Ghanta TV  
 9X  
 Aaj Tak  
 Aakaash (Bangla)  
 Adithya TV  
 Amrita TV  
 Animal Planet  
 Asianet / Asianet Plus  
 AXN  
 B4U Music  
 Bindass  
 Cartoon Network  
 Channel V  
 Chintu TV

Chutti TV  
 CNBC AWAAZ / TV18  
 CNN IBN  
 Colors  
 DD Delhi/News/Punjabi  
 DD1  
 DD10 Sahyadri (Marathi)  
 DD16 Lucknow  
 Dilli Aaj Tak  
 Disney Channel / XD  
 E 24  
 Eenadu TV(ETV Telugu)  
 ESPN  
 ETC Punjabi  
 ETV Bangla  
 ETV Kannada  
 ETV Marathi  
 ETV2 Telugu News  
 FILMY  
 Fox History & Entertainment  
 Gemini Comedy  
 Gemini Movies  
 Gemini Music  
 Gemini News  
 Gemini TV  
 HBO  
 Headlines Today  
 HM TV  
 Hungama TV  
 IBN 7  
 Imagine TV / Showbiz  
 India TV  
 Isaiyaruvi  
 Jaya Max  
 Jaya TV  
 Kairali  
 Kalaignar TV  
 Kasturi  
 Kiran TV

KTV  
Kushi TV  
Maa Music  
Maa Telugu  
Mahuaa TV  
Manoranjan TV  
MAX  
Mega TV  
MH1  
MH1 News  
Mi Marathi  
MTV  
Music India  
National Geographic  
Channel  
NDTV 24x7 / Good Times  
Neo Cricket  
News Live  
Nickelodeon  
PIX  
POGO  
Raj Digital Plus  
Raj Musix  
Raj TV  
Rupashi Bangla  
SAB  
Sahara One  
Sakshi TV  
Sangeet Bangla  
Siripoli  
Sony Entertainment TV  
Star Gold  
Star Jalsha  
Star Movies  
Star News  
Star One  
Star Plus  
Star Pravah  
Star Utsav  
Star World  
Sun Music

Sun TV  
Surya TV  
Suvarna  
Tara Muzik  
Tarang  
TLC  
U2  
Udaya Movies  
Udaya TV  
UTV Action / Movies  
VH1  
Vijay TV  
World Movies  
Zee Bangla  
Zee Cafe  
Zee Cinema  
Zee Kannada  
Zee Marathi  
Zee News  
Zee Studio  
Zee Talkies  
Zee Telugu  
Zee TV  
Zing  
Zoom

**Kingdom of Saudi Arabia**

ABU DHABI AL OULA  
AL ARABIYA  
AL MEHWAR  
AL RAI  
DUBAI ONE TV  
DUBAI TV  
ESC  
FATAFEAT  
FOX MOVIES  
FOX SERIES  
LBC SAT  
MAZZIKA  
MBC 1  
MBC 2

MBC 3  
MBC 4  
MBC ACTION  
MBC MAX  
MELODY AFLAM  
MELODY ARABIA  
MELODY HITS  
ROTANA CINEMA  
ROTANA CLIP  
ROTANA KHALEEJIAH  
ROTANA MUSIC  
SAMA DUBAI  
SAUDI SPORT  
SAUDI TV 1  
SPACETOON ARABIC

**Mexico**

9 GALAVISION  
A&E MUNDO  
AXN  
CANAL 2  
CANAL 5  
CANAL 7  
CANAL 13  
CANAL 52  
CARTOON NETWORK  
DISCOVERY CHANNEL  
DISCOVERY KIDS  
DISNEY XD (JETIX-FOX KIDS)  
E! ENTERTAINMENT  
ESPN

**Philippines**

ABC/TV5  
ABS-CBN  
AXN-NET  
BTV  
CARTOON NETWORK  
DISNEY CHANNEL  
GMA  
JACK TV  
NICKELODEON-NET

QTV 11  
RJTV  
SBN  
SOLAR SPORTS-NET  
SOLAR TV (RPN)  
STAR WORLD  
STUDIO 23

**Republic of South Africa**

Africa Magic  
BBC Entertainment  
BBC Lifestyle  
Boomerang  
Cartoon Network  
E! Ent  
e-TV  
KykNET  
Magic World  
M-Net  
M-Net Action  
M-Net Movies1  
M-Net Movies2  
M-Net Series  
M-Net Stars  
Nickelodeon  
SABC1  
SABC2  
SABC3  
Sony Entertainment  
Style Network  
Universal Channel  
Vuzu  
Africa Magic +  
Animax  
BBC World  
Channel O  
CNN  
Crime & Investigation  
CSN  
Discovery  
E News

MK  
MTV  
MTV Base  
National Geographic  
Soweto  
SuperSport 1/2/3/4/6/7

**Russia**

2X2  
DTV  
MTV  
MUZ TV  
NTV  
PERVY KANAL  
REN TV  
ROSSIYA 1  
ROSSIYA 2  
STS  
TNT  
TV TSENTR  
TV-3  
7TV  
DOMASHNY  
PYATY KANAL  
ZVEZDA

## Appendix 2: Print Titles Monitored

### China

Children Fun—Kaku Cartoon  
Blue cat global adventure  
Mickey mouse  
Garden Baby  
Children Fun—Barbie

### India

Ambiliammavan  
Ambuliamama  
Anandamela  
Balahumi  
Balarama  
Balhans  
Champak  
Chandamama  
Chandoba  
GoKulam  
GoAdventurer  
Jahnamamu  
Nandan  
Suktatra

### Philippines

Playhouse Disney  
Disney High School Musical  
Disney Princess  
K-Zone

### Republic of South Africa

Barbie Magazine  
Boyz  
Bratz Magazine  
Camp Rock  
Disney and Me  
Disney High School Musical  
Envirokids  
Foschini Kids SuperClub Magazine  
Hannah Montana  
Hoezit!  
MiniMag  
National Geographic Kids  
Noddy Magazine  
Play On  
Playhouse Disney  
Primary News: Durban  
Princess  
Princes

In Mexico, Accenture gathered the full lists of printed publications where IFBA members published commercial communications in the period 1 April – 30 June. Below is a list of those titles. This list does not contain any children's titles.

Mexico 2010 IFBA Members Print Title List		
15 A 20	EXCELSIOR	OK!
AUTOMOVIL	EXPRESS MAS NOT MTY.	PADRES E HIJOS
PANAMERICANO	FAMILIA SALUDABLE	PUBLIMETRO
BALANCE	GENTE Y LA ACTUALIDAD	QUIEN
BUENHOGAR	GLAMOUR MEXICO	QUO
CARAS	GQ MEXICO	RECORD DIARIO DEPORT
CHILANGO	IN STYLE MAGAZINE	REFORMA
CINE PREMIERE	INFASHION	SELECCIONES
CINEMANIA	KENA	SPORT LIFE
COCINA FACIL	KENA ESPECIAL	TENDENCIAS
CONOZCA MAS	LA JORNADA	TU
COSMOPOLITAN DE MEXICO	LA PRENSA	TV NOTAS
EL GRAFICO	MARIE CLAIRE	TV Y NOVELAS
EL INFORMADOR JAL	MEN'S HEALTH EN ESPANOL	VANIDADES
EL NORTE MTY.	MI BEBE Y YO	VANIDADES ESPECIAL
EL OCCIDENTAL JAL	MILENIO DIARIO MTY	VEINTITANTOS
EL UNIVERSAL	MURAL JAL.	VOGUE MEXICO
ELLE	MUY INTERESANTE	WOMEN'S HEALTH EN ESPANOL
ERES	NATIONAL GEOGRAPHIC EN ES	
ESQUIRE	NUEVA	
ESTO		

## Appendix 3: Websites Monitored

### India

[www.cartoonnetworkindia.com](http://www.cartoonnetworkindia.com)  
<http://www.pogo.tv/>  
<http://www.disney.in>  
<http://www.hungamatv.com>  
<http://kids.discovery.com>  
<http://www.nickindia.com/games>  
<http://kids.yahoo.com>  
<http://kids.zapak.com>  
<http://www.pitara.com>  
<http://www.hindukids.org/>  
<http://thekidzpage.com>  
<http://kidsfront.com>  
<http://playkidsgames.com>  
<http://kidsone.in>  
<http://www.123peppy.com>  
<http://primarygames.com>  
<http://www.kidzworld.com/>  
<http://gamekidgame.com/>  
<http://www.kidswebindia.com>

### Mexico

<http://home.disneylatino.com/>  
<http://www.cartoonnetwork.com.mx>  
<http://www.juegos.com/>  
<http://www.gusanito.com>  
<http://www.papalote.mx/>  
<http://www.elkiosco.gob.mx>  
<http://www.kokone.com.mx>  
<http://www.mundonick.com>  
<http://www.kokone.org>  
<http://www.pipoclub.com/>  
<http://www.dinosaurio.com/>

### Republic of South Africa

<http://kids.nationalgeographic.com/kids/>  
<http://www.moshimonsters.com>  
<http://www.miniclip.com/games/en>  
<http://www.nick.com/>  
<http://www.sterkinekor.com/site.php>  
<http://www.gsn.com/>  
<http://www.neopets.com>  
<http://www.cartoonnetwork.com/>  
<http://spongebob.nick.com>

### Russia

[www.deti.mail.ru](http://www.deti.mail.ru)  
[www.children.kulichki.net](http://www.children.kulichki.net)  
[www.solnet.ee](http://www.solnet.ee)  
[www.detstvo.ru](http://www.detstvo.ru)  
[www.littlefox.ru](http://www.littlefox.ru)  
[www.tvoyrebenok.ru](http://www.tvoyrebenok.ru)  
[www.raskraska.com](http://www.raskraska.com)  
[www.lukoshko.net](http://www.lukoshko.net)  
[www.babylessons.ru](http://www.babylessons.ru)  
[www.mashamedved.tv](http://www.mashamedved.tv)  
[www.detskiy-mir.net](http://www.detskiy-mir.net)  
[www.lizmult.ru](http://www.lizmult.ru)  
[www.prozagadki.ru](http://www.prozagadki.ru)  
[www.detiseti.ru](http://www.detiseti.ru)  
[www.danilka.com](http://www.danilka.com)  
[www.agakids.ru](http://www.agakids.ru)  
[www.detsad-kitty.ru](http://www.detsad-kitty.ru)  
[www.olesya--emelyanova.narod.ru](http://www.olesya--emelyanova.narod.ru)  
[www.rebenok.com](http://www.rebenok.com)  
[www.pochemu4ka.ru](http://www.pochemu4ka.ru)