

ifba

INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE

2015/2016
Progress
Report



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About



INTERNATIONAL
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ALLIANCE

Formed in 2008, the International Food & Beverage Alliance (IFBA) brings together

the world's leading food and non-alcoholic beverage companies around a common goal of helping consumers around the globe to achieve balanced diets and healthy lifestyles. Our collective work is based on a set of actions recognized by the United Nations (UN), the World Health Organization (WHO), governments and civil society as crucial to helping improve global health - product formulation and innovation, access to nutrition information, responsible marketing practices and the promotion of healthy lifestyles. Achieving global health requires a whole-of-society approach and we work in collaboration with governments, academia, civil society and the private sector to develop and implement effective and sustainable solutions. Learn more:

www.ifballiance.org

This report

provides an overview of the progress IFBA and its members (not including Danone which joined the Alliance in 2017) have made on their commitments in 2015 and 2016, including an update of progress made on the enhanced commitments adopted by IFBA in 2014.

The data presented in this report is based on 2015-2016 survey findings from all eleven IFBA members. In reporting on the changes in product portfolios and nutrition labelling, we have attempted to provide a snapshot of the collective efforts of IFBA companies globally. Despite significantly different product portfolios and different methodologies for setting targets and tracking and measuring changes in product formulations or innovations, or in the nutritional information provided to consumers, we are pleased to report our progress.

Our Members

The Coca-Cola Company



FERRERO



Kellogg's

MARS



Mondelēz
International



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A Message from the Co-Chairs

We launched the International Food & Beverage Alliance in 2008, with the goal of helping consumers worldwide achieve balanced diets and healthy lifestyles and a commitment to driving positive change in our industry. Over the past nine years, our voluntary efforts to implement a set of actions on product formulation and innovation, on access to nutrition information, responsible marketing practices and the promotion of healthy lifestyles - all actions recognized by the UN, the WHO and the public health community as crucial to improving global health - have led to significant improvements in our industry.

Along the way, we embraced the challenge of combatting noncommunicable diseases (NCDs) and have been working steadily towards helping prevent diet-related NCDs by improving global nutrition and promoting healthy lifestyles.

This report highlights the important progress we have made in 2015/2016 across our commitments:

- ▶ We have continued to improve the nutrition of our foods and beverages, reducing key nutrients of public health concern and increasing positive nutrients and access to fruits and vegetables, low-fat dairy, and whole grains.
- ▶ We have helped consumers manage their sugar and calories, by providing a variety of portion size packaging, including small and/or reduced portion sizes and offer guidance on portions.
- ▶ In 2016, we adopted a commitment to phase out industrially produced trans fat from our product portfolios worldwide by the end of 2018.
- ▶ We have improved access to nutrition information with innovative technologies to empower consumers to make informed choices and continued our efforts to implement consistent product labelling principles globally.

- ▶ Marketing communications to children have been restricted and refocused on the promotion of healthier options and well-being and the nutritional composition of products marketed to children has been improved.
- ▶ We expanded our workplace wellness programmes and extended our collaborations to promote balanced diets and healthy lifestyles in the communities we serve around the world.

We continued our participation in UN and WHO dialogues and consultations sharing our technical expertise and strategies to promote good nutrition and combat diet-related NCDs.

We are mobilizing action at the national level. Our outreach missions to encourage and support local food and beverage manufacturers to promote initiatives for health and wellness expanded in 2015 and 2016 to include Brazil, China, Central America, Colombia, the GCC, India, Jordan, Singapore, South Africa, Turkey, the UAE and ASEAN. We joined with the



A Message from the Co-Chairs

(cont.)

government of Argentina and the national food and beverage industry to sign an agreement to work together to reduce sugar, salt and fats in foods and beverages and promote healthy eating.

In September, 2017, we presented José Narro Robles, Secretary of Health for Mexico, with our pledge of support for the government's National Strategy for the Prevention and Control of Overweight and Obesity. And in October, 2017, we reiterated our commitment to take joint measures to help improve the diet and health of the population in Latin America and the Caribbean, in response to the WHO call for action contained in the Montevideo Roadmap 2018-2030 on NCDs as a Sustainable Development Priority.

Through our commitments and our collaboration efforts we are also taking meaningful action to support the UN Sustainable Development Goals of ending hunger, achieving food security and improved nutrition, promoting more sustainable agriculture, ensuring healthy lives and promoting good health and wellbeing for all.

We are proud that our leadership has resulted in positive changes in our industry, but recognize there is more work to do. Overcoming the challenges of obesity, undernutrition and NCDs and achieving the UN Sustainable Development Goals by 2030 is the collective responsibility of governments, industry and civil society and requires collaboration and multistakeholder partnerships. We stand ready to play our part.

We will continually challenge ourselves to do more and look for further opportunities to partner with all stakeholders to leverage our collective expertise to find innovative solutions to achieving the shared vision of global health.

Michael Goltzman

Vice President, International Government Relations & Public Affairs

The Coca-Cola Company

Chavanne Hanson, MPH, RD, LD

Deputy Head, Global Public Affairs

Nestlé S.A.

Product Formulation and Innovation

Our Commitments

- ▶ Improve and innovate products with the goal of making available food choices that help people eat healthy, balanced diets
 - Reduce sodium, sugar and saturated fats
 - Increase fibre, whole grains, vitamins and minerals, fruits, vegetables and low-fat dairy
 - Provide low- and no-calorie options
 - Provide portion size packaging, including small and/or reduced portion sizes and portion guidance
- ▶ By end 2018: Phase out industrially produced trans fat from product portfolios globally
- ▶ By end 2014: Publish on the IFBA website all members' company policies on product formulation and innovation

Our Progress

We are continuing to improve the nutrition of our products with the goal of helping consumers eat healthy, balanced diets



The goals for reducing key nutrients and increasing beneficial ingredients differ from company to company, and depend on the nature of their product portfolios and the scope of previous formulation efforts. Most companies

report and track progress against their efforts. However, targets and end dates will differ, ranging from no specific date to annual targets to multi-year targets extending up to 2025. ³

Status of Efforts at the End of 2016 for IFBA's 11 Member Companies

Focus Area	Number of companies tracking and reporting efforts	Number on target to meet stated goals	Number to achieve stated goals ahead of end date	Number of companies not on target to achieve stated goals by end date. New goals set.
Reducing Sodium ⁴	8	6	2	-
Reducing Sugar ⁵	9	7	1	1
Reducing Saturated Fat ⁶	9	8	-	1
Removing Trans Fats	10	10	-	-
Increasing Beneficial Ingredients ⁷	11	8	3	-
Increasing Portion Control Options ⁸	10	9	1	-

¹ Ten of eleven members reporting. Eight members reported this as a percentage of sales (averaging 43.19% on an aggregated basis) and two companies reported this as a percentage of the product portfolio (averaging 35.25% on an aggregated basis). One of the eight companies only reported on the percentage of sales derived from products with positive nutrients – as a result, this number may be understated.

² Learn more: www.ifballiance.org

³ View companies' goals and progress on our website

⁴ For two companies sodium is not relevant for their portfolios; and one company does not track this information

⁵ Two companies do not track this information

⁶ For one company saturated fat is not relevant for their portfolio; and one company does not track this information

⁷ Including whole grains, fibre, vitamins and minerals, fruits, vegetables and low-fat dairy

⁸ By providing a variety of portion size packaging, including small and/or reduced portion sizes and/or low- and no-calorie options, as well as portion guidance

Nutrition Information

Our Commitments

Provide clear, fact-based nutrition information on packs, at point of sale, on websites, through social networks and other means to enable consumers make informed choices

▶ By 2016: Implement a common global approach to nutrition labelling on-pack and at point-of-sale

▶ By 2016: Provide front-of-pack calorie labelling globally



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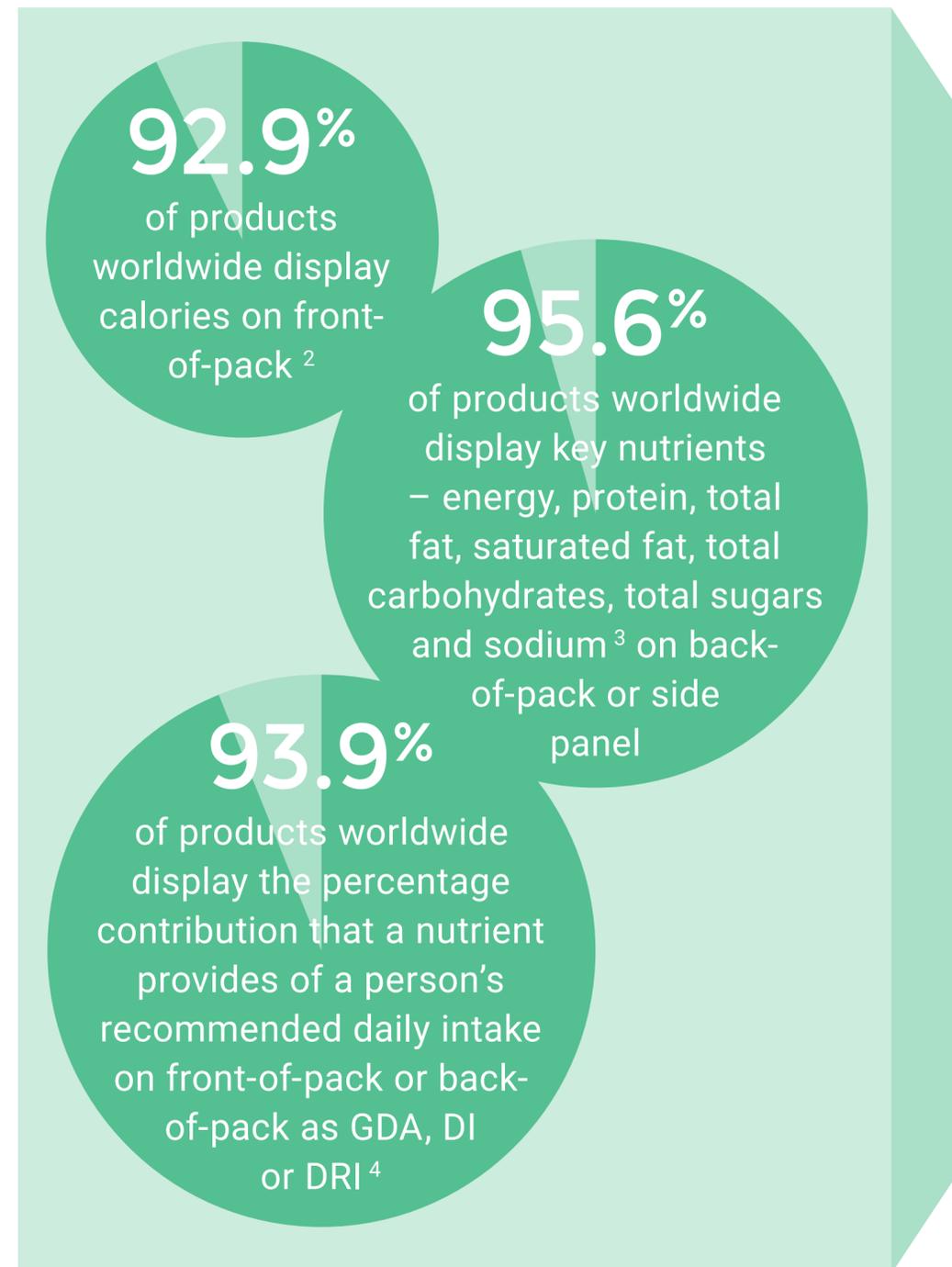
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Our Progress

We have improved access to nutrition information to enable consumers to make informed choices with a clear and consistent labelling scheme and new technologies.

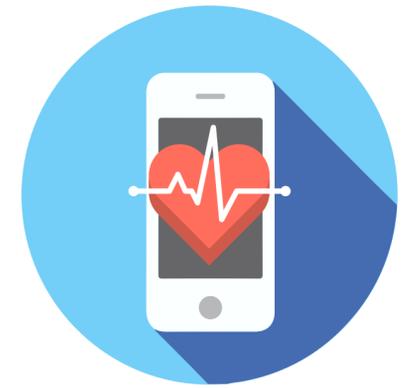
Product Labels¹



¹ All packaged food and beverage companies reporting
² Where such front-of-pack labelling is permitted and in accordance with regulatory requirements.

Innovative Technologies

- ▶ Mobile phone apps provide easy access to extensive product details while shopping, track the foods a consumer eats, provides recommendations tailored to a user's calorie and nutrient needs and tips on maintaining a healthy lifestyle based on diet and physical activity



Websites and Social Networks

- ▶ Promote good nutrition and healthy lifestyles with recipes and meal plans, and tools for calculating nutritional recommendations, creating personalized eating plans and providing guidance on portion size as part of a healthy, balanced diet
- ▶ Online platforms engage with consumers to answers questions/share health and nutrition information



³ Where such values are available
⁴ Not all countries permit labels with daily dietary recommendations. Guideline Daily Amount (GDA), Daily Value (DI) or Daily Reference Intake (DRI)

Responsible Marketing to Children

Our Commitments

- ▶ Only advertise products to children under 12 that meet common nutrition criteria based on accepted science-based dietary guidance or do not advertise to this age group
- ▶ By 2016: Extend IFBA's global policy ([read it on ifba.com](http://ifba.com)) on marketing to children to:
 - cover virtually all media
 - limit the use of certain techniques, such as licensed characters, movie tie-ins, and celebrities that appeal to children under 12 to marketing only better-for-you products
- ▶ Harmonize nutrition criteria on a regional or national basis, to provide a common standard for those companies advertising better-for-you products to children under 12
- ▶ Encourage other food and beverage manufacturers to adopt local pledges to improve the food and beverage products marketed to children
- ▶ Report compliance with IFBA's global policy and local pledge programmes



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Our Progress

Our strategy on responsible marketing to children is based on three actions: implementing the IFBA Global Policy on Marketing Communications to Children; encouraging other industry players to adopt similar marketing pledges; and evaluating and reporting on our compliance.

Implement IFBA's Global Policy on Marketing Communications to Children

All members implemented the extended IFBA global policy¹

Common nutrition criteria for those advertising better-for-you products to children under 12 adopted in Brazil, Canada, Colombia, the EU, the GCC, India, Singapore and U.S.A.



Encourage other industry players to adopt marketing pledges

Marketing pledges launched in **51** countries



71 non-IFBA members signed marketing pledges

Evaluate and report compliance

Globally (2015): 97% for TV, 99.8% for internet and 100% for print²

Australia (2016): 99.25% for TV for packaged food and beverages and quick service restaurants³

EU (2016): 98.7% for TV, 95% for internet⁴

Canada (2016): Excellent compliance for TV and internet⁵

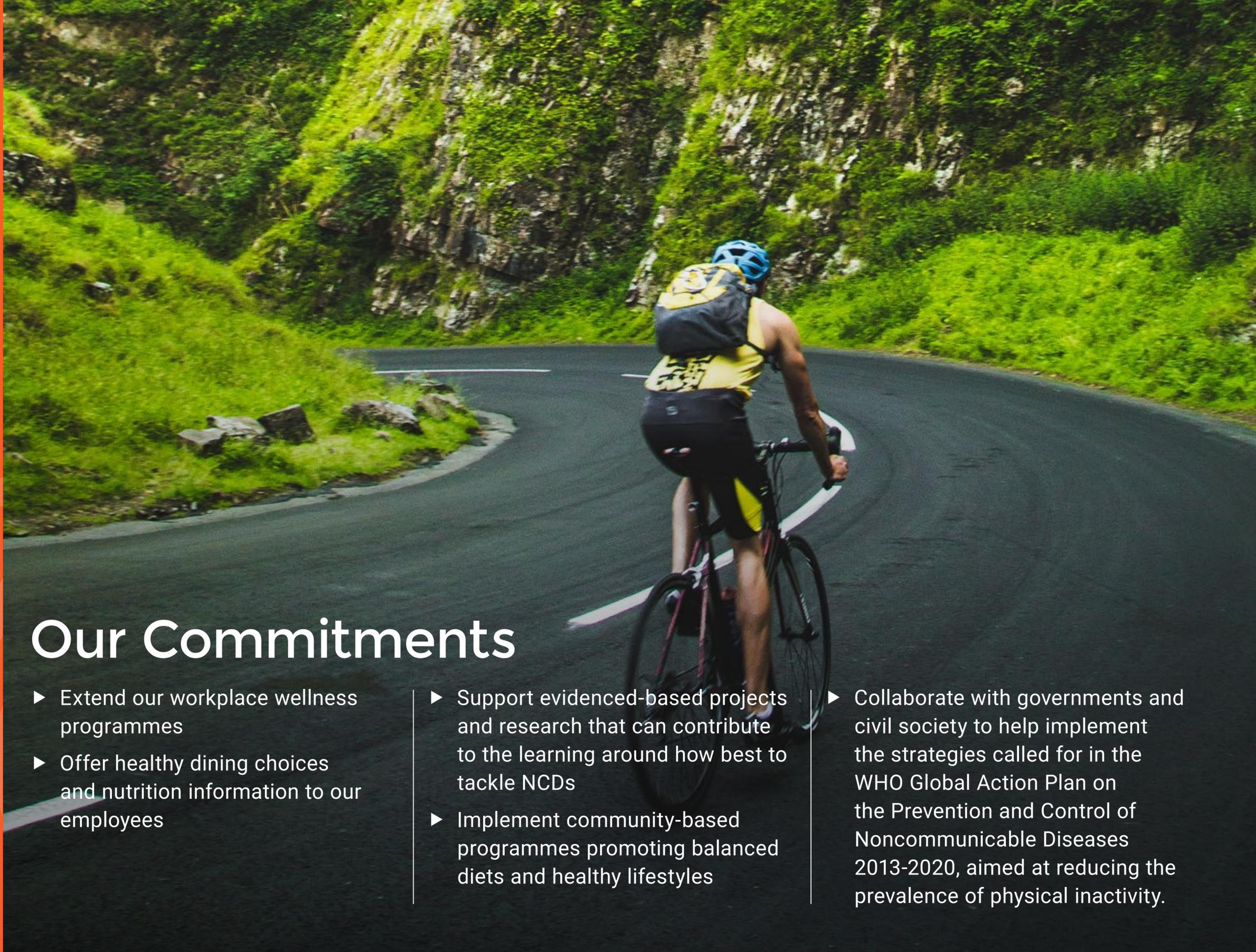
U.S.A. (2015): Overall compliance was excellent⁶

We are driving change in the marketplace. The nutritional composition of foods advertised to children under 12 has significantly improved with less sugar, sodium and saturated fat and more fibre, whole grains, vitamins and minerals.

¹ Accenture Media Management conducted independent monitoring of members' television, print and online advertising in a globally representative sample of markets
² Accenture Media Management conducted independent monitoring of members' television, print and online advertising in a globally representative sample of markets
³ The Australian Advertising Standards Board conducted the compliance assessment with an external audit and review of complaints

⁴ Accenture Media Management reviewed EU Pledge member companies' compliance with the commitment relating to television advertising in ten EU countries; EASA, the European Advertising Standards Alliance monitored brand websites in ten EU countries
⁵ Advertising Standards Canada conducted an assessment of compliance through an independent audit and review of each participant's compliance report. No radio, print, interactive games, out-of-home, mobile media or licensed characters advertising was utilized.
⁶ The Council of Better Business Bureaus monitored ads on television, child-directed websites, digital, mobile apps, VOD (Hulu), licensed characters and product placement and reviewed detailed self-assessment reports submitted by participants

Healthy Lifestyles



Our Commitments

- ▶ Extend our workplace wellness programmes
- ▶ Offer healthy dining choices and nutrition information to our employees
- ▶ Support evidenced-based projects and research that can contribute to the learning around how best to tackle NCDs
- ▶ Implement community-based programmes promoting balanced diets and healthy lifestyles
- ▶ Collaborate with governments and civil society to help implement the strategies called for in the WHO Global Action Plan on the Prevention and Control of Noncommunicable Diseases 2013-2020, aimed at reducing the prevalence of physical inactivity.



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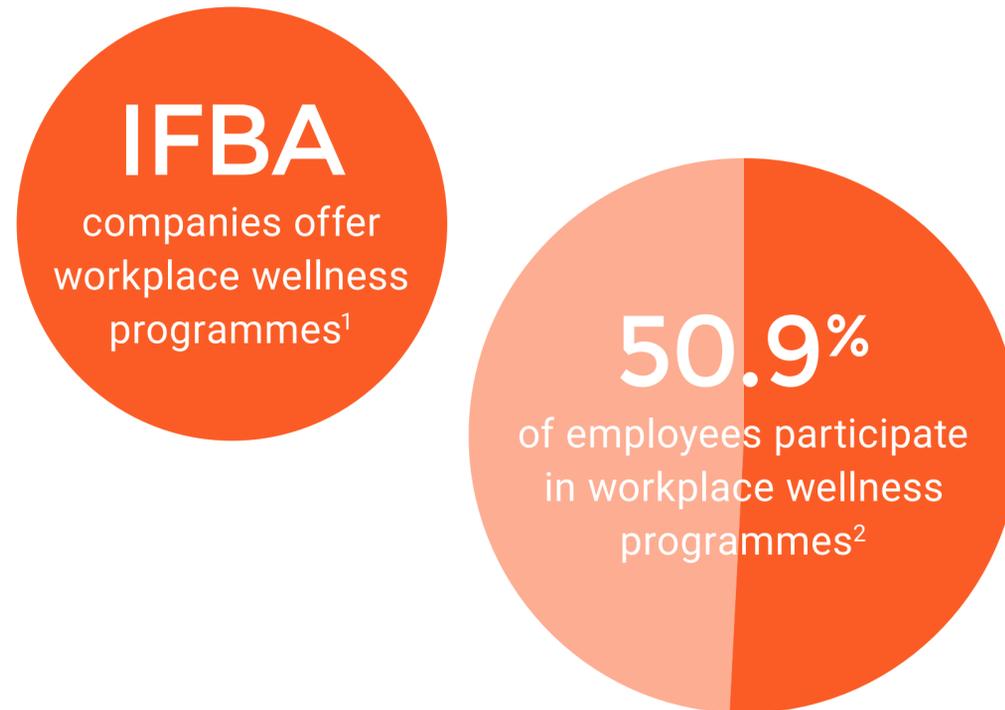


Our Progress

The health and wellbeing of the more than 3 million people IFBA companies employ worldwide is an important priority for our companies and all offer workplace wellness programmes. We are also working in collaboration with governments and civil society to address the health and wellbeing of people worldwide, with innovative programmes designed to promote balanced diets and healthy lifestyles.

Workplace Wellness

Employee health and wellness programmes differ from company to company and within a company, from country to country, but generally IFBA companies offer programmes that address many aspects of employees' well-being:



Participation in workplace wellness programmes is voluntary and encouraging employees to engage and keep them motivated to achieve health goals is extremely important. IFBA members offer incentives, such as discounts on annual insurance premiums, for participation in health screenings or exercise and weight challenges.

¹ Although not at all locations



Physical and Mental: wellness screenings; health counselling; programmes on stress and resilience, alcohol and drug addiction, diabetes management, smoking cessation, heart health and cancer awareness; vaccination clinics



Nutrition: nutrition education; healthy eating tips; diet and weight management programmes; healthy dining choices in company cafeterias



Physical Activity: Fitness centres; workplace exercise activities and classes; gym memberships; personalized exercise plans; fitness and sports challenges

Community Well-being



² Seven companies reporting. Participation levels within companies vary within different countries/regions. In some cases programmes are managed locally and participation is not tracked by headquarters.



Healthy Lifestyles: Global Impact

Kellogg's

Healthy beginnings

– A website providing nutrition and physical activity tips and tools for mothers with children under five years

 Nestlé

Healthy Kids Global Programme

– Promoting healthier lifestyles and diets for children; present in 84 countries in 2016, reaching 8.3 million children

FERRERO

Kinder+Sport | Joy of Moving

– Encouraging play and sports in children; reaching 4 million children in 25 countries across Asia, Europe, and Latin America



M5K "Women Run" – in 2016, 60,000 women in 13 cities participated in the largest women's race in Latin America



Healthy Recipe Framework

– Inspiring consumers, employees and chefs to more nutritious cooking through 100,000+ recipes on-pack and online.

MARS

Family Meal Times Programme

– Mars Food promotes and supports the emotional, social and nutritional benefits of cooking and eating together as a family

 **PEPSICO**

Tomoooh Education Programme

– Aims to improve school attendance and combat malnutrition in Upper Egypt, Jordan and Lebanon

 **GRUPO BIMBO**

Global Energy Race – In 2016, 85,000 people in 36 cities across 21 countries participated, setting the Guinness Record with 1 million+ slices of bread donated to food banks

 **Mondelēz International**

Healthy lifestyle programmes

– Reaching over 1.5 million children, across 18 countries, increasing nutrition understanding, physical activity and fruit and vegetable consumption

The Coca-Cola Company

Replenish Africa Initiative

– improves access to safe water, supports women's empowerment and sustainable agriculture

 **GENERAL MILLS**

World Food Programme in India

– this partnership, launched in 2016, is enabling schools to nutritionally fortify 65 million meals per school year (serving 325,000 students daily)

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Product Formulation and Innovation

- ▶ **39.2%** of products in IFBA companies' global portfolios, on an aggregated basis, meet companies' criteria for better-for-you products ¹
- ▶ Emphasized the reduction of salt, sugar and fats
- ▶ Increased whole grains, fibre, fruits, vegetables and low-fat dairy
- ▶ Increased offerings of micronutrient-fortified foods and beverages
- ▶ Increased low- and no-calorie options and small and/or reduced portion sizes
- ▶ On target to achieve the commitment to phase out industrially produced trans fat from product portfolios worldwide by end of 2018

¹ Ten of eleven companies reporting, with one member only reporting on positive nutrients. As a result, this percentage may be understated.

Nutrition Information

- ▶ Implemented a clear and consistent product labelling scheme worldwide to help consumers make informed choices
 - **92.9%** of labels displayed calories front-of-pack
 - **95.6%** of labels displayed key nutrients back-of-pack or side panel
 - **93.9%** of labels displayed daily dietary recommendations for one or more key nutrients front-of-pack or back-of-pack or side panel
- ▶ Adopted innovative mobile phone technologies to improve access to nutrition information

Responsible Marketing to Children

- ▶ **ALL IFBA** companies implemented IFBA's new global policy on marketing to children extending coverage to virtually all media
- ▶ Adopted common nutrition criteria in Brazil, Canada, Colombia, the EU, the GCC, India, Singapore and U.S.A.
- ▶ Achieved high rates of compliance with IFBA's global policy on marketing and marketing pledges in Australia, Canada, the EU and U.S.A.
- ▶ Improved significantly the nutritional quality of foods marketed to children

Healthy Lifestyles

- ▶ **IFBA** companies offer workplace wellness programmes
- ▶ **50.9%** of employees participated in a workplace wellness initiative ²
- ▶ **ALL IFBA** companies collaborated with governments and civil society around the world to raise nutrition, health and wellness awareness and promote balanced diets, greater physical activity and healthier lifestyles

² Seven companies reporting. Participation levels within companies vary within different countries/regions. In some cases programmes are managed locally and participation is not tracked by headquarters.