

2008-2018
WORKING
IN PARTNERSHIP
TO IMPROVE
GLOBAL HEALTH

ifba
INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE

Ten Years of Progress

Photo: Jakob Owens



START

ABOUT

KEY
MILESTONES
2008 - 2018

PRODUCT
FORMULATION
& INNOVATION

WORKING IN
PARTNERSHIP

NUTRITION
INFORMATION
TO CONSUMERS

RESPONSIBLE
MARKETING
TO CHILDREN

PROMOTION
OF HEALTHY
LIFESTYLES

END



ABOUT IFBA

Ten years ago, guided by a mission to help consumers worldwide achieve balanced diets and healthy lifestyles,

CEOs of leading food and non-alcoholic beverage companies came together to publicly commit their support for the World Health Organization's (WHO) 2004 *Global Strategy on Diet, Physical Activity and Health*, pledging to take collective action in areas recognized by the WHO and public health community as crucial to improving global health.

Over the years our commitments have been expanded to meet the increasing incidence

of obesity, malnutrition and diet-related non-communicable diseases and to achieving the 2030 Sustainable Development Goals of zero hunger and good health and well-being for all.

Our work is global and based on the fundamental principle that the public health challenges we face today can only be solved through a whole-of-society approach and public-private partnerships.

We have committed to do our part and working together, in collaboration with governments, the public health community and other stakeholders, we are delivering positive change.

We have come a long way, but there is more to do. We will continue to leverage our global scale and lead our industry in efforts to improve global health.

This report highlights our achievements and successful collaborations over the past ten years.

IFBA MEMBERS



OUR COMMITMENTS

Product Formulation and Innovation

Improve and innovate products with the goal of making available food choices that help people eat healthy, balanced diets

Nutrition Information

Provide clear, fact-based nutrition information to enable consumers to make informed choices

Responsible Marketing to Children

Extend responsible advertising and marketing initiatives to children globally

Promotion of Healthy Lifestyles

Promote balanced diets, healthy lifestyles and increased physical activity in the workplace and in communities around the world

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KEY MILESTONES IN IFBA'S TEN-YEAR Journey



Photo: Aziz Acharki

2008

MAY IFBA is launched, delivering a commitment to the WHO to take action in support of the WHO 2004 *Global Strategy on Diet, Health and Physical Activity*

2009

JANUARY IFBA launches 1st regional alliance, the Gulf Cooperation Council Food & Beverage Alliance (GCC FBA)

APRIL IFBA adopts the IFBA Global Policy on Marketing Communications to Children

2010

JUNE IFBA Global Policy on Marketing Communications to Children extended to schools

JULY IFBA companies launch 2nd regional alliance in Asia – Food Industry Asia (FIA)

NOVEMBER IFBA adopts Principles for a Global Approach to Fact-based Nutrition Labelling

2011

JUNE Consumer Goods Forum adopts resolutions on nutrition and health based on IFBA commitments

JUNE IFBA, BCUN and UN Foundation host panel discussion on “NCDs: Through a Development Lens”

SEPTEMBER IFBA addresses the UN General Assembly at the High-level Meeting on the Prevention and Control of NCDs

SEPTEMBER IFBA, BCUN and the UN Foundation host panel discussion on “Working Together: Collaborating to Fight NCDs”

NOVEMBER IFBA Global Policy on Marketing to Children strengthened

2012

SEPTEMBER IFBA holds stakeholder forum in New York City

2013

MAY IFBA holds stakeholder forum in Brussels

2014

JUNE IFBA granted Special Consultative Status by the UN Economic and Social Council

JULY IFBA and UN Global Compact host panel discussion on “Working Together to Accelerate Progress on NCDs”

SEPTEMBER IFBA delivers an enhanced set of global health and wellness commitments to the WHO

2015

MARCH IFBA joins the WHO Global Coordination Mechanism on NCDs

JANUARY FIA and the Government of Singapore launch the Asia Roundtable for Food Innovation for Improved Nutrition (ARoFINN)

SEPTEMBER 2015 IFBA drives adoption of new industry health and wellness commitments in Colombia

2016

MAY IFBA adopts commitment to phase out industrially-produced trans fat (iTFA) by 2018

DECEMBER IFBA companies represented by the Argentina Food and Beverage Industry (COPAL) and the Government of Argentina sign a collaboration agreement to promote healthy and balanced diets

2017

MAY IFBA launches the National Movement for Health and Wellbeing in Brazil

SEPTEMBER IFBA delivers a Charter for the Health of Mexicans to José Narro, Secretary of Health

OCTOBER IFBA commits to take action on obesity and noncommunicable diseases in Latin America

DECEMBER GCC FBA commits support to the Government of Abu Dhabi to combat childhood obesity

2018

MAY IFBA commits support for WHO's call to eliminate iTFA by 2023

PRODUCT FORMULATION AND INNOVATION

We are innovating and continuing to improve the nutrition of our foods and beverages with the goal of helping consumers eat healthy, balanced diets. Since 2004, we have reformulated and innovated tens of thousands of products worldwide - steadily reducing or removing nutrients of public health concern - fats, sugar and sodium - and increasing ingredients beneficial for good health - whole grains, fibre, fruits and vegetables and low-fat dairy. We have delivered billions of servings of micronutrient-fortified foods and beverages and are offering consumers more choices to help them manage their calories with lower- and no-sugar options and small or reduced portion sizes.

Continuing to improve the nutrition of our products



Transforming Food & Beverage Portfolios

THE COCA-COLA COMPANY



30%
SUGAR REDUCTION IN SPRITE ACROSS EUROPE

30%+
OF THE GLOBAL BEVERAGE PORTFOLIO IS LOW/ZERO SUGAR

* Y/E 2017

21%
SUGAR REDUCTION IN MEXICO

Over the last 10 years, the portfolio increased to 75 brands, and more than 70 recipes were reduced in added sugar content. Today, 45% of the portfolio is low- or zero-sugar

DANONE



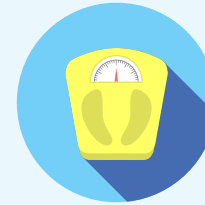
88%

of volumes sold in 2017 are products compliant with the Danone NUTRITIONAL TARGETS 2020

21%

of volumes sold in 2017 are products that have been NUTRITIONALLY IMPROVED over the past 3 years

FERRERO



95%+

of volumes of Ferrero products are sold in portions providing LESS THAN 150 CALORIES

* FY2015/2016

GENERAL MILLS



80%

of U.S. retail sales volume in 2017 composed of products that met the company's Health Metric criteria for REDUCING CALORIES, FAT, SATURATED FAT, TRANS FAT, SUGAR AND SODIUM - up from 16% in 2005.

GRUPO BIMBO



Launched in 2012 and now available in 12 countries across Latin America, "Bimbo Vital" breads are

A GOOD SOURCE OF WHOLE GRAINS AND FIBRE

and fortified with vitamins and minerals and are classified within the Grupo Bimbo nutrient profiling system as the "Best" - representing the highest nutritional quality standard in the portfolio.

KELLOGG'S



44%

SODIUM REDUCTION
in cereals since 2007

85%

of cereals have **150 MG OR LESS** of sodium per 30 gram serving, exceeding 2020 goal

90%

of cereals have **10 GRAMS OR LESS OF SUGAR** per 30 gram serving, achieving 2020 goal

MARS



REDUCING CALORIES
SINCE 2007

Today,

99%

of confectionery products globally have less than 250 calories per portion

25%

SODIUM REDUCTION
across the global portfolio between 2007 and 2012,

PLUS AN ADDITIONAL 8% since 2016 towards a 2021 reduction goal of 20%

MCDONALD'S



INCREASING

FRUITS, VEGETABLES, LOW-FAT DAIRY AND WATER

and removing soda in Happy Meals in 20 markets globally since 2013. Progress is ongoing but significant - in 2017, more Happy Meal customers in the U.S. selected milk, water, or juice instead of soda and other beverages. Building on these efforts, new global goals set for 2022.

MONDELÉZ INTERNATIONAL



25%

INCREASE
IN WHOLE GRAINS
since 2012, exceeding 2020 goal

39%

INCREASE
IN INDIVIDUALLY WRAPPED,
200 calories or less portion control options, exceeding 2020 goal of 25%

6%

DECREASE
IN SATURATED FAT
since 2012 against a 2020 goal of 10%

5%

DECREASE IN SODIUM
since 2012 against a 2020 goal of 10%

NESTLÉ



10K TONNES
OF TRANS FAT
REMOVED

The recipe for liquid *Coffee-mate* was reformulated in 2014 replacing partially hydrogenated soybean/cottonseed oil with a high oleic soybean oil and reducing saturated fat by 40% - without compromising taste and with consumer acceptance

PEPSICO



2025 Goal – at least 2/3 of global beverage sales from products with

100 CALORIES
OR LESS

from added sugar per 12-oz

52%

of U.S. beverage sales volume in 2017 comes from products that meet this standard – up from 24% in 1997

40%

of global beverage sales volume (including the U.S.) in 2017 comes from products that meet this standard

UNILEVER



12% 91%

SUGAR REDUCTION
Across all sweetened tea-based beverages between 2010-2016, with a target reduction of 25% in 2020

OF PACKAGED ICE CREAMS
globally contained **NO MORE THAN 250 CALORIES** per portion in 2016

WORKING IN PARTNERSHIP TO IMPROVE GLOBAL HEALTH

2005


 **EU Platform on Diet, Physical Activity and Health:** tackling the negative trends in diet and physical activity with more than 300 commitments implemented since 2005.

2006

 **AUSTRALIA Commitment to Addressing Obesity and Other Health and Wellness Issues:** a voluntary initiative to (re) formulate; reduce access to soft drinks in schools; and promote healthy lifestyles.


 **AUSTRALIA/NEW ZEALAND Daily Intake Guide:** a GDA nutrition labelling system launched by industry to help consumers' understanding of energy balance.


 **CANADA Industry Guidelines for Sale of Beverages in Schools:** restricting the sale of beverages in elementary schools in 2004, and in middle and high schools in 2006.

 **EU GDA Labelling System:** a voluntary initiative to help consumers make more informed food choices; expanded in 2012 to include GDAs on front-of-pack.


 **EU Soft Drinks Industry Commitment to Introduce More Low- and No-calorie Products:** Between 2000–2015, the average number of calories per 100ml of soft drinks declined by 12%; and low- or no-calorie drinks increased by 46%.

 **GLOBAL Choices Programme:** a multistakeholder collaboration to identify healthy food options and stimulate (re)formulation. Today, the Healthy Choices front-of-pack logo is on 7,000+ products from 120 companies.

 **U.K. Front-of-pack Labelling System:** industry adopts voluntary front-of-pack nutrition labels and in 2010, a GDA labelling system.

 **U.S.A School Beverage Guidelines:** a voluntary effort to remove full calorie soft drinks from schools, resulting in a 90% decrease in the beverage calories shipped to schools between 2004-2010. ²

2007


 **CANADA The Sodium Reduction Strategy:** a multistakeholder working group convened by Health Canada for the voluntary reduction of sodium in processed food and food sold in food service. A 2017 review of progress between 2010-2016 found some success and the need to increase efforts. ³

2008

 **BRAZIL Technical Cooperation Agreement on the Development of Local Actions for Promoting Healthy Lifestyles:** this public-private collaboration succeeded in virtually eliminating industrially-produced trans fat from food products by the end of 2016; reductions of 8-34% in the sodium content of more than half of food categories; and the removal of 17,254 tonnes of sodium from processed foods by the end of 2017, with a goal to reach 28,500 tonnes by 2020. ⁴

 **EPODE European Network:** first launched in 2003 in France, the EPODE methodology has been


recognized by the international scientific community as innovative in tackling childhood obesity and identified by the European Commission in 2012 as a success story. ⁵

 **FRANCE Program National Nutrition Santé (PNNS):** public-private collaboration to reduce salt, saturated fats and sugar and increase fibre. Between 2001-2008, sugar in cereals reduced by 10%; between 2008-2010, 13,000 tonnes of sugar removed; and the prevalence of obesity in children stagnated or decreased. The programme was extended in 2011 and in 2016.

2009

 **AUSTRALIA Food and Health Dialogue:** voluntary reformulation efforts to reduce fat, added sugar, sodium and energy. Between 2009-2015, sodium in cereals reduced an average of 32% and in breads and cured meats, by 80+%.

 **BELGIUM Salt reduction initiative:** a government/industry collaboration to reduce salt intake by 10% by the end of 2012 - resulting in a reduction of 16-36% in meat products, 22% in bread, 17% in powdered soup, 15-20% in ready meals and 7.5-20% in cheese. In 2016, a new action plan was launched to reduce energy intake.

 **SWITZERLAND actionsanté:** industry commits to reduce portion sizes and the salt, sugar, fat and calorie content in support of government's strategy to address obesity and promote healthy lifestyles.

 **U.S.A. Healthy Weight Commitment:** a first-of-its-kind industry pledge to reduce childhood obesity by removing 1.5 trillion calories from the marketplace by 2015. By 2012 - 6.4 trillion calories removed -

exceeding the 2015 deadline by more than 400% and three years early.

 **U.K. Change4Life:** the government's multistakeholder behavior change programme to prevent childhood obesity encourages families with children aged 3 to 11 to "eat well, move more, live longer." To date, more than 4 million families have joined.


2010

 **ASEAN Front-of-Pack GDA Labelling System:** Food Industry Asia adopts a front-of-pack GDA labelling approach across 19 Asian markets. By 2016, 85% of participants surveyed had rolled out GDAs. ⁶

 **CANADA The Nutrition Facts Education Campaign:** a multistakeholder initiative to increase consumer awareness and use of the "% Daily Value." Since 2010, messaging has appeared on more than 1 billion product units and achieved 160 million media impressions.


 **EU European snacks industry agrees a single portion recommendation:** while ensuring portions are compatible with existing dietary recommendations and reflect consumer behavior.


 **MEXICO National Strategy for the Prevention and Control of Overweight, Obesity and Diabetes:** industry commits to participate in the government's strategies designed to mitigate the escalating obesity epidemic in the country.

 **U.S.A. Clear on Calories:** a voluntary industry commitment to place easy-to-understand calorie labels on the front of every bottle, can and pack.


 **U.S.A. National Salt Reduction Initiative:** public-private partnership to voluntarily reduce sodium intake in packaged and restaurant foods by 20% by 2014. From 2009-2014, sales-weighted mean sodium density for packaged foods declined significantly in almost half of all food categories. ⁷

2011

 **ARGENTINA Framework Convention for Voluntary and Progressive Reduction of Sodium Content:** a government/industry collaboration that between 2011-2013 resulted in the removal, on average, of sodium in breads by 25%; in bakery, by 8%; in dairy, by 9%; in soups by 6%; and in snacks by 11.4%.


 **CANADA Clear on Calories:** placing consumer-friendly calorie information on the front of all beverage packaging, on vending machines and on fountain dispensers. By end of 2013, all participating members' products displayed the information.


 **GLOBAL EPODE International Network:** building on the success of the EPODE European Network, EIN is launched and today, is the world's largest childhood obesity prevention network with 42 programmes in 29 countries impacting more than 216 million people.

 **MEXICO Checa y Elige (Check and Choose):** an industry front-of-pack nutrition labelling system, which, in 2014, becomes the model for a mandatory labelling scheme. In 2017, government and industry partner to launch a multi-media national education campaign.

SINGAPORE

Healthier Food Pledge: joining forces with government, the food industry pledges to remove 25 billion calories from the food supply by 2013.

 **U.K. Public Health Responsibility Deal:** government-led multistakeholder initiative to eliminate trans fat, reduce salt, saturated fats and calories, increase the consumption of fruits and vegetables, resulting in significant progress - the target to eliminate artificial trans fat has been met, billions of calories have been removed from soft drink portfolios; lower sugar cereals are available; and between 2001–2011, average daily salt intakes were reduced by 15%.

 **U.S.A. Facts Up Front:** an industry front-of-pack labelling system, aligned with the FDA and USDA guidelines.

2012

 **THE AMERICAS SaltSmart Consortium:** a multistakeholder collaboration convened by PAHO with the aim of reducing salt intake. In 2015, targets and timelines for reducing salt within common food groups are harmonized.


 **AUSTRALIA Healthier Australia Commitment:** a voluntary initiative to reduce salt, fat and energy content, promote greater physical activity and education on healthy diets. In 2013, Together Counts, a website on energy balance is launched. Project completed in 2016.

 **CANADA Informed Dining Programme:** a voluntary information programme, developed by the B.C. government, making nutrition information available to consumers in restaurants. Expanded nationally in 2014.

THE PHILIPPINES

Front-of-Pack Labelling: government/industry collaboration to deliver workable solutions to encourage healthier lifestyles. Government supports industry proposal on labelling and approves the first guidelines on voluntary front-of-pack declarations for energy.

 **THAILAND Consumer GDA Roadshow:** industry funds a consumer education campaign in support of the FDA's nation-wide introduction of new front-of-pack labels.

 **U.S.A. Calories Count™ Beverage Vending Programme:** to provide clear calorie information on the front of vending machines, remind consumers that “calories count” in all the choices they make, and increase availability of lower-calorie beverages..

2013


 **SINGAPORE The Committee on the Guidelines for Food Advertising to Children:** a public-private partnership formed to develop an industry-wide code of conduct on food and beverage advertising to children, which came into effect on 1 January 2015.

2014

 **FRANCE Syndicat National des Boissons Rafrichissantes:** industry commitment to reduce by 5%, on average, the calorie and sugar content per litre in soft drinks portfolios by 2015, building on the 7% decrease already achieved between 2006-2010.


THE PHILIPPINES


Driving Nutritional Literacy: FDA and food industry launch national awareness campaign to encourage voluntary implementation of front-of-pack nutrition labels and drive nutritional literacy.

 **U.S.A. Balance Calories Initiative:** industry commitment to reduce beverage calories consumed per person 20% by 2025.

2015


 **AUSTRALIA The Healthy Food Partnership:** aims to improve dietary habits by making healthier food choices easier and more accessible, by focusing on portion size, reformulation, food service, communication and education.


 **CANADA The Balance Calories Initiative:** a voluntary initiative to reduce the non-alcoholic beverage calories consumed per person by 20% between 2015-2025. At the end of 2017, calories had been reduced by 10.2%.⁸

 **CANADA “Focus on the Facts”:** the second phase of the Nutrition Facts Education Campaign to encourage consumers to use the “Serving Size” in the Nutrition Facts table to compare similar foods.

 **U.S.A. SmartLabel:** an innovative technology that gives consumers easy and instantaneous access via smartphones to extensive product details while shopping. At the end of 2017, information was available on about 24,000 different food products from 50 companies.

2016


 **BRAZIL School Beverage Guidelines:** voluntary commitment to cease sales of drinks containing added sugars in elementary schools and update voluntary restrictions on advertising to children.

 **COLOMBIA Beverage Industry Commitment on Sugar Reduction:** to provide small or reduced sizes and/or low- or no-calorie options, and portion guidance.

 **SOUTH AFRICA Healthy Food Options Forum:** developed by industry with a mandate to partner with government on a programme aimed at promoting healthy habits. A 2016-2020 action plan with measurable targets developed.

 **THAILAND Healthier Choices Front-of-Pack Logo:** developed in collaboration with industry and the public sector, government launches new logo to help consumers identify healthier food options.

2017

 **CANADA SmartLabel:** launched following successful launch in 2015 in the U.S.A..

 **EUROPE Soft drinks Industry Sugar Reduction Commitment:** reduce added sugars in soft drinks by a further 10% by 2020, building on the 12% reduction achieved from 2000-2015.

 **EU School Beverage Guidelines:** European soft drinks industry commits to voluntarily cease sales of drinks containing added sugars in secondary schools by the end of 2018, expanding on its 2006 pledge not to sell beverages in primary schools.

New Zealand – Healthy Kids Industry Pledge:

public-private partnership to reduce the incidence of childhood obesity.

 **Singapore – Beverage Industry Sugar Reduction Pledge:** voluntary commitment by 70% of the pre-packaged sugar-sweetened beverages market to reduce the amount of sugar to 12% or lower by 2020.

 **U.S.A. Confectionary Industry Sugar Reduction Pledge:** voluntary pledge to make half of individually wrapped products 200 calories or less by 2022 and label calories on front-of-pack.

2018

 **ASEAN ARoFINN:** a public-private partnership to tackle obesity and NCDs established by the Singapore government and FIA in 2015 undertakes work on two pilot nutrition education initiatives in Indonesia and Thailand.

 **SPAIN Collaboration Plan for the Improvement of Food and Beverages:** government/industry collaboration to reduce 10% of the median content of added sugars, salt and saturated fats in more than 3,500 products by 2020.

NUTRITION INFORMATION TO CONSUMERS

Providing transparent and fact-based nutrition information to empower consumers to make informed dietary choices is a key element of the commitment IFBA made in 2008 in support of the WHO's 2004 *Global Strategy on Diet, Physical Activity and Health*. We provide and explain nutrition information on our labels, at point-of-sale and online. Our commitment is global, applies to all markets where our foods and beverages are sold and across all product categories.⁹

Over the years we have made a continuous effort to improve access to nutrition information to help consumers better understand the nutritional value of the foods and beverages they consume and improve their eating habits. Globally, we have implemented an easy-to-use labelling approach that displays nutrition information on the front of food and beverage packages to give consumers easy access to the amount of calories, sugar, sodium and other nutrients in each serving or portion and how such nutrients contribute to daily nutritional needs for a balanced, healthy diet.¹⁰

We have launched innovative technologies allowing consumers instant access to extensive product information while shopping.

In 2014, we committed to implement a consistent global approach to nutrition information on packaging that included, at a minimum, displaying calories on front-of-pack by the end of 2016. Today, virtually all of our products worldwide display calories front-of-pack.

We partner with governments and civil society on programmes that encourage greater nutrition literacy and physical activity. (See Working in Partnership to Improve Global Health)

Key Milestones

2008

MAY IFBA commits to WHO to provide nutrition information to consumers

2010

NOVEMBER IFBA adopts "Principles for a global approach to fact-based nutrition labelling," which provides that nutrition information be objective, fact-based, emphasizes the importance of the overall diet and encourages physical activity

2010

NOVEMBER FIA commits to adopt a front-of-pack GDA labelling approach in Asian markets based on a common set of criteria

2014

SEPTEMBER IFBA strengthens the 2010 Principles to ensure a consistent nutrition labelling approach globally by end of 2016, providing information on key nutrients of public health concern in line with CODEX Alimentarius; calories on front-of-pack and the percentage of recommended daily intake; and where possible, the same indication for other key ingredients of public health concern

2016

OCTOBER FIA launches guidelines for Asian markets on the consistent use of voluntary front-of-pack GDA nutrition labelling. A 2016 survey of FIA members (including IFBA members), across 19 Asian markets, found 85% had rolled out GDA labelling, and in many more different types of product categories than expected.

Display calories on front-of-pack

IFBA COMPANIES' PRODUCTS WORLDWIDE

*10 companies reporting

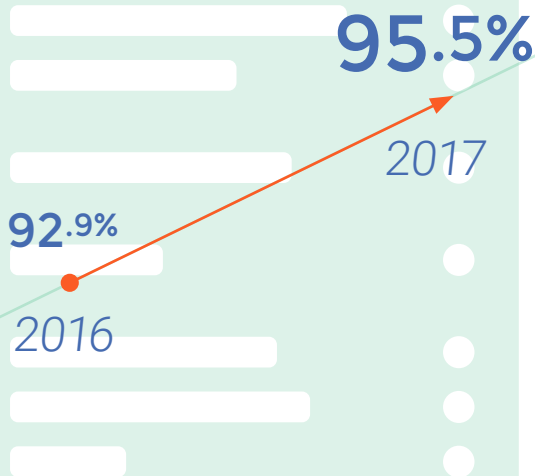


Photo: iStockphoto

RESPONSIBLE MARKETING TO CHILDREN

In 2009, IFBA members voluntarily committed to change how and what they advertise to children around the world. The IFBA Global Policy on Marketing Communications to Children, is in line with the 2010 WHO *Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children*, and sets out the criteria for food and beverage marketing communications that are paid for, or controlled by, IFBA companies in every country where they market their products. Companies do not advertise to children under

12 years of age, or if they do, they only market better-for-you products. Companies also do not advertise, even better-for-you products, to children in primary schools.

We encourage others in our industry to adopt a similar approach and at the end of 2017, regional and national pledges, based on the core tenets of IFBA's Global Policy, had been launched in 52 countries.

Driving Change in the Marketplace

The work we have done in the past 10 years has led to positive changes in the foods advertised to children by pledge participants, as shown by analyses of sample food ads in child-directed TV programming in Canada and the U.S.A..

PRODUCT CHANGES



+ WHOLE GRAINS, FIBRE, CALCIUM, VITAMINS, MINERALS

In 2016 – **64%** of foods advertised were for grain products; **17%** for dairy and **9%** for Quick Service Meals – all containing fruit, yogurt and low-fat milk ¹¹

In 2016 – **75%** of foods advertised contained at least a half-serving of fruit, vegetables, whole grain or dairy – up from 48% in 2010 ¹²



- SUGAR, SODIUM, FATS

17% TO 60% reduction in sugar in cereals at end of 2015 – compared to pre-2007 pledge levels. Products now range from **6-10g OF SUGAR** per serving compared to pre-2007 pledge levels of 10-15 g ¹³

In 2017 cereals contain no more than **10g OF SUGAR** compared to pre-2007 pledge levels of up to 16 g. **97%** have no more than 0.5 g saturated fat per serving (75% contain 0 g); **75%+** contain no more than 170 mg sodium per serving ¹⁴



i CALORIE COUNTS:

Since 2012, no product advertised by participants is more than **200 CALORIES** and every meal is less than 600 calories ¹⁵

Since 2016, no individual food is more than **140 CALORIES** per labeled serving size and meals, small meals and mixed dishes are less than 530 calories ¹⁶

COMPLIANCE RESULTS Since 2009, compliance monitoring of IFBA's Global Policy in TV, print and online has been carried out by Accenture Media Management in a globally representative sample of markets across five continents. Compliance has been consistently high.

2009-15+2017

96.6%
TV

100%
PRINT

99.5%
ONLINE

Key Milestones

IFBA GLOBAL POLICY	+	INDUSTRY MARKETING PLEDGES
IFBA companies begin using nutrition criteria for foods and beverages marketed to children	2006	U.S.A. Pledge launched; EU, Australia beverage industries launch pledges
	2007	Canada, EU Pledges launched
IFBA commits to WHO to extend marketing practices globally	2008	Thailand Pledge launched
IFBA adopts Global Policy on TV, print and internet	2009	Australia, Brazil, Russia, South Africa Pledges launched
IFBA Global Policy extended to schools	2010	GCC, India, Mexico, Switzerland, Turkey Pledges launched; Australia, Canada and U.S.A. Pledges strengthened to cover all media; U.S.A. Pledge adopts common nutrition criteria
IFBA Global Policy strengthened to cover more TV programming and improve coverage online	2011	Peru, Philippines Pledges launched; EU Pledge strengthened to cover more TV and improve coverage online
ICC adopts <i>Framework for responsible food and beverage marketing communications</i>	2012	Malaysia, Singapore Pledge launched; EU Pledge adopts common nutrition criteria
	2013	Norway Pledge launched
IFBA Global Policy strengthened to cover virtually all media, limit the use of certain marketing techniques and harmonize nutrition criteria on a regional or national basis	2014	Canada, Singapore Pledges adopt common nutrition criteria; Consumer Goods Forum pledges to stop advertising to children under 12 years by 2018 for products that do not meet science-based nutrition criteria
	2015	Colombia Pledge adopts common nutrition criteria; EU Pledge updates common nutrition criteria
	2016	Brazil, GCC, India Pledges strengthened/adopt common nutrition criteria; U.S.A. launches Children's Confection Advertising Initiative
IFBA members implement strengthened IFBA Global Policy worldwide	2017	Turkey Pledge strengthened/adopts common nutrition criteria

PROMOTION OF HEALTHY LIFESTYLES

In 2008, we committed to collaborate with governments, civil society and other stakeholders to raise consumer awareness

on balanced diets and promote greater physical activity and healthier lifestyles in communities around the world and in the workplace. Since that time we have been driving positive change through our businesses – from offering workplace wellness programmes designed to help employees and their families improve their physical, financial and emotional health, to helping consumers achieve healthier diets and lifestyles to improving the livelihoods of the communities where we do business.



REPLENISH AFRICA INITIATIVE (RAIN):

A public-private partnership launched in 2009 to improve access to safe drinking water for 2 million African people by 2015. At the end of 2016, RAIN had provided safe drinking water to more than 2.5 million people in Africa and supported water, sanitation and hygiene programmes in over 2,000 communities across 37 African countries. The Coca-Cola Foundation has now expanded its commitment to support Pan-African safe water access and sanitation programmes for an additional 4 million African people by 2020.



MUM, DAD: I PREFER WATER!

Through awareness campaigns reaching millions of people, Danone puts its commitment to help spread the word about healthy hydration in action. In Poland, in the face of growing childhood obesity and after

learning that only 12% of Polish children's fluid intake was plain water, Danone, in partnership with the Ministries of Health and Education and nutrition experts from the Food & Nourishment Institute and Mother & Children Institute, created a comprehensive educational programme targeting children, parents and teachers promoting the benefits of drinking plain water. To date, the programme has reached 800,000 parents and 700,000 children in 6,000 educational institutions.



KINDER + SPORT

An international educational project aimed at promoting the joy of movement in the life of each child. First launched in 2005 and becoming Ferrero's international social responsibility programme in 2013, Kinder+Sport believes encouraging the practice of daily physical activity from an early age, especially from 4 to 14 years, leads children to become active adults. Thanks to the support and collaboration of institutions, Olympic committees, federations and sports associations, Kinder+Sport is currently active in 28 countries and involves more than 4.4 million children annually.



GLOBAL HEALTH AWARD

General Mills supports its employees around the globe with resources to aid them in being active, eating healthy and staying well. An initiative executed by the General Mills Global Health Services and Supply Chain Leadership Team recognizes one plant each year with the Global Health Award for their wellness activities that encompass a holistic approach towards workplace safety, nutrition and physical activity, weight loss, tobacco cessation, health screenings and immunizations, employee assistance programs, mental health and financial wellbeing, and community giving programs. This initiative has been active since 2011.



ACTIVE AND HEALTHY COMPANY CHALLENGE

Committed to promoting physical activity among its employees, each year Grupo Bimbo participates in the multistakeholder programme

launched by the Queremos Mexicanos Activos Foundation (QUEMA), a nonprofit dedicated to ensuring all Mexicans achieve daily physical activity as a means of preventing diseases and achieving positive habits. Each year, employee participation has increased - in 2017, participation in the "Conquer your Summit" challenge, increased by 153 from 2016; the number of employees measuring their physical condition and BMI increased more than 50% from 3,000 in 2016 to 6,989; and 25,676 people in Mexico participated in the company's Global Energy Race, which took place in 21 countries with more than 80,000 runners and walkers.



BREAKFASTS FOR BETTER DAYS

Supporting hunger relief has been a priority for Kellogg for decades. Launched in 2013, the company's global signature platform, Breakfasts for Better Days, committed to provide 1 billion servings of food by the end of 2016 to people in need, including making sure children have the best start to their day by getting breakfast at school. To date, Kellogg has provided more than 2 billion servings – far exceeding its 2016 goal – and committed to create 3 billion better days for people worldwide by 2025, especially those suffering from or struggling

with undernutrition. To achieve this goal, Kellogg will donate 2.5 billion servings of food to people in need; expand breakfast programmes to reach 2 million children; support the livelihoods of 500,000 farmers; involve its employees in 45,000 volunteer days; and engage 300 million people to help these efforts.



UPDATING ON-PACK RECIPES TO INSPIRE HEALTHY EATING

Based on the insight that 90% of Australians follow on-pack recipes exactly, Mars Food found it could drive significant increases in healthy eating by updating its recipes to suggest using more vegetables - adding an estimated 13 million more vegetables to the Australian diet. With these learnings, the company is now working to update the thousands of recipes on its packages and websites globally to ensure they meet the Mars Food Nutrition Criteria by 2021. Mars believes, with this small change, it can make a big difference.



ALLIANCE FOR A HEALTHIER GENERATION

In 2013, McDonald's partnered with the Alliance for a Healthier Generation in a global effort to increase consumers' access to fruit, vegetables, water and low-fat dairy products and to help families make more informed food choices in 20 major markets by 2020. A 2016 independent review of progress against these commitments in 13 markets found that McDonald's met or exceeded its commitments. In February, 2018, McDonald's expanded its commitment and set new *Happy Meal* goals through 2022, which are global in scope.



MONDELÉZ INTERNATIONAL FOUNDATION

Since 2012, the Mondelez International Foundation (MIF), in partnership with leading community organizations, has been transforming the lives of 1.5 million children and their families across 18 countries. Through its multi-year \$50 million commitment, MIF has invested

in and launched community programmes that promote healthy lifestyles to improve the lives of school children in at risk-communities. From mid-2014 through the end of 2016, MIF partners saw encouraging progress on average across their programmes, specifically: 12% increase in nutrition knowledge; 6% increase in physical activity; and 11% increase in eating more fresh produce.



NESTLÉ FOR HEALTHIER KIDS

Created in 2017 by bringing together the company's United for Healthier Kids and Nestlé Healthy Kids Global Programme in one single and impactful programme for children aged 3 to 12. With its school-dedicated module, the programme empowers educators to teach about the importance of good nutrition, healthy hydration and active lifestyles. Developed by a team of experts and anchored in strong nutritional and behavioural science, the programme is active in 81 countries and implemented by more than 300 partners around the world. In 2017, Nestlé for Healthier Kids reached 14.4 million children.



FOOD FOR GOOD:

Inspired by a need to tackle childhood hunger PepsiCo employees created Food for Good. Growing from a summer meal plan in Dallas, Texas to a year-round initiative offering healthy, pre-packed meals, Food for Good has employed more than 150 people and delivered 80 million nutritious servings to underserved children across the country since 2009. In partnership with 40 organizations and government agencies, the programme delivers nutritious meals that meet or exceed USDA standards, and include fresh fruits and vegetables, whole grains, low-fat milk and high-quality snacks. In 2018, Food for Good expanded to new locations and is currently operating coast to coast in 19 markets across the U.S.A.



GREEN FOOD STEPS

A behavior change programme launched as a pilot in 2015 to tackle malnutrition in Nigeria and reduce the prevalence of iron deficiency anaemia, which affects almost 50% of women of reproductive age and 72% of children under 5 years. Taking a holistic approach to improving health and livelihoods, *Knorr* is championing nutritious cooking; introducing iron-fortified *Knorr* cubes; and partnering with GAIN in the Gbemiga ("lift me up") programme, which empowers women to earn an income and improve their living standards while reinforcing the dietary changes that can help tackle iron deficiency. In 2016, Gbemiga helped over 70,000 women understand the importance of an iron-rich diet.



The data presented in this report is based on 2017 survey findings from all twelve IFBA companies.

ENDNOTES

Product Formulation & Innovation, pp.4-5

- 1 Seven members reported this as a percentage of sales (averaging 54.5% on an aggregated basis) and four companies reported this as a percentage of the product portfolio (averaging 36.5% on an aggregated basis). In 2016, we reported on 10 members and in 2017 on 11 members. If we report on the same 10 members in 2017, the percentage increase over 2016 is 5%.

Timeline pp.6-7

- 2 Robert F. Wescott, Brendan M. Fitzpatrick, Elizabeth Phillips, "Industry Self-Regulation to Improve Student Health: Quantifying Changes in Beverage Shipments to Schools", American Journal of Public Health 102, no. 10 (October 1, 2012): 1928-1935.)
- 3 Health Canada. Sodium Reduction in Processed Foods in Canada: An Evaluation of Progress toward Voluntary Targets from 2012 to 2016. January 2018.
- 4 Nilson, Eduardo A. F. et al. "Sodium Reduction in Processed Foods in Brazil: Analysis of Food Categories and Voluntary Targets from 2011 to 2017." Nutrients 9.7 (2017): 742.

- 5 European Commission. Health for the EU in 33 success stories, a selection of successful projects funded by the EU Health Programmes. September 2012.
- 6 Food Industry Asia. Fast Facts on Packs, Food Industry Asia's (FIA) Guideline Daily Amounts Nutrition Labelling Report 2016.
- 7 Curtis C et al. "US Food Industry Progress During the National Salt Reduction Initiative: 2009–2014", American Journal of American Health, 106(10), 1815-1819
- 8 The Conference Board of Canada. Canadian Beverage Association Balance Calories Initiative: 2017 Tracking Report. December 5, 2017

Nutrition Information p.8

- 9 Except as prohibited by national laws and regulations.
- 10 Daily dietary advice is described as Reference Intake (RI); Daily Value (DV); or Guideline Daily Amounts (GDA).

Responsible Marketing to Children p.9

- 11 The Canadian Children's Food & Beverage Advertising Initiative: 2016 Compliance Report. October 2017: 5
- 12 The Children's Food & Beverage Advertising Initiative in Action: Report on Compliance and Progress During 2015. December 2016: 13

- 13 The Canadian Children's Food & Beverage Advertising Initiative: 2015 Compliance Report. September 2016: 5
- 14 The Children's Food & Beverage Advertising Initiative: 2017 Cereal Snapshot
- 15 The Canadian Children's Food & Beverage Advertising Initiative: 2015 Compliance Report. September 2016: 5
- 16 The Children's Food & Beverage Advertising Initiative in Action: A Report on Compliance and Progress During 2016. December 2017: 11