



The International Food & Beverage Alliance Welcomes the Launch of World Obesity Day on 11 October 2015

9 October 2015. The International Food & Beverage Alliance is committed to working with the World Health Organization, governments and civil society in fighting obesity. On the occasion of the launch of World Obesity Day on October 11, we re-affirm our support for the voluntary global target adopted by Member States in 2013 to halt the rise in obesity by 2025. We all recognize that obesity is a serious public health issue. Its causes are both various and far-reaching and solving it, we believe, will require a whole-of-society approach and coordinated multisectoral and multistakeholder actions directed at empowering consumers to lead healthy lifestyles. We know that our businesses must play a pro-active role in helping to address this global public health challenge and are committed to working with all stakeholders to help develop effective interventions for the prevention and treatment of noncommunicable diseases and obesity. **As an industry, our core contribution towards ending obesity is based on an overall strategy to promote balanced diets and healthy, active lifestyles and a concrete set of actions:**

- *to continuously improve our food and beverage offerings creating products that offer healthier options;*
- *to empower consumers with clear nutrition information, informing them about the nutritional characteristics of our products and their place in the diet;*
- *to market our products responsibly, discouraging excessive and unbalanced consumption, applying particular care with regard to children; and*
- *to promote balanced diets and healthy, active lifestyles in communities around the world and among our workforce.*

About the International Food & Beverage Alliance (IFBA): IFBA is a group of eleven multinational companies – The Coca-Cola Company, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Mars, McDonald's, Mondelēz International, Nestlé, PepsiCo and Unilever – who share a common goal of helping people around the world achieve balanced diets and healthy, active lifestyles.

In 2008, our CEOs publicly committed to a set of actions on product formulation, nutrition labelling, responsible marketing and the promotion of balanced diets and healthy lifestyles in support of the 2004 WHO *Global Strategy on Diet, Physical Activity and Health*. Since that time, our members have made significant and substantial progress toward advancing the goals of that strategy. [Read the Highlights of IFBA's Progress 2008-2013.](#)

Committed to continuous improvement, in 2014, IFBA members adopted a set of enhanced commitments on product formulation and innovation, improved access to nutrition information, responsible marketing practices and the promotion of healthy lifestyles, designed towards helping improve global health. [Read IFBA's Letter to WHO Director General Dr. Chan.](#)

Product Formulation and Innovation: IFBA members have been steadily reducing or removing key ingredients of public health concern – salt, sugar, saturated fats and trans fat – and increasing beneficial ingredients – fibre, whole grains, fruits and vegetables and low-fat dairy. We have fortified commonly consumed foods with calcium, vitamins and minerals to address micronutrient deficiencies. We are reducing calories by offering smaller portion sizes and providing portion guidance. The progress we have made is substantial – reformulating and developing tens of thousands of products offering more options to suit dietary needs – and our work continues. In September 2014, members agreed to make and publish a specific corporate commitment, detailing its goals and progress on product formulation. [Read IFBA Members' Corporate Statements on Product Formulation and Innovation.](#) Members also committed to reduce sodium, wherever possible, with due regard to the WHO's recommendation for daily salt intake. Our members have also been working in collaboration with governments and NGOs on multistakeholder strategies in Australia, Argentina, Brazil, Canada, Mexico, the U.K. and the U.S.A. to reduce salt, saturated fats and calories and to remove trans fats, with demonstrable results:

- **Argentina:** At the end of 2013, the Ministry of Health reported that the sodium reduction initiative, "Framework Convention for Voluntary and Progressive Reduction of Sodium Content," launched in 2011, had succeeded in reducing the country's personal sodium consumption intake by almost a gram (0.92).
- **Brazil:** Under the first phase of the Ministry of Health and industry's "Cooperation Agreement on the Development of Local Actions for Promoting Healthy Lifestyles," (completed in 2010), trans fat was eliminated from 95% of food products achieving the programme's goal and resulting in the removal of 23 tonnes of industrially produced trans fat from the food supply. Under the second phase of the programme, between 2011 and 2012, sodium was reduced by 11% in bread and by the end of 2013, 7,652 tonnes of sodium had been removed from food products.
- **U.K.:** Under the auspices of the U.K. government's initiative with industry, the "Public Health Responsibility Deal," (launched in 2011), average daily salt intakes had been reduced by 15% (between 2001 and 2011) and by the end of 2011, participants have met the targets to eliminate trans fats.

IFBA members also participate in PAHO's multistakeholder collaboration, the "SaltSmart Consortium," launched in 2012, whose goal is to reduce salt intake to no less than 5 grams per day by 2020. In France, the Syndicat National des Boissons Rafraichissantes (SNBR), including IFBA members have signed an agreement with the Ministry of Agriculture and Food Industry to reduce by five percent, on average, the calorie and sugar content per litre in the soft drinks portfolio by 2015.

Consumer Information: We are working to ensure consumers understand the benefits of good nutrition and a balanced diet and are empowered to make the right decisions for their lifestyles.

We make nutrition information readily accessible on the product package, through company websites, social media apps, help lines and other means and are adopting front-of-pack labelling initiatives globally. Today, a combination of voluntary industry-led initiatives and government-endorsed voluntary schemes exist in Asia, Australia and New Zealand, Canada, the EU, Malaysia, Mexico, the Philippines, Singapore, Thailand, the U.K. and the U.S.A. By the end of 2016, we will implement a common global approach to nutrition labelling on-pack, in line with CODEX Alimentarius, including the labelling of calories on front-of-pack. [Read IFBA's 2014 Principles for a Global Approach to Fact-Based Nutrition Information](#) IFBA members are also committed to collaborating with governments and NGOs to help raise consumer awareness and increase nutrition literacy. For example:

- **Australia and New Zealand:** The Health Star Rating system is a joint initiative of the Australian and New Zealand governments and has been developed in partnership with industry, public health and consumer groups. This front-of-pack labelling system rates the overall nutritional profile of packaged foods and assigns it a rating from ½ a star to five stars, providing a quick, easy and standard way to compare similar packaged foods. The Health Star Rating campaign was launched at the end of 2014 to support implementation of the labelling system, through activities designed to inform consumers and encourage industry participation. The primary objectives of the campaign are to raise awareness of the system; develop an understanding of how to read the label; prompt consideration of nutrition as part of purchasing behavior; and develop consumer confidence in the system as an independent, informative and easy to use nutritional guide.
- **Canada:** In support of the Government of Canada's ongoing commitment to promote healthy eating by helping Canadians make more informed nutrition choices, and building on the success of the 2010 multi-media campaign, the "Nutrition Facts Education Campaign" (NFEC), which focused on increasing consumer awareness and use of the "% Daily Value", in early 2015, the food industry, including IFBA members, again partnered with Health Canada to launch the second phase of NFEC – "Focus on the Facts." The campaign encourages consumers – especially parents of children aged 2 to 12 – to use the "Serving Size" in the Nutrition Facts table. In combination with the "% Daily Value", this tool helps consumers to compare similar foods and choose foods that have more of the nutrients they want to consume, such as fibre and calcium, and less of those they do not want, such as saturated and trans fat and salt. New NFEC campaign messages will be displayed on food packaging and promoted on in-store material and at retail events. Since 2010, more than one billion food products featuring on-package NFEC messaging were distributed across Canada.
- **Philippines:** In 2014, the Food and Drugs Administration, together with the Philippine Chamber of Food Manufacturers launched a voluntary energy front-of-pack nutrition labelling initiative as part of the government's national awareness campaign to promote healthy lifestyles among Filipinos. As part of industry's 2012 commitment to "partner with the Department of Health to deliver workable solutions and implement a multi-faceted approach in educating consumers to make informed choices toward a healthier lifestyle," industry, together with the FDA, will develop and implement a nutrition education campaign, conduct research and engage in multimedia campaigns to encourage consumers to choose a healthy and active lifestyle. Industry will also be implementing nutrition education programmes that will be rolled out at the national and grassroots levels. These programmes have already started in schools, with the intention of educating the young on how to read and understand the content on food labels. In 2013, the Department of Health and its partners

launched the nationwide healthy lifestyle movement, “Philippines Go4Health”, a public-private initiative aimed at helping prevent and control the prevalence of NCDs by informing and encouraging Filipinos to practice a healthy lifestyle by making a personal commitment to physical activity, proper nutrition and the prevention or cessation of smoking and alcohol consumption.

Responsible Marketing: We have adopted responsible marketing practices globally, changing how and what we advertise to children – restricting the marketing of foods high in fat, sugar and salt and promoting the benefits of healthy diets and physical activity among children. The IFBA Global Policy sets out the minimum criteria for advertising and marketing communications to children under 12 years on television, in print and online (including company-branded websites), that are paid for, or controlled by, IFBA companies in every country where they market their products. [Read IFBA’s Global Policy on Marketing and Advertising to Children.](#) Third-party studies in Australia, Canada, the EU and U.S.A. of the impact of our approach – which is in line with the aims of the 2010 WHO *Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children* – have demonstrated a major reduction in the exposure of children to marketing communications for products high in fat, sugar and salt and a shift in the nutritional composition of products advertised to children. For example:

- **Canada:** A spot check by Advertising Standards Canada of children’s television advertising in 2014 revealed that by far the majority of advertising directed to children was for toys, games, DVDs, in-theatre movies and attractions. **Food and beverage commercials accounted for only 12% of the total number of commercials aired during the survey period – significantly less than in prior years,** when approximately 20% of these commercials were for food and beverage products. Of the commercials aired for food and beverage products, 99% were for products covered under the Canadian Children’s Food and Beverage Advertising Initiative (a marketing pledge based on the core tenets of IFBA’s Global Policy); 67% of the commercials were for grain products, 4% were for dairy products and 15% were for quick service restaurant meals.¹
- **EU:** A review in 2014 by Accenture Media Management sought to measure the change since 2005 (the year the EU Platform was launched) in the balance of food and beverage products advertising to children by EU Pledge members in order to assess the impact of the pledge and corporate policies implemented as a result of the pledge. **For the sixth year running, Accenture confirmed a downward trend in children’s exposure to TV food advertising. In 2014, children were exposed to 88% fewer ads for products that do not meet nutrition criteria in children’s programmes; 52% fewer ads for products that do not meet nutrition criteria in all programmes; and 42% fewer ads for all EU Pledge members’ products (regardless of nutrition criteria).**²
- **U.S.A.:** In 2013, the Council of Better Business Bureaus analyzed television ads aired in children’s programming placed by participants of the Children’s Food & Beverage Initiative (CFBAI). **The Council found that 75% of the ads were for foods containing fruit, vegetables, whole grains or dairy – a significant increase from 2010.** In 2014, slightly fewer participant foods were advertised

¹ Advertising Standards Canada, *The Canadian Children’s Food and Beverage Advertising Initiative: 2014 Compliance Report*, August 2015, 6

² EU Pledge, *2014 Monitoring Report*, February 2015, 13-14

than in 2013 and fewer contained a food group to encourage. But those foods were advertised more than other foods with the result that the percentage of ads containing a food group or ingredient to encourage - fruit, vegetables, whole grains or non/low dairy – was 82% in both 2013 and 2014. During 2013, CFBAI participants implemented many recipe changes, leading to reductions in calories, sugar or sodium and increases in fruit, dairy, whole grains or nutrients of concern.³

By the end of 2016, IFBA's marketing commitment will cover significantly more media and ensure that marketing communications that are primarily directed to children under 12 years will be used only to promote products meeting specific nutrition criteria. Nutrition criteria will be harmonized, on a regional or national basis, to provide a common standard for those companies advertising better-for-you products. [Read IFBA's 2014 Global Policy on Marketing to Children Explained.](#)

Promotion of Healthy Lifestyles: We promote healthier lifestyles and increased physical activity in communities around the world and in workplace wellness programmes designed to promote, maintain and enhance the health and wellbeing of the 3.2 million people we employ. For many years, IFBA members have been working successfully in collaboration with governments and civil society on a variety of initiatives aimed at helping people the world over to achieve a balanced diet and healthy, active lifestyle, including global, regional and national programmes aimed at reducing the burden of obesity, especially in children, including the public-private partnerships, EPODE and the Healthy Weight Commitment Foundation, ranked by the McKinsey Global Institute as two of the most effective programmes in the global fight against obesity.⁴

- **EPODE (Together Let's Prevent Childhood Obesity):** With more than 20 years of experience the EPODE methodology developed in France, and based on community-based interventions (CBIs) aimed at changing the environment and behaviors of children, families and local stakeholders with the ultimate goal of promoting healthy lifestyles in families in a sustainable manner, has been recognized by the international scientific community as innovative in tackling the problem of childhood obesity. Peer-reviewed studies indicate that this multistakeholder approach has already shown encouraging results in preventing childhood obesity in France and Belgium and has reduced the socioeconomic gap in obesity prevalence in France.^{5 6} At the end of 2014, CBIs inspired by the EPODE methodology had been implemented in 29 countries.
- **Healthy Weight Commitment Foundation:** Founded in 2009, this national, multi-year effort developed by 16 food and beverage manufacturers, including IFBA members, aimed at helping to reduce obesity, especially childhood obesity. The companies collectively pledged to remove 1.5 trillion calories from the marketplace by 2015. By 2012, 6.4 trillion calories had been removed from the food supply - exceeding the 2015 pledge by more than 400% and three years early. This equates to a 78 calorie reduction per person, per day. The calorie-reduction goal was achieved by

³ [The Council of Better Business Bureaus, *The Children's Food & Beverage Advertising Initiative, a Report on Compliance and Progress During 2013, December 2014, 8-9*](#)

⁴ McKinsey Global Institute, *Overcoming obesity: An initial economic analysis*, November 2014.

⁵ J-M Borys, L. Valdeyron et al, "EPODE – A Model for Reducing the Incidences of Obesity and Weight-related Comorbidities," *US Endocrinology*, Vol. 9, Issue 1, September 2013.

⁶ T. M. Van Koperen, "Characterizing the EPODE logic model: unravelling the past and informing the future," *obesity review*, doi:10.1111/j.1467-789x.2012.01067.

developing, introducing and selling more lower-calorie options; changing recipes to lower the calorie content of current products; or reducing portion sizes of existing single-serve products.

Building on this long history of collaboration, in September 2014, members committed to continue their support for innovative, community-based programmes designed to promote balanced diets and regular physical activity; to support projects that can yield evidence-based approaches and research that can help contribute to the learning around tackling NCDs; and to help implement the strategies called for in the WHO *Global Action Plan to Prevent and Control Noncommunicable Diseases 2013-2020*, aimed at reducing the prevalence of insufficient physical activity. Members also committed to extend and strengthen their workplace wellness programmes around the world, to help employees improve and sustain overall health and wellbeing and facilitate healthy behaviour in the workplace.

For more information about the International Food & Beverage Alliance, please visit www.ifballiance.org