

ifba

INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE

ABOUT US



Who We Are

Since 2008, the International Food & Beverage Alliance (IFBA) has convened leading global food and non-alcoholic beverage companies to empower consumers to eat balanced diets and live healthier lives.

We've expanded our actions over the years through a series of core commitments designed to support the World Health Organization's 2004 Global Strategy on Diet, Physical Activity and Health, and the 2011 UN Declaration on the Prevention and Control of Non-communicable Diseases (NCDs), among others.

We proactively report our progress to the public annually, and collaborate with all involved to find bold, smart, diverse solutions to address global health challenges.

What We Do

We work toward improving the health and wellness of consumers and communities:

INNOVATE

to create new & improved products and smaller portions;

EMPOWER

consumers to make informed choices;

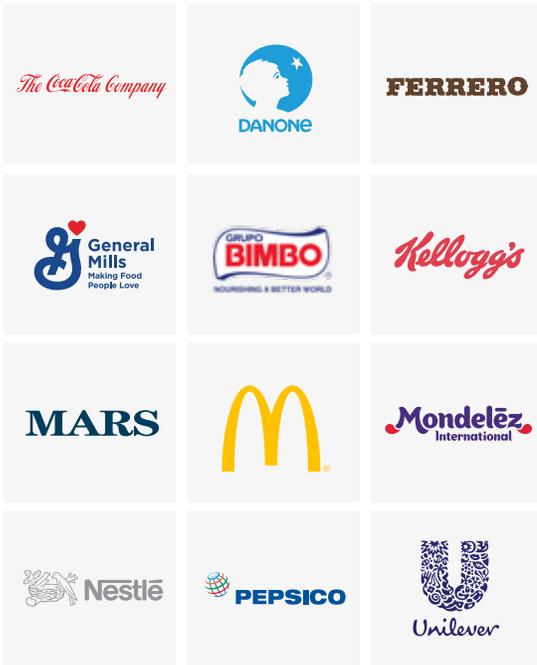
COLLABORATE

with all involved to find bold, smart, diverse solutions to global health challenges; and

INSPIRE

others in our industry to step-up, take action, and proactively report progress.

Our commitments have been developed to meet the objectives of the World Health Organization and the 2030 UN Sustainable Development Goals of zero hunger and good health and well-being for all.



Good health is good business.

We are on a journey. We've come a long way, but we know there's more work to do. And we will go further.

How We Do It

New & Improved Products + Smaller Portions

New and improved foods and non-alcoholic beverages—and small and reduced portions—that empower consumers to eat balanced diets.

Tens of thousands of products worldwide



fats, sugar, and sodium



lower and zero sugar choices



whole grain, fiber, fruits, vegetables, and low fat dairy



small and reduced portion options



Industrially produced **trans fat eliminated** from **98.8%** of IFBA members' products



Clear & Comprehensive Nutrition Information

Enhanced product labels and online/point-of-sale communications with clear, comprehensive, accessible information on nutrition and consumption guidance—so consumers can make informed choices.



95%+ IFBA members' products that display calories on **front-of-pack labels**



Responsible Marketing

Our global marketing policy provides that companies do not advertise to children under 12 years of age, or if they do, they only promote better-for-you products. In addition, companies do not advertise any products to children in primary schools, even if they're better-for-you products. Our policy is in line with the 2010 WHO set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children.

Areas of Compliance:



TV



PRINT



ONLINE



*Since 2009, Accenture Media Management conducts an annual, independent assessment of compliance with this global marketing policy.



Promotion of Healthy Lifestyles

Our members proudly support and create employee and community programs that promote healthy lifestyles and balanced diets, and continue to foster dialogues worldwide around cultivating health-oriented environments.



Replenish Africa Initiative (RAIN)



Mum, Dad: I Prefer Water!



Kinder + Sport



Global Employees Health Award



Active and Healthy Company Challenge



Breakfasts for Better Days



Updating On-Pack Recipes to Inspire Healthy Eating



Alliance for A Healthier Generation



Promoting Healthy Lifestyles for Children



Nestlé for Healthier Kids



Food for Good



Green Food Steps

