

## OUR COMMITMENTS

# Product formulation and innovation

IFBA member companies are committed to continuous product improvement and innovation, with the goal of making available food choices that help people eat a healthy, balanced diet.

## Framework commitment

In order to provide a measurable framework for companies' ongoing efforts to innovate and wherever appropriate reformulate products, each IFBA member company undertakes to make a specific corporate commitment, which addresses one or more of the following, as relevant to each company's portfolio:

- Improve the formulation of products, continuing to reduce nutrients such as sodium, sugar and saturated fats ;
- Increase components to encourage wherever possible (fibre, whole grains, vitamins and minerals, fruits and vegetables and low-fat dairy);
- Provide reduced sugar/saturated fat/salt options;
- Replace trans-fatty acids (TFAs) without increasing saturated fat content wherever possible;
- Provide 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.

## Sodium

IFBA members are committed to working in collaboration with local health authorities, governments and other stakeholders on sodium reduction strategies suggested in the WHO *Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2020*.

Each company statement mentioned above will include the company's approach to sodium reduction, unless not applicable to the company by virtue of its product portfolio. We are committed to continue reducing sodium in our products wherever possible, with due regard to WHO's recommendation for daily salt intake.

## Industrially-produced Trans-Fatty Acids (iTFA)

IFBA member companies commit to not exceed 2 g iTFA per 100 g fat/oil in their products worldwide by 2023, in line with the WHO's overall objective of phasing out iTFA from the global food supply by that date.

In support of both WHO Guidelines recommending a maximum 1% total energy intake from all trans-fat and an intake of saturated fat not exceeding 10% of total energy intake, IFBA member companies will seek wherever possible to avoid that reformulation efforts to meet this iTFA commitment result in increases in saturated fat content.