

2018 PROGRESS REPORT



Empowering consumers worldwide to eat balanced diets and live healthier lives

Photo: Swapnil Dwivedi

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ABOUT IFBA

The mission of the International Food & Beverage Alliance is to empower consumers worldwide to eat balanced diets and live healthier lives. Believing that much more can be achieved through collective action, in 2008, CEOs of leading global food and non-alcoholic beverage companies pledged to work together to implement a set of global commitments to address the rising challenges of obesity and diet-related noncommunicable diseases (NCDs).

Together with our partners, including governments, civil society and industry, we are delivering positive change in the world. We are innovating and improving the nutrition of our foods and beverages; empowering consumers to make informed choices through clear, nutritional information on product labels, online and at point-of-sale; ensuring our child-directed marketing encourages healthy behaviors; and promoting healthy lifestyles in our workplaces and in communities around the world.

We continually challenge ourselves to scale-up these commitments recognizing that even greater efforts are needed to improve global health. Good health is good business and we are committed to helping shape a healthier world for people and the planet.

ABOUT THIS REPORT

This report provides an overview of the progress IFBA and its members have made on their commitments in 2018. The data presented is based on survey findings from all twelve IFBA members. Reporting on a collective basis is challenging. All IFBA members are implementing actions to support the IFBA global commitments, but how they do this differs from member to member as each have significantly different product portfolios, different methodologies for setting and tracking goals, and different programmes they support to promote healthy lifestyles.

OUR MEMBERS



OUR COMMITMENTS

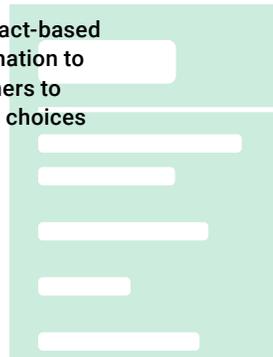
Product Formulation and Innovation

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



Healthy Lifestyles

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





OUR WORK AND THE UN SUSTAINABLE DEVELOPMENT GOALS

Good nutrition is central to achieving the UN Sustainable Development Goals. Our actions to improve global health are inextricably linked with the UN 2030 Agenda for Sustainable Development and especially, the achievement of:

2 ZERO HUNGER



WHAT WE'RE DOING

- ▶ Improving food security
- ▶ Developing fortified foods & beverages
- ▶ Promoting sustainable agriculture
- ▶ Ensuring sustainable supply chains
- ▶ Creating sustainable food systems
- ▶ Reducing food waste

3 GOOD HEALTH AND WELL-BEING



WHAT WE'RE DOING

- ▶ Improving the nutritional quality of foods and beverages
- ▶ Reducing calories
- ▶ Providing clear nutrition information
- ▶ Restricting marketing to children
- ▶ Promoting healthy lifestyles
- ▶ Offering workplace wellness programmes

17 PARTNERSHIPS FOR THE GOALS



WHAT WE'RE DOING

- ▶ Encouraging and promoting effective public-private partnerships
- ▶ Partnering with all stakeholders to leverage the different skills, expertise, technologies and resources to enable shared learnings and innovative solutions

Fostering Collaboration to Improve Global Health: 2018 HIGHLIGHTS

Achieving the transformative change we need if we are to improve global health requires a whole-of-society approach and the collaboration of all stakeholders – governments, civil society and the private sector. We recognize the unique contribution industry can make to these efforts and have committed to be a part of the solution.

March

- ▶ participates in a technical consultation convened by the WHO Independent High-level Commission on NCDs to identify innovative solutions to address NCDs
- ▶ attends Private Sector Mechanism to the UN Committee for World Food Security Open-Ended Working Group on Nutrition at FAO

April

- ▶ attends the WHO Dialogue on Sustainable Financing of NCDs in Copenhagen

May

- ▶ comments on the Draft Report of the WHO Independent High-level Commission on Non-communicable Diseases, urging engagement with the private sector
- ▶ supports call by WHO and Resolve to Save Lives to eliminate industrially produced trans fat from the global food supply by 2023

June

- ▶ attends meeting convened by the WHO to discuss the role of the private sector in combatting NCDs
- ▶ hosts event for UN diplomats to demonstrate the food and beverage industry's contribution to the prevention and control of NCDs

July

- ▶ participates in the Civil Society Interactive Hearing on NCDs in New York

September

- ▶ attends the UN General Assembly and participates in a multi-stakeholder panel to promote multisectoral partnerships

November

- ▶ attends general meeting of the WHO Global Coordination Mechanism on Noncommunicable Diseases, delivers remarks on aligning public and private interests for greater good
- ▶ joins GAIN, ATNI, the World Benchmarking Alliance and the Consumer Goods Forum to consider accountability mechanisms

Photo: Svetla Fedarava



PRODUCT FORMULATION AND INNOVATION

We are transforming our food and beverage portfolios—improving the nutrition of our products to meet diverse and changing consumer needs and innovating for the future. Following is a snapshot of our work.



2018 HIGHLIGHTS

99.6% OF INDUSTRIALLY PRODUCED TRANS FAT removed from IFBA companies' global portfolios, on an aggregated basis (*10 companies reporting)



REDUCING SALT, SUGAR AND FATS

THE COCA-COLA COMPANY
SUGAR ↓ **425,000 TONNES**

DANONE
81% of volumes sold are without added sugars ¹

FERRERO
90%+ of products have less than 130 kcal/portion and **68%+** less than 100 kcal/portion

GENERAL MILLS
SODIUM ↓ **8-25%** in 8 U.S. products

GRUPO BIMBO
SUGAR ↓ **2.5-10%** in Sara Lee and Grandma Sycamore products in the U.S. • **SALT ↓ 15%** in Crocantissimo Peito de Peru in Brazil

KELLOGG'S
150 MG OR LESS OF SODIUM in 88% of cereals per 30 g serving, exceeding 2020 goal

MARS
SODIUM ↓ **22.3%** on average across Mars Food Portfolio, exceeding 2021 goal of 20%

MONDELÉZ INTERNATIONAL
SATURATED FAT ↓ **48%**
SODIUM ↓ **16%** in TUC crackers

NESTLÉ
SUGAR ↓ **10,000 TONNES** in foods and beverages
SATURATED FAT ↓ **12-16%** per serving in Asian noodles

PEPSICO
SUGARS ↓ **30-50%** in reformulated 7UP and Mirinda

UNILEVER
SODIUM ↓ **UP TO 20%** in several Knorr Soups in Turkey
SUGARS ↓ **26%** in Lipton ready-to-drink teas around the world



INCREASING WHOLE GRAINS, FIBRE, FRUITS AND VEGETABLES

THE COCA-COLA COMPANY
plant-based drinks AdeS available in **35 MARKETS** with variants offering **PROTEIN** and **VITAMINS**

GENERAL MILLS
19% of North American cereals and snacks contain at least **10%** of the recommended daily value of **FIBRE** per serving

GRUPO BIMBO
VITAMINS ADDED in Ana Maria products in Brazil • **WHOLE GRAINS ADDED** in Arnold, Browberry and Oroweat products in the U.S.

KELLOGG'S
72% of snacks in the convenient nutrition category have **1 OR MORE POSITIVE NUTRIENTS/INGREDIENTS**

MARS
37% of Mars Food rice and grains portfolio now provide at **LEAST ONE SERVING OF WHOLE GRAINS** and **LEGUMES** on track to **50% BY 2021**

MCDONALD'S
250+ MILLION SIDES OF APPLE SLICES served in Happy Meals in the U.S.

MONDELÉZ INTERNATIONAL
WHOLE GRAINS ↑ 33% in Club Social crackers

NESTLÉ
launched Garden Gourmet, which offers a range of **12 PLANT BASED** meat alternatives
484 MILLION portions of fibre-rich grains, pulses, nuts and seeds added

PEPSICO
Quaker Chia Multi-grain made with **4 TYPES OF WHOLE GRAINS** – oats, rye, barley, tritcate and chia seeds providing high fibre, protein and multiple minerals

UNILEVER
launched Knorr Veggie Pots across Europe providing **A SOURCE OF PROTEIN AND FIBRE** and enough vegetables to meet one of the recommended five portions a day



SMALLER PORTIONS AND PACKAGES

THE COCA-COLA COMPANY
GROWTH ↑ **30%+** in mini cans in North America

FERRERO
most volumes of products are in **PORTIONS LESS THAN 25G** and **85%+** of volumes have portions of **LESS THAN 40G**

MONDELÉZ INTERNATIONAL
EXCEEDED GOAL to deliver **15%** of global net revenue from portion-controlled snacks ² by 2 years



2018 INNOVATIONS

FERRERO
launched EstaTHE Zero, a **ZERO-SUGAR** ready-to-drink tea

MONDELÉZ INTERNATIONAL
developed a **LOWER SUGAR** option in the UK of Cadbury Dairy Milk bar with **30% ↓ SUGAR**

NESTLÉ
developed Milkybar Wowsomes, using an innovative sugar reduction technique which transforms the structure of sugar using only natural ingredients. The bar has **SUGAR ↓ 30%**, no artificial sweeteners, preservatives, colours or flavourings

PEPSICO
launched Ojas, three date and grain bites, with **NO ARTIFICIAL SWEETENERS**, based on the Ayurvedic concept of doshic types

UNILEVER
introduced the Knorr Vego meal range made with **VEGETARIAN** meat replacers

DANONE
Two Good Greek yogurt is made with a unique slow straining process, leaving **2G OF TOTAL SUGARS** in each 5.3oz cup (U.S.)

GRUPO BIMBO
introduced new nutritional guidelines with a goal to have daily consumption products comply with **100%** of the new guidelines by the end of 2020 ³ (**60%** at end of 2018)

KELLOGG'S
launched Hi! Happy Inside™ in the U.S., a **3-IN-1 CEREAL** delivering **PREBIOTICS, PROBIOTICS AND FIBRE** to feed and foster a diverse microbiome

MARS
launched Mars More Protein with **10G OF ADDED PROTEIN** and **40% ↓ SUGAR**, and Snickers More Protein with **10G OF ADDED PROTEIN** and **30% ↓ SUGAR** than the classic versions

ADDRESSING THE DOUBLE BURDEN OF MALNUTRITION

We are working to alleviate undernutrition by fortifying products with essential micronutrients and reducing the risk of

malnutrition and obesity by improving access to nutritious foods. Following are a few examples of our initiatives.



MEXICO

Quaker 3 Minutos, produced by PepsiCo, is a whole grains oat-based platform, fortified with 7 vitamins and minerals and 10% of RDA of calcium and 11% of RDA of vitamin A - both considered shortfall nutrients - and available at a price point accessible to disadvantaged communities



ARGENTINA

Danone in partnership with Pata Pila and CONIN and government, created the first centre for early childhood education to combat malnutrition in Salta. "Let's Nourish the Future" supports parents in the first 1,000 days with nutritionists, pediatricians and other health experts and in the first year has seen moderate and severe undernourishment in children disappear



GLOBAL

Nestlé delivered 184.7 billion servings of micronutrient-fortified foods and beverages with at least one of the Big 4 micronutrients - iron, iodine, vitamin A and zinc - in 64 countries with higher vulnerability to micronutrient malnutrition



WEST AFRICA

Mageu, produced by The Coca-Cola Company, is a maize-based dairy alternative providing nourishment, keeps consumers full longer and sustains the drinker throughout the day



ETHIOPIA

Partners in Food Solutions, supported by General Mills, has produced the first fortified wheat flour, joining the generation of ready-to-use therapeutic food produced in Africa through the fortification of peanut butter



NIGERIA

partnering with HarvestPlus, Kellogg's is growing high pro-vitamin A maize with the intention of using this bio-fortified corn to address vitamin A deficiencies



AFRICA + INDIA

To help combat iodine deficiency which is a serious health issue, Annapurna salt products, produced by Unilever, are fortified with iodine



LATIN AMERICA, EGYPT AND NIGERIA

Recognizing a very high percentage of retail sales occur in small, high frequency stores, Kellogg's transition to bags and single servings is helping deliver fortified foods to disadvantaged communities at a price point that makes nutritious food more accessible



INDIA

Vitingo, produced by The Coca-Cola Company is a clinically-proven formula providing highly bioavailable iron and 7 essential micronutrients



CHINA

China Hope Kitchen, a partnership among Mondelez International, the CYDF and China CDC, focused on poverty stricken rural areas where children lack access to nutritious foods, saw a reduction of 10% students suffering from malnutrition due to access to more nutritious local food



BANGLADESH

Shokti +, a yoghurt enriched in micronutrients (iron, zinc, vitamin A and iodine) was developed by Danone to combat the problem of stunting and underweight in children under 5



INDIA

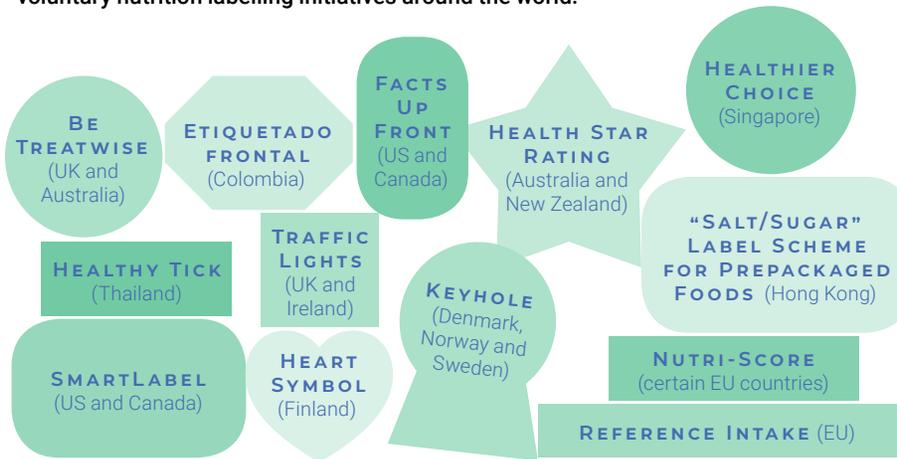
General Mills in partnership with WFP provides nutritionally fortified school meals to 322,000 students daily (77 million meals per school year) in Uttar Pradesh and Odisha

NUTRITION INFORMATION

Consumers need clear, fact-based nutrition information about our products to help them make informed dietary choices and improve their eating habits.

We provide clear, objective, fact- and science-based nutrition information on our product labels, online and at point-of-sale. Globally, we have implemented an easy-to-understand labelling approach to give consumers easy access to the amount of calories, sugar, sodium and other nutrients in each serving or portion and how each contributes to daily nutritional needs for a balanced, healthy diet. We also display calories front-of-pack.⁴ IFBA's Principles for a Global Approach to Fact-based Nutrition Information are in line with international standards and CODEX Alimentarius and apply (with limited exceptions) to all markets where our foods and beverages are sold.⁵

In addition to our global commitment, IFBA members participate in voluntary nutrition labelling initiatives around the world:



2018 Highlights



RESPONSIBLE MARKETING

We take responsible marketing seriously and have committed to change the way we advertise to children. Our members are guided by the IFBA Global Policy

on Marketing Communications to Children (IFBA Global Policy) and have adopted company policies based on the minimum common criteria which apply in every country where they market their products. Some members' policies go further.

Our efforts have led to positive changes in the nutritional composition of foods marketed to children. Foods advertised to children are now lower in sugar, sodium and saturated fat and provide more whole grains, fibre, non-fat dairy, fruits and vegetables.

Our Global Commitment

NO advertising of any products that do not meet common nutrition criteria, based on accepted science-based dietary guidance, to children under 12 in the following media:



OR no advertising to this age group

NO advertising of any products, even products that meet common nutrition criteria, to children in primary schools⁶

LIMIT the use of certain techniques such as licensed characters, celebrities and movie tie-ins that appeal to children under 12⁷

Regional and Local Marketing Pledges

We encourage others in our industry around the world to follow our lead and improve the standards on marketing to children with the adoption of regional and

local marketing pledges based on the core tenets of the IFBA Global Policy. **At the end of 2018, regional and local marketing pledges had been implemented in 51 countries.**

2018 Highlights

ARGENTINA pledge launched prohibiting product advertising on TV, radio or in print that does not meet strict nutritional criteria or exceed 200 kcal/portion

EU Pledge launches an accountability mechanism enabling the public to check compliance of marketing communications reports high compliance results⁸

USA Children's Food and Beverage Advertising Initiative adopts stricter nutrition criteria for implementation by 1 January 2020, requiring the reformulation of **40% OF FOODS**



HEALTHY LIFESTYLES

Public-private partnerships are the key to transformative change.

Following are a few examples of successful programmes around the world that are improving the health and well-being of people.

REPLENISH AFRICA INITIATIVE (RAIN)



RAIN, a flagship programme of The Coca-Cola Company aims to provide access to safe drinking water for 6 million people by 2020. With the participation of 140 partners from civil society, governments and the private sector, at the end of 2018, RAIN had provided safe drinking water to more than 2.8 million people and supported water, sanitation and hygiene programmes in over 2,000 communities across 41 African countries.

KINDER + SPORT JOY OF MOVING



This global programme promotes movement and daily physical activity for children and young people at an early age with the expectation that by rooting the importance of sports and physical activity early in life, it may lead to more active, healthy adults. The programme – a collaboration with national and international institutions, ministries, universities, Olympic Committees and sports federations – is present in 30 countries and has reached 4 million children.

CRECESANO



CreceSano, a programme of POIBA (Prevención de la Obesidad Infantil en Barcelona) is an experimental obesity primary prevention intervention targeted at schoolchildren aged 9–10 years with the aim of educating them about healthy nutrition and a healthy lifestyle. Results showed that the incidence of obesity was reduced after 1 year and that the programme could prevent 1 in 3 new cases of childhood obesity in this age range. ⁹

MY WELL-BEING



Launched in April 2018, the new workplace wellness programme in the U.S. takes a holistic approach to well-being. An evaluation of year 1 results exceeded goals for enrollment and engagement, achieving 56% employee participation. Results showed a 55% reduction in heart disease risk; 33% reduction in stress; and a 75% reduction in self-

reported work missed due to sleep - all leading to better performance and productivity at work. ¹⁰



GLOBAL ENERGY RACE

2018 marked the fourth annual Global Energy Race, a global movement with the goal of motivating families to adopt a more active and healthier lifestyle, while at the same time benefitting vulnerable sectors of society with donations to food banks based on the number of kilometers run. 112,778 runners and walkers from 22 countries and 34 cities participated, donating 1.4 million slices of bread to people in need.



WOMEN, INFANTS AND CHILDREN PROGRAMME (WIC)

In the U.S., Kellogg's partnered with WIC to provide nutritious foods, nutrition education, healthcare referrals and skills training to help families at nutrition risk create sustainable habits that result in positive health outcomes. The company also created a "Family Meals Month" campaign and an app that highlighted how to use WIC foods to make affordable meals and partnered with retail customers in California and Michigan – who helped share this information 300,000+ families.



MARSBEWELL

This program aims to create work environments that make the healthy, energizing choice the easiest choice from the design of company facilities, to Associate benefits, to the food Mars provides in its onsite restaurants. With annual site assessments and recognition of high achieving sites through a gold award, Mars is driving continuous improvement with a goal for 95% of large sites (>100 associates) to achieve the gold award by 2023.



COLLABORATION WITH THE ALLIANCE FOR A HEALTHIER GENERATION

In 2013, McDonald's partnered with the Alliance for a Healthier

Generation to develop a comprehensive plan for 20 major markets (representing 85% of global sales) to increase customers' access to fruit, vegetables, low-fat dairy and water. In 2018, McDonald's set five new Global Happy Meal Goals through 2022, with new global nutrition criteria, a commitment to simplify ingredients, increase transparency on nutrition information and market responsibly to children.

HEALTH IN ACTION SOUTH AFRICA

This public-private partnership promotes sustainable improvements in children's health and nutritional status. A total of 116 schools in lower-income areas with more than 100,000 students, aged 6-12 years participated. The first phase (2016-2019) demonstrated notable improvements among the children with increases in healthy weights (8%) and significant decreases in rates of obesity (42%) and wasting (40%). The programme also improved teachers' health, with 23% decrease in obesity and 79% decrease in morbid obesity levels. ¹¹



NESTLÉ FOR HEALTHIER KIDS

Launched in May 2018, Nestlé for Healthier Kids aims to help 50 million children lead healthier lives by 2030. The programme provides healthier products and advice for families, caregivers and teachers on nutrition and exercise and now encompasses a range of key initiatives including Nestlé Start Healthy Stay Healthy, which has 9.6 million parents in over 50 countries registered and the school-dedicated module, Nestlé for Healthier Kids, which in collaboration with 300 partners worldwide reached 29 million children in 86 countries in 2018.



TOMOOH

Since 2008, PepsiCo has supported the World Food Programme's school feeding activities in Egypt. Tomooh provides fortified date bars as in-school snacks; gives take-home

rations of fortified rice and oil to families as an incentive for parents to keep their children in school; and offers nutrition and health education to teachers and children. To date, the programme has benefitted over 200,000 people; disseminated daily snacks to meet 1/3 of a child's daily nutritional needs; and reduced the dropout rate, raising enrollment rates to above 90%.



MY GREEN FOOD STEPS

To address the problem of anaemia, the launch of Knorr iron-fortified bouillon cubes in 2015 in Nigeria was combined with this behaviour change programme to teach girls and mothers to cook nutritiously adding green leafy vegetables and bouillon cubes to a commonly consumed dish, Nigerian beef stew. The University of Ibadan found that the programme increased awareness of anaemia and changed cooking behaviours to help increase intake of iron. ¹² In 2018, the programme reached 20 million people and provided 30 billion servings in Kenya and Nigeria.



Photo: Seth Doyle

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The International Food & Beverage Alliance's commitments support the objectives of the UN Sustainable Development Goals of zero hunger and good health and well-being for all.



Photo: Douglas Williams



IFBA members' work also supports SDGs central to their businesses and sustainable development, such as sourcing ingredients more sustainably in ways that respect farmworkers and safeguards the environment, promoting sustainable consumption, reducing the impact of packaging waste on the environment, ensuring availability of water and sanitation, respecting and promoting human rights, empowering women, promoting decent employment and diversity and combatting climate change.

The data presented in this report is based on 2018 survey findings from all twelve IFBA companies.

ENDNOTES

- 1 Covers the Essential Dairy, Early Life Nutrition, Plain Water and Aquadrinks products
- 2 Mondelez International portion control snacks - 200 kcals or less, individually-wrapped
- 3 Based on classifying products into daily or occasional categories according to their intended role in the overall diet; a consumer target based on recommended daily values for nutrients differentiated between adults and children; and label-friendly ingredients in the recipes
- 4 Where permitted and in line with regulatory requirements. Excluding returnable/refillable and multi-purpose bottles with permanent printed labels; and unflavoured and unsweetened still or sparkling bottled water in some markets.
- 5 Except as prohibited by local laws and regulations.
- 6 Excluding menus or displays for products offered for sale, charitable fundraising activities, public service messages and items provided to school administrators for educational purposes.
- 7 Excluding company-owned brand equity characters
- 8 Accenture Media Management reviewed compliance with the commitment for TV advertising. EASA, the European Advertising Standards Alliance, monitored companies' branded websites and social media profiles on Facebook, YouTube and Instagram.
- 9 Carles Ariza, et al. "The Incidence of Obesity, Assessed as Adiposity, Is Reduced After 1 Year in Primary Schoolchildren by the POIBA Intervention." J Nutr 2019; 149: 258-269
- 10 Evaluation performed by Willis, Towers Watson, a global advisory, broking and solutions company.
- 11 Sandra S. Pretorius, "Anthropometric profiles of 8-11 year old children from a low-income setting in South Africa. BMC Public Health Journal Vol 19, Article number: 314 (2019)
- 12 Lion, R. et al. "The effect of the "Follow in my Green Food Steps" programme on cooking behaviours for improved iron intake: a quasi-experimental randomized community study." (2018). International Journal of Behavioral Nutrition and Physical Activity, 15, 79 (2018)

