



**Remarks of the International Food & Beverage Alliance Delivered on 19 June 2014
at the United Nations Informal interactive hearing
with non-governmental organizations, civil society organizations, the private sector and
academia on the prevention and control of non-communicable diseases**

Madame Chair, Roundtable Conveners, Ministers of Health and esteemed colleagues,

My name is Mary Catherine Toker and I am Co-Chair of the International Food & Beverage Alliance.

The International Food & Beverage Alliance (IFBA) welcomes the opportunity to participate in the informal interactive civil society hearing on the prevention and control of non-communicable diseases. IFBA is an alliance of the world's leading global food and non-alcoholic beverage companies, innovating, manufacturing and serving products to up to 2 billion consumers per day. Our members fully understand the important role we have to play in addressing noncommunicable diseases, and we have committed time, resources and expertise to do our part.

In 2008, our CEOs took the initiative to establish five public commitments to the World Health Organization in support of the implementation of the 2004 Global Strategy on Diet, Physical Activity and Health. Our work is based on a set of actions recognized by WHO, governments and civil society as crucial to help improve global health, including product innovation, improved access to nutrition information, responsible marketing practices and the promotion of healthier diets and physical activity. In fact, these are the very actions that paragraph 44 of the 2011 Political Declaration of the High-level Meeting on the Prevention and Control of Non-communicable Diseases calls on our industry to deliver. And they are the actions IFBA members have been taking voluntarily on a global basis.

We certainly recognize there is more to be done. But, we cannot do it alone. As the Political Declaration says – finding solutions to NCDs requires “a whole of society effort”. This is why we are committed to public-private partnerships that support public health strategies. We believe that collaborative multisectoral actions represent one of the most cost-effective ways to address public health challenges. And we have been encouraged by the emphasis and recognition of that by so many of the panelists and participants in today's hearing. We further applaud the language in the UNHLM Zero Draft document which highlights the need for a whole-of-society approach and multi stakeholder action to help prevent and control NCDs.

Thank you.