

OUR COMMITMENTS

IFBA Global Responsible Marketing Policy

IFBA members¹ commit either to:

- Only advertise products to children under the age of 13 years that meet common nutrition criteria which are based on accepted science-based dietary guidance; or
- Not to advertise their products at all to children under the age of 13 years.

The above policy covers food and non-alcoholic beverage product marketing communications that are primarily directed to children under 13 in all covered media.

In addition, IFBA members agree not to engage in food or beverage product marketing communications to children in primary schools, early childhood education centers and children's care service centers.

IFBA members further commit to the International Chamber of Commerce [Framework for Responsible Food and Beverage Marketing Communications](#) in all their marketing communications.

This policy will become applicable to all IFBA member companies globally by 1 January 2022.

Individual member companies may maintain or adopt specific policies that go beyond the IFBA policy.

IFBA will conduct third party monitoring to demonstrate compliance with this policy.

¹ McDonald's is not a signatory to this revised policy at this time, but remains in alignment with the 2014 IFBA responsible marketing commitment. For more information about McDonald's commitments around responsible marketing to children, including the company's 2022 Global Happy Meal Goals, please visit the [McDonald's website](#).

Definitions

COMMON NUTRITION CRITERIA: For the purpose of implementing the Global Responsible Marketing Policy, IFBA members commit not to advertise to children under the age of 13 the following product categories: confectionery, chocolate, soft drinks, ice cream and potato-based savoury snacks, globally (see Annex under 'Exclusions').

Other product categories can be advertised to this age group provided that the agreed common nutrition criteria (in Annex) are met. For these products, the common nutrition criteria apply as a minimum standard globally. However, locally agreed common nutrition criteria will continue to apply: (a) if they are stricter and/or cover categories of foods not addressed by IFBA; or (b) because the local pledge program criteria in the U.S. and Canada are based on the unique category definitions, dietary guidance, and regulatory/labeling practices of those markets, IFBA companies who are members of those pledge programs may continue to apply the U.S. (CFBAI) and Canadian criteria alone in those markets or may choose to apply the IFBA criteria as well. For this reason, IFBA also intends to defer compliance monitoring and enforcement to these local programs.

MARKETING COMMUNICATIONS: "Marketing communications" means paid advertising or commercial sales messages for food and beverage products, including marketing communications that use licensed characters, celebrities and movie tie-ins. Company-owned, brand equity characters are not covered by the policy.

PRIMARILY DIRECTED TO CHILDREN UNDER 13: The determination of whether a marketing communication is "primarily directed to children under 13" will rely on objective audience composition data wherever such data are available. An advertisement placed contextually in programming or content will be considered to be primarily directed to children if it is expected (based on reliable audience composition data available at the time of placement) that 30% or more of the audience will be under 13 years of age². Conversely, where the percentage of children in the audience is expected to be under 30%, or where reliable age-screening or age-targeting techniques are used to affirmatively avoid displaying the advertisement to children, the advertisement will not be deemed to be primarily directed to children. In circumstances and media where neither reliable audience composition data nor effective age-screening or targeting techniques are available, companies will consider other factors as appropriate, which may include the overall impression of the advertising and the target demographic based on the company's media plan.

COVERED MEDIA: "Covered media" means TV, radio, print, cinema, online (including social media and other online platforms and sites, including company-owned websites and video-sharing platforms such as YouTube), direct marketing, product placement, interactive games, outdoor marketing, mobile marketing and contracted influencers. Packaging, in-store and point of sale as well as forms of marketing communications which are not under the direct control of the brand owner, such as user-generated content, are not covered by this policy.

PRIMARY SCHOOLS: Menus or displays for food and beverage products offered for sale, charitable donations or fundraising activities, public service messages, and items provided to school administrators for education purposes or for their personal use are not covered.

ICC FRAMEWORK: The ICC code is available [here](#) and includes specific provisions about not exploiting a child's imagination, not creating a sense of urgency, or inappropriate price minimisation and the importance of not undermining healthy lifestyles.

² For markets where audience data for this age group is not generally available, the Alliance will work to identify alternative solutions to estimate the proportion of children under 13 in the audience. This is the case for the US market, for instance, where IFBA members may apply a 27% audience threshold for children under 12 as a proxy for a 30% audience threshold for children under 13.

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ANNEX: COMMON NUTRITION CRITERIA

Category 1: Vegetable and animal based oils, fats and fat containing spreads & emulsion-based sauces					
Sub-category A: Vegetable & animal based oils, fats & fat containing spreads: all animal and vegetable based fats & oils used as spreads on bread and/or food preparation. ¹					
Examples	Energy (kcal/portion*)	Sodium (mg/100g or 100ml*)	Saturated fats (g/100g or 100ml*)	Total sugars (g/100g or 100ml*)	Components to encourage
<i>*Energy values are per portion and nutrient values per 100g, except when specified otherwise</i>					
Oils and fats (all types), full & low-fat margarine, butter mélanges, solid or liquid oil/fat products for roasting and frying	≤ 85	≤ 500	≤ 33% total fat is SAFA (incl. TFA)	(5)	≥ 25% of total fat is PUFA
Sub-category B: Emulsion-based sauces: sauces that constitute only a minor component of the meal to which an emulsifying agent is added OR have a fat content ≥ 10% w/w.					
Mayonnaise, salad dressings, marinades, vinaigrettes...	≤ 85	≤ 750	≤ 33% total fat is SAFA (incl. TFA)	≤ 5	≥ 25% of total fat is PUFA
Category 2: Fruits, vegetables and seeds, ² except oil Vegetables include legumes and potatoes. Seeds include seeds, kernels, nuts. Nuts include peanuts and tree nuts.					
Sub-category A: Products of fruits and vegetables except oils & potatoes (≥ 50g fruit and/or veg per 100g of finished product) that constitute a substantial component of the meal.					
Vegetable gratin, canned vegetables, baked beans, fruit compote, fruit in syrup, fruit salad	≤ 170	≤ 300	≤ 1.5	≤ 15	Min. ½ portion fruit and/or veg. Nutrients delivered through ingredients (fruit and/or veg).

¹ Butters as defined in Regulation (EU) 1308/2013 Annex VII, are excluded from this category because they will not be advertised towards children.

² Exemptions: 100% fruit and vegetables and their products, including 100% fruit and vegetable juices, as well as 100% nuts and seeds and mixes thereof (with no added salt, sugar or fat). These products, presented fresh, frozen, dried, or under any other form may be advertised to children without restrictions.

Subcategory B: Potato & potato products, except dehydrated potato products: all potato based dishes ($\geq 50g$ potato per 100g of finished products) that constitute a substantial component of the meal.					
Mashed potato, gnocchi, gratin, dumplings, fried or roasted potato...	≤ 170	≤ 300	≤ 1.5	≤ 5	Nutrients delivered through main ingredient (potato)
Sub-category C: Seeds and nuts					
Examples	Energy (kcal/portion*)	Sodium (mg/100g or 100ml*)	Saturated fats (g/100g or 100ml*)	Total sugars (g/100g or 100ml*)	Components to encourage
<i>*Energy values are per portion and nutrient values per 100g, except when specified otherwise</i>					
Salted or flavoured nuts, mixed nuts, nut-fruit mixes, peanut butter	≤ 200	≤ 603	≤ 10	≤ 15	Nutrients delivered through ingredients (nuts and seeds)
Sub-category D: Fruit/Vegetable based meal sauces: all fruit/vegetable based sauces ($\geq 50g$ fruit and/or vegetable per 100g of finished products) that constitute a substantial component of the meal					
Tomato sauce, pasta sauce...	≤ 100	≤ 450	≤ 1.5	≤ 9	Nutrients delivered through ingredients (fruits and/or vegetables)
Sub-category E: Fruit/Vegetable based condiments: all fruit/vegetable based condiments ($\geq 50g$ fruit and/or vegetable per 100g of finished products) that constitute only a minor component of the meal					
Tomato ketchup, chutney...	≤ 85	≤ 750	≤ 1.5	≤ 25	Nutrients delivered through ingredients (fruit and/or vegetables)
Category 3: Meat based products: all kinds of processed meat/poultry, and meat products, consisting of minimally 50g of meat per 100g finished product					
Meatballs, salami, grilled ham, chicken fillet, sausages...	≤ 170	≤ 800	≤ 6	(≤ 5)	$\geq 12\%$ of energy as protein
Category 4: Fishery products: all kinds of processed fish, crustaceans and shellfish, consisting of min. 50g of fish, crustaceans, and/or molluscs per 100g of finished product					
Cod parings, fried fillet of haddock, fish fingers, pickled mussels, tinned tuna	≤ 170 OR > 170 IF $\geq 25\%$ total fat is PUFA	≤ 450	$\leq 33\%$ total fat is SAFA (including TFA)	(≤ 5)	$\geq 12\%$ of energy as protein
Category 5: Dairy products					
Sub-category A: Dairy Products other than cheeses: Must contain minimum 50% dairy (Codex Alimentarius standard)					
Milks; yoghurts; sweet fresh/soft cheese; curd & quark; fermented milks; dairy desserts	≤ 170	≤ 160	≤ 2.6	≤ 12.5	Protein: ≥ 12 E% or $\geq 2g$ /100g or 100ml and/or At least 1 source of: Ca or Vit D or any Vit B

Sub-category B: Cheese and savoury dairy based products: Must contain minimum 50% dairy (Codex Alimentarius standard)					
Hard, semi-hard cheeses	≤85	≤ 855 if SAFA ≤15 Or ≤760 if SAFA ≤16	≤ 15 if sodium ≤ 855 Or ≤16 if sodium ≤760]	(≤ 5)	'Source of Ca, Vit B12 or Vit B2'
Other cheeses, curd & quark and savory dairy-based products	≤170	≤ 700	≤ 11	≤ 8	'Source of Ca, Vit B12 or Vit B2'
Category 6: Cereal based products					
Sub-category A: <u>Sweet</u> biscuits, fine bakery wares and other cereal based products:					
Examples	Energy (kcal/portion*)	Sodium (mg/100g or 100ml*)	Saturated fats (g/100g or 100ml*)	Total sugars (g/100g or 100ml*)	Components to encourage
<i>*Energy values are per portion and nutrient values per 100g, except when specified otherwise</i>					
All kinds of biscuits and cakes, cereal bars, granola bars, sweetened crackers	≤200	≤550	≤10	≤35	½ serving or first ingredient a F/V/D/M/WG; <u>OR</u> Source of an essential nutrient
Waffles and pancakes	≤300	≤600	≤5	≤25	½ serving or first ingredient whole grain, <u>OR</u> source of an essential nutrient
Sub-category B: <u>Savoury</u> biscuits, fine bakery wares and other cereal based products, including dough-based products:					
Savoury crackers, extruded, pelleted & popcorn-based snacks, popcorn, pretzel products	≤170	≤900	≤10	≤10	½ serving or first ingredient a F/V/D/M/WG; <u>OR</u> source of an essential nutrient
Sub-category C: Breakfast Cereals including porridge					
Ready to eat breakfast cereals such as cornflakes, puffed rice, porridge	≤220	≤725	≤5	≤35	½ serving or first ingredient whole grain, <u>OR</u> source of an essential nutrient
Sub-category D: Cereal and cereal products except breakfast cereals, biscuits and fine bakery wares: (Thresholds apply to food as reconstituted, ready for consumption, following manufacturer's instructions.)					
Bread, rusks, rice, noodles, pasta, polenta	≤360	≤500	≤5	≤5	Fibre (≥3 g/100 g) and/or wholegrain (15% of total ingredients) <u>OR</u> source of an essential nutrient
Category 7: Soups, composite dishes, main course and filled sandwiches					
Sub-category A: Soups: all kinds of soups and broths containing min 1 of the following: 30g fruit, vegetables, cereals, meat, fish, milk or any combination of those (calculated as fresh equivalent) per portion. (Thresholds apply to food as reconstituted, ready for consumption, following manufacturer's instructions.)					
Examples	Energy (kcal/portion)	Sodium per portion	Saturated fats per portion	Total sugars per portion	Components to encourage

	<i>Energy values are per portion and nutrient values per 100g/100ml, except when specified otherwise</i>				
Tinned tomato soup, instant vegetable soup, soup in stand-up pouches	≤ 170	≤ 315	≤ 1.5	≤ 6.75	Nutrients delivered through ingredients (fruits and/or vegetables, cereals, meat, fish, milk)
Sub-category B: Composite dishes, main dishes, and filled sandwiches: all kinds of dishes & sandwiches containing min 2 of the following: 30g fruit, veg, cereals, meat, fish, milk or any combination of those (calculated as fresh equivalent) per portion. (Thresholds apply to food as reconstituted, ready for consumption, following manufacturer's instructions).					
Pasta salad with veg, noodles with sauce, pizza, croque-monsieur, moussaka, filled pancakes	≤ 425	≤ 515mg	≤ 5	≤ 7.5	Nutrients delivered through ingredients (fruits and/or vegetables, cereals, meat, fish, milk)

EXCLUSIONS

The following products cannot be advertised to children under the age of 13 by IFBA member companies, globally:

- Chocolate (does not include products that may contain chocolate elements)
- Non-chocolate confectionery/candy (does not include bakery items or other desserts or non-confectionery sweet snacks such as biscuits, sweetened crackers, fruit snacks, etc.)
- All soft drinks
- Ice cream (does not include other frozen products)
- Potato-based savoury snacks: potato crisps, including dough-based, pelleted, extruded, stackable (does not include baked potatoes or French fries).

PRODUCTS NOT COVERED

Should a product not fall in any of the categories or exclusions above, companies will apply relevant locally agreed common nutrition criteria if available. Work is currently underway to adopt nutrition criteria for plant-based products, such as those increasingly used as alternatives to meat- and dairy-based products both in Europe (EU Pledge) and in the USA (CFBAI), and IFBA intends to follow these efforts by developing its own common nutrition criteria for this category.