

OUR COMMITMENTS

Product formulation and innovation

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Reducing sugar and calories

IFBA members are working to help consumers improve their dietary quality and manage their caloric and sugar intake, by formulating products with less or no sugar using low- and no-calorie sweeteners and other ingredients as alternatives to sugars and reducing calories by offering smaller portion sizes and providing portion guidance.

The following chart illustrates IFBA members' commitments and achievements to reduce sugar and provide portion control options.

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IFBA Member	Commitment	Achievements
	Support the WHO's guideline that people limit their daily calorie intake from added sugar to no more than 10% of their total calorie intake by providing smaller, more convenient package sizes, introducing new reduced and no-sugar drinks and reducing sugar in existing drinks around the world. In 2017 – Reduce sugar in 500 drinks (adding to the current 1,100 drinks with reduced or no-sugar).	In 2016 – Sugar reduced in more than 200 drinks globally, while introducing more than 500 new products, nearly 400 of which were teas, juices, coffees, waters and other drinks. Today, more than 1,100 of the drinks are reduced or no-sugar
	Reduce sugar in new products with regard to the overall energy level and product's integration into a varied and complete diet.	In FY 2014/2015 – (i) Approx. 80% of products provide less than 130Kcal/per portion and the average calorie intake is lower than 100Kcal; and (ii) more than 70% of products are offered in portions weighing less than 25g and more than 80% in portions smaller than 45g.
	To maintain continuous nutritional improvement of its products. The Danone Nutritional Targets 2020 are based on product type, its place in dietary recommendations, its intended role in the diet and intended consumer	End 2016 – 70% of sales volume of the product portfolio is in line with the sugar target in the Danone Nutritional Targets 2020.
	To improve the health and nutrition of products with the implementation of the General Mills U.S. Health Metric, introduced in 2005 and including a sugar reduction target of 5% or more and strategy to limit calories	FY05-FY16 – (i) Reduced sugar by 5-30% in more than 260 products and introduced lower-sugar products; (ii) 2/3 of North American retail products are 150 calories or less per serving; 1,300+ U.S. retail products have 150 calories or less per serving; and 600+ U.S. retail product have 100 calories or less per serving.
	By 2020 – (i) products that represent 80% of sales (per region) must comply with the following levels: breads and buns: white bread ≤ 5g/100g and specialty breads ≤ 7/100g; and sweet baked goods ≤ 35g/100g; and (ii) increase sales in snacks or mini version products to help manage caloric intake by 40%.	Developed products with reduced portions, or “minis” with less energy content (with no more than 100Kcal in most cases).

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	By 2020 - Reduce sugar so that 90% of ready-to-eat cereals have 10g or less of sugar per 30g serving	End 2016 – Goal achieved.
	Support the WHO's guideline that people limit their daily calorie intake from added sugar to no more than 10% of their total calorie intake. By 2018 – reduce added sugar in some sauces and light meals	End 2016 – 99% of all chocolate and confectionary products have less than 250Kcal per portion.
	By 2020 – Reduce sugar or calories across the menu in the nine top markets. By June 2018 - in the U.S.A., there will be average reductions of 20% in calories and 50% in added sugars, depending on the customer's specific selection.	November 2017 - Since sodas were removed from <i>Happy Meals</i> in the U.S. menu, milk and juice selections rose 14%. December 2017 – transition to Honest Kids Appley Ever After organic juice which has 45 less calories and half the total sugar than the prior 200% apple juice served in the U.S.A. completed.
	By 2020 – Expand portion control options (200 calories or less) by 25%. Adopt a multipronged approach to sugar reduction – create new products with less sugar; reduce sugar amount in current products; launch and support lower sugar sub-lines; increase portion control options; and reinforce portion messaging on pack.	End 2016 <ul style="list-style-type: none"> • Goal achieved – portion control options grew by 39% in the portfolio; • 15% of the portfolio is sugar-free or sugar-reduced.
	By 2020 – Reduce added sugars by 5%	End of 2016 – Reduced added sugar content by 8%.
	By 2025 – At least 2/3 of the global beverage portfolio volume will have 100 calories or fewer from added sugar per 12-oz. serving.	In 2015 – Average amount of added sugars per serving in total beverage portfolios reduced against the 2006 baseline and 2020 target of 25% for 8 out of 10 key countries tracked. The average amount of added sugars per serving in the total beverage portfolio increased by 4% compared with a 2006 baseline.

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	<p>By 2020 - Remove an additional 25% sugar in ready-to-drink teas.</p>	<p>By 2015 – 80% of packaged ice cream products will not exceed 250Kcal per portion.</p>
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