

Our Collaborations

IFBA members have been working successfully in collaboration with governments and NGOs around the world in multistakeholder initiatives to reduce the burden of NCDs and obesity ; to reduce key nutrients of public health concern; increase the use of beneficial ingredients; increase nutrition literacy; and promote balanced diets and healthy lifestyles. The collaborations we have are global, regional, national and wide-ranging.

A few examples follow :

GEOGRAPHY	PROGRAMME
<p>Global</p>	<p>EPODE, EPODE European Network (EEN) and EPODE International Network (EIN)</p> <p>EIN (EPODE International Network) is the world's largest obesity prevention network. EIN's mission is to reduce childhood obesity prevalence through sustainable strategies based on Community-Based Programmes (CBPs). With more than 20 years of experience and a rigorous scientific evaluation, the EPODE (Together Let's Prevent Childhood Obesity) methodology (originally launched in 2003 in France, following a pilot begun in 1992) has been recognized by the international scientific community as innovative in tackling the problem of childhood obesity.</p> <p>Today, EIN counts 43 programmes in 29 countries impacting more than 216 million people around the world. EEN was launched in 2008 and runs programmes in seven countries – Belgium, Bulgaria, France, Greece, Portugal, Romania and the Netherlands.</p>

<p>European Union</p>	<p>European Platform on Diet, Physical Activity and Health</p> <p>Led by the European Commission, the Platform provides a forum for European-level organizations including the food industry and IFBA members, NGOs, public health advocates and advertisers committed to tackling negative trends in diet and physical activity. The aim of the Platform is to provide examples of coordinated action on a specific issue by different parts of society that will encourage national, regional or local initiatives across Europe.</p> <p>More than 300 commitments have been implemented since the establishment of the Platform in 2005, including awareness campaigns on the importance of healthy diets and physical activity; labelling initiatives, such as the commitment of the EU food industry on front-of-pack GDAs; the addition of nutrition criteria in defining foods not to be advertised to children; and salt reduction strategies.</p> <p>The achievements of the commitments undertaken in the context of the Platform are reviewed annually by the European Commission.</p>
<p>Europe</p>	<p>HEALTHGRAIN Forum</p> <p>Founded in 2010 as a follow-up organization to the EU 6th Framework Programme Integrated Project HEALTHGRAIN – “Exploiting Bioactivity of European Cereal Grains for Improved Nutrition and Health Benefits,” - the Forum is a multistakeholder, pan-European research programme whose mission is to research and promote science-based concepts around the health benefits of grain-based foods, with the overall aim of increasing consumers’ intake of whole grains.</p> <p>It believes that whole grain and high fibre grain-based foods assist consumers in health maintenance worldwide, help reduce health care costs and provide added value for companies in the production chain from farm to fork. Currently, 51 organizations participate in the programme, including academia, research organizations and industry, including IFBA members, Kellogg, Mondelēz International and Nestlé.</p>

IFBA’s collaborations

<p>The Americas</p>	<p>PAHO and the SaltSmart Consortium</p> <p>A multistakeholder working group, established by PAHO in 2012 with the aim of realizing PAHO’s goal of reducing salt intake to less than 5 grams per person per day by 2020 has committed to implement a common, stepwise approach to dietary salt reduction.</p> <p>Regional salt reduction targets for key food categories have been agreed and in September 2015, the working group agreed to advance the harmonization of targets and timelines within common food groups and to promote and implement reformulations in a group of agreed-upon products, leveraging existing national and industry efforts.</p> <p>Mondelēz International and Nestlé serve as the industry representatives on the steering group for the consortium.</p>
<p>Argentina</p>	<p>Framework Convention for Voluntary and Progressive Reduction of Sodium Content</p> <p>Signed in 2011 between the government and the food industry. Signatories agreed to voluntarily reduce the amount of salt and sodium used in the preparation of processed foods between 5 - 18% (to reach the WHO recommended target of 5 grams of salt per day by 2020) and established progressive goals to be met in two stages – 2011-2013 and 2013-2015.</p> <p>At the end of stage 1, sodium had been reduced in breads by an average of 25%; in bakery, by an average of 8%; in meat products, by an average of 10%; in dairy, by an average of 9%; in soups, by an average of 6%; and in snacks, by an average of 11.4%. At the end of 2013, the Ministry of Health announced that the initiative had succeeded in reducing the country’s personal sodium consumption intake by almost a gram a day.</p>
<p>Argentina</p>	<p>Collaboration to Promote Healthy and Balanced Diets</p> <p>On 14 December 2016, the Ministry of Health, the Ministry of Agro-Industry and COPAL (the Argentina Food & Beverage Industry Chamber) signed an agreement to work together to implement a set of actions in line with IFBA’s commitments to reduce levels of sugar, fat and salt in food and beverages; to restrict marketing to children under 12 years of age; to restrict the sales of foods and beverages in schools based on a caloric content; and to promote a labelling system and education campaigns to help consumers make informed decisions.</p>

<p style="text-align: center;">Australia</p>	<p>The former Food and Health Dialogue</p> <p>Launched in 2009 as a collaboration among the Australian Government, the public health sector and the food industry to improve dietary intakes through voluntary reformulation targets, aimed at reducing saturated fat, added sugar, sodium and energy across nominated food categories.</p> <p>Between 2009 and 2015, significant reformulation progress was made, including average sodium reductions of 32% in ready-to-eat breakfast cereals, and over 80% of target breads, ham and other cured meats. Building on the work of the Food and Health Dialogue, the government launched the Healthy Food Partnership in November 2015 with the aim of cooperatively tackling obesity, encouraging healthy eating and empowering food manufacturers to make positive changes to their product portfolios. Initiatives developed under the Partnership will be implemented on a voluntary basis.</p>
<p style="text-align: center;">Australia</p>	<p>The Healthy Food Partnership</p> <p>Launched in November 2015, the Partnership provides a mechanism for collective, voluntary action among government, the public health sector and industry to improve the dietary habits of Australians by making healthier food choices easier and more accessible and raising awareness of appropriate food choices.</p> <p>The Partnership forms part of a broader Australian Government Nutrition Framework and complements other programmes, including the Health Star Rating system and the Eat for Health programmes. The Partnership includes working groups on portion size, reformulation, food service and communication and education.</p>
<p style="text-align: center;">Australia & New Zealand</p>	<p>The Health Star Rating System</p> <p>This initiative was developed in partnership with the Governments of Australia and New Zealand, industry, public health and consumer groups. This front-of-pack labelling system uses stars to show the nutritional profile of packaged foods and will be implemented voluntarily over the next five years.</p> <p>The two-year progress report on the implementation (June 2014 – June 2016) of the system issued in April 2017, indicates that there has been significant uptake of the HSR system by the food industry. Communications campaigns developed to support implementation of the system in Australia generated significant increases in awareness of the system by consumers, exceeding levels of awareness of the mandatory nutrition information panel and all other nutrition logos or labelling except for the longstanding Heart Foundation Tick.</p>

<p>Brazil</p>	<p>Cooperation Agreement on the Development of Local Actions for Promoting Healthy Lifestyles</p> <p>In 2008, the Ministry of Health partnered with the food industry in an agreement to reduce key nutrients in industrialized products and establish goals for sugar, sodium, saturated fat and trans fat reductions. The first agreement (completed in 2010) focused on trans fat elimination and resulted in 95% of food products achieving the goal and the removal of 23 tonnes of industrially produced trans fat from the food supply. The current agreement is focused on sodium reduction with an overall target to remove 28,000 tonnes of sodium from the market by 2020.</p> <p>By the end of 2013, 7,652 tonnes of sodium had been removed from food products. Findings have shown that there have been reductions not only in the upper limits of sodium content in food products but also in the average sodium levels of products. The initiative has also influenced non-signatory food companies to reduce the salt content in their products.</p>
<p>Brazil</p>	<p>The National Movement for Health and Wellbeing</p> <p>In May, 2017, members of The International Food & Beverage Alliance – Coca-Cola Brazil, Ferrero, General Mills, Grupo Bimbo, Kellogg, Mars, McDonald’s, Mondelēz Brazil, Nestle, PepsiCo and Unilever - in collaboration with Ambev have launched a new initiative in support of the government’s National Plan for Food and Nutrition Security.</p> <p>Building on efforts already underway by individual companies to promote healthy lifestyles, the initiative is designed to generate a greater collective impact by uniting these efforts in a single initiative based on three main pillars: information, engagement and innovation.</p>
<p>Canada</p>	<p>Informed Dining Program</p> <p>A voluntary nutrition information programme that was developed in partnership with the Government of British Columbia, Restaurants Canada, the B.C. Restaurant and Foodservices Association and the Heart and Stroke Foundation of B.C. and the Yukon. The programme makes comprehensive and easy-to-understand information available to consumers when they eat in restaurants. Participating restaurants provide information about the foods they serve – calorie and sodium detail is highlighted along with information on daily calorie and sodium guidelines. McDonald’s Canada was one of the first restaurant chains to implement a national rollout of the programme in the more than 1,400 McDonald’s locations across the country.</p>

IFBA’s collaborations

<p style="text-align: center;">Canada</p>	<p>Nutrition Facts Education Campaign</p> <p>In support of the Government of Canada’s ongoing commitment to promote healthy eating by helping Canadians make more informed nutrition choices, industry, including IFBA members partnered with Health Canada in the fall of 2010 to launch the “Nutrition Facts Education Campaign” (NFEC).</p> <p>This multi-media campaign focused on increasing consumer awareness and use of the “% Daily Value”, a component of the Nutrition Facts table. In early 2015, the industry again partnered with the government to launch the second phase of NFEC – “Focus on the Facts.” The campaign encourages consumers – especially parents of children aged 2 to 12 – to use the “Serving Size” in the Nutrition Facts table to compare similar foods.</p> <p>Since 2010, the “% Daily Value” messaging has appeared on more than one billion products units in stores across Canada and the NFEC has achieved 160 million media impressions.</p>
<p style="text-align: center;">France</p>	<p>Program National Nutrition Santé (PNNS)</p> <p>Implemented in 2001, the government-led, multistakeholder programme promotes health across the population with nine objectives including reductions in salt and sugar intake. The food and non-alcoholic beverage industry committed to voluntarily reformulate their products through charters, which resulted in a significant reduction in salt intake and in sugar in some food categories. For example, between 2001 and 2008, there was a 10% reduction in sugar content of breakfast cereals. Based on the first 15 signed charters of commitment, up to 13,000 tonnes of sugar was removed from the French food market over the period of two years (2008–2010).</p> <p>The assessment of changes in nutritional status and food consumption during the first 10-year period showed positive signs – the prevalence of overweight and obesity in children stagnated or decreased to a level lower than that of most neighbouring European countries; and fruit consumption in adults increased.</p>
<p style="text-align: center;">France</p>	<p>The Syndicat National des Boissons Rafraichissants (SNBR)</p> <p>In 2014, the SNBR signed an agreement with government within the framework of the Programme National pour L’Alimentation and pledged to reduce by 5%, on average, the calorie and sugar content per litre in the soft drinks portfolio by 2015. This builds on the 7% decrease already achieved between 2006 and 2010.</p> <p>The industry also committed to stop advertising on the internet and TV when 35% or more of the audience is composed of children aged 12 and under; and to reduce the environmental impact of production by at least 15% by 2020.</p>

IFBA’s collaborations

<p>Mexico</p>	<p>National Strategy for the Prevention and Control of Overweight, Obesity and Diabetes</p> <p>Since 2010, IFBA members, including The Coca-Cola Company, Grupo Bimbo, Mondelēz International, Nestlé, PepsiCo and Unilever, have been participating in the Mexican government’s strategies designed to stabilize and reduce the incidence of obesity in the country. In 2013, the Mexican government launched the “National Strategy for the Prevention and Control of Overweight, Obesity and Diabetes” (the National Strategy) with the goals of reducing the increase in the prevalence of overweight and obesity and improving the levels of well-being of the population.</p> <p>It promotes the establishment of a national policy aimed at encouraging significant changes in lifestyles, the adoption of healthy diet regimes and greater physical activity among the general population.</p>
<p>Switzerland</p>	<p>Actionsanté</p> <p>Launched in the context of the National Programme on Diet and Physical Activity 2008-2012, the Federal Office of Public Health and Federal Committee on Nutrition is working in partnership with industry to develop strategies to address overweight and obesity and promote healthy lifestyles. IFBA members, The Coca-Cola Company, Kellogg, Mars, McDonald’s, Mondelēz International, Nestlé, PepsiCo and Unilever have all voluntarily signed the Swiss pledge on marketing.</p> <p>Mars, Nestlé and Unilever have committed to reduce salt in specific products; Mars has committed to reduce the portion size of its chocolate bars; and Nestlé has committed to reduce saturated fat in frozen food.</p>
<p>U.K.</p>	<p>Change4Life</p> <p>In 2009, the U.K. government introduced Change4Life, its flagship programme for preventing childhood obesity. It is a “society-wide movement” aimed at tackling obesity, promoting healthier lifestyles and encouraging families with children aged 5-11 to “eat well, move more, live longer”.</p> <p>IFBA members, General Mills, Kellogg, Mars, Nestlé, PepsiCo and Unilever have been long-time partners of Change4Life, providing support for advertisements, money-off vouchers for products offering healthy choices and sponsoring well-known sports personalities to encourage children to devote more time to physical activity. Since its inception, 10-35 percent of the 1.9 million people who have joined Change4Life adopted significant positive behavior changes in the first year.</p>

IFBA’s collaborations

<p>U.K.</p>	<p>The Public Health Responsibility Deal</p> <p>A voluntary collaboration between government and industry aimed at improving public health has resulted in the reduction of average daily salt intakes by 15% since 2001. Companies have pledged to further reduce salt in many everyday foods by 2017.</p> <p>The target to eliminate artificial trans fats has been met; billions of calories have been removed from soft drink portfolios; no-sugar drinks are served as the default in leading cinema chains; and lower sugar cereals are available on shelves.</p>
<p>U.S.A.</p>	<p>Balance Calories Initiative</p> <p>In partnership with the Alliance for a Healthier Generation, the American Beverage Association, including IFBA members, The Coca-Cola Company and PepsiCo, committed in 2014 to reduce beverage calories consumed per person by 20% by 2025.</p> <p>To help achieve this goal, the beverage companies will engage in national and community efforts, leveraging their marketing, innovation and distribution strategies to increase access to smaller portion sizes, water and no- and lower-calorie beverages; provide calorie counts; promote calorie awareness and moderation where consumers purchase products, focusing on communities where the effort can have the greatest impact.</p>
<p>U.S.A.</p>	<p>Clear on Calories and Calories Count™ Beverage Vending Program</p> <p>As part of the Clear on Calories initiative launched in 2010 in support of the “Let’s Move” anti-obesity campaign, members of the American Beverage Association, including IFBA members, The Coca-Cola Company and PepsiCo added an easy-to-read calorie label, to the front of every can, bottle and pack, which displays the total calories per container on beverages 20 ounces or smaller. For containers larger than 20 ounces, calories are labelled per 12 ounces; and on vending machines, calorie labels are on the buttons.</p>

IFBA’s collaborations

<p>U.S.A.</p>	<p>Healthy Weight Commitment</p> <p>Founded in 2009, the Healthy Weight Commitment Foundation (HWCF) is a CEO-led organization, whose national, multi-year effort developed by 16 food and beverage manufacturers, including IFBA members, The Coca-Cola Company, General Mills, Kellogg, Mars, Mondelēz International, Nestlé, PepsiCo and Unilever, aimed at helping to reduce obesity, especially childhood obesity.</p> <p>The companies collectively pledged to remove 1.5 trillion calories from the marketplace by 2015. By 2012, 6.4 trillion calories had been removed from the food supply - exceeding the 2015 pledge by more than 400 percent and three years early.</p> <p>The calorie-reduction goal was achieved by developing, introducing and selling more lower-calorie options; changing recipes to lower the calorie content of current products; or reducing portion sizes of existing single-serve products. The McKinsey Global Institute ranked HWCF’s public private partnership, along with EPODE as two of the most effective programmes in the global fight against obesity.¹</p>
<p>U.S.A.</p>	<p>National Salt Reduction Initiative (NSRI)</p> <p>IFBA members Mars, Mondelēz International and Unilever have joined the National Salt Reduction Initiative, launched by the New York City Health Department and Center for Disease Control in 2010. The initiative is a public-private partnership of more than 95 state and local health authorities and national health organizations and the food industry, to reduce Americans’ sodium intake by 20% by 2014 through voluntary commitments to lower salt in packaged and restaurant food.</p> <p>A study published in the <i>Journal of American Health</i> found that from 2009-2014, the sales-weighted mean sodium density for packaged foods declined significantly in almost half of all food categories; overall, sales-weighted mean sodium density declines significantly; and concluded that national target setting with monitoring through a partnership of local, state and national health organizations proved feasible, but industry progress was modest.</p> <p>For restaurant food, the mean sodium density changed very little across top chain restaurant foods, although there was a significant decline in sodium in eight categories. In June 2016, the Food & Drug Administration announced draft guidance for industry on two and ten year voluntary sodium targets, which, if adopted, will continue the goals and framework of the NSRI.</p>

¹ McKinsey Global Institute, *Overcoming obesity: An initial economic analysis*, November 2014.

<p>U.S.A.</p>	<p>SmartLabel™</p> <p>Led by the Grocery Manufacturers Association (GMA), SmartLabel is a voluntary initiative that enables consumers to have easy and instantaneous access digitally on smartphones to extensive product details while shopping. Consumers can access SmartLabel data on smartlabel.org, through participating brand websites or by scanning a SmartLabel quick response (QR) code if printed on packages. The label enables brands to provide more information to consumers than is available on product packaging.</p> <p>The SmartLabel mobile page view provides nutrition information in addition to listing ingredients, nutrition facts, nutritional benefits, allergens etc. At the end of 2016, 21 companies, including IFBA members had begun using the SmartLabel tool.</p>
<p>U.S.A.</p>	<p>Whole Grains Council</p> <p>The Whole Grains Council (WHC) is a non-profit consumer advocacy group, founded in 2003, working to increase consumption of whole grains for better health, by encouraging manufacturers to create delicious whole grain products; helping consumers to find whole grain foods; and managing ongoing media campaigns and special events to educate the media and consumers about the health benefits of whole grains.</p> <p>In 2007, the WHC launched the Whole Grain Stamp, creating a packaging symbol to help consumers select and buy whole grain products. As of August 2016, more than 11,000 products used the Whole Grain Stamp in 55 countries and seven languages. WHC has also achieved scientific consensus on a widely-accepted definition of whole grains. Advised by scientists and culinary experts, WHC has also partnered with registered dietitians and other health professionals. Founded in 2003 with nine members, the current membership has grown to more than 400 organizations including General Mills, Grupo Bimbo, Mars, McDonald’s, Nestlé and PepsiCo.</p>

IFBA’s collaborations