



10 May 2016

Her Excellency
Dr. Margaret Chan
Director General
World Health Organization
20 Avenue Appia
Geneva, Switzerland

Dear Dr. Chan:

Re: The International Food & Beverage Alliance Commitment on Industrially Produced Trans Fat

We are writing to inform you that, in support of the recommendation contained in the World Health Organization's *Global Action Plan for the Prevention and Control of Noncommunicable Diseases, 2013 – 2020*, our members are making a new commitment to phase out industrially produced trans fat from their product portfolios worldwide.

Over the past eight years since the International Food & Beverage Alliance (IFBA) was formed in response to the World Health Organization's call to action in the 2004 *Global Strategy on Diet, Physical Activity and Health*, our members have been working to implement the commitments we made to you in support of the global strategy.

We have led our industry in efforts to develop food and beverage products that support the goal of improving diets; to provide clear, fact-based nutrition information to consumers; to restrict how and what we advertise to children; and to promote balanced diets and healthy lifestyles in the workplace and in the communities we serve around the world.

While our progress in implementing our commitments has been substantial, we continually seek to improve our contributions to the public health agenda.

The key commitments our CEOs made in 2008 to the World Health Organization (WHO) have been expanded and strengthened over the years. In 2009, we adopted a global policy on marketing to children in television, print and online which was expanded in 2010 to cover marketing in schools and expanded again in 2011 to cover more television programming and improve coverage in the online world. In 2010, we adopted a global policy on nutrition labelling. On the fifth anniversary of our commitments, we reviewed our mission and goals and in 2014 adopted a set of enhanced commitments. By the end of this year, our members will have implemented a common approach to nutrition labelling globally and extended our global policy on responsible marketing from television, print and internet advertising to marketing communications on all media and adopted rules on content.

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Building on our 2014 commitment to innovate and create products that increasingly make available food choices that help people eat healthy, balanced diets, IFBA members have committed to phase out industrially produced trans fat from their product portfolios worldwide.

By the end of 2018, industrially produced trans fat from partially hydrogenated oils (PHOs) will be reduced to nutritionally insignificant levels – less than 1 gram trans fat per 100 grams of product. *(Note: The text of the commitment is attached to this letter and will be posted on the IFBA website.)*

We fully support the efforts of the WHO, governments and the public health community to reduce the global intake of industrially produced trans fat. For more than a decade, IFBA members have been voluntarily reformulating foods and beverages to remove PHOs and increase the use of healthier fats, such as mono- or poly-unsaturated fatty acids. We have joined with governments around the world in voluntary initiatives to remove trans fat from the food supply. Progress has been significant, yet we recognize there is more to be done and we cannot do it alone.

As we make this commitment to the WHO, we are also calling on the entire food industry to join us in this effort. We recognize that ensuring the participation of others will be challenging and are therefore also committing to share our knowledge, expertise and best practices, particularly with small and medium enterprises, which in many countries dominate the food sector, to help guide them through the process of reducing trans fat in their products.

Achieving the goal of reducing trans fat intake for all population groups is complex, requiring the collaboration of all sectors of government, industry and public health. We look forward to working with all stakeholders to help achieve this global public health objective.

Yours sincerely,



Michael Goltzman
Vice President
International Government Relations & Public Affairs
The Coca-Cola Company
IFBA Co-Chair



Chavanne Hanson, MPH, RD, LD
Assistant Vice President
Nutrition, Health & Wellness Lead
Nestlé SA
IFBA Co-Chair

cc: Dr. Oleg Chestnov
Dr. Tim Armstrong
Dr. Gaudenz Silberschmidt
Dr. Douglas Bettcher
Dr. Francesco Branca



Commitment on Industrially Produced Trans Fatty Acids

IFBA member companies are determined to innovate and optimise the composition of their products in order to contribute to improving diets. Building on our commitment on product formulation and innovation made in September 2014, IFBA member companies have made an enhanced commitment to reduce trans fatty acids (TFAs) from partially hydrogenated oils (PHOs).

The World Health Organization's *Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013-2020* calls on Member States to implement policies to replace industrially produced TFAs with unsaturated fats. IFBA member companies fully support the efforts of health and food authorities around the world to reduce the global intake of industrially produced TFAs as part of the broader effort to improve public health.

For more than a decade, IFBA member companies have taken voluntary action to remove PHOs from their products and have made significant progress.

Based on progress made and aiming to reduce industrially produced TFAs to nutritionally insignificant levels, IFBA member companies commit to reducing industrially produced TFAs from PHOs in their products worldwide to $\leq 1\text{g TFA}/100\text{g}$ of product by the end of 2018 at the latest.^{1 2}

This limit is achievable through the replacement of PHOs with non-PHO solutions and helps attain trace amounts of industrially produced TFAs in the global food supply.

IFBA member companies are further committed to working in collaboration with governments, health authorities, civil society and food and beverage industry associations to share best practices and help guide other companies, particularly Small and Medium Enterprises, through the process of substituting PHOs. We call on food producers in all sectors to take prompt action and we stand ready to support effective measures to ensure a level playing field in this area.

May 2016

¹ At the end of 2015, Grupo Bimbo had reduced industrially produced trans fats to less than 0.5g per serving in 98% of its product portfolio globally. However, in order to assure $<1\text{g}$ of TFA/100g in the entire product portfolio, the company will require a longer phase-out period, up to, but no later than 31 December 2020.

² This commitment is not currently applicable to McDonald's. The company is assessing its global franchise network and will confirm its position as soon as possible.