

OUR COMMITMENTS

Product formulation and innovation

- Adding ingredients beneficial for good health

Product formulation and innovation is not just about removing nutrients of public health concern – it is also about adding ingredients considered beneficial for good health – whole grains, fibre, fruits, vegetables and low-fat dairy.

IFBA members are also committed to improving the nutrition of populations at risk of not getting enough vitamins and minerals, particularly in developing and emerging countries. Micronutrient deficiencies in iron, iodine, vitamins A and D and zinc are the most widespread form of undernutrition. Members work in partnership with scientists, local governments and health care professionals to identify the different nutritional “gaps” in diets and to develop micronutrient-fortified foods and beverages at an affordable price.

The following chart illustrates IFBA members’ commitments and achievements to combat undernutrition and to add beneficial ingredients to their products.

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IFBA Member	Commitment	Achievements
	<p>Producing drinks that are better and more nutritious by adding vitamins, minerals and protein, as well as more natural and organic ingredients when possible.</p>	<p>In Japan, Coke Plus contains 5g dietary fibre and 0 calories per bottle.</p>
	<p>To continue to develop products containing fibre and micronutrients, like vitamins and minerals naturally present in the raw ingredients used in its products (e.g. hazelnuts), without artificial supplements</p>	<p>FY2013-2014 – the amount of low-fat dairy ingredients used in products has increased 12%.</p>
	<p>By 2020 - Further reinforce our expertise on the understanding of local nutrition practices and public health contexts with 100% of major markets covered.</p>	<p>End 2016 – 50% of volumes sold are fortified products.</p>
	<p>To improve the health and nutrition of products with the implementation of the General Mills U.S. Health Metric, introduced in 2005 and including increasing beneficial ingredients by 10% or more and formulating products to include at least a half serving of whole grain, fruit, vegetables, or low- or non-fat dairy.</p>	<p>End fiscal 2016 - Since 2005:</p> <ul style="list-style-type: none"> introduced more than 250 products that provide at least 8g of whole grain per serving and reformulated more than 50 products to increase whole grain by at least 10%; introduced more than 250 products that provide a significant source of dietary fibre per serving and increased dietary fibre in another 25 products by at least 10%; introduced more than 430 products that are sources of key vitamins and minerals, such as yogurt and cereal.

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	<p>By 2020 - 25% of the global product portfolio must be a "good source" of fibre (according to local regulations) or have more than 8g of whole grains per serving.</p>	<p>Developed popular, affordable and widely consumed products, such as white bread, to carry important nutrients such as iron, zinc and vitamin A for vulnerable populations</p>
	<p>By 2020</p> <ul style="list-style-type: none"> • Include one or more positive nutrients or ingredients in every snack food in the convenient nutrition category; • add more beneficial nutrients, including protein and Omega-3 fatty acids to cereals; increase the variety of grains and plant-based ingredients to provide protein, fibre and whole grains; • ensure that 100% of cereals have at least one nutrient that consumers do not get enough of, such as vitamin D, fibre or iron 	<p>Committed to helping consumers increase fibre in their diets, in the USA, ready-to-eat cereals offer a good source of fibre (3g) and 8g of whole grains.</p>
	<p>By 2021 – Ensure 50% of rice products will include at least one serving of whole grains or legumes.</p>	<p>End 2016 – 38% of rice targets achieved the 2021 target; and 100% of tomato-based cooking sauces deliver at least one serving of fruits or vegetables per serving.</p>
	<p>Offer Balanced Meals – serving millions of Happy Meals every day, McDonald's goal is to ensure at least 50% percent or more of the Hapy Meals listed on menus in each market meet McDonald's Global Happy Meal Nutrition Criteria. By 2020 – serve 100% more fruit, vegetables, low-fat dairy or whole grains in the nine top markets.</p>	<p>July 2014-May 2015 - USA – (i) Sold 21 million additional low-fat and fat-free milk jugs and 100% apple juice boxes; and (ii) introduced new <i>Happy Meal</i> options which resulted in 161 million tubes of Go-GURT® Low Fat Strawberry Yogurts and 38 million Cuties Clementines in <i>Happy Meals</i> and a la carte.</p>

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	<p>By 2020: Increase whole grains by 25%.</p>	<p>End 2015 – Goal achieved.</p>
	<p>By 2020 – Address undernutrition through micronutrient fortification:</p> <ul style="list-style-type: none"> • add at least 750 million portions of vegetables, 300 million portions of fibre-rich grains, pulses, nuts and seeds; • in addition to whole grain already being the number one ingredient in ready-to-eat breakfast cereals for children and teenagers, all cereals will be a source of fibre, with as much fibre as possible coming from whole grain; • reach millions of children and families with fortified foods and beverages; • initiate collective actions to reduce micronutrient deficiencies in 10 countries; • continue to develop the supply chain for biofortified crops and expand the fortified portfolio. 	<p>End 2016</p> <ul style="list-style-type: none"> • Provided 207 billion micronutrient-fortified servings of foods and beverages worldwide (an increase from 192 billion in 2015); • 93% of ready-to-eat cereals for children and teenagers achieved the objective for whole grains i.e. ensuring that there are more whole grains than any other ingredient in the cereal.
	<p>By 2025 – Provide at least 3 billion servings of nutritious foods and beverages to underserved communities and consumers</p>	<p>In 2015 – (i) introduced new whole grain products around the world; and (ii) expanded established fruit and vegetable brands.</p>

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	<ul style="list-style-type: none"> • To offer products with important micronutrients to help combat undernutrition and promote good nutrition through partnerships with local governments, civil society and UN agencies; • continue work to increase the nutrition of children’s ice creams through vitamin and mineral fortification or by increasing the dairy or fruit content. 	<p>In 2016 – Approx. 15% of food and beverage sales (by volume), more than 1/3 of which are sold in developing and emerging countries, contributed to the recommended daily intake of five key nutrients – iodine, vitamin A, vitamin D, zinc and iron.</p>
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