

Product formulation and innovation – Reducing saturated fats and eliminating trans fats

Over the years IFBA members have been working to remove trans fats from their products and have committed to phase-out industrially produced trans fats from their products globally by the end of 2018.

Reducing saturated fats in processed foods – especially in baked goods and confectionary products – while maintaining shelf life and an appealing appearance, texture and taste is challenging. There is no one-size fits all solution and each option needs to be applied differently to each food product. Notwithstanding these challenges, saturated fats have been reduced and levels of essential fats and “good” or “healthy” fats have been increased. IFBA members continue to look for ways to reduce or remove fat, wherever possible.

The following chart illustrates IFBA members’ commitments and achievements.

IFBA Member	Commitments	Achievements
	The company does not use hydrogenated fats bearing trans fats; nor does it artificially add micronutrients to its products.	In 2013, the company confirmed the universal adoption of manufacturing processes which avoid the use of hydrogenated fats.
	To maintain continuous nutritional improvement of its products, Danone has deployed nutritional targets since 2005. The Danone Nutritional Targets 2020 cover 99% of relevant volumes and are based on product type, its place in dietary recommendations, its intended role in the diet and intended consumer.	End 2017 - 98% of sales volumes of products sold (at portfolio and produce (i.e. multipack) levels were in line with the saturated fat 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 saturated fat reduction target of 5% or more per serving.	FY05 – FY17 - Reduced trans fat to 0 grams labelled per serving in 270 products, including baking mixes, refrigerated dough and pizza products.
	By 2020 – 50% of the product portfolio will be in the “Best” or “Better” categories with ongoing improvements in the “Good” and “Fun” categories. 75% of the product portfolio with the highest sales must be lower than the maximum levels established for fats, saturated fats, trans fatty acids, sodium and sugar.	End 2017 – 47% of the product portfolio is in the “Best” or “Better” categories (based on products representing 80% total sales). Saturated fats reduced products 2017 sales: 30.8% El Globo; 34.5% Bimbo Mexico; 18.9% Central America; 23.5% Canada; 8.4% Brazil; 0.8% South America; and 0.4% Barcel.
	No more than 2g saturated fat/0g trans fat per serving for products marketed to children.	End 2017 - More than 95% of foods in the USA are labelled 0g trans fat per serving.
	By 2021: Ensure 95% of Mars Foods meet the WHO’s nutrition guidance on added sugar, sodium and fats.	<ul style="list-style-type: none"> FY 2018 - 72% of the global portfolio (by sales volume) met the targets for calories, added sugars, sodium and fats (up from 65% in 2017). Products have been reformulated removing trans fats; a small number of products contain trace amounts, primarily from animal-derived ingredients.
	By 2022 – At least 50% or more of <i>Happy Meals</i> menus across 120 markets will meet McDonald’s “Global Happy Meal Nutrition Criteria” of less than or equal to 600 calories; 10% of calories from saturated fat; 650mg sodium and 10% of calories from added sugars.	June 2018 – 100% of the meal combinations offered on <i>Happy Meal</i> menu boards in the U.S. will be compliant with the new nutrition criteria for saturated fat, resulting in an average reduction of 13% in saturated fat.
	Well-being Snacks Goals adopted in 2017: <ul style="list-style-type: none"> Expand well-being brands in the portfolio, growing them at twice the rate of the base portfolio (based on a 2017 baseline). Contemporize and improve the nutrition and ingredient profile of the biggest-selling brands. Inspire people to snack mindfully, delivering 15% of revenue from portion control snacks (defined as individually-wrapped, 200 calories or less and meet baseline limits on saturated fat, sodium and sugar) 	End 2017 – Since 2016, saturated fat reduced by: <ul style="list-style-type: none"> 13% in <i>Barni</i> soft cakes, 2% in global <i>Ritz</i> and 3% in <i>TUC</i> brands 13% in <i>Oreo</i> sold across Europe 4.5% in Latin American chocolates, with reductions ranging from 3– 8% in <i>Lacta</i> varieties sold across the region.
	By 2020 – Complete the 10% commitment taken in 2014 to reduce saturated fats by 10% in all relevant products that do not meet Nestlé Nutritional Foundation criteria with respect to saturated fats.	End 2017 – <ul style="list-style-type: none"> Saturated fat content reduced by 6.5%. More than 99.8% of the fats and oils used in foods and beverages from 1 January 2017 do not contain trans fats originating from PHOs.
	By 2025 – At least 3/4 of the global foods portfolio volume will not exceed 1.1g of saturated fat per 100 calories.	End 2017 – Globally 61% of products in the top 23 foods markets, which represent 90% of global food volume as of 2017, met the target.
	<ul style="list-style-type: none"> By 2017 - 90% of complete global portfolio of soft vegetable oil spreads will contain no more than 33% fat as saturated fat and at least 67% as good unsaturated fat (or 38% in tropical areas without chilled distribution). 	<ul style="list-style-type: none"> End 2017 – 80% of the global portfolio met the goal. By 2012 – trans fats removed from PHOs across the portfolio.