

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.

IFBA Member	Commitments	Achievements
	Producing drinks that are better and more nutritious by adding vitamins, minerals and protein, as well as more natural and organic ingredients when possible.	<i>Minute Maid®</i> offers a good source of vitamin C, folate, potassium and thiamin. <i>Odwalla®</i> Protein Shakes offer 32 g of protein. In Japan, <i>Coke Plus</i> contains 5 g dietary fibre and 0 calories per bottle.
	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.	Ferrero products contain fibre and micronutrients naturally present in the raw ingredients used, without artificial supplements.
	By 2020 - Further reinforce Danone’s expertise on the understanding of local nutrition practices and public health contexts with 100% of major markets covered, utilizing three studies: Nutriplanet, dietary intake and fluid intake assessments.	End 2017 – <ul style="list-style-type: none"> • 56 regions or countries covered by Nutriplanet. • 50% of volumes sold are fortified products.
	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.	FY05 – FY17 - <ul style="list-style-type: none"> • 100% of Big G cereals deliver 10 or more grams of whole grain per serving. • 1 in 7 products across North America delivers at least 8 g of whole grain per serving. products by at least 10%; • 19% of North American products contain at least 10% of the recommended daily value of fibre per serving. • 14% of U.S. retail products (250+ products) provide at least 10% daily value of protein per serving. 60 Canadian retail products are a source of protein.
	By 2020 – <ul style="list-style-type: none"> • 25% of the global product portfolio must be a “good source” of fibre (based on local regulations) or have at least 8 g of whole grains per portion. • To develop 2 fortified/enriched products annually aimed for the vulnerable population, starting in Mexico and Latin America as part of the fight against undernourishment. 	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.
	By 2020 - <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 to cereals, including protein and Omega-3 fatty acids. • ensure that 100% of cereals have at least one nutrient that consumers do not get enough of, such as vitamin D, fibre or iron. 	End 2017 – <ul style="list-style-type: none"> • 75% of target achieved. • added vitamin D to cereals in Australis, Europe and the U.S. • improved Latin American cereals with the right amounts of vitamins A, B and D, iron, calcium, folic acid and antioxidants.
	<ul style="list-style-type: none"> • Ongoing goal – encourage families to share one billion more healthy meals. • Working to increase the percentage of the portfolio that includes vegetables, whole grains and legumes. • By 2021 – Ensure 50% of rice products will include at least one serving of whole grains or legumes per serving. 	End 2017 – <ul style="list-style-type: none"> • Delivered more than 300 million more healthy meals, bringing the total to 400 million more healthy meals. • 35% of rice products include one serving of whole grains or legumes per serving. • 100% of tomato-based cooking sauces deliver at least one serving of vegetables per serving. (achieved in 2016).

	<p>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.</p>	<p>End 2017 – customers chose water, milk or juice as their beverage choice in 52% of <i>Happy Meals</i> in the U.S. (an increase from 38% in 2013).</p>
	<p>Continue to increase whole grain within the portfolio, building on the 2015 achievement of increasing whole grains by 25%.</p>	<p>End 2017 –</p> <ul style="list-style-type: none"> • doubled the amount of whole grains in <i>Club Social</i> crackers in Latin America, from 2.2g per 100g to 5g per 100g. <i>Club Social Integral</i> now provides 10g of whole grain per 24g serving. • the global portfolio delivers more than 9 billion servings of whole grain around the world.
	<p>Increase vegetables, fibre-rich grains, pulses, nuts and seeds in foods and beverages. By 2020 -</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 main ingredient in ready-to-eat breakfast cereals for children and teenagers, all cereals will be at least a source of fibre and have more whole grain than any other ingredient. <p>Address under-nutrition through micronutrient fortification. By 2020-</p> <ul style="list-style-type: none"> • reach millions of children and families with fortified foods and beverages. • initiate collective action to reduce micronutrient deficiencies in 10 countries. • continue to develop the supply chain for biofortified crops and expand the fortified portfolio. 	<p>End 2017 -</p> <ul style="list-style-type: none"> • 7.4 billion portions of vegetables, 5.7 billion portions of fibre-rich grains, approximately 11,000 tonnes of pulses and 17,000 tonnes of nuts and seeds already added to the foods and beverages. (2016 baseline) • 95% of ready-to-eat cereals for children and teenagers achieved the objective for whole grains (up from 93% in 2016). • 83% of PPPs for lower-income consumers were fortified with at least one of the "Big 4" (iron, iodine, zinc and vitamin A). 174 billion servings of fortified foods and beverages in 66 countries with higher vulnerability to micronutrient malnutrition. • Four collaborative actions initiated involving government officials and stakeholder groups. • Remain committed to buying more biofortified crops, but are dependent on harvests, e.g. in Nigeria the production needs for maize that corresponded to Nestlé's criteria could not be met.
	<p>By 2025 –</p> <ul style="list-style-type: none"> • Provide access to at least 3 billion servings of nutritious foods and beverages to underserved communities and consumers. • Increase positive nutrition – whole grains, fruits, vegetables, dairy, protein and hydration – by expanding the portfolio containing one of more of these ingredients. 	<p>End 2017 -</p> <ul style="list-style-type: none"> • >26.6% of products classified as the Everyday Nutrition Portfolio as percentage of total PepsiCo net revenue. • 544 million servings delivered from the affordable nutrition business, Food for Good and programmes supported by the PepsiCo Foundation.
	<p>By 2022 – provide more than 200 billion servings with at least one of the five key micronutrients – iodine, vitamins A and D, zinc and iron.</p>	<p>End 2017 – Approx. 13% - the equivalent of 138 billion servings of food and beverage sales (by volume), more than 1/3 of which are sold in developing and emerging countries where malnutrition is the most prevalent - contributed to the recommended daily intake of five key nutrients – iodine, vitamin A, vitamin D, zinc and iron.</p>