

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 in 2016, committed to phase-out industrially produced trans fats (iTFA) from their products globally by the end of 2018. At the end of 2018, IFBA members had met their 2016 target to reduce iTFAs to nutritionally insignificant levels (less than 1 gram of fat per 100 grams of product) across 98.5% of their products worldwide. In 2019, IFBA members committed to align their global standard with WHO's recommendation for a maximum iTFA threshold in food products not exceeding 2 grams of iTFA per 100 grams of fat or oil by 2023.

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
FERRERO	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. It intends 100% of its products to meet the Danone Nutritional Targets by 2020 which are based on product type, frequency of consumption and the type of intended consumer.	End 2018 – <ul style="list-style-type: none"> 98% of products sold 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 – FY18 – <ul style="list-style-type: none"> Reduced trans fat to 0 grams labelled per serving in 270+ products, including baking mixes, refrigerated dough and pizza products.
	By 2020 – Ensure daily consumption products comply with 100% of the new GB Nutritional Guidelines introduced by the company in 2018. Maximum and minimum thresholds are defined for each nutrient per serving as consumed, according to the technical characteristics of each category, consumption patterns and consumer target (adults vs. children (4-12 years)). 2020 targets based on consumption/product categories - <ul style="list-style-type: none"> "Daily Consumption" (breads & buns, breakfast, flatbread): saturated fats ≤10% DV per serving (adults and children) and trans fats ≤2 g/100 g total fat (adults and children). "Occasional Consumption"- toasted chips, toasted bread & crumbs, dry baked goods for adults: saturated fats ≤15% DV per serving and for children: ≤10% DV per serving. Salty snacks: ≤20% DV per serving for adults and ≤10% DV per serving for children; and sweet baked goods: ≤25% DV per serving for adults and ≤20% DV per serving for children; trans fats ≤2 g/100 g total fat (adults and children) in all categories. 	End 2018 – <ul style="list-style-type: none"> 60% of products in the Daily Consumption Category in the global product portfolio comply. 35% of products in the Occasional Consumption Category in the global product portfolio comply.
	No more than 2 g saturated fat/0 g trans fat per serving for products marketed to children.	End 2018 – <ul style="list-style-type: none"> Target achieved on products marketed to children.

		<ul style="list-style-type: none"> 100% of products contain no industrially produced trans fat or less than 1 g per 100 g of product.
	<p>By 2021: Ensure 95% of Mars Foods meet the Mars Food Nutrition Criteria which includes targets for calories, added sugar, salt and fat content based on nutrition recommendations issued by the WHO and other leading public authorities.</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> 77.4% of the portfolio (by sales volume) meets Mars Food Nutrition Criteria for calories, sodium, added sugar and saturated fat (an increase from 72% last year).
	<p>By 2022 – Ensure 50% or more of <i>Happy Meals</i> menus across 20 markets* (which represent nearly 85% of McDonald's global sales) 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>*20 markets – U.S., Canada, Brazil, Argentina, U.K., France, Germany, Austria, Spain, Netherlands, Italy, Poland, Sweden, Switzerland, Russia, Hong Kong, China, Japan, Taiwan and Australia.</p>	<p>September 2018 –</p> <ul style="list-style-type: none"> 28% of <i>Happy Meal</i> combinations offered on menu boards in 20 major markets meet these nutrition criteria.
	<p>Well-being Snacks Goals adopted in 2017:</p> <ul style="list-style-type: none"> Expand well-being brands in the portfolio, growing them at twice the rate of the base portfolio. Contemporize and improve the nutrition and ingredient profile of the biggest-selling brands. 	<p>End 2018 –</p> <ul style="list-style-type: none"> Growth of well-being brands remained at the same rate as the base portfolio – more work needed. Since 2017 - saturated fat reduced by 1% across the global portfolio and cut by 48% in <i>TUC</i> crackers. Eliminated nearly all industrially produced trans fat (iTFA)s and partially hydrogenated oils (98+%) which supports the WHO's call for the removal of iTFAs from the global food supply by 2023.
	<p>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.</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> Achieved 7% of the objective and working on the remaining 3% gap. These results apply to products within the scope of the commitment, not to the global product range as many of these products already meet recommended levels. In 2018, a project to cut saturated fats from Asian noodles resulted in the identification of a commercially available and locally produced oil, which was nutritionally superior to and more viable than the previously selected oil. By switching to this new oil (containing 80% less saturated fat) and by optimizing the manufacturing process the oil content has been reduced by 12%-16% per serving and will be further reduced with a goal of completion throughout all recipes by the end of 2020.
	<p>By 2025 – At least 3/4 of the global foods portfolio volume will not exceed 1.1g of saturated fat per 100 calories.</p>	<p>End 2018 –</p> <ul style="list-style-type: none"> 61% of products in the top 23 foods markets, which represent 89% of global food volume as of 2018, met the target.
	<p>By 2012 – 100% of partially hydrogenated vegetable oil removed from all products.</p>	<p>End 2012 –</p> <ul style="list-style-type: none"> Target achieved and trans fats removed from partially hydrogenated oils across the portfolio.



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