

TEN YEARS
OF PROGRESS



Who We Are

Since 2008, the International Food & Beverage Alliance (IFBA) has convened leading global food and non-alcoholic beverage companies to empower consumers to eat balanced diets and live healthier lives.

What We Do

We work toward improving the health and wellness of consumers and communities:

INNOVATE

to create new & improved products and smaller portions,

EMPOWER

consumers to make informed choices,

COLLABORATE

with all stakeholders to find bold, smart, diverse solutions to global health challenges, and

INSPIRE

others in our industry to step-up, take action, and proactively report progress.



Good health is good business.

We are on a journey. We've come a long way, but we know there's more work to do. And we will go further.

Read full report:

www.ifballiance.org | @IFBalliance


Our commitments have been developed to meet the objectives of the World Health Organization and the 2030 UN Sustainable Development Goals of zero hunger and good health and well-being for all.


How We Do It


New & Improved Products + Smaller Portions


New and improved foods and non-alcoholic beverages—and small and reduced portions—that empower consumers to eat balanced diets.

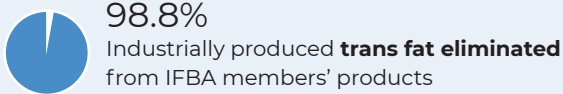
TENS OF THOUSANDS
of products worldwide

 **fats, sugar, and sodium**
LESS

 **whole grain, fiber, fruits, vegetables, and low fat dairy**
MORE

 **lower and no-sugar choices**
MORE

 **small and reduced portion options**
MORE



Clear & Comprehensive Nutrition Information

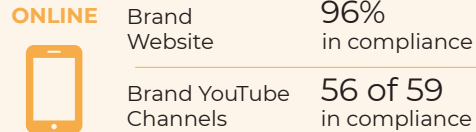
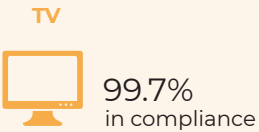
Enhanced product labels and online and point-of-sale communications with clear, comprehensive, accessible information on nutrition and consumption guidance—so consumers can make informed choices.



Responsible Marketing

Our global marketing policy provides that companies do not advertise to children under 12 years of age, or if they do, they only promote better-for-you products. Companies also do not advertise, even better-for-you products, to children in primary schools. Our policy is in line with the 2010 WHO set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children.

2017 Compliance Stats*



*Since 2009, Accenture Media Management conducts an annual, independent assessment of compliance with this global marketing policy.

Promotion of Healthy Lifestyles

Our members proudly support and create employee and community programs that promote healthy lifestyles and balanced diets, and foster dialogues with all stakeholders worldwide around cultivating a health promoting-environment.



Replenish Africa Initiative (RAIN)



Mum, Dad: I Prefer Water!



Kinder + Sport



Global Employees Health Award



Active and Healthy Company Challenge



Breakfasts for Better Days



Updating On-Pack Recipes to Inspire Healthy Eating



Alliance for A Healthier Generation



Promoting Healthy Lifestyles for Children



Nestlé for Healthier Kids



Food for Good



Green Food Steps

