



INTERNATIONAL
FOOD & BEVERAGE
ALLIANCE

News Release

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LEADING FOOD AND BEVERAGE COMPANIES SHOW PROGRESS ON IMPROVING PRODUCTS, PROMOTING HEALTH AND WELLNESS

Ten-year progress report details International Food & Beverage Alliance (IFBA) member companies' progress on empowering consumers to eat balanced diets and live healthy lives.

New York, NY, June 21, 2018 – [The International Food and Beverage Alliance](#) (IFBA) released its Ten-Year Progress Report today, which details its member companies' cumulative progress on empowering consumers to eat balanced diets and live healthy lives. A non-profit organization founded in 2008 by the CEOs of leading global food and non-alcoholic beverage companies, IFBA convenes **The Coca-Cola Company, Danone, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Mars, McDonald's, Mondelēz International, Nestlé, PepsiCo, and Unilever** to work toward improving global health and wellness. **Please find the full ten-year progress report [here](#) and the executive summary [here](#).**

“Our member companies are leaders in the industry because they understand that good health and good business go hand-in-hand,” said IFBA Secretary-General, Rocco Renaldi. “IFBA is proud of the work our members have done over the last decade, but we know we’re on a long journey, there’s much more to be done, and we embrace that challenge.”

IFBA’s Ten-Year Progress Report details member companies individual and collective efforts related to the organizations’ four core commitments: *New & Improved Products + Smaller Portions, Clear & Comprehensive Nutrition Information, Responsible Marketing, and the Promotion of Healthy Lifestyles*. IFBA’s commitments are designed 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.

Notable Report Highlights

New & Improved Products + Smaller Portions. Over the last decade, IFBA member companies have innovated to improve and create new products—and small and reduced portions—that empower consumers to eat balanced diets.

- Tens of thousands of improved and new products worldwide with: less sugar, fats, and sodium, more fiber, whole grains, fruits, and vegetables, more lower and no-sugar choices, and more smaller and reduced portion options.
- 98% of industrially produced trans fat eliminated from IFBA members’ products.
- 45.5% of IFBA companies’ food and non-alcoholic beverages meet their “better-for you” standard.

Clear & Comprehensive Nutrition Information. Members have enhanced product labels and online and point-of-sale communications with clear, comprehensive, accessible information on nutrition and consumption guidance—so that consumers can make informed choices.

- 95% of IFBA members' products display calories on front-of-pack labels.

Responsible Marketing. IFBA companies do not advertise to children under 12 years of age, or if they do, they only promote better-for-you products. Over the last decade, member companies have made dramatic, positive changes to the kinds of products that children see across media platforms.

In the US:

- 75% of products contain at least a half serving of fruits, vegetable, whole grains, or dairy
- Member companies' cereals contain no more than 10g sugar per serving as of 2015, compared to pre-2007 pledge levels of up to 16g.
- 75% of member companies' cereals contain 0g of saturated fat per serving, 97% have no more than 0.5g saturated fat per serving, and 75%+ contain no more than 170mg sodium per serving
- More than 75% of member companies' cereals contain no more than 170mg sodium per serving
- Since 2016, no individual food is more than 140 calories, and no small meals or mixed dishes are more 530 calories

In Canada

- 64% of products include whole grains, 17% include dairy
- Since 2012 no product advertised by participants is more than 200 calories, and every meal is less than 600 calories.

Since 2009, Accenture Media Management conducts an annual, independent assessment of member companies' compliance with our global marketing policy. **Accenture Media Management's latest compliance assessment has been released in conjunction with IFBA's Ten-Year Report and can be read in full [here](#).** Member companies' latest compliance results (2016-2017) across media platforms, according to Accenture Media Management:

- TV: 99.7% in compliance
- Print: 47/48 publications in compliance
- Brand Websites: 96% in compliance
- Brand YouTube Channels: 56/59 in compliance

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.

- All 3.5M IFBA member company employees have access to a workplace wellness program.
- To learn more about our member companies' employee, consumer, and community health and wellness programs, view the full ten-year report or visit:

<https://ifballiance.org/commitments/healthy-lifestyles>

IFBA and its member companies work toward improving the health and wellness of consumers, employees, and communities worldwide by innovating to create new and improved products and small and reduced portions, empowering consumers to make informed choices, collaborating with all stakeholders to find bold, smart, diverse solutions to global health challenges, and inspiring others in the food and non-alcoholic beverage industry to step-up, take action, and proactively

report progress. IFBA has proactively reported its progress to the public on an annual basis since its formation in 2008.

About The International Food and Beverage Alliance

IFBA is an alliance of twelve international food and non-alcoholic beverage companies - The Coca-Cola Company, Danone, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Mars, McDonald's, Mondelēz International, Nestlé, PepsiCo and Unilever – who share a common goal of helping people around the world eat balanced diets and live healthy lives. IFBA is a non-commercial, non-profit-making organization in special consultative status with the UN's Economic and Social Committee (ECOSOC). For more information about IFBA, please visit www.ifballiance.org