

15 September 2014

Her Excellency
Dr. Margaret Chan
Director General
World Health Organization
20 Avenue Appia
Geneva, Switzerland

Dear Dr. Chan,

Re: The International Food & Beverage Alliance's Enhanced Commitments on Health and Wellness

In 2008, our companies came together around a commitment to take collective global action in five key areas to support the advancement of the goals of the 2004 WHO *Global Strategy on Diet, Physical Activity and Health*. We appreciate your leadership in this field to date, as well as your continued openness to engage with our industry.

Over the past six years, we have made substantial progress in each of these areas, specifically in: the reformulation and innovation of products to help address the public health problems of under- and over-nutrition; the provision of clear, fact-based nutrition information to consumers; the adoption of voluntary measures restricting the marketing of foods high in fat, sugar and salt to children; the promotion of balanced diets and healthy, active lifestyles; and the support of public-private partnerships aimed at improving public health.

We are proud of our work, but understand that even greater efforts must be made if the goals of the 2011 UN *Political Declaration of the High-level Meeting on the Prevention and Control of Non-communicable Diseases* and the WHO *Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2020* are to be achieved.

We are, therefore, taking action to enhance the common commitments that will guide our companies' strategies and actions going forward:

- 1. Product formulation and innovation:** We are innovating to create products that increasingly make available food choices that help people eat healthy, balanced diets. By the end of this year, our companies will publish their goals and progress in this regard on the IFBA website.
- 2. Consumer information:** We are helping consumers make informed dietary decisions by providing clear, fact-based nutrition information on pack and at point of sale, as well as through other channels. Over the next two years we will roll-out a consistent nutrition labelling approach globally, providing information on key nutrients of public health interest on pack in line with CODEX, as well as including calories on front of pack.
- 3. Responsible advertising and marketing to children:** We market responsibly to children everywhere our products are sold around the world. Our current policy requires members to only advertise products to children under twelve years of age on television, in print and online that meet our companies' specific nutrition criteria – or, not to advertise to this age group at all. Our new commitment, which will be rolled out over the next two years, has been significantly expanded to cover all media and to ensure that marketing communications for products that do not meet nutrition criteria are not designed to appeal primarily to children under twelve. Our companies will also seek to harmonize nutrition criteria, on a regional or national basis, to provide a strict common standard, as we have done in the European Union and the United States.
- 4. Promotion of healthy lifestyles:** We are committed to helping our employees lead healthy, productive lives and provide workplace wellness programmes designed to promote, maintain and enhance their health and wellbeing. We also support initiatives in the communities we serve around the world that encourage balanced diets and healthy, active living. We will continue to support evidence-based projects and research that can contribute to the learning around how best to tackle NCDs and reduce the prevalence of insufficient physical activity.

Further details of each of these commitments are outlined in the Annex to this letter and will shortly be posted on IFBA's website. We are committed to transparency and accountability and will continue to monitor and publicly report on our progress in the implementation of each of the commitments.

Finally, we believe that finding and implementing solutions to the world's highly complex and multi-factorial health and wellbeing issues requires a whole-of-society effort and multi-stakeholder collaboration. The challenge is simply too great to be tackled by one sector alone. Our belief in the power of partnerships underpins each one

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of our commitments. We will continue leading our industry and look forward to working with all stakeholders to understand the most helpful role we can play and to bring to life our commitments toward realizing our ultimate shared goal of improving public health.

We look forward to meeting with you and your team in the near future to discuss our progress and enhanced commitments.

Yours sincerely,

Muhtar Kent
Chairman of the Board,
Chief Executive Officer
The Coca-Cola Company

Giovanni Ferrero
Chief Executive Officer
Ferrero

Kendall J. Powell
Chairman of the Board,
Chief Executive Officer
General Mills

Daniel Servitje Montull
Chairman of the Board,
Chief Executive Officer
Grupo Bimbo

John A. Bryant
Chairman of the Board,
Chief Executive Officer
Kellogg Company

Paul S. Michaels Grant F. Reid
Office of the President
Mars, Incorporated

Don Thompson
President, Chief Executive
Officer
McDonald's

Irene Rosenfeld
Chairman of the Board,
Chief Executive Officer
Mondelēz International

Paul Bulcke
Chief Executive Officer
Nestlé

Indra K. Nooyi
Chairman of the Board,
Chief Executive Officer
PepsiCo

Paul Polman
Chief Executive Officer
Unilever

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Annex: IFBA Commitments 2014 and beyond

Guiding principles

United Nations (UN) and World Health Organization (WHO) strategies on global public health recognize that efforts to help people improve their diets and health require a whole of society effort and actions by all stakeholders - including the private sector. As companies, we take this responsibility seriously.

We understand the important and unique role we play and have committed our time, resources and expertise to do our part to help consumers around the world achieve balanced diets and healthy, active lifestyles.

We believe – and experience has shown – that multi-stakeholder collaborations represent one of the most cost-effective ways to address public health challenges. We are committed to working with all stakeholders in the execution of our commitments and the realization of the goals of WHO strategies.

The 2004 WHO *Global Strategy on Diet, Physical Activity and Health*, the 2011 UN *Political Declaration of the High-level Meeting on the Prevention and Control of Noncommunicable Diseases* and the WHO *Global Action Plan on the Prevention and Control of Noncommunicable Diseases, 2013-2020* each lists a set of recommendations for our industry – these are the actions we have been working on voluntarily since 2004 and continue to form the core of our work and commitments.

We will encourage others, including small- and medium-sized companies, to follow our lead.

Transparency and accountability underpin our efforts. We will monitor and publicly report on our progress in respect of each of the commitments.

Enhanced Commitments

1. Product Formulation and Innovation

IFBA member companies are committed to continuous product improvement and innovation, with the goal of making available food choices that help people eat a healthy, balanced diet.

Framework commitment

In order to provide a measurable framework for companies' ongoing efforts to innovate and wherever appropriate reformulate products, each IFBA member company undertakes to make a specific corporate commitment, which addresses one or more of the following, as relevant to each company's portfolio:

- Improve the formulation of products, continuing to reduce nutrients such as sodium, sugar and saturated fats;
- Increase components to encourage wherever possible (fibre, whole grains, vitamins and minerals, fruits and vegetables and low-fat dairy);
- Provide reduced sugar/saturated fat/salt options;
- Replace trans-fatty acids with unsaturated fats; and/or continue progress on trans-fat reductions;
- Provide a variety of portion size packaging, including small and/or reduced portion sizes and/or low- and no-calorie options, as well as portion guidance.

Wherever this is not already the case, each IFBA member company will publish by the end of 2014 a corporate statement detailing its goals and progress in this regard, as appropriate in view of each company's product portfolio and progress to date.

All IFBA member companies' corporate statements will be published on the IFBA website by the end of 2014.

Sodium

We are committed to working in collaboration with local health authorities, governments and other stakeholders on sodium reduction strategies suggested in the WHO *Global Action Plan to Prevent and Control Noncommunicable Diseases 2013-2020*.

Each company statement mentioned above will include the company's approach to sodium reduction, unless not applicable to the company by virtue of its product portfolio. We are committed to continue reducing sodium in our products wherever possible, with due regard to WHO's recommendation for daily salt intake.



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2. Nutrition Information to Consumers

IFBA is committed to helping consumers make informed, dietary decisions and choices that will help them lead healthier lives by providing easy-to-understand and readily accessible nutrition information.

The provision of nutrition information to consumers forms the cornerstone of any policy framework to address improving dietary intakes. At a global level – or where there are no legislative requirements already in place – IFBA members will ensure that, as a minimum, our products provide nutrition information at the point of sale for the key nutrients of public health interest.

For packaged foods and beverages, point of sale means the package as it is the key communication vehicle. For restaurants that provide meals, point of sale includes tray liners, menu boards and other means of communication.¹ Where the provision of nutrition information at the point of sale may not be practical (e.g. due to limited space or type of packaging) we will ensure that this information is provided to consumers in other forms (e.g. websites, social media apps, help lines, or other means).

In May 2008, IFBA member companies committed to provide nutrition information to consumers in support of WHO's 2004 *Global Strategy on Diet, Physical Activity and Health*. Since that time, members have made significant progress on a global scale in implementing their commitment. In November 2010 members adopted a set of "Principles for a global approach to fact-based nutrition labeling". In September 2014, IFBA strengthened these principles to ensure a common commitment to transparency and the provision of nutrition information at point of sale. All members will meet the provisions of the global commitment and the minimum standards set forth in the revised principles below, but may go beyond these. In addition, IFBA member companies' policies and initiatives on provision of nutrition information to consumers should follow these principles.

IFBA members will begin the transition to the revised principles immediately, with the goal that they are applied consistently at a global level by no later than 31 December 2016. Accordingly, all IFBA members' products placed in the market after 31 December 2016 will display nutrition information in accordance with these principles.²

Members are committed to continuing their efforts and promoting these principles for transparent, fact- based nutrition information to members of the broad food and beverage industry wherever they operate.

IFBA will continue to stay apprised of best practices in delivery of fact-based, transparent consumer nutrition information to encourage food and beverage choices that are part of a balanced, healthful lifestyle combined with regular physical activity.

¹ For example, packaging, posters, electronic kiosks, etc.

² Please note that this commitment does not apply to joint ventures or similar partnership arrangements where not all of the parties are IFBA members.



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General Principles

The provision of nutrition information should be:

- Objective, fact- and science-based;
- Presented in a legible, clear and visible format; and
- Be understandable to consumers and enable them to make informed dietary decisions about the foods and beverages they choose.

Specific Principles³

IFBA member companies commit to provide the following nutrition information, in line with national regulations and guidance, and where such regulations and guidance do not exist, in line with CODEX Alimentarius guidelines for nutrition labeling:^{4 5}

1. Nutrition information, at the point of sale for restaurants or for packaged foods and beverages on the back of pack or side panel, per 100g/ml or per serving⁶ on the key nutrients of public health interest:
 - Energy (as calories, kilocalories and/or kilojoules), protein, total fat, saturated fat, total (available) carbohydrate, total sugars, and sodium/salt; and
 - Whenever practicable, the contribution to the diet as a percentage of the daily reference intake guidance for the above key nutrients, where such values are available.
2. For packaged food and beverage labelling on the front of pack:
 - The energy value (as calories, kilocalories and/or kilojoules) per serving.
 - The contribution to the diet as a percentage of the daily reference intake guidance for one or more of the above key nutrients, where such values are available, may also be applied.
3. Information on a food or beverage product's content of any other nutrients, wherever relevant and practical.
4. Nutrients for which a nutrition or health claim is made.

³ Exempted from the above-mentioned Specific Principles (unless required by national regulations) are:

- Food and beverages in packaging or containers the largest printable surface of which has an area of less than 100cm² (15.5 square inches), provided no nutrition claims are made;
- Foods and beverages of any description in a quantity of less than 5g/5ml;
- Seasonal food items or gift items, including assortments;
- Single ingredient foods and beverages, such as plain, unsweetened waters; coffee beans and decaffeinated coffee beans (whole or milled); tea, decaffeinated tea; instant, unsweetened coffee and tea; herbal, fruit and tea infusions; fermented vinegars and substitutes for vinegar; and herbs and spices;
- Waters, including those where the only added ingredients are carbon dioxide and/or flavourings;
- Foods with particular nutritional uses, such as food supplements (vitamins and minerals in "dose" form); infant formula or baby food;
- Food and beverages in packaging or containers shared between markets for logistic, distribution or linguistic reasons where national regulations in one market may prohibit the use of daily intake guidance in another, or where such guidance is either not established or different in the respective markets.

⁴ CODEX Alimentarius Guidelines on Nutrition Labeling, CAC/GL 2-1985 (2013 revision)

⁵ Please note IFBA members may currently, or in the future, participate in national voluntary labelling initiatives which may be different than these global principles.

⁶ National or regional regulations and guidance may apply different terminology for the "serving" size, for example, per "portion" or "consumption unit" or "item" or "pack."



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3. Responsible Advertising and Marketing to Children

IFBA members commit either to:

- Only advertise products to children under the age of twelve years that meet common nutrition criteria⁷ which are based on accepted science-based dietary guidance⁸;
- or
- Not to advertise their products at all to children under the age of 12 years.
The above policy covers food and beverage product marketing communications⁹ that are primarily directed to children under twelve¹⁰ in all covered media¹¹.

In addition, IFBA members agree not to engage in food or beverage product marketing communications to children in primary schools¹².

IFBA will publish yearly reports to demonstrate compliance with this policy.

This policy will become applicable to all IFBA member companies globally by 31 December 2016. Individual member companies may maintain or adopt specific policies that go beyond the IFBA policy.

⁷ Applicable nutrition criteria will be harmonised on a regional or national basis, taking into account local dietary and cultural specificities. IFBA will not develop ‘global’ criteria but common nutrition criteria already underpin industry commitments in the EU and the US and IFBA is currently working to support the adoption of these or similar common nutrition criteria in other markets worldwide. In countries or regions where common nutrition criteria do not yet exist for industry self-regulatory commitments or the member has not yet adopted the common nutrition criteria, members will only market products that meet company-specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines.

⁸ Dietary guidance includes, for example, the Dietary Guidelines for Americans, the Institute of Medicine (IOM) guidelines and EURODIET, a project funded by the European Commission.

⁹ “Marketing communications” means paid advertising or commercial sales messages for food and beverage products, including marketing communications that use licensed characters, celebrities and movie tie-ins. Company-owned, brand equity characters are not covered by the policy.

¹⁰ Primarily directed to children under 12 means advertising in measured media where 35% or more of the audience is under 12 years of age. Where adequate data are unavailable, companies will consider other factors as appropriate, which may include the overall impression of the advertising, actions taken to restrict child access and the target demographic based on the company’s media plan.

¹¹ Covered media means the following vehicles: TV, radio, print, cinema, online (including company-owned websites), DVD/CD-ROM, direct marketing, product placement, interactive games, outdoor marketing to be defined by interpretative guidelines, mobile and SMS marketing. Packaging, in-store and point of sale as well as forms of marketing communications which are not under the direct control of the brand owner, such as user-generated content, are not covered by this policy.

¹² Menus or displays for food and beverage products offered for sale, charitable donations or fundraising activities, public service messages, and items provided to school administrators for education purposes or for their personal use are not covered. IFBA members commit to developing and publishing specific guidelines on permissible activities in schools.



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4. Promotion of Healthy Lifestyles

Building on our long history of collaboration with governments and civil society, we will continue our support for innovative community-based programmes designed to promote balanced diets and regular physical activity. Furthermore, we will support projects that can yield evidence-based approaches and research that can help contribute to the learning around tackling noncommunicable diseases.

We are extending and strengthening our workplace wellness programmes around the world. Our members employ more than 3.5 million people around the world and all have created workplace wellness programmes, including working towards smoke-free environments, to help employees improve and sustain overall health and wellbeing and facilitate healthy behaviour in the workplace.

In a further effort to improve the nutrition and health of our employees around the globe, IFBA members have committed to offering healthy dining choices and nutrition information to staff.

In collaboration with governments and civil society, we will work to help implement the strategies called for in the WHO *Global Action Plan to Prevent and Control Noncommunicable Diseases 2013-2020*, aimed at reducing the prevalence of insufficient physical activity.



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