

OUR COMMITMENTS

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 (TFAs) 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.

Sodium

IFBA members 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 for the Prevention and Control of 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.

Trans Fat

IFBA members are committed to minimizing the intake of industrially produced TFAs, and have agreed a common global objective to reduce TFAs in their products to nutritionally insignificant levels (less than 1 gram of trans fat per 100 grams of product) worldwide by the end of 2018 at the latest.