



**The International Food & Beverage Alliance Statement on the
World Health Assembly Decision on the
Report of the Commission on Ending Childhood Obesity**

29 May 2016. Member States attending the 69th World Health Assembly have adopted a [decision](#) welcoming the report of the Commission on Ending Childhood Obesity and calling on Member States and all stakeholders, including the private sector, to work towards implementation of the recommendations. IFBA and its members are deeply committed to helping find solutions to the prevention and treatment of childhood obesity. Many of the recommendations for our industry contained in the report – on product formulation; nutrition labelling and nutrition literacy education; restrictions on the marketing of foods high in fat, sugar and salt; and the promotion of healthy lifestyles – are those we have been implementing for a number of years. We wish to thank the Commission for the opportunity to participate in the consultations and provide comments throughout the development of the report. We are committed to playing an active role in the development of interventions for the prevention of childhood obesity and look forward to working with WHO and Member States as they turn to developing an implementation plan and evaluation framework.

About The International Food & Beverage Alliance (IFBA): *IFBA is a group of eleven global food and non-alcoholic beverage companies - The Coca-Cola Company, Ferrero, General Mills, Grupo Bimbo, Kellogg, Mars, McDonald's, Mondelez International, Nestlé, PepsiCo and Unilever - that share a common goal of helping people around the world achieve balanced diets, and healthy, active lifestyles. IFBA is a non-commercial, non-profit making organization, in special consultative status with ECOSOC. For more information about IFBA, please visit www.ifballiance.org or contact us at secretariat@ifballiance.org*

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