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Non-communicable diseases and the food and beverage industry

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Summary **Full Text** References

The International Food & Beverage Alliance (IFBA) includes ten global food and non-alcoholic beverage manufacturers (Coca-Cola Company, Ferrero, General Mills, Grupo Bimbo, Kellogg's, Kraft Foods, Mars, Nestlé, PepsiCo, and Unilever). Although we cannot speak for the entire food and non-alcoholic beverage industry, nor any other industry, our member companies support initiatives to address the global non-communicable disease (NCD) problem and commend the UN for bringing global attention to this issue, particularly in developing countries.

In 2008, IFBA made five specific commitments to WHO regarding product composition and availability; marketing and advertising to children; consumer nutrition information; the promotion of active, healthy lifestyles for individuals in communities and in the workplace; and collaborative public–private partnerships. We monitor our commitments and post progress reports on the IFBA website. We encourage national and small and medium-sized food and non-alcoholic beverage manufacturers, retailers and public health officials to join us at country and regional levels.

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At the IFBA meeting, 2011, IFBA hosted a discussion with leading members of the UN and public health communities on the complexities and threat of NCDs for development and the benefits of a whole-of-society approach. As reflected in conclusions from that event, we believe strongly that our industry has much to contribute to the fight against NCDs and hope *The Lancet* would do more to encourage collaborative actions that promote public health.¹

JV is past Co-Chair and AH and JC current Co-Chairs of the International Food & Beverage Alliance.

Reference

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