The GCC Food & Beverage Alliance Pledge in Support of the Saudi Food and Drug Authority Healthy Food Strategy

Kingdom of Saudi Arabia, Riyadh

September 12, 2018

H.E. Dr. HISHAM BIN SAAD ALJADHEY
Chief Executive Officer
Saudi Food and Drug Authority
Your Excellency Dr. Al-Jadhey,

In support of the implementation of the Saudi Food and Drug Authority’s (SFDA) Healthy Food Strategy and as part of the Saudi Arabia Vision 2030 that involves tackling the issue of Non-Communicable Diseases (NCD), the signatory companies included herein, undertake to enact joint voluntary actions in the areas of product formulation and innovation, nutrition information, responsible advertising and marketing to children, and promotion of healthy lifestyles. We believe that a multi-stakeholder collective effort including both the private and public sector, and a holistic approach to public health is needed to help address Non-Communicable diseases. We are proud to partner with your esteemed organization and contribute to the efforts to enhance public health in Saudi Arabia.

The International Food & Bevessage Alliance (IFBA) brings together leading food and non-alcoholic beverage companies around a common goal of helping consumers around the world to achieve balanced diets and healthy lifestyles. Formed in 2008 when CEOs of the world’s leading food and beverage manufacturers

تعهد شركات الأغذية والمشروبات في دول مجلس التعاون الخليجي دعماً لاستراتيجية الغذاء الصحي للهيئة العامة للغذاء والدواء

المملكة العربية السعودية، الرياض

12 سبتمبر 2018

معالي الدكتور هشام بن سعد الجدعلي
الرئيس التنفيذي للهيئة العامة للغذاء والدواء

معالي الدكتور الجدعلي المحترم,

دعاً لتحقيق استراتيجية الغذاء الصحي الموضوعة من قبل الهيئة العامة للغذاء والدواء وكجزء من رؤية المملكة العربية السعودية 2030 التي تطوري على معايير مشكلة الأمراض غير المعدية، تمتعد الشركات الموقعة على هذه الوثيقة، بسن إجراءات طوعية مشتركة في مجالات تطوير وإعادة تحريب المنتجات والبيانات الغذائية والإعلان والتسويق المسؤول للأطفال وتعزيز أنماط الحياة الصحية. نؤمن بأن هناك حاجة إلى جهد جماعي ومشترك ما بين القطاعين العام والخاص، والمقاومة شاملة للصحة العامة للمعالجة في مسائل الأمراض غير المعدية. كما نقدر بالشراكة مع هيئة المؤسسة والمساهمة في الجهود الرامية إلى تعزيز الصحة العامة في المملكة العربية السعودية.

يجمع التحالف الدولي للأغذية والمشروبات (IFBA) المئات من الشركات في مجال الأغذية والمشروبات غير الكحولية حول هدف مشترك يتمثل في مساعدة المستهلكين من حول العالم على تحقيق أنظمة غذائية متوازنة وأنماط حياة صحيّة. أُنشئ التحالف في عام 2008م، حيث تعهد الرؤساء التنفيذيين للشركات الرائدة في العالم في مجال صناعة الأغذية والمشروبات طوعاً بدعم استراتيجية
voluntarily committed to support the World Health Organization’s 2004 Global Strategy on Diet, Physical Activity and Health, our work is based on a set of commitments and actions recognized by the World Health Organization, governments and civil society as crucial to helping improve global health – product innovation, improved access to nutrition information, responsible marketing practices and the promotion of healthy lifestyles. We continue working together and play a role in contributing to address public health issues. More on our global commitments and progress can be found at: www.ifballiance.org

By signing this Pledge, the signatories – IFBA member companies operating in the Gulf Cooperation Council (GCC) territory, and with product manufacturing and/or imports in Saudi Arabia: Ferrero Trading Lux S.A (Dubai Branch), The Kellogg Company, Mars, Mondelez Arabia, Nestlé, PepsiCo, The Coca-Cola Company, and Unilever - voluntarily commit to the below:

1. Product Formulation and Innovation:
   We are committed to continuous product improvement and innovation to create products that increasingly make available food choices that help people eat healthy, balanced diets. Therefore, we undertake to do one or more of the following as relevant to each Company’s Product portfolio:
   - Continue to reduce sodium, sugar and saturated fat; and provide reduced sugar, saturated fat and salt options;
   - Eliminate trans fats originating from partially hydrogenated oils by end of 2018 (less than 1 gram of trans fat per 100 grams of product);
   - 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 to help consumers meet their daily nutrient needs; and
   - Increase components to encourage, wherever possible – fibre, whole grains, vitamins and minerals, fruits and vegetables and low-fat dairy.

من خلال التوقيع على هذه التعهد، يلزم الموقعون - الشركات الأعضاء في الخليجي والمشتركون في دول مجلس التعاون الخليجي - في تصنيع أو إستورد المنتجات إلى المملكة العربية السعودية: فيرارو إنجنر، كرولو، مارس، مونديلز أرابيا، نستل، بيبسيكو، شركة كوكا كولا و بونيليفير - طوعاً بما يلي:

1. إعادة تركيب وإبتكار (تطوير) المنتجات:
   نحن ملتزمون بتحسين المنتجات بصورة مستمرة ونائب للمواءم إلى منتجات توفر خيارات غذائية أكثر تسامحية على تناول وجبات صحية ومتوافقة.
   وذلك، نتعهد بالقيام بوحد أو أكثر من الإجراءات التالية ذات الصلة بمحفظة منتجات كل شركة.

- سوف نواصل الهدس من السكر والدهون المشبعة، وتقليل جزء السكر والدهون المشبعة والمثل.
- سوف نقوم بتوزيع الدهون المحتوية من الزيوت المدرجة جزئياً بحلول نهاية عام 2018 (أقل من 1 غرام من الدهون لكل 100 غرام من المنتج).
- سوف نقدم مجموعة متنوعة من أحمال المحتويات بما فيها السكر، الفواكه، الخضروات، العظام، بالإضافة إلى المعلومات الإرشادية بشأن المحتويات لمساعدة المستهلكين على تلبية احتياجاتهم اليومية من العناصر الغذائية.
- سوف نقوم بزيادة كمية الألياف والجبه الكمالية استهلاكنا كالالياف والجبه الكمالية.
2. **Nutrition Information:** We remain committed to provide transparent and clear nutrition information, based on scientific facts and displayed pursuant to international best practices on pack, at point of sale, as well as through other channels. We will continue to improve information on nutrition, to help consumers make informed choices for a balanced diet.

We have also rolled out a consistent nutrition labelling approach that includes, as well as back-of-pack nutrition labelling as required by local regulations, voluntary labelling of calories per serving on front-of-pack.

**ANNEX 1: The GCC Food & Beverage Alliance Pledge on Nutrition Labelling**

3. **Responsible Marketing:** We market responsibly to children everywhere our products are sold including in the GCC. In January 2010 we finalized our first voluntary pledge on Responsible Food and Beverage Marketing to children, in addition to complying with our respective company marketing policies. The commitment was strengthened in 2016 and entails that the signatories do not direct any marketing communication to children below 12 years old, except for products that fulfill specific harmonized nutritional criteria based on sound scientific evidence and/or do not advertise products at all to children below 12 years of age. It also includes all types of media: websites, TV, radio and print, cinema, DVD/CD-ROM, direct marketing, product placement in children's media channels, interactive games, mobile and SMS marketing as well as marketing in primary schools.

Compliance with the pledge is audited on an annual basis by Accenture, a leading global provider of media auditing services. In 2012, 2014 & 2015 Accenture conducted television advertising compliance monitoring in Saudi Arabia and the UAE. Over the 3 years of

**ANNEX 2:**

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4. Promotion of Healthy Lifestyles: We are committed to support and promote healthier lifestyles and increased physical activity in communities. Our members employ more than 3 million people around the world and all have created workplace wellness programs, to help employees improve and sustain overall health and wellbeing and promote healthy behaviour. We are committed to continue this work and further promote and enhance the health and wellbeing of the thousands of people we employ in the Kingdom of Saudi Arabia.

As with the global and regional commitments, in Saudi Arabia we are steadfast to support the advancement of the goals of the WHO Global Action Plan for the Prevention and Control of Non-Communicable Diseases 2013-2020 through these commitments.

As part of this pledge going forward, we undertake to share with your esteemed authority, annual progress of the actions set out in this commitment. We will share our progress and encourage others in the food and beverage industry to adopt these commitments. While we recognize the progress already made, we acknowledge that enhancing public health requires a whole-of-society approach and the engagement of all stakeholders.
As companies, we understand the responsibility we have and are committed to do our part. We are also convinced that a strategic partnership between the public and the private sector, and periodic engagement, is therefore essential to promote a healthy lifestyle to the citizens of Saudi Arabia and be an enabler of the Kingdom’s Vision 2030.

Signed by and on behalf of the following companies:

Guido Ferralasco
Managing Director
Gulf Countries
Ferrero Trading Lux S.A (Dubai Branch)

Amr Farghal
Regional Vice President
Mediterranean, Turkey
Middle East & Africa
Kellogg Company of Great Britain Ltd. (Dubai Branch)

Karim Chabara
General Manager
Mars GCC FZE

Mohamed ELMorsi
Managing Director, KSA
Mondelez Arabia for Trading LLC

Yves Manghardt
Chairman and CEO
Nestlé Middle East FZE

Omar Farid
President, Middle East & North Africa
Pepsi-Cola International Ltd

Murat Ozgel
General Manager – Middle East Region
The Coca-Cola Export Corporation (Dubai Branch)

Sanjiv Kakkar
Executive Vice President,
Unilever MENA, Turkey, Russia, Ukraine, Belarus

المراقبة العامة والقطاع الخاص والMayor والمواد الغذائية، أمر ضروري لتعزيز نمط حياة صحي وولياء المملكة المتحدة الممولة بالمملكة 2030.