

## ***3rd Meeting of the SaltSmart Consortium***

28-29 October 2014

Brasilia, Brazil  
PAHO\_WHO Office

Industry and Trade Associations Panel

# What is the Food Industry expected to do?

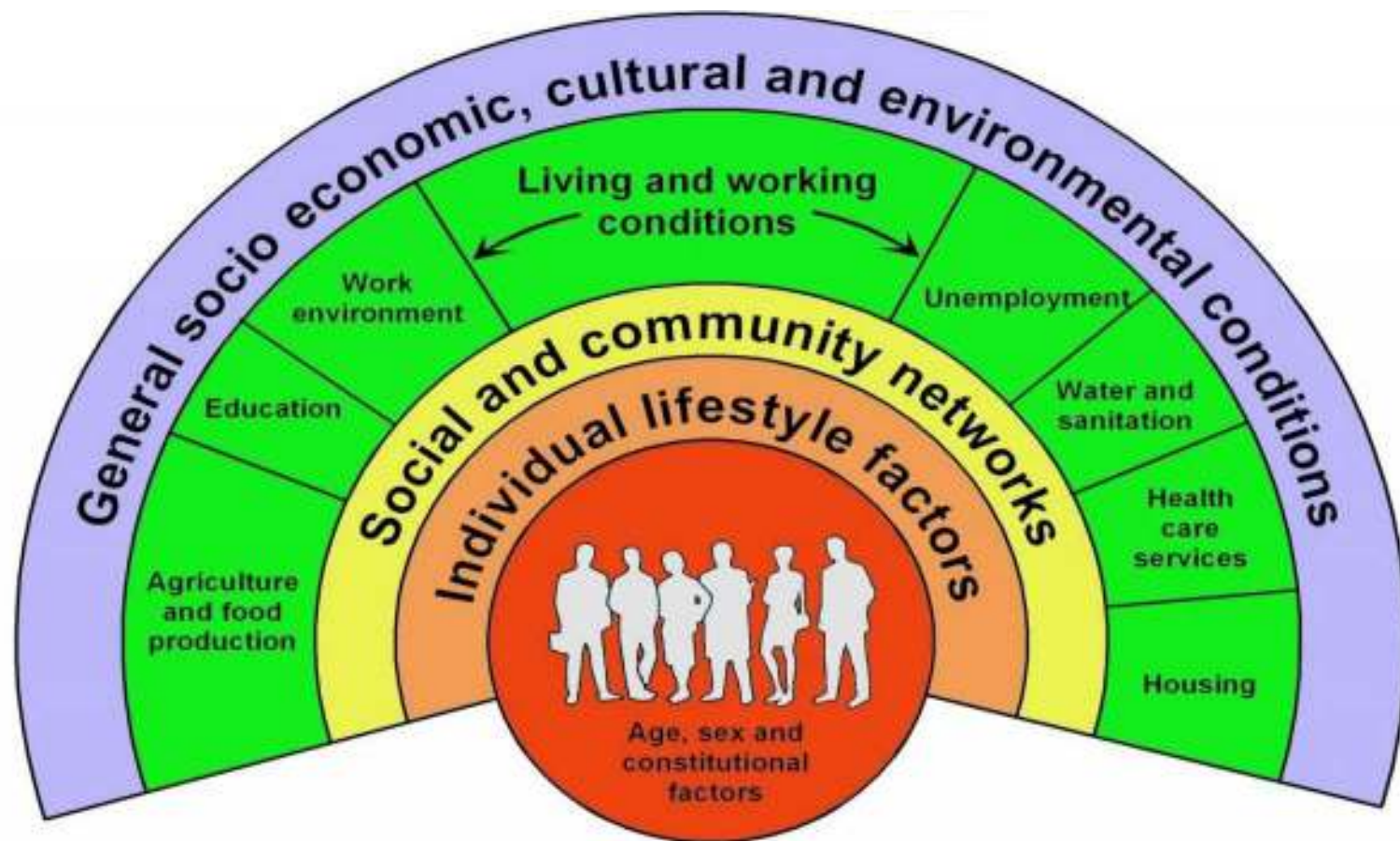
- WHO's global strategy on diet, physical activity, and health objectives .
- May 2004.

## Private Sector Responsibilities for action:

- Promote healthy diet and physical activity in accordance with national and international guidelines and standards
- Limit level of saturated fats, TFA, free sugars, and salt
- Provide affordable, healthy and nutritious choices
- Provide adequate and understandable nutrition information
- Practice responsible marketing in accordance with strategy.
- Issue simple, clear and consistent food labels and evidence based health claims
- Provide information on food composition to national authorities
- Assist in developing and implementing physical activity programs

# Determinants of Population Health :

It is a complex and multifactorial topic.



Source: Dahlgren & Whitehead (2006).

# IFBA Commitment 2008



13 May 2008

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

Dear Dr. Chan:

RE: A Global Commitment to Action on the Global Strategy on Diet, Physical Activity and Health.

As the CEOs of major international food and non-alcoholic beverage companies, we would like to take this opportunity ahead of the World Health Assembly in May to set out our global commitment to further action in support of continuing efforts to implement the 2004 WHO Global Strategy on Diet, Physical Activity and Health.

We fully recognize that experts agree that significant increases in non-communicable diseases (such as cardiovascular disease, hypertension and diabetes) are directly linked to increasing prevalence of obesity resulting from a number of factors including poor diets, less physical activity and changes in lifestyle in both developed and developing countries around the world.

The WHO Strategy acknowledges that efforts to help people improve their diet and health require actions by all stakeholders – including the private sector. As companies, we take this responsibility seriously and have already taken concrete steps to:

- Reformulate our existing products and develop innovations that offer healthier options to our consumers;
- Provide our consumers with more and clearer information about the nutritional composition of their foods and beverages;
- Adopt voluntary measures on the marketing and advertising of food and beverages, particularly to children; and
- Promote greater physical activity, sports and healthier lifestyles, including in the workplace.

However, as we feel approach the 50th anniversary of the launch of the Strategy, we believe that even greater efforts will have to be made by all stakeholders if the Strategy's goals – particularly in developing and emerging countries – are to be achieved.

We are therefore pleased to share with you the five key global commitments to action that will guide our companies over the next five years and beyond. We will report our individual progress in delivering these annually ahead of each World Health Assembly meeting. The progress report will be published and also made available in all interested parties on a dedicated website.



## Commitment 1: Product Composition & Availability

Critical to changing consumer behaviours is the availability of a range of healthier choices and dietary options. We will continue our individual efforts to reformulate products and bring to the market new products which support the goals of improving diets and reducing obesity such as lower salt (consistent with food safety requirements), free sugars, saturated fats, and trans-fatty acids in all countries in which we operate around the world. We will also continue our efforts with respect to portion control.

Secondly, we will work collaboratively with WHO, national Governments and other stakeholders to develop guidelines and strategies to help consumers reduce over time the excess intake levels of key nutrients of public health concern in the overall diet. In 2005-9, for example, we are keen to engage and support the WHO work on reducing trans-fats and salt.

Thirdly, we are also mindful of the pressing need to address nutritional (micro-nutrient) deficiencies in many developing countries. Wherever possible we will look for opportunities to develop and market products that can address the specific needs of consumers and governments in this regard (including fortified foods).

## Commitment 2: Nutrition Information to Consumers

The provision of nutrition information to consumers forms the cornerstone of any policy framework to address poor dietary intakes. At a global level – or where there are no legislative requirements already in place – we will ensure that, as a minimum, our products provide nutrition information on-pack per portion for the key nutrients of public health concern. Where evolution on-pack may not be possible (due to limited space or type of packaging) we will ensure that this information is provided to consumers in other forms (e.g., websites, in-store leaflets, consumer care lines, etc).

## Commitment 3: Marketing & Advertising to Children

A great deal of political attention at international, regional and national levels has been focused on the question of marketing and advertising of foods and beverages to children.

The food and beverage industry, with the support of bodies like the World Federation of Advertisers, is making significant progress in both expanding and strengthening advertising self-regulatory processes globally. This process is designed to ensure codes of conduct are properly monitored, policed and enforced in a manner which reflects the best practice model agreed upon with consumer and public health groups as part of the EU Advertising Roundtable.

Additionally, the food and beverage industry strengthened its commitment to responsible advertising through the adoption in 2004 of the International Chamber of Commerce (ICC) Framework for Responsible Food and Non-Alcoholic Beverage Advertising. This Framework was most recently updated in 2006 to cover all forms of marketing communications, including the digital media. These code provisions are currently being formally integrated into national self-regulatory code worldwide.

Furthermore, a number of companies are supporting participants in voluntary "Pledges" in, for example, the EU, US and Canada, which are independently monitored and reported on, to change the types of foods and beverages advertised to children.

We recognize however that, where it is not already the case, we should apply our individual marketing and advertising commitments on a global basis. This year, we therefore intend to



finalize and announce plans and timetables to achieve this, together with appropriate independent mechanisms to monitor their delivery.

In our discussions, we will take into account the need to involve as many companies as possible to ensure the application of such commitments is made more widespread throughout the industry. We will continue to seek input from WHO stakeholders throughout this process and will keep you informed of our progress.

## Commitment 4: Promotion of Physical Activity and Healthy Lifestyle

Wherever possible we will use our marketing communications and/or collaborate with public authorities and other stakeholders to help raise consumer awareness on balanced diets, as well as to help promote greater physical activity and healthier lifestyles – including within the workplace. Each year we will provide examples of how these campaigns are being applied in different markets around the world in order to be able to share best practice.

## Commitment 5: Partnerships

We are acutely aware of the enormity of the task ahead and the need to work collaboratively with WHO, its regional offices, Member States and the wider public health community to deliver a positive outcome. We will commit our time, expertise and resources to support public-private partnerships to accomplish the objectives of the WHO in this area.

As we move forward with our plans, we will look to co-operate and promote this approach in all markets and encourage others (including small and medium sized companies) to follow our lead.

We look forward to meeting with you and our team in the coming months to inform you in greater detail of the progress we are making and to solicit your views.

Yours sincerely,

David Mackay  
President and  
Chief Executive Officer  
Kellogg Company

Paul Bulcke  
Chief Executive Officer  
Nestlé S.A.

Patrick Cossou  
Group Chief Executive  
Unilever

Irene Rosenthal  
Chairman and  
Chief Executive Officer  
Kraft Foods Inc.

Indra Nooyi  
Chairman and  
Chief Executive Officer  
PepsiCo, Inc.

Paul Michaels  
President  
Mars Incorporated

Mr. Mubir Kent  
President &  
Chief Operating Officer  
The Coca-Cola Company

# IFBA Enhanced Commitment 2014

- **In 2008, our companies came together to take collective global action in five key areas to support the advancement of the goals of the 2004 World Health Organization (WHO) *Global Strategy on Diet, Physical Activity and Health*.**
- **Six years on, our members have made significant and substantial progress in advancing the goals of that strategy.**
- **However, we recognize 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 Non communicable Diseases 2013-2020* are to be achieved.**
- **We are also committed to continuous improvement in all we do. Building on the progress we have achieved to date, we are now taking action to enhance the common commitments we made in 2008.**
- **Our enhanced commitments are based on the fundamental principle that addressing global public health challenges requires a whole of society effort and actions by all stakeholders – including the private sector. As companies, we take this responsibility seriously and are committed to working in collaboration with all stakeholders in the execution of our commitments and the realization of the goals of WHO strategies.**



# IFBA Enhanced Commitment September 2014



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 today, 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 effort 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 corporate 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 these 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 rollout a consistent nutrition labeling 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 – do not 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 used 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. The creation of healthy lifestyles:** We are committed to helping our employees lead healthy, productive lives and provide workplace wellness programs 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 a sound how best to tackle NCDs and reduce the prevalence of insufficient physical activity.

Further details of each of these commitments is 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 a our progress in the implementation of each of these commitments.

Finally, we believe that finding and implementing solutions to the world's highly complex and multi-faceted 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



Of our shared time, we will look to the future and look forward to working with a like-minded community of stakeholders to play a role in helping to achieve our common goal of 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 in implementing these commitments.

Yours sincerely,

  
Michael B. Smith  
Chairman of the Board,  
Chief Executive Officer  
The Coca-Cola Company

  
Gary L. Hall  
Chief Executive Officer  
Bimbo

  
Randall J. Jones  
Chairman of the Board,  
Chief Executive Officer  
General Mills

  
David J. Smith  
Chairman of the Board,  
Chief Executive Officer  
Kellogg Company

  
John A. S. Smith  
Chairman of the Board,  
Chief Executive Officer  
Mars Incorporated

  
Paul H. H. Smith  
Chairman of the Board,  
Chief Executive Officer  
Monsieul

  
Dan Thompson  
Chairman of the Board,  
Chief Executive Officer  
McDonald's

  
John E. Smith  
Chairman of the Board,  
Chief Executive Officer  
Monsieul

  
Paul H. H. Smith  
Chairman of the Board,  
Chief Executive Officer  
Monsieul

  
John A. S. Smith  
Chairman of the Board,  
Chief Executive Officer  
Mars Incorporated

  
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Chairman of the Board,  
Chief Executive Officer  
Mars Incorporated

<https://ifballiance.org/documents/2014/09/dr-chan-letter-final-15-9-14.pdf>

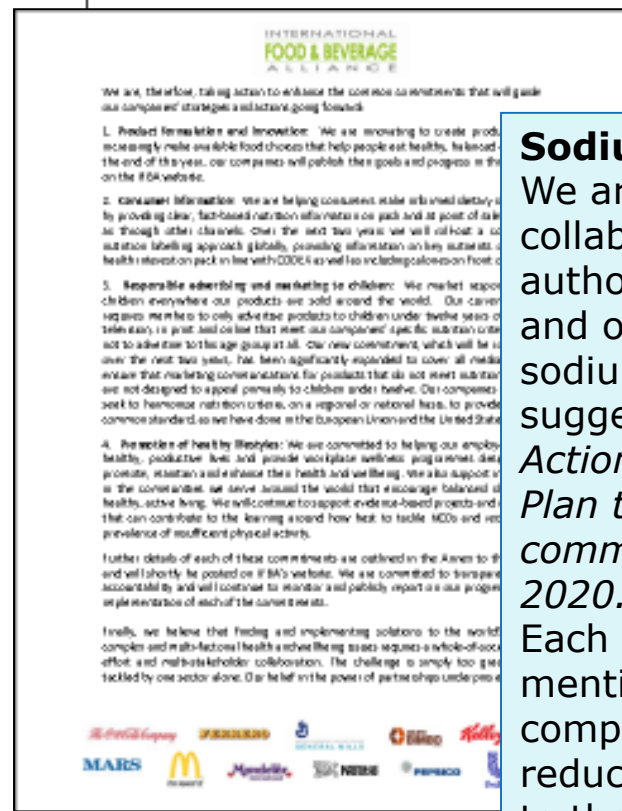
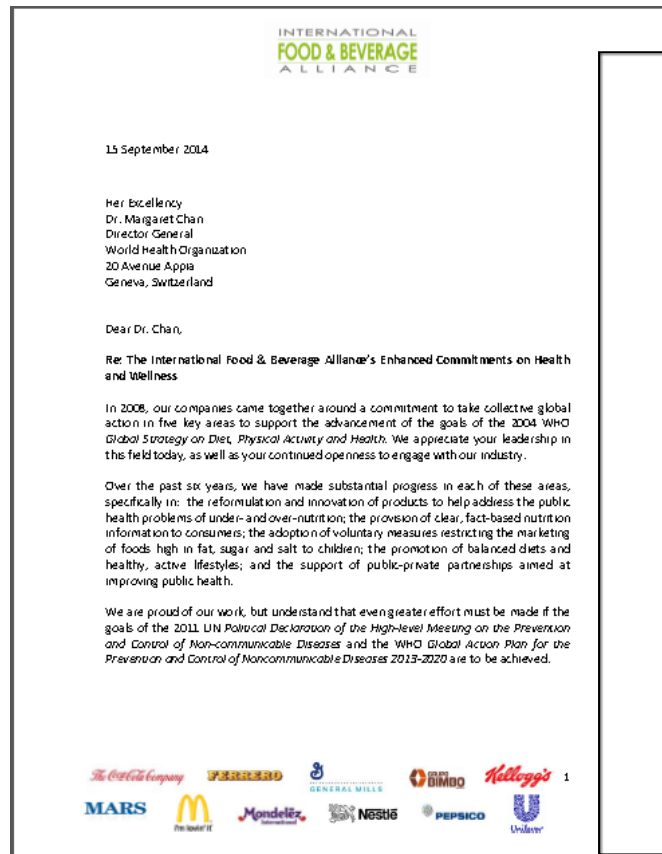
INTERNATIONAL  
**FOOD & BEVERAGE**  
ALLIANCE

Five Commitments in Five Years  
Review of Progress 2008 – 2013



<https://ifballiance.org/documents/2014/09/ifba-progress-report-2008-2013-final-11-sept-2014.pdf>

# IFBA Enhanced Commitment September 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 Non-communicable 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.



the call for well-being )))

**Business  
Strategy:**  
  
**Protect the  
well-being of  
our planet**

## Strategic Pillars of Action

### Empower consumers to snack mindfully

- Improve our current portfolio
  - Reduce sodium & sat fat by 10%; increase whole grain by 25% across portfolio
  - Implement calorie FoP labeling globally by 2016
- Transform our portfolio through new product innovation
  - Increase portion control (<200 calories, individually wrapped) offerings by 25%
  - Grow *Better Choices* to 25% of portfolio revenue
  - Launch new products that adhere to established nutrition requirements

### Empower communities to lead healthier lives

- Invest \$50MM USD in healthy lifestyle programs, focused on obesity prevention, primarily children 12 and under
  - Deliver programs in 13 countries – many of which have highest childhood obesity rates
- Collaborate with Yale School of Public Health on common metrics to measure progress and impact across our programs

**Mondelēz**  
International

The power of big, and small.



**Alianza Latinoamericana de  
Asociaciones de la Industria  
de Alimentos y Bebidas**

**STRATEGY TO STRENGTHEN THE FOOD AND  
BEVERAGE INDUSTRY IN LATIN AMERICA**

**2014**

## FOOD & BEVERAGES IN LATIN AMERICA

- **5-10 %** of GDP of each country
- **17%** of total global commerce
- **US\$ 158.000** millions worth of total exports
- Including supporting sectors: **Over US\$200 billion**
- **Us\$ 58 bllion** of imports
- Trade Surplus: **US\$ 99 billion**
- LATAM + CARIBBEAN: **2º worldwide exporters**

In average, 2012



## CURRENT MEMBER COUNTRIES

**ARGENTINA  
BRAZIL  
CHILE  
COLOMBIA  
COSTA RICA  
ECUADOR**

**GUATEMALA  
MEXICO  
PARAGUAY  
PERU  
REPUBLICA  
DOMINICANA  
URUGUAY  
USA  
VENEZUELA**



**Objective: Expand membership to  
include other Latin America &  
Caribbean Countries**



## **MEETING IN BUENOS AIRES IN MAY 2014**

### **BOARD OF DIRECTORS ELECTED AND ALLIANCE ORGANIZING STATUTES APPROVED**

President: ***DANIEL FUNES DE RIOJA*** – COPAL,  
Argentina

1st Vice-president : ***MARIA CAROLINA LORDUY*** -  
Cámara de la Industria de Alimentos  
ANDI, Colombia

2nd Vice-president : ***ALEJANDRO DALY*** - SIN, Perú

3rd Vice-president : ***FELIPE LIRA*** -  
CHILEALIMENTOS , Chile

Secretariat: ***MARIO MONTERO*** – CACIA, Costa Rica



**Alianza Latinoamericana de**  
**Asociaciones de la Industria de Alimentos y Bebidas**  
*Latin America Alliance of Food and Beverage*  
*Industry Associations*

**Vision**



***“To be the Latin American institution representing a unified food and beverage industry, promoting the development of its value chains, and shaping public policies to promote public health and wellbeing . ”***

# Alianza Latinoamericana de Asociaciones de la Industria de Alimentos y Bebidas

## Mission

***“To foster the development of the food and beverage industry, and its value chains, based on innovation and economic, social and environmental sustainability, and facilitate collaboration between industry associations and companies to work with governments to design public policy and regulatory frameworks that enhance and promote public health and wellbeing”.***



# THE CHALLENGES AND NEXT STEPS

**INTRODUCTION OF THE ALLIANCE to governments and various agencies.**

**DEVELOP and DEEPEN relationships with the international organizations.  
Coordination with new entities.**

**Creation of TECHNICAL WORKING GROUPS to address issues as needed.**

**OBJECTIVE: STRENGTHEN THE IMAGE AND POSITIONING OF FOOD AND BEVERAGE INDUSTRIES THROUGHOUT REGION**



**OBJECTIVE: STRENGTHEN THE  
IMAGE AND POSITIONING OF FOOD  
AND BEVERAGE INDUSTRIES  
THROUGHOUT THE REGION**

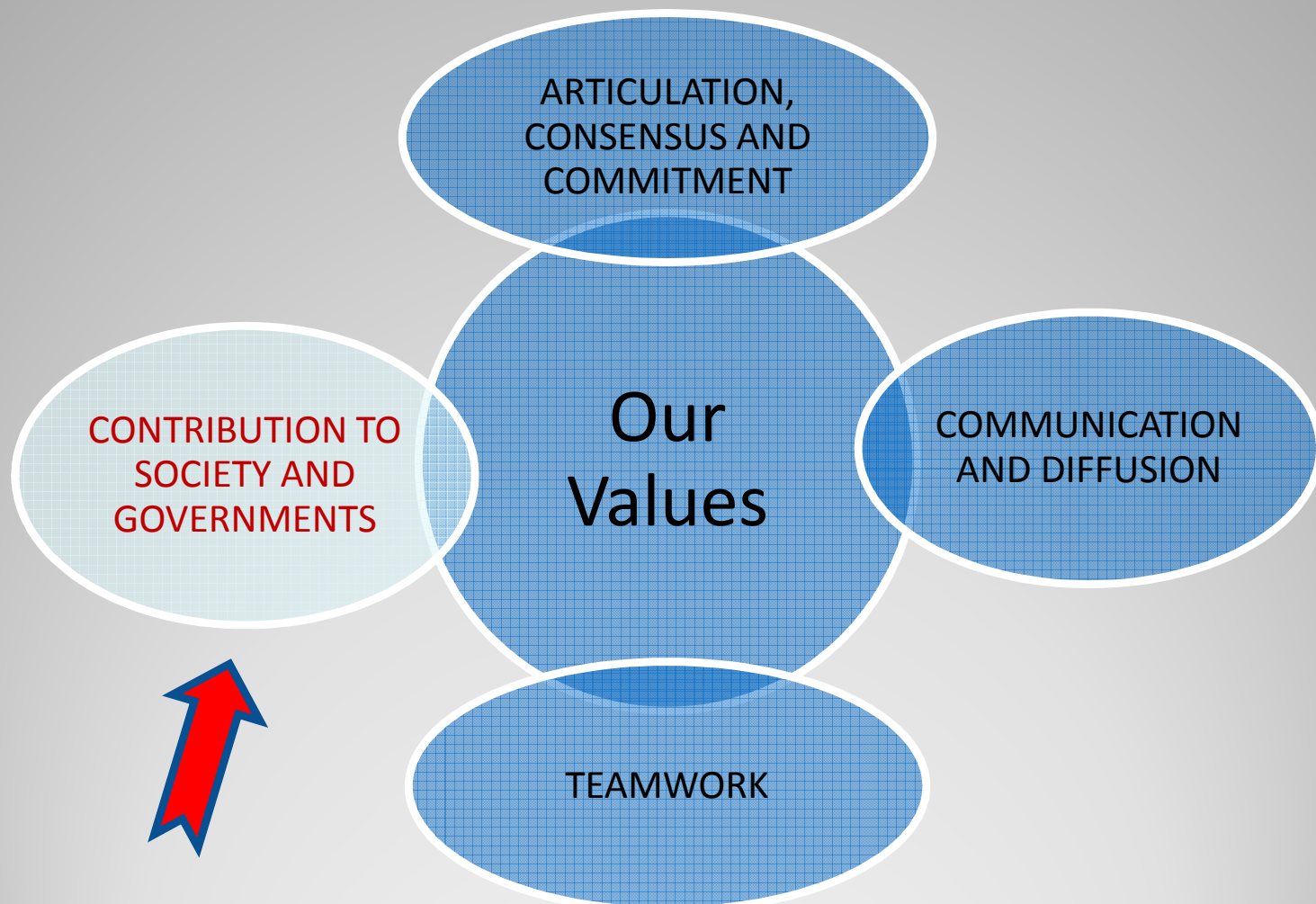


## NEXT CHALLENGES

- ✓ **CONSOLIDATION OF THE ALLIANCE AND EXPANSION TO INCLUDE OTHER COUNTRIES.**
- ✓ **CONSENSUS ON PRIOTITIES AND NEXT STEPS**
- ✓ **GENERATE A WORK PLAN 2015:**
  - Define technical working groups
  - Relationship with international organizations
  - Other Industry-related associations



# COMMUNICATION AND OUTREACH

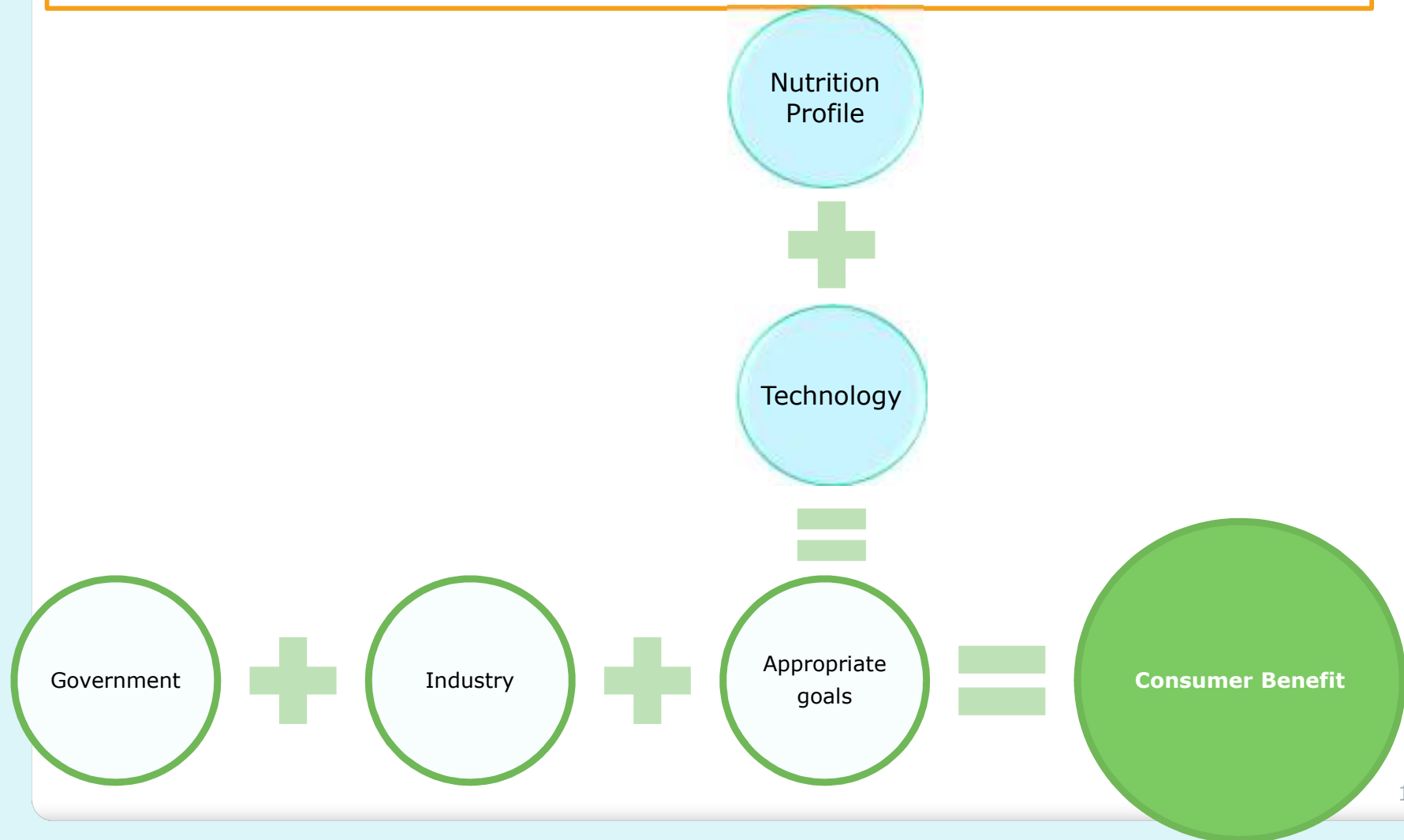


Sodium Reduction Voluntary agreements





# Voluntary Agreements: Industry-Government: Both side efforts are beneficial for consumers.



# Argentina & Brazil 's Experience on Sodium

- Argentina & Brazil : similar models with some differences on goals formulation

## • Argentina:

- Agreements signed with:
  - Copal and product specific Trade Associations
  - Companies signing: Increase from 19 to 60 between 2011 and 2013.
  - Products considered in the agreements: 487
- Agreements signed for four product categories with biggest impact on sodium consumption:
  - ✚ Meat products (include hamburgers , hot dogs and others)
  - ✚ Cereal products (include biscuits and bread)
  - ✚ Cheeses
  - ✚ Soups, dressings and canned vegetables.
- Agreements covered 2 steps, with goals to achieve for any of them:
  - ✚ 2011-2013
  - ✚ 2013-2015

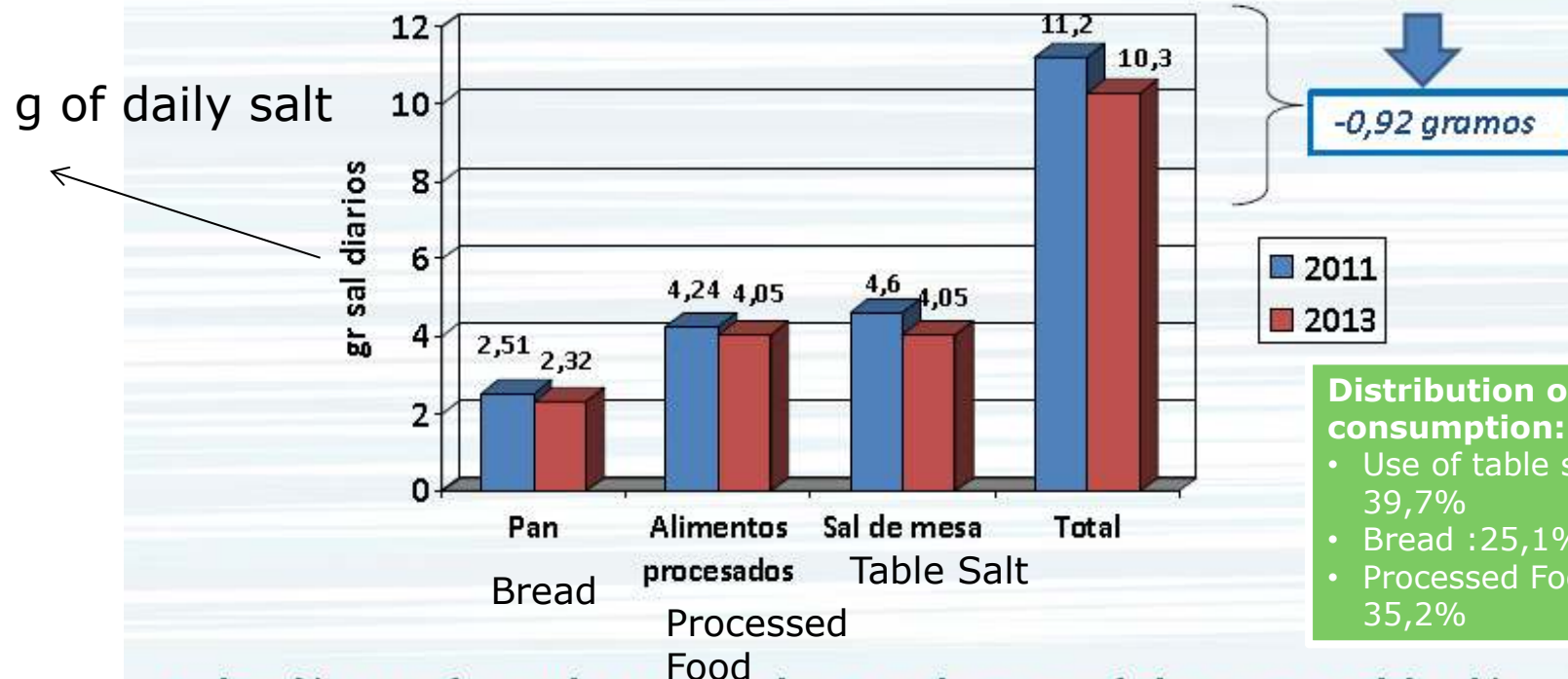
## Brazil:

- Agreement signed with:
  - ABIA and product specific Trade Association.
- The agreement covers product categories with biggest impact on sodium consumption :
  - ✚ Meat products (include hamburgers , hot dogs and others)
  - ✚ Cereals (include bread, biscuits , ready to eat cakes and mixes)
  - ✚ Cheeses
  - ✚ Soups, mayonnaise and spices.
- Agreement considers progressive goals to be achieved every two years till 2020.

# Impact Calculation by end 2013

Being aware of effort impact encourages companies to carry on

Iniciativa Menos Sal Más Vida: evaluación 2011-2013



*Estimación a partir cambios en contenido de sodio, % cumplimiento y % participación*

Estimation based on changes in sodium content, % compliance and % participation

Fuente: Ministerio de Salud Argentina

# Impact Calculation by end 2012

August 12, 2014: Brazilian Ministry of Health informed the following sodium reduction achievements (2011-2012):

- 11% in sliced bread and "biscnaginhas".
- 15% in instant "macarraos".



It means : 1295 tons of sodium out of these products

<http://www.brasil.gov.br/saude/2014/08/acordo-entre-governo-e-industria-retira-toneladas-de-sodio-de-alimentos>

<http://noticias.uol.com.br/saude/ultimas-noticias/redacao/2014/08/12/industria-de-alimentos-retira-12-mil-toneladas-de-sodio-de-produtos.htm#fotoNav=2>

# Benefits of Voluntary Agreements

- Voluntary agreements industry-government to get a positive impact on public health are possible and may have sizable results.
- Process development enriches the point of view of both sides: public sector gains awareness about technical challenges and industry get more conscious about the challenge of reducing NCDs.
- Mutual technical respect and trust among the task force members is fundamental : agendas must coincide and be transparent.
- Every little progress counts : goals must be aspirational but possible to achieve.
- Regulation can be an useful tool , but voluntary agreements allow the validation of the process and set the basis of an effective future regulation.
- Create awareness and educate consumers: Is a long but more than necessary process.





## ALLIANCE EFFORTS AND OBJECTIVES

- ☐ Formal system for communication and information exchange between alliance country representatives
- ☐ Development and adoption of Alliance Vision, Mission and Strategic guidelines
- ☐ Inviting other countries to join Alliance to expand representation.
- ☐ Organizing statutes developed and near completion.
- ☐ Participation in meetings with the Pan-American Health Organization.
- ☐ Coordination with other entities: International Food & Beverage Alliance, FIAB, etc



**Thank you on behalf of  
Latin America!**



**Alianza Latinoamericana de  
Asociaciones de la Industria  
de Alimentos y Bebidas**

***Queries? Technical Secretary: [mnimo@copal.org.ar](mailto:mnimo@copal.org.ar)***