



The International Food & Beverage Alliance Announces Renewed Worldwide Commitments on Health and Wellness

On September 15th, CEOs of IFBA's eleven member companies delivered a letter to World Health Organization (WHO) Director-General Dr. Chan outlining a set of enhanced global commitments which will guide their health and wellness strategies over the coming years. The enhanced commitments build on the commitments first made to WHO in 2008 when IFBA members came together to take collective action in support of the advancement of the 2004 WHO Global Strategy on *Diet, Physical Activity and Health*.

A copy of the press release issued today announcing the renewed worldwide health and wellness pledge with links to the letter to DG Chan and the full text of the enhanced commitments follows.

About the Enhanced Commitments:

IFBA members share a common goal of helping people around the world achieve balanced diets and healthy, active lifestyles. Our work is based on a set of actions recognized by WHO, governments and civil society as crucial to helping improve global health, including product innovation, improved access to nutrition information, responsible marketing practices and the promotion of healthier diets and physical activity. IFBA's 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.

What is new?

On Product Formulation and Innovation

1. In order to provide a measurable framework for monitoring companies' ongoing efforts on product reformulation and innovation, each IFBA member has agreed to make a specific corporate commitment which will detail its goals and progress for one or more of the following:
 - the reduction of nutrients such as sodium, sugar and saturated fats;
 - the increase of components to encourage wherever possible (fibre, whole grains, vitamins and minerals, fruits and vegetables and low-fat dairy);
 - the replacement of trans-fatty acids with unsaturated fats; and/or the continued progress on trans-fat reductions;
 - the provision of 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; and
 - to publish these commitments on the IFBA website by the end of 2014.
2. Building on the substantial progress to date on sodium reduction, IFBA members will continue reducing sodium in their products wherever possible, with due regard to WHO's recommendation for daily salt intake.

3. IFBA members are also 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*.

On Nutrition Information to Consumers

1. Building on the 2010 “Principles for a global approach to fact-based nutrition labelling,” IFBA members have agreed to adopt a common global approach to the provision of nutrition information to be implemented by all members by 31 December 2016 at the latest.
2. In addition to providing information on the seven key nutrients on back or side of pack (or at point of sale for restaurants), products will display on the front-of-pack the energy value per serving and wherever possible the contribution as a percentage of the daily reference intake guidance for one or more of the key nutrients.

On Responsible Advertising and Marketing to Children

1. The new policy, which will become applicable to all IFBA members by 31 December 2016, has been enhanced to:
 - cover significantly more media – in addition to TV, print and the internet, the policy now covers outdoor, mobile and SMS marketing, interactive games, DVD/CD-ROM, direct marketing, cinema and product placement. In general, these media together will constitute the vast majority of a company’s food and beverage marketing budget;¹
 - ensure that companies use marketing techniques (e.g. licensed characters, movie tie-ins and celebrities) that are primarily directed to children under 12 in the media covered, only for products meeting specific nutrition criteria; and
 - wherever possible, harmonize nutrition criteria for companies advertising better-for-you products to children under 12 as part of ongoing efforts to expand and enhance regional and national pledges on marketing to children.

On Promotion of Healthy Lifestyles

1. IFBA members are extending their workplace wellness programmes around the world to help employees improve and sustain overall health and wellbeing, including:
 - working towards including smoke-free environments; and
 - offering healthy dining choices and nutrition information to staff.
2. IFBA members have committed to help implement the strategies called for in the WHO *Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013-2020* aimed at reducing the prevalence of insufficient physical activity.

22 September 2014

¹ IFBA members are in the process of agreeing the guidelines which will govern outdoor marketing.



Press Release

Global Food & Beverage Industry CEOs Renew Worldwide Health and Wellness Pledge

Eleven of the largest global food and beverage companies make enhanced commitments on:

- *Product reformulation and innovation*
- *Nutrition labelling*
- *Responsible marketing to children*
- *Promotion of healthy lifestyles*

Brussels, Belgium, 22 September 2014 – In a letter to World Health Organization (WHO) Director-General Dr. Chan, CEOs of leading food and non-alcoholic beverage companies and members of the International Food & Beverage Alliance (IFBA) announced a set of enhanced global commitments that will guide their health and wellness strategies over the coming years. These strategies are based on a set of actions recognized by WHO, governments and civil society as crucial to helping improve global health.

IFBA members have committed to continue to reformulate and innovate products with the goal of making available food and beverage choices that help people eat healthier, more balanced diets. Each member will make, and publish, a specific corporate commitment which details its goals and progress in this area by the end of 2014.

IFBA members will implement, by the end of 2016, a common global approach to the provision of nutrition information on pack, at point of sale and through other channels. This will include labelling the energy value for all products on front of pack worldwide.

IFBA members will also expand the IFBA Global Policy on Marketing and Advertising to Children, which provides that members either do not market products to children under 12 or if they do, limits what products can be marketed to children under 12. Currently applicable to TV, print and Internet, by the end of 2016 the expanded global policy will cover significantly more media; and ensure that members do not use marketing techniques in ways that are primarily directed to children under 12 for products that do not meet better-for-you nutrition criteria. As part of ongoing efforts to expand and enhance regional and national pledges on marketing to children, members will also work to harmonize nutrition criteria, on a regional or national basis, as they have done in the European Union and the U.S.A. pledge groups.

The health and well-being of the 3.5 million people employed globally by IFBA members is an important priority and members have committed to extend workplace wellness programmes to help employees improve and sustain overall health and wellbeing, including working towards smoke-free environments and offering healthy dining choices and nutrition information to staff.

INTERNATIONAL FOOD & BEVERAGE ALLIANCE

In 2013, IFBA members welcomed the adoption by Member States of the WHO Global Action Plan on the Prevention and Control of Noncommunicable Diseases 2013-2020 and the “whole-of-society” approach endorsed by governments. IFBA’s enhanced commitments include a pledge to work in collaboration with all stakeholders on strategies aimed at reducing sodium and the prevalence of insufficient physical activity called for in the global action plan.

The letter to Dr. Chan can be [accessed here](#).

Commenting on the enhanced commitments, Rocco Renaldi, Secretary-General of IFBA said:
“Consumers around the world will face many challenges related to food and nutrition in the coming years. We embrace the role to be part of the solution – through our foods and beverages, consumer education and responsible marketing we promote healthy lifestyles that balance consumption and activity. The enhanced IFBA commitments build on the substantial progress we have made since our members first came together to take collective global action in support of the advancement of the 2004 WHO Global Strategy on Diet, Physical Activity and Health and reflect the actions we believe are necessary as we move toward realizing the ultimate goal of improving public health.”

Today, IFBA also released the report, *“Five Commitments in Five Years: Review of Progress 2008 – 2013.”* The report outlines IFBA’s approach to its work and details progress on the commitments. The full report can be [accessed here](#).

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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.

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